

# Quick-Start Planner for Editing Your Nonfiction Book or Ebook

from Barbara McNichol Editorial

Thank you for completing this Quick-Start Planner and returning it to me at editor@barbaramcnichol.com. Your responses help me focus on precisely what *you* want from your book and gives me pertinent information when I do a Sample Edit, Manuscript Review, and/or 3-Part Sample Edit for you.

Answer all the questions you can but don't stress! Simply consider this a way to share your big-picture vision with me.

## Your Targeted Readers

1. Who is your book being written for? (demographics, age group, position, industry, region, etc.) List all the appropriate characteristics that come to mind.
2. Why would your targeted readers be compelled to buy your book? What is the "pain" it addresses? What *primary* problem does your book solve?

## Your Niche or Category

3. Into which market niche does your nonfiction book fall? In which section would it be found in a bookstore or categorized in an online search?
4. When searching for this topic/category online, what keywords would people use? List up to 20 keywords here.
5. What angle in your marketplace is not being covered and/or what new perspective can your book add to this conversation?
6. What successful books (either within or outside your book's category) would be good models for yours? If you can, name two or three well-known books and state why they appeal to you as models.

7. What is the working title and subtitle for your book? Are you open to changing them or not? If not, why not? Would you appreciate receiving recommendations for expert help to develop titles and produce marketing materials that would support your book?

### Your Publishing Goals

8. Will you produce a printed book, an ebook, or both? Is it part of a series?
9. Will you self-publish your book, seek a traditional publisher, or work with an independent publisher?
10. Would you appreciate receiving recommendations on independent publishers who could assist you?
11. If you self-publish, would you appreciate receiving recommendations to designers who specialize in book design and can coordinate printing for you?

### Your Business Goals

12. What are your long-term goals for this book? Please rank the following goals according to the priorities you have in mind.

- Become a local bestseller in your niche \_\_\_\_\_
- Become a national/international bestseller in your niche \_\_\_\_\_
- Serve as a high-class business card, a door opener \_\_\_\_\_
- Connect with people who can hire you \_\_\_\_\_
- Build a reputation among those who don't know you \_\_\_\_\_
- Reinforce your reputation among those who do know you \_\_\_\_\_
- Provide a product profit center in your business \_\_\_\_\_
- Help you launch a new business \_\_\_\_\_
- Serve people in these ways: \_\_\_\_\_
- Other goals for your book: \_\_\_\_\_

13. How will you know when you've met your goals? What measures will you use?  
Within what timeframe?
14. After people in your target audience have read this book, what do you want them to say about it? About you? About your business and services?

### **Value to You and Your Business**

15. What changes do you want to create in your life/business as a result of producing this book?
16. What value would having a successful book bring to you/your business brand?  
What budget will you invest in editing so you can realize this value?
17. What is your approximate overall budget for producing your self-published book (editing, design, printing—excluding marketing and PR)?

### **Supporting Content**

18. Have you written back cover copy for your book? If yes, please share the finished copy below. If not, it's recommended you write this copy early in the process as a way to support your marketing. Would you appreciate recommendations for specialists in this area?
19. If you include a foreword, who will you ask to write it? Why would this person be a good choice? Has this person already been asked?
20. Will you include testimonials (I highly recommend it) in your book? If so, here's a place to list names of people you will ask. *Note:* Your editor can select and fine-tune those testimonials so they are clear and succinct.

## Your Desired Results

Please rank the results that you most value, and then write in any other results you are striving to achieve by working with an editor.

- Preserve your voice
- Improve expression of the writing in clear, succinct ways.
- Correct grammar, spelling, syntax, and minor sentence structure problems.
- Ensure continuity, logic, and consistency of the writing.
- Eliminate jargon, wordiness, redundancies, etc.
- Add/change chapter titles and subheads to strengthen their impact.
- Adjust format so it's consistent with standard publisher requirements.
- Ask questions to clarify writing and embed suggestions for additional points.
- Bring artistry and persuasion, clarity and consistency to your writing—  
and add power to your pen!

## Length

21. a. What length is your manuscript currently?

\_\_\_\_\_ pages or \_\_\_\_\_ words

b. What is the ideal length of your finished book?

\_\_\_\_\_ pages or \_\_\_\_\_ words

c. What percentage is completed at this time? \_\_\_\_\_%

## Timeline

22. What is your desired timeline for editing your book?

Please consider these steps in setting your timelines:

- review of overall manuscript for structure and completeness, if needed
- first round of content/copy editing
- feedback from peers and author's changes/additions
- second round of content/copy editing
- final proofreading as last stage of the 3-step editing process.

Ideal start date: \_\_\_\_\_ Desired finish date: \_\_\_\_\_

If you are working toward a specific date (e.g., meet a publisher's/printer's deadline or a conference date), please state that date:

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### Going Forward

23. What concerns do you have about the manuscript editing process?
  
24. What other factors should your editing team focus on to meet your expectations and do an outstanding job for you?
  
25. How has this Quick-Start Planner been helpful to you and how might it be revised to better suit your needs?
  
26. How did you hear about Barbara McNichol Editorial?

**Email this to [editor@BarbaraMcNichol.com](mailto:editor@BarbaraMcNichol.com) and we'll get started!**



*Barbara McNichol*

*Barbara McNichol Editorial provides expert editing of articles, books, and book proposals for authors, speakers, and entrepreneurs. Over the past 18 years, she has placed more than 250 books on her editing "trophy shelf."*

*Barbara helps solopreneurs improve their writing through her monthly ezine Add Power to Your Pen. She has also created Word Trippers: The Ultimate Source for Choosing the Perfect Word When It Really Matters. This handy word choice guide is available at Amazon.com (print and Kindle formats).*

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