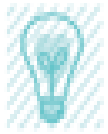




Michele Matrisciani



YOUR IDEAS ARE MY PASSION

I WANT TO WRITE A BOOK
What Service Do I Need?

An Inside Look at Editorial Processes

Is My Idea Really a Book?

Engaging in the editorial process independently or with a professional requires an investment of time, money, and commitment.

But sometimes, ideas don't warrant a book. Consider the following viable alternatives ...



Other Avenues

Should my idea for a novel or memoir be written first as a short story or personal essay?

- Submitting truncated versions of your work takes the pulse of the marketplace, connects writers with editors, and garners feedback, which even in the form of a rejection, is invaluable to further develop.
- Is there a need for the book (particularly nonfiction)? Is the market saturated?

Is a book the right medium? Can the idea be effective through social media, as a podcast, or blog?

Decide Your Goal or End Game



Knowing *why* you want to write a book helps determine the appropriate service.

Michele Matrisciani
 YOUR IDEAS ARE MY PASSION

Ask yourself real questions.



Do I plan to self-publish or traditionally publish?



Will I solicit a literary agent?



Am I writing a book to supplement my business?



Is adhering to industry standards a priority (for self-publishers)?



Is my book intended as a family keepsake or legacy?

Where Are You in the Editorial Process?

Creative work happens in **stages**.

Considering which stage of the creative process you are in determines which editorial service you might need.

Some **stages** include:

Prewriting

Drafting

Revising

Editing

Different Strategy, Different Strokes

Self-Publish

- Runs the gamut from idea generation to bound book.
- Focuses on devising a team beyond an editorial specialist.
- A project manager might be hired.
- Production, marketing, and publicity strategy is a must.
- Run the numbers before committing.

Traditionally Publish

- For fiction: priority on query letter, story development, line, and copyediting.
- Nonfiction books require less writing and more positioning strategy:
 - Book proposal
 - Sample chapter
 - Submissions list (agent/publisher)

Self-Publishing Makes Sense When...

You've got this!

You have a platform and the financial means to support a self-publishing/marketing plan for a built-in audience.

- Terrific for entrepreneurs, specialists, researchers, etc., who speak often, want a book to build their business, have a large social media following, and/or have published papers/articles.

The market is saturated/too much competition

Niche market



Michele Matrisciani
YOUR IDEAS ARE MY PASSION



Editorial Services (applies to content beyond books)

Coaching*

Copywriting

Book Doctor

Book Proposal & Query Letter Writing

Developmental Editing*

Editorial Evaluation (manuscripts, proposals, queries)

Ghostwriting*

Line Editing/Copyediting/Proofreading/Indexing*

Publishing Consultation



Book Coaching

Ideal Choice For:

Authors who want to immerse in the creative process, learn craft, hone skills, love to write and have time

Writers who desire support, feedback, help with creative blocks or getting unstuck.

Those in need of assistance in time management, outline, hitting targets, revisions.

Authors at the stage of manuscript submission who need help with submission lists

Can be hired on retainer, hourly, as needed

KEEPS YOU
ACCOUNTABLE!



Book Proposal & Query Letter Writing

They are hard to master!

Can take more time to write than a book

Nonfiction proposals don't require a finished manuscript

A fantastic tool to refer to when you are ready to write the manuscript

Runs between 30 – 80 pages

Helps authors learn about their market, competition, and devise a marketing/publicity strategy

- Literary agents and traditional publishers (including small presses/hybrid publishers) require a query letter and book proposal.
- Book proposals are a business plan for your book.
- Proposals necessary for nonfiction, not fiction.

Developmental Editing



Also called structural or substantive editing



Full manuscript required



Examines all the elements of your writing, from word choice and phrasing, to overall structure, voice, and style.



Addresses inconsistencies, plot holes, pacing, length, dialogue, problematic characterization and all other literary devices.



After a round of developmental editing a manuscript can change substantially.


Editorial Evaluation



Editors read a manuscript draft and craft a multipage document that diagnoses at a high-level the effectiveness of the writing and its publishing potential; offers solutions to problems.

A worthwhile first step before hiring a developmental editor.

Good bang for the buck for writers who want to revise their own work.



Ghostwriting & Collaboration

- Ghostwriting: When a person is commissioned to write a work that is credited to someone else.
- Collaboration: Writer is actively involved with creating some original content; receives cover and copyright credit as an “and” or “with.”
- High-end financial commitment.
- Could take up to a year or more.
- Both carry out the author’s vision and sustains the voice of the author.



What Can Be Ghostwritten?

Lifestyle and
self-help
books

Business
books

Memoirs

Book
proposals

Speeches and
lectures

Social media
posts/blog
posts

Newsletters



Publishing Consultation

Hourly sessions demystify the publishing process, outline publishing trends, and answer questions for those just getting started or are unsure of their next step.



What to Look for in an Editorial Specialist

HAS EXPERIENCE AND SKILL IN YOUR GENRE AND/OR CATEGORY.

CONNECTS WITH YOUR PERSONALITY, IS TRUSTWORTHY; FORTHCOMING WITH FEEDBACK.

SHARES YOUR COMMUNICATION STYLE AND OFFERS CLEAR, SUPPORTIVE, POSITIVE CRITIQUE.

HAS REFERENCES AND SAMPLES.

GIVES YOU THAT “GOOD FEELING.” (THE MOST IMPORTANT ATTRIBUTE OF ALL.)