

Services and fees¹

Book planning resource: FREE * Initial consultation via phone or email: FREE

Writing and Editing Services	Fee	Example
Writing is the service I provide when I work from your notes, your presentations, our conversations and/or additional research	15-20 cents per word for first draft	25,000 words (about 100 pages) is \$3,750-\$5,000.
Revisions are your requested changes from the first draft I write or rewrite	10 cents per word added or subtracted	Subtract 400 words, add 200 is \$60
Rewriting works with the ideas behind the words of your completed book manuscript. To rewrite your book, I need to solidly understand your message, and find ways to better convey your ideas. If you look at your completed manuscript and think, <i>This could be better said</i> , then choose rewriting.	10 cents per word for first rewritten draft	25,000 words (about 100 pages) is \$2,500.
Editing works with words, grammar, punctuation of your existing book manuscript. If you look at your book and think, <i>This is what I want, but I just want it polished</i> , then choose editing. I may outsource this function	3 cents per word	25,000 words (about 100 pages) is \$750.

Publishing services	Fee
Self publishing in paperback: includes Amazon Create Space account set up (a \$50 value), book interior preparation based on your completed manuscript in *.doc(x) or *.odt format—this is where most self publishing authors get it wrong, making their book look like the work of an amateur—we solve that problem for you (up to \$125 value), cover design based on your photo or artwork in *.jpg or *.png format (certain dimensions required)—up to \$445 value, promotional text for Amazon sites (a \$95 value), title set up including ISBN, trim size, book codes and so on (a \$50 value), we take care of ISBN and bar code so you don't need to pay \$200+, online proofing (a \$50 value). (If you want physical proofs of your book, there is a slight extra charge. If you want to order author's copies of your books, that cost is separate, usually about \$3 per book.)	Up to \$815 value for only \$333
Self publishing in paperback and Kindle e-book: includes the paperback self publishing services listed above PLUS Kindle account set up and Kindle conversion. Books with extensive formatting issues subject to separate pricing.	Up to \$1,110 value for only \$495
Printed copies of your book	From about \$3 each

Planning & marketing services	Fee
Full author bio	\$75-300
Website for your book	\$395-\$1495
Resume	\$100
Newsletter	\$300-\$1000
Assisting with a focus group	\$200-500
Sales page (landing page) for your book	\$750
Other services are available ... just ask	

¹ A 10% discount is offered if you prepay. Otherwise, a retainer is expected along with installments. Fees / terms subject to change without prior notice.

Book planning resource

Your message: Formation of your message

Identifying the core concept or basic story you want to communicate. It's more than a topic; it's what you want to say about that topic. How do you want to add value to your world? This is based on your values, your experience, your expertise and is refined in your interaction with others (discussion, focus groups, blog posts, social media interaction, etc.)

- I can do this myself
- I need encouragement / accountability
- I need coaching / instruction
- I want someone to do this for / with me
- I'm not ready to think about this
- Done or don't need this

Your plan: Forming a strategic plan for your message and your book

What are your goals? What means (books, blogs, courses, etc.) do you want to use to convey your message? How do you define success with your book? How does your book fit into the big picture for you? Who is your reader? Why will your reader want to buy and read your book? How do you want your reader to respond? How will you get your book into the hands of your reader? How will you meet your goals? What publishing / marketing / spinoff options make sense for you?

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Writing

Gathering the information needed to write your book. Interviewing sources and/or compiling and organizing notes. Creating an outline. Translating thoughts into words.

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Editing

Taking a first or subsequent draft and reworking, rewriting, editing and/or polishing it to get it ready for publication.

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Publishing

If traditional publishing, creating a book proposal for an agent or publisher. If self publishing, designing your book interior, setting up an account with Create Space (or working with other alternatives), designing a book cover, creating files in correct format for upload, setting up your title information, taking care of ISBN / bar code, choosing trim sizes, distribution channels, setting prices, proofing. Converting your book to Kindle or other e-book.

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Marketing tools

Setting up a website to showcase / sell your book, setting up shopping cart if needed, getting a sellers permit, creating an elevator speech, developing a media kit

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Spin offs

Taking the message of your book a step further; creating a course, a coaching service, a business, a screenplay or other spin offs.

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To complete this checklist online, visit <http://dwightclough.com/your-book/>