

*Month 4*

**EDITING, REWRITING, POLISHING**



**From idea to published in 6 months**

## Month 4

# BRAINSTORMING THE PERFECT TITLE

### *Names in my book*

List some unique character and place names that are important in your book.

### *Connotations/imagery*

What are some arresting images / symbols in your book?

### *Topic/ themes in my book*

What is my book about? Literally and thematically?...

### *Emotions in my book*

List some of the key emotions and emotional triggers as well as their synonyms.

### *Titles of similar books in my genre*

### *Song / Quote/ Expression that pertains to my book*

What are lyrics, expressions, lines of poetry, or assonance/alliteration that could be in your title?

## Month 4

# HOW TO HIRE AN EDITOR

*1) Decide which kind of editing you need.*

Developmental, line editing, copyediting, sensitivity reading, etc.

*2) Find a list of a few reputable editors and reach out.*

creativeandwritingcoach.com

the-efa.org

reedsy.com

tiktok

nybookeditors.com

*3) This is a relationship- you need to be right for each other.*

*Ask these questions:*

-Do you enjoy my genre? What is your experience with it?

-What would you say is your editing strength?

-What is your process like? What is your feedback style?

-How fast do you work?

-What is your pricing like?

*4) Know what to expect.*

-Your editor may ask for an outline/writing sample to see if your project is right for them.

-Don't freak out when you see all the markups! Your editor is on your side.

-You will possibly get feedback you disagree with. Give it a rest and be objective.

-Sample edits are usually not free!

## Month 4

# TYPES OF EDITING

### *Editorial Assessment*

Is my book sellable/marketable? Are there any fundamental issues that would impact its publication?

### *Developmental Editing*

This type of editing is crucial. It focuses on storytelling elements, readability, structure, characters, pacing, and dialogue.

### *Copy Editing/ Line editing*

Sentence construction, word choice, description, mood, removing redundancy, emotion, precision...

### *Proofreading*

Spelling, grammar, formatting, other errors.

### *Sensitivity Reader*

Analyzes manuscript for representation issues including cultural or sexual/gender bias, & potentially insensitive or triggering material.

*Month 4*

## **YOUR BOOK'S COVER**

*Think of these crucial elements and use them to communicate with a book cover designer or design your own.*

**Which type of font will I use?**

**What kind of image resonates with me?**

**Which color schemes do I like?**

**What are some of my favorite covers in my genre and why?**

**Which information do I want on my cover?**

**What is the best layout?**

## *Month 4*

# **HIRE a DESIGNER or DESIGN YOUR OWN**

## *Resources / Programs:*

Canva.com

Pexels.com

Unsplash.com

Fiverr.com

Goonwrite.com

DIYbookcovers.com

Covershotcreations.com

Stock.Adobe.com

Shutterstock.com

GraphicsFairy.com

Lulu.com

Adobe InDesign

Adobe Spark

Amazon KDP

## *e book Cover Format:*

File formats: JPG, PNG, TIF/TIFF

Ideal ebook cover: 2,560 pixels H x 1,600 pixels W

72 DPI

Less than 50 MB

Color profile: RGB

**CHECK KDP/AMAZON.COM for more details.**

## Month 4

# THE BOOK TRAILER

Whether you design it yourself or hire someone, consider this...

*A good book trailer should ...*

**Hook the viewer**

*What is the most exciting thing for a reader? Plot wise?*

*Character wise? Create suspense.*

**Communicate the mood, tone, and setting of the story**

*Use evocative visuals, colors, fonts, music, and symbols.*

**Be brief (under 60 seconds)**

*Yes, I know it's hard to condense it all down. Fine.*

*Make it 30 seconds.*

**Have a beginning, middle, and end**

*Think of the story spine- leave out the book's ending, of course.*

*This is where you ask a suspenseful question.*

**Have a call to action**

*Let viewers know where to buy your book and how to leave a review or whatever is important to you.*

# Month 4

## NURTURING YOUR LIST

*They came for the lead magnet...you want them to stay!  
Yes, you want them to buy your books, but it's all  
about building a relationship.*

**-Send an automated Welcome Email to new subscribers.**  
*Let them know what to expect from you, invite them to communicate.*

**-Show up regularly (at least monthly)**  
*Create a content calendar for yourself.*

**-Don't be trying to sell, sell, sell all the time.**

*You want to focus on providing value first. Your audience wants to get to know you before buying from you.*

**-Always have a call to action**

*Let your audience know how to reach out, where to find your books, etc. and what to expect next.*

**-Don't forget the hook**

*Concoct an email subject line that will have them clicking to open, and grab their attention in the first lines.*

**-Personalize**

*Use your CRM to include personal details like first name & segment your list.*



# Month 5

## SETTING UP PREORDERS AND ARC'S

### *What to know:*

On Amazon, a pre-order counts only on the day of the order itself.

Which means, the longer your pre-order period, the harder it is to sustain a high ranking on that book. This is not the case with all outlets.

For most sites final file should be uploaded no later than 72 hours before launch.

It's harder to promote pre-sales as many readers want instant gratification, so think of additional incentives.

Remember you must have the cover available and a draft before you do this.

When it comes to ARC's, 3-6 months before publication is standard for conventional pub.

You have more leeway as a self pub author.

Follow up with ARC recipients to make sure they review/promote your book.

### *Here is the plan:*

You can choose to set up e-book preorders only on Amazon...

And/or use Ingram Spark for paper books

Then...set up preorders on each of the major retailers

And no matter what... Promote, promote, promote!

## *Month 4 Checklist*

- Did you hire an editor?
- If you were not able to hire one, have you done a thorough self edit?
- Did you brainstorm book cover?
- Did you hire book cover designer/service?
- Do you have your title?
- Did you line up at least one appearance?
- Did you foster your list this month?
- Do you have a list of possible reviewers and did you reach out?
- Did you create a book trailer?
- Did you research and create 10 more pieces of content?
- Did you research book clubs?