

LEARN ABOUT MY PROCESS

ACTIONABLE EBOOK



ANDREA LARD

INTRODUCTION

Whether you need a writing coach, ghostwriter, editor, book designer, or publisher, the question is always the same. . .

What is your process and how do I get started?

If you have the same question, you are in the right place! This ebook is broken down into sections based on the services I provide.

I hope this answers your questions and gives you the information you need to take the next step.



Of course, I am always available to answer your questions as they come up and provide clarification along the way!

ANDREA LARD



MY SERVICES

I have continued to add services that support authors. Currently, my company offers the following:

Coaching: Writers block? Not sure where to start? I am here!

Writing and Ghostwriting: From magazine articles and eBooks to writing your business and self-help books for publication, I can help!

Editing: You did the heavy lifting and now need an editor to polish your master piece? Covered! Speaking of . . .

Book Cover and Interiors: I can help design a cover and interior layout and then format to the proper files and styles for publishing so your book looks professional!

Book Launch and Marketing: I have added publishing and marketing to my menu! Want to be a bestseller? I want to help!

COACHING

I can help with brainstorming ideas, structure and organization of ideas, breaking through impostor syndrome, writer's block, and more!

Step #1: Are we a good fit? Let's find out! We will message back and forth a few times about your subject matter, voice, and style. I will ask some questions and hope that you have a few for me.

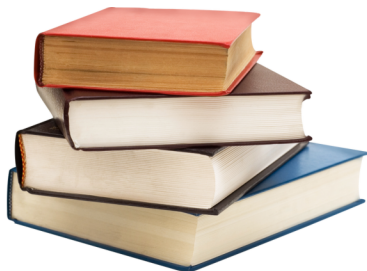
Step #2: Schedule our first session. Share your concerns or ideas for this first session. I don't give you the answers but help you find them! You have them, you just don't know it yet.

Step #3: Do the homework, we follow up to see how it went and then we can schedule additional sessions if needed.



COACHING: WHAT YOU GET

- **Someone trained in the behavioral sciences and coaching who will LISTEN and offer unique guidance**
- **Session summary notes**
- **Actionable advice**
- **Follow up**
- **An accountability partner**



GHOSTWRITING

I can write your book from blank page to ending. OR, I love it even more when your book is a collaborative effort and you offer some of your writing and style while I fill in the gaps!

Step #1: Are we a good fit? Let's find out! We will message back and forth a few times about your subject matter, voice, and style. I will ask some questions and hope that you have a few for me.

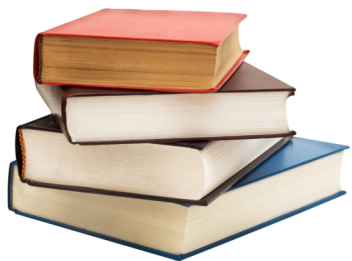
Step #2: If we decide to work together, we can create a custom order for your desired word count and time frame. The order can be broken into 2500-5000 word milestones so it isn't so overwhelming.

Step #3: I will create an outline for your review and begin writing the intro and first chapter. You will get a progress report with the rough draft to ensure we are on track. From there, we will review, revise, and continue writing your book until finished!



GHOSTWRITING: WHAT YOU GET

- A published author and trained book editor to write for you.
- Collaboration
- Regular progress reports (once a week).
- Pay as you go with milestones to make the process more manageable and enjoyable.



EDITING

You did all the work and now need an editor to polish your masterpiece.



Step #1: Provide your manuscript for review. The industry standard is to give the editor your manuscript formatted to an 8.5x11 page size using a 12 pt Times New Roman font with double spacing. Your manuscript should be void of design elements and images unless you are in the final stage of proofreading.

Step #2: I will provide an estimate based on word count and the quality of the writing. This is at the sole discretion of the editor.

Step #3: Depending on the book length, I will give weekly updates. Longer projects will be broken into milestones. Editing often takes more than one pass and you should have realistic expectations on timelines.

EDITING IS "DEEP WORK"

Editing requires deep concentration coupled with the knowledge and understanding of language, writing, and the various style guides.

Editors will refer to the Chicago Manual of Style, the AP Style guide, The Merriam-Webster Dictionary, and others to ensure that your manuscript follows standard rules for writing. However, writing is also an art form. Therefore, an editor must determine whether "acceptable and agreed upon standards" should be followed or whether your words follow a writing style unique to you and the message you are trying to convey. For example, commas, semicolons, and em dashes are always in debate. One publisher or editor will tell you to stay away from semi colons while another will insist on them. This is why they use Style Sheets!

