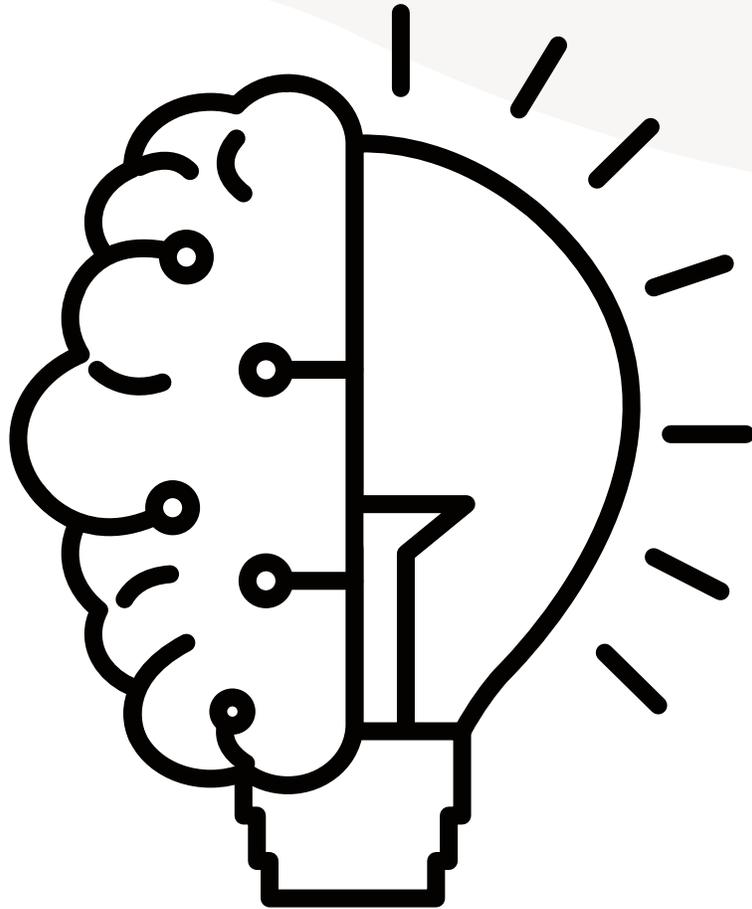


FROM ROUGH TO POLISHED IN 4 WEEKS

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*DEVELOPMENTAL EDITING*

**THEPOCKETPHD.COM**

# WELCOME!

I'm thrilled that you're considering working with The Pocket PhD to get your book finished and into the hands of your fans.

I founded The Pocket PhD on the belief that experts need the support of other experts – and with the knowledge that most entrepreneurs don't have the time or inclination to agonize over every word.

My approach to developmental editing not only saves you time and prevents the headaches that come from banging your head against your keyboard, but it also supports your business goals.

When you hire me to edit your book, you're investing in yourself. Not only will you get your rough draft into publishable form more quickly than you have ever dreamed, but you'll give yourself the time and freedom to focus on the revenue-generating areas of your business. Plus, I support you in making strategic decisions about your book and how it fits into your business.

You know working with a developmental editor will take your book to the next level. I'm ready to get into the sausage with you!

*Emily Crookston*

Owner and Decider of All Things  
at The Pocket PhD



# SHOULD YOU HIRE AN EDITOR?

Publishing a book can serve a number of needs for your brand. What can a developmental editor do for you? Is this a worthwhile step for you to take?

Do you have a business case for writing your book (i.e., how does your book fit into your current business model)? Unsure? [Take this quiz.](#)



Do you need this book to put you on the map as an expert in your industry?



Do you need a standout asset to use to pitch yourself for media and other P.R. opportunities, e.g., podcast guest spots, T.V., and radio spots?



Do you need help with positioning your book and ensuring that your book meets the needs of your target audience?



## RESULTS

*The higher your score the better fit developmental editing is for you!*

# DEVELOPMENTAL EDITING ROADMAP

I work with business book authors over 4 weeks to edit their books. It typically takes 4-5 weeks to go from rough draft to polished manuscript.

## 1 | IDEA VALIDATION

- Research competitors and determine how you want to stand out
- Decide how your idea, voice, and tone will support your brand
- Make any necessary tweaks to your outline / table of contents

## 2 | EDITORIAL CALENDAR BUILD OUT

- Share your complete written manuscript
- Create your rough editorial calendar with deadlines
- Schedule weekly content strategy sessions

## 3 | DRAFT ANY ADDITIONAL CONTENT AS NEEDED

- Read through entire manuscript looking for potential gaps in content
- Draft content to fill in gaps
- Collect feedback based on further discussion and comments

## 4 | EDIT THE INTRODUCTION & CONCLUSION

- Ensure the intro and conclusion align with the broader book themes
- Edit intro and conclusion as needed and based on brainstorming
- Complete first round of edits in 2 weeks

## 5 | EVALUATE TITLE FOR STRENGTH AND POSITIONING

- Settle on a title that's both descriptive and catchy
- Settle on a subtitle

*I support you or outright handle everything marked with the checkmark. I provide resources & coaching for anything I can't do for you!*

## 6 | START WORKING YOUR MARKETING PLAN

- Explore resources for marketing and self-publishing
- Come up with a launch strategy or hire someone to devise a plan
- Build your audience and start generating buzz

## 7 | VOICE, TONE, LANGUAGE CHECK

- Check that your voice, tone, and language are on brand
- Make sure each chapter fulfills its purpose

## 8 | CREATE THE FRONT MATTER & BACK MATTER

- Write the dedication page
- Write the acknowledgements
- Write the author bio
- Add any missing resources

