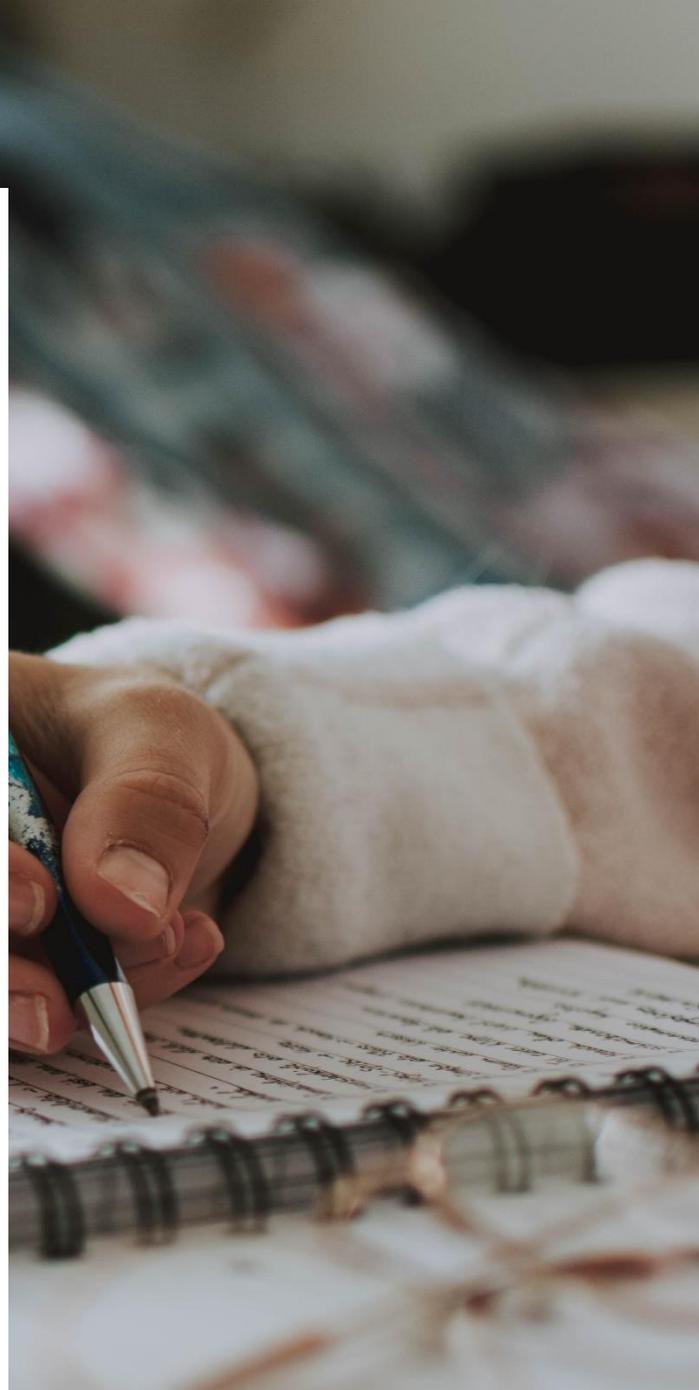


Book Coaching Welcome Packet



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Welcome!

Thank you for your interest in our book coaching service.

Our goal with this welcome packet is to give you a clear idea of what our service is all about, who it is for, and how it functions.

What is book coaching?

A definition

Book coaching is a relatively new service in the publishing industry, at least by such terms. Defining it is therefore flexible and difficult to peg as more and more freelancers advertise with their created lingo and brand perspective.

But put simply, book coaching is a service that supports a writer through the process of writing a book. You may be more familiar with the concept of an editorial service, one that helps you refine and polish a finished manuscript. While book coaching does include a great deal of editorial feedback, it is used to cultivate your ideas and inform your goals for writing as you work toward a successful draft.

