



Custom Book Writing Process

This service is designed for the busy professional or creative visionary who has a manuscript in them but lacks the time or technical know-how to craft a book that will put them on the map and advance their goals.

What's excellent about the process is that it captures the voice of the author and allows us to write more thought-leadership level content. (If we just research, we are recycling what others have said, but by interviewing, we get it from the authority.) Here's what you can expect from the process:

1. The team conducts an introductory call with the client to discuss the scope of the project, end goals, amount of work required, and level of client involvement.
2. The client may provide a preliminary outline and any other materials they want to include.
3. Based on what's provided, our chief writer will determine about how many hours of interviewing will be needed (we do one hour at a time).
4. The writer schedules the first interview (usually conducted via Skype) and sends interview questions in advance of the call.
5. We conduct our first interview, which is recorded. All interviews are recorded to provide the writer content for the book and familiarity with the author's voice.
6. The writer crafts content using the recorded interview and any supplemental materials provided.
7. We submit a chapter at a time for review. If the client wants changes, the writer makes edits using the Track Changes function in Microsoft Word, to get a polished draft. Rarely do we need significant changes, because we've done the interview, so it's essentially what the client would say... if they were up for writing it. Of course, it reads like a book, not like a transcript, because it's been polished to reflect the author's voice and intended message.
8. Following completion of the principal manuscript, we move forward to subsequent stages of editing (line editing, copyediting, proofreading) to polish the language, enhance clarity, and provide redundancies in quality control.
9. Once the manuscript is complete, we format it into digital, print, and audiobook editions, and continue the ongoing work of marketing.

Typical Total Process Length for up to 60,000 words: 4-6 Months