

Structure of Book Development

Concept development

- Writing coach looks at your outline and samples, helps fully develop the concept
- Target reader research here will help guide the book's content – problems, fears
- Map out a rough timeline - from end launch goal date, working backwards

Early or partial draft

Look at sample chapters, themes, along with outline – does it fit logically?

Writer to make decisions about overall book and its purpose in their career/business

Give pointers on how to make the writing flow; keeping to voice.

First complete draft

We will look at the big picture and see how it all fits together. Some structuring work and see if it needs more material, to prove points.

Write your Preface or insert (other person's) Foreword here. Complete a bio.

Space -- Check, Self-Edit, Rewrite

Second Draft.

Writing coach will guide on deleting unnecessary verbiage, repeated story use, or rearranging chapters for clarity, etc. Do the metaphors work?

A Beta reader can be helpful to give a fresh look at the big picture (not typos or slight flow problems) and give constructive feedback.

Give space -- Check, Self-Edit, Rewrite

Write up a **Book Proposal**. This can help clarify your message & marketing and also be handy if you change your mind and want to do a publishing proposal.

Then **Final Drafting**. Incorporate feedback from beta readers or your writing coach. Further refine.

Decide on **Platform for Publishing**. POD – print on demand can also encompass author bulk orders for a better profit margin. Or go with book printer + Distributor (application with final proof copy, called a galley)

Copy Editor to do a professional proofread and consistency edit.

Cover Design and then **Interior Formatting**

Pre-release marketing planning. Page on website, Looking for media ops, writing the book blurb and press release, and readying the media photo. Launch preparation.