

BME Planner for Your Nonfiction Book or Ebook

from Barbara McNichol Editorial (BME)

Benefits of Completing This Planner: Your responses help you focus on precisely what *you* want from your book. It reinforces your strategic thinking and gets you to ask “what’s missing with this picture.”

It’s a way to articulate your values, state your vision, set realistic goals, and better understand the editing process.

This Planner also provides pertinent information for giving you a Manuscript Review and/or Copy/Content Edit—whatever you need at this time.

Answer all the questions you can but don’t stress! Simply consider this a way to share your big-picture vision so you can make your authorship dreams come true.

Your Target Audience

1. Who is your book being written for? (demographics, age group, position, industry, region, etc.) List all the appropriate characteristics that come to mind.
2. Why would your targeted readers be compelled to buy your book? What is the “pain” it addresses? What *primary* problem does your book solve?

Your Niche or Category

3. What is the working title and subtitle for your book?
4. Are you open to changing your title and/or subtitle? If not, why not?
5. Into which market niche does your nonfiction book fall? In which section would it be found in a bookstore or categorized in an online search?
6. What angle in your marketplace is not being covered and/or what new perspective can your book add to this conversation?

7. When searching for this topic/category online, what keywords would people use? List up to 20 keywords here.

8. What successful books (either within or outside your book's category) would be good models for yours? If you can, name two or three well-known books and state why they appeal to you as models.

9. What comparative books within your category need to be studied so your own book has its unique relevance to your target audience? This kind of research is especially helpful when writing a formal Book Proposal.

Your Business Goals

10. What are your long-term goals for this book? Please rank the following goals according to the priorities you have in mind.

- Become a local bestseller in your niche _____
- Become a national/international bestseller in your niche _____
- Serve as a high-class business card, a door opener _____
- Connect with people who can hire you _____
- Build a reputation among those who don't know you _____
- Reinforce your reputation among those who do know you _____
- Provide a product profit center in your business _____
- Help you launch a new business _____
- Serve people in these ways: _____
- Other goals for your book: _____

11. After people in your target audience have read this book, what do you want them to say about it? How would you like a testimonial to read?

12. What do you want them to know about your business and services?

13. In an ideal world, what actions do you want them to take as a result of reading your book—both for their own benefit and for yours?
14. How will you know when you've met your goals? What measures will you use? Within what timeframe? Be specific. E.g., sold 10,000 books in 2 years or attract 10,000 people to my website or get 10,000 new subscribers to my newsletter or attract two dozen new clients to my business
15. What companion products might you develop, expanding the core of your message beyond the format of a book? E.g., online course, info product, workbook, teleclasses, presentations, etc.

Your Book's Ongoing Value to You and Your Business

16. What changes do you want to create in your life/business as a result of putting this book out into the world?
17. What value would having a successful book bring to you/your business brand?
18. What dollar amount will you invest in editing so you can realize this value?
(Consider this as you develop your overall budget for producing your book.)

Your Desired Editorial Results

19. Which results do you seek most in working with an editor? Check all that apply.
 - Preserve your voice.
 - Improve expression of the writing in clear, succinct ways.
 - Correct grammar, spelling, syntax, and minor sentence structure problems.

- ___ Ensure continuity, logic, and consistency of the writing.
- ___ Eliminate jargon, wordiness, redundancies, etc.
- ___ Add/change chapter titles and subheads to strengthen their impact.
- ___ Adjust format so it's consistent with standard production requirements.
- ___ Ask questions to clarify points and embed suggestions for additional content.
- ___ Bring artistry and persuasion, clarity and consistency to your writing—
and add power to your pen!

Supporting Content for Your Book

20. Have you written back cover copy for your book? If not, it's recommended you write this copy early in the process in support of your marketing. It's a concise summary that sells your concepts and gets people to explore your Table of Contents . . . and more. Would you appreciate expert assistance in this area?
21. Have you written your bio for the back cover and for About the Author? This key element also sells your credibility for being the right person to write this book. Would you appreciate expert assistance in this area?
22. If you include a foreword, who will you ask to write it? Why would this person be a good choice?
23. Has this person already been asked? Would you appreciate having a brainstorming session to come up with ideal and back-up suggestions?
24. Will you include testimonials (highly recommended) in your book? If so, here's a place to list names of people you will ask. *Note:* Consider asking for help to select, interview, and fine-tune those testimonials so they clearly meet your purpose.

Current Status

25. a. What length is your manuscript currently?

_____ pages or _____ words

b. What is the ideal length of your finished book?

_____ pages or _____ words

c. What percentage is completed at this time? _____%

26. What is your desired timeline for editing your book?

Please consider these steps in setting your timelines:

- review of overall manuscript for structure and completeness, if needed
- first round of content/copy editing
- feedback from peers and author's changes/additions
- second round of content/copy editing
- final proofreading as last stage of the 3-step editing process.

Ideal start date: _____ Desired finish date: _____

If you are working toward a specific date (e.g., meet a publisher's/printer's deadline or a conference date), please state that date here.

Going Forward

27. What concerns do you have about the manuscript editing process?

28. What other factors should your editing team focus on to meet your expectations and do an outstanding job for you?

29. How has this Planner been helpful to you?

Email this to editor@BarbaraMcNichol.com and we'll get started!

About Barbara McNichol

Barbara McNichol provides expert editing of articles and nonfiction books in the categories of business, spirituality, self-help, how-to, health, relationships, and more. Over the past 20 years, she has placed more than 300 books on her editing "trophy shelf."



Barbara also helps authors, speakers, and entrepreneurs improve their writing through her monthly ezine Add Power to Your Pen and her Workshops: How to Strengthen Everything You Write. She is the creator of Word Trippers: Your Ultimate Source for Choosing the Perfect Word When It Really Matters.

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