

New Client Questionnaire

1. What is the genre of your work and the intended audience?

Agents and publishers need to know what shelf your book will go on and how you think your work will best be marketed. Think collaboration when it comes to working with anyone on your team.

2. How many drafts have you written?

Make sure you are happy with your manuscript before building a team, unless you want simply a manuscript evaluation.

3. Has anyone read it and given you feedback?

This includes honest feedback from objective readers.

4. How do you want to publish it?

Traditional or self-publishing? Have you done research into how they vary?

5. Do you have a realistic deadline?

How many edits will you need? See below for the different types.

6. Do you have a realistic budget?

An editor can tell you how long it took them to do a sample edit and from there, you can estimate costs.

Types of Editing Services

- **Manuscript Evaluation:** This step refers to overview of storytelling: plot, characters, motivations, etc. Manuscript strengths and challenges noted, mode of publishing may be discussed.
- **Substantive Editing (aka Developmental or Structural):** working at chapter/scene level. Organizing for clarity, ensuring plot and character arcs work, developing themes and imagery, strengthening characterizations, meeting genre expectations.
- **Stylistic/Line Editing:** Clarifying meaning at the line level. How does your language sound and flow? Includes editing of paragraph structure, rhythmic flow, word choice. Focuses on consistent tone while eliminating jargon.
- **Copy Editing:** This is about grammar and punctuation on the line level, while addressing facts and details. Looks at consistency in characters, settings and internal story logic.
- **Proofreading:** Usually done right before a book goes to print. Layout and formatting checked, as well as overall review for any last-minute errors.