EDITING: STYLE SHEETS

Not all editors will offer a style sheet. However, if you are writing fiction, consider asking for one.

A style sheet will be the editors cheat sheet for how they handle specific editorial questions in your writing. For example, regional spelling choices could be considered. Will you follow US English or non US English spelling and word choice? Do you have specific slang or jargon? The editor will note narrative tense and point of view structure. Other considerations like how to handle abbreviations, chapter formatting, numbers, possessives, and even punctuation can be addressed in the style sheet.

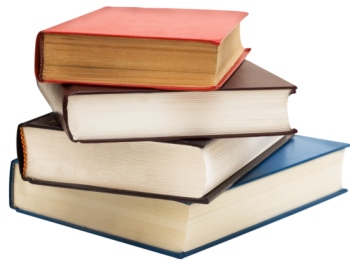
TIPS FOR SUCCESS

There are some things you can do that will help save time and show an editor that you are serious about your manuscript. Follow these tips and it may even save you money on editing services!

- **Personally edit your manuscript FIRST. Do a spell and grammar check.**
- **Make sure your headings, subheading, font, spacing, etc. are consistent.**
- **Submit a WORD file using an 8.5x11 page size**
- **12pt New Times Roman font**
- **Double space your lines**
- **Do not include images or design elements**
- **Know what type of editing you need and your word count**
- **Be realistic on your timeline**

EDITING: WHAT YOU GET

- A published author and trained book editor.
- Collaboration to ensure your book is the best it can be.
- Regular progress reports (once a week).
- Pay as you go with milestones on larger orders to make the process more manageable and enjoyable.



BOOK DESIGN

Yes! We do judge a book by its cover (and interior layout/formatting).

Step #1: Share your ideas on colors, images, covers you like, etc. to see if I can meet your expectations. Do you want a modern or traditional design? Is your book fantasy or business? Do you have a cover and only need proper interior formatting?

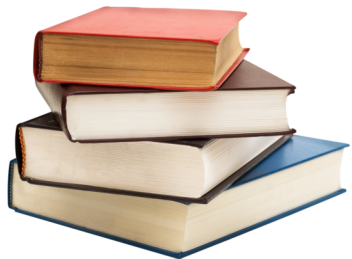
Step #2: I will create a custom order to fit your needs.

Step #3: I will design your cover and/or format your interior and submit for your review. We will discuss any necessary revisions or changes you need and either work through the changes or if happy, you accept the work and move to the next step . . . Publishing!



BOOK DESIGN: WHAT YOU GET

- A designer who will use a combination of design techniques included AI.
- Design options and prices that can meet your vision and budget.
- Two book cover designs to choose from.
- Interior design and layout that will meet publishing standards.



BOOK LAUNCH

Self-publishing can be a stumbling block for many new authors. My clients have consistently asked if I can help. So, I have officially added publishing and marketing to my services!

Step #1: We will talk about your book goals and review your book to ensure it meets publishing standards for both print and digital media.

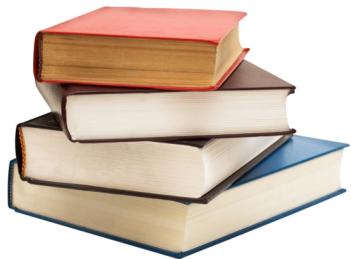
Step #2: You will choose from several options of services depending on your goals and the services needed.

Step #3: We will collaborate throughout the process so you are confident in the process and outcome.



BOOK LAUNCH: WHAT'S AVAILABLE

- A project manager to guide you through the process and team of experts that I have hand selected for this process.
- Guidance in setting up accounts Amazon and IngramSpark accounts, and file conversions and uploads.
- Press release and distribution to over 300 medial outlets.
- Global distribution through our network, Amazon, and retailers. Potential to reach millions!
- Social media and email coverage, book trailer video, global radio interview, and more!
- Reports of bestseller status.
- More is being added . . . Stay tuned!



DISCLAIMER

This information is for guidance only as terms or service, requirements, etc. of the sources and services referenced could change at any time. It is up to you to do your due diligence and ensure that the information is accurate at the time of publication.

STILL NEED HELP?

I am here to help! My menu of services include:

- Ghostwriting
- Editing
- Coaching
- Book Cover Design
- Interior Layout and Formatting (typesetting)
- Image and Illustrations Generation
- Publishing Assistance
- Bestseller Book Launch and Marketing

MESSAGE ME FOR DETAILS!

<https://www.fiverr.com/alard001>



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**I AM YOUR
BIGGEST FAN!**

HAPPY WRITING