## 9 | SECOND ROUND OF REVISIONS

- Read through entire manuscript looking for last-minute changes
- Edit for consistency in word choice, phrasing, etc.
- Make sure everything flows the way you want it to

## 10 | FORMAT & PUBLISH YOUR BOOK

- Choose cover art
- Write marketing copy
- Use Kindle Direct Publishing to format and self-publish your book

*I support you or outright handle everything marked with the checkmark. I provide resources & coaching for anything I can't do for you!*

# OVERVIEW OF SERVICES

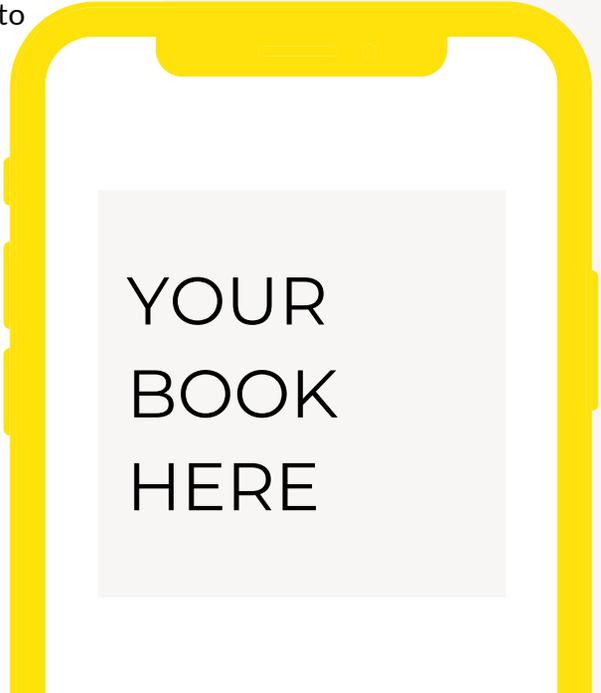
My goal is to ensure that your book idea really shines and that your readers will have the transformative experience you want them to have. You'll find all of the details included on the following pages.

The tl;dr of it, though, is that you'll be responsible for sharing with me a complete manuscript – it can be rough, but all major pieces need to be there.

I'll take care of the high level editing from there creating any additional content that needs to be created and we'll collaboratively work together to make your book standout. You own everything in the end.

Your developmental editing package also includes a weekly content strategy session to hammer out ideas, discuss positioning for the book, ensure we're covering the right bases, and make the whole process more efficient.

The following pages outline how I approach editing a business book. My collaborative process is designed to make sure you take ownership of your book.



YOUR  
BOOK  
HERE

# PHASE 1: PRE-WORK AND KICKOFF

Once we've agreed to move forward, we'll choose a start date. I'll share a kick-off package with you so that you can share your rough manuscript with me and I can get started on reading what you have.

We'll begin work together with a 60-minute kick-off call to validate your idea, talk about the competition and positioning, choose the voice and tone that fits your brand, and discuss our game plan.

My goal is to help you get your manuscript ready for publication. I want the idea, voice, and content to further your business goals. I'll provide recommendations for organization, structure, tone, and making sure your book resonates with your readers.

## **Once we agree on the premise and direction for the book, I will:**

- Create an editorial calendar with due dates for you and me
- Schedule weekly content strategy sessions to talk through each chapter
- Read through your manuscript and any additional materials you want to share
- Begin drafting additional content as needed

## PHASE 2: EDITING ROUND ONE

I'll revisit and refine anything we create during the Pre-work and Kickoff phase, as well as consult on book strategy, during weekly 60-minute strategy sessions with you.

Your book editing process will be broken into two smaller projects: first round of editing (completed within 2 weeks) and second round of editing & clean up.

### **During the first round of revisions, I will:**

- Read through the entire draft manuscript looking for any content gaps
- Further develop any ideas that need clarification
- Make sure each chapter has a clear purpose related to the bigger theme or premise of the book
- Make sure each chapter fulfills its purpose
- Consult with you on any feedback and revisit any positioning questions as they arise

# PHASE 3: EDITING ROUND TWO

Once the initial round of edits is complete, it will be time for round two. Here we'll be looking at the details and making sure everything flows the way we want it to.

We'll also write the front matter and back matter at this point. You'll decide on who you want to dedicate your book to as well as who you want to thank in the acknowledgements section. I can also edit your author bio.

## **During the second round of revisions, I will:**

- Read through the entire draft manuscript one more time looking for any last-minute changes
- Edit for consistency in word choice, phrasing, numbers, dates, etc.
- Make sure the entire book flows the way we want it to
- If you need a book blurb or summary, I can help with that
- Put any finishing touches on the book and answer any final questions about your next steps (e.g., formatting, publishing, launching your book!)

# PRICING

Pricing is on a project basis. That allows me to fully support you in terms of strategic direction, idea development, drafting, editing, and offering any resources I have for the future.

The price for developmental editing is \$6,000 (with \$3,000 due upfront).

With this collaborative process, most book editing projects can be completed in 4 weeks. But of course, writing a book is a creative process and sometimes the creative process doesn't adhere to our timeline. So I allow for a bit of "wiggle room." Developmental editing projects that take 5 weeks will not be charged extra. However, if we go more than 6 weeks beyond the original deadline, I reserve the right to reassess the price.

Any fees incurred outside of our work together (e.g., fees for original research to be included in the book) and as needed to get the book finished are your responsibility.

# NEXT STEPS

We'll meet for an initial consultation so that I feel good about editing your manuscript and you feel good about working with me.

From there, we'll choose a start date and schedule your kick-off session.

When you're ready to schedule your initial consultation, please email [emily@thepocketphd.com](mailto:emily@thepocketphd.com)!