Some things book coaching does

- **Holds you accountable with routine communication**

All of us respond to different motivators. Having a partner who reinforces your goals is a strong one. Our editors maintain an open line of communication and initiate check-ins so that progress isn't forgotten amid busy living.

- **Sets a schedule for your productivity**

One way we empower our communication is by setting a schedule. Book coaching is more rigorous than a feedback-based service because it is founded upon routine. This means you work on a calendar of draft deadlines, project development meetings, and support calls.

- **Helps you plan your draft and revision goals**

Our demanding structure instills a habit of setting goals and planning what to do next. We help you evaluate your progress so we can develop a clear path forward from one milestone to another.

- **Allows you to think out loud**

Project management meetings are the magic that makes book coaching so beneficial. This is your opportunity to get everything off your chest, volley solutions, share your frustrations, and discuss game plan. We give you the ear and feedback that enables you to process your journey, feel understood, and continue with new inspiration.

- **Supports you through the journey of “work in progress”**

Everyone here on the Polish & Pitch team is sensitive to the demands of writing. We know that sometimes means you need to talk about time management, selfcare, and stress relief. We are here to meet you where you are on any given day and share our tips and tricks for pushing forward and finding a new momentum that keeps you and your writing healthy.

Some things book coaching does NOT do

- **Write the book for you**

Support is our number one priority. We provide this by offering solutions, making prose suggestions, perhaps at times walking you through creative exercises. But at no point does this mean we will ghostwrite and solve the problem for you. The responsibility of applying advice and writing the story remains with you alone.

- **Teach elementary writing skills**

Book coaching is an educational journey. But it is not a journey that teaches the basics of writing. Our goal is to help writers utilize the writing talent they have to develop their book to completion. Therefore, we suggest that anyone who struggles with the

basics of grammar and prose consider the aid of writing classes or resources before seeking out a book coach.

- **Collaborate only when convenient for you**

As mentioned above, book coaching relies on a schedule to see goals through to completion. We work hard for you and expect the same in return. We do not coach on sporadic, need-based request. Our clients do have access to unplanned, emergency calls during their service, but we do not operate on-demand by default. Nor do we tolerate repetitive tardiness.

- **Serve in place of copy editing or proof reading**

The editorial advice provided to you during your coaching experience is focused on story and prose development. We do not ignore careless mistakes or intentionally withhold sentence advice, but we also do not at any point review your book strictly for copy errors, nor proofread your final copy. Our clients come out of our service with thoroughly developed and clean manuscripts that are ready to be queried. Anyone seeking to self-publish would bear the responsibility of seeking out the remaining services they would need in order to make their book impeccably ready for launch.

- **100% guarantee success**

We guarantee that we always give our best, but we cannot in any way promise that it will, without fail, ensure sales and publishing success. Our clients have found incredible opportunities after working with us. But no one, not even a big-name publisher who purchases your book, can 100% guarantee how the market will respond to your story. This industry operates on risk. We want our clients to understand that we cannot promise the fruition of dreams that are ultimately out of our hands.

Am I an ideal client?

Ideal personality

Our ideal client is, most importantly, someone who believes that working hard to finish a book is worth it. Giving up is all too easy if you lack the drive to stick with it and the presence of mind to know you'll be so proud of yourself if you finish strong.

There are many points in the writing process that challenge a writer's endurance and patience. We want to work with writers who welcome the hiccups and meet difficulty head on because they know that facing the hard moments will only make them better. This is coaching. So, bring your game face.

We also find it important that our clients understand the value of our expertise and welcome our advice in a thoughtful manner. We want someone with an open mind that is teachable and eager to apply new knowledge. Our goal is to empower our clients with skills that will continuously make them better writers. If a client learns enough through our service to not come back with the next project, we consider that a success, not a loss!

Editors often have this reputation of callously marking everything "wrong" in a manuscript. We don't want to tell you where you are wrong. We want to help *you* learn how to consider what your story needs.

