

Analyzing the AU's Needs: My Process (first steps)

Action	Purpose	Decision/Action
Meet with client (usually 2 to 3 hours)	Determine background, type of work, purpose of book, level of knowledge about writing a book versus dissertation/thesis	Assess level and type of coaching and editing required and time schedule
Sample edit	Determine the level of work required, key areas of AU strengths and limitations	Discuss with AU, pointing out strengths and limitations and what needs to be different for a book.
Follow-up with detailed email outlining assessment and fee	Confirm with AU to develop clear mutual understanding	Flash write? Developmental edit? Hours of coaching on writing?
Develop the Service Agreement	Contractual arrangement including services, responsibilities, scope, fee/fee structure, and timeline	Revise or sign
First invoice	Non-refundable to reserve space in my schedule	Payable prior to beginning work
COMPs analysis	AU is aware of comparable and potentially competitive works and begins to develop a writer's eye	Degree of dive per AU: e-book or not?
Flash write	Depends on AU's level of experience in writing	Some AUs may not need this step as they are experienced writers.
Working title and covers	What sells? How to create an appealing cover.	The draft back cover copy helps the AU distill the purpose and promise of the book: North Star.
Sloppy copy	To get a completed first draft within six months at most; usually takes 90 days	Let it rest for a few weeks then return to it to make ready for developmental edit.