Our ideal relationship is based on problem solving and collaboration. As such, we welcome challenge too! We appreciate clients who stand up for their point of view and make a case for the elements in their story they believe shouldn't be changed or removed.

Ideal work ethic and goals

We work with writers who can afford the time and concentration to put in several hours of work a week to meet drafting deadlines. We know life happens and sometimes best intentions don't work out. Our ideal client is conscious of our time and effort and avoids taking advantage of extended deadlines when not necessary.

This proactive work ethic is made possible when end goals are well defined. Here at Polish & Pitch, we serve writers whose end goal falls into the following categories:

- **Commercial viability**

Whether by Traditional or Indie means, this goal aims to create a book that is conscious of the current market, audience, and platform for the purpose of maximum sales potential. Examples of this goal would be genre fiction, literary works, and informative non-fiction.

- **Personal fulfillment**

This goal is less about sales and more about achievement. These books are typically personal and made for specific people rather than a consumer market. Therefore, this goal aims to create a book that is reflective of the writer's ambition, produced in a fashion accessible to those it is written for. A couple of examples of this goal would be memoir or a family cookbook.

We understand that many genre fiction writers see their project as a passion story intended to spread a message rather than make a profit. It is easy to assume that such a book is for personal fulfillment. However, we still consider this to be a commercial viability goal since there is a specific and wide audience in mind.

- **Professional development**

Different from the above, this type of project is about producing material for a professional purpose. Our goal here is to strategically develop a well formatted resource that is actionable and easy to follow for its intended reader. Examples of this goal would be a company training manual or an informational packet like what you are reading now. This type of project is more often not intended for sale and can have multiple contributors.

How does the service operate?

Scheduling

- **Every week** you will receive a written check-in from your coach to see how you are doing and how they can help you progress.
- **Every two weeks** you will have a deadline of 25 pages (maximum) and an hour-long project management conference.
- **Upon request:** We know that you may get really stuck and need an emergency chat session! Therefore, we like to offer one additional 30-minute conference during the week for the moments when email won't suffice.

Organization

We use Setmore online which enables you to select the meeting dates and times that work best for you. We ask that you select all your dates upon beginning your service. You can make changes to your selected dates if necessary. We ask that changes be made at least 48 hours prior to your meeting when possible.

All work will be turned in via a shared Dropbox. This is where you will turn in your new pages by deadline and where you will find your coach's completed notes. We ask that your work be submitted as a Word doc or an equivalent that can be opened by Word. This ensures proper formatting and accessibility. Special requests for Google Docs will be considered if using Word is an insurmountable problem.

Meetings

All meetings are hosted via Google Hangouts or Skype, whichever is most accessible for you. We love to meet our clients face to face to cultivate a feeling of partnership. That said, video is not required of those who feel uncomfortable doing so.

How do I hire a book coach?

Thank you for taking the time to consider the above information. We created this welcome packet so that you may have a better understanding of whether this service is right for you.

We would love to hear about your book idea and publishing goals! Your first step toward building a relationship with your book coach is to book a free consult. This allows us to learn about you, your interest in the service, and your vision for what you want to achieve with us. We put thoughtful consideration into our consultation process, so we ask for serious inquiries only. To us, a serious inquirer is someone who knows what we are about, feels they are an ideal client, and is readily prepared to invest the time and cost.

Price

\$250 per month with a 3-month minimum commitment.

This service fee is billed on a monthly basis via PayPal Invoice which allows you to pay safely from your PayPal account or debit/credit card. You have the option of choosing between two set paydays: the 15th or the 30th.

You are welcome to add additional months to your initial service as needed.

Smaller projects that require less time than our 3-month minimum are welcome to consult. We will carefully evaluate the suitability of our skillset for your goals and consider a custom rate if we believe we're a good fit.

All hires are legally protected by signed contract with Polish & Pitch, LLC. Contracts are reviewed and finalized before payment and service begin.

[Book your free consult](#)

Resources

Our website

www.polishandpitch.com

Meet our editors

www.polishandpitch.com/our-editors

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