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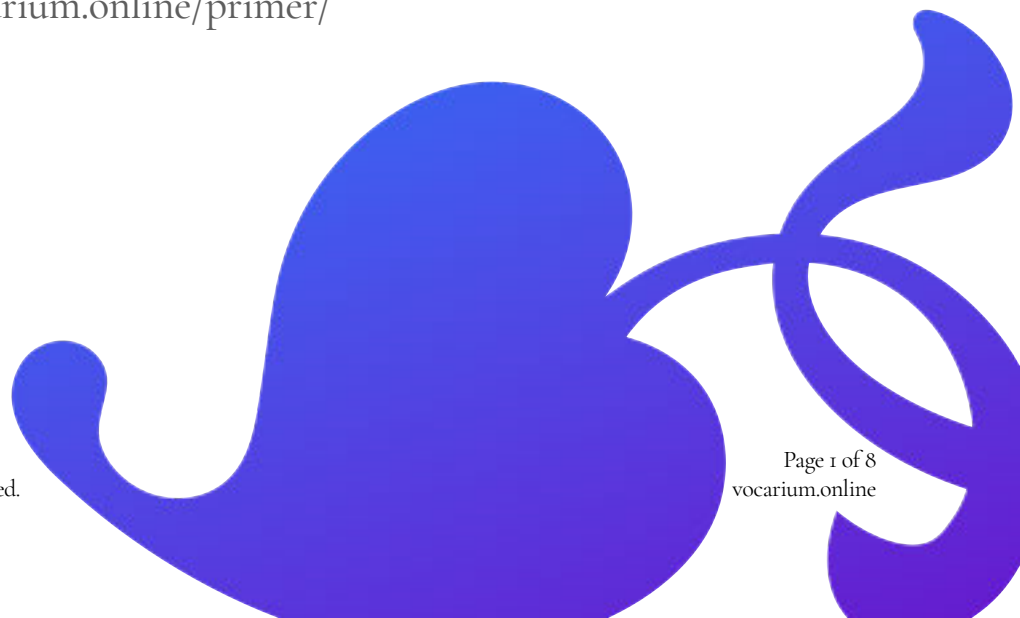
Editorial services for stellar authors — like you!

The 7 Questions (you should ask yourself

at the start of your journey
to becoming an author)

This primer's regularly updated;
for the latest version, visit:

<https://vocarium.online/primer/>



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Editorial services for stellar authors — like you!

Ahoy there, esteemed author!

Welcome to the world of being published! An underwater world of words, growls, rewrites, and the endearing yet relentless company of yours truly, editor-creatures!

You have a unique voice, a story to tell, someone to inspire... So let's make the leap — from merely having a book idea, to landing your full-fledged work in the hands of your grateful readers! You surely already know that, whether you're an aspiring author or a well-established one, planning to self-publish or to work with a traditional publisher (big or small), in order to get your award-winning book moving, you should:

- First, cultivate an audience, those who benefit the most from what you have to say — through blogs, podcasts, social media, public speaking...
- Then, work on your writing with a trusted editor, someone who can help you organize your ideas, trace the plot, find the highlights, dig out the gems, crystallize your thoughts, smooth out the rough edges...

At VociariumSM, we'll be delighted to help bring your creation from the depths of your mind to the luminous surface, for everyone to delight in! Before we get started, however, we suggest taking some quality time, away from distractions — of work and family life — to reflect on seven questions.

Write your answers in depth and in as clear terms as you can. There are no right or wrong answers, nor do you need to have all the answers now. This is a starting point, and you'll continue to clarify your answers as you move along the publishing journey.

Ready? Get set!

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Question One

The core of your work as an author is to serve an audience through your ideas and knowledge: to inspire, inform, entertain or — even better — all the above! Thus, at the start of your journey as an author, the first question you should ask yourself is: Do you know who's your audience? Can you pinpoint the group or groups of people who can benefit the most from what you have and wish to share? Can you describe your archetypal reader? Why do you want to reach them? What is the most important thing you can share with them, that no one else is as apt as you are to do? How will your arduous work as an author impact the life of your readers in a meaningful way?

The key to a successful publication is to truly connect with your audience. This attitude should permeate your mind, and your work, as you embark on the wonderful adventure of writing for your public!

Question Two

Let's start envisioning your book and what place it may occupy on bookstore shelves! This is important because, no matter how important your topic or how good your writing may be, in order to reach your readers, they need to be able to find you in the right bookshelf, in the right bookshop, placed there by the right publisher. So let's now describe your upcoming book in terms of comparative titles: published books in the real world that we can see, grasp, read, and understand how they perform in the market.

So, our second question will help nail down how your book looks in the market by means of comparison: How do other books compare (are simi-

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lar) or contrast (are dissimilar) with yours? Think in terms of category, theme, style, intended audience, format, etc. For instance, if you want to write (a) a historical novel for (b) young adults in (c) an illustrated format — then provide real-life examples of all three, a, b, and c, that are doing well in the market.

Question Three

And, what about time? Time is the one resource that is truly not renewable. We have only so much time, and it's time to put it to its best use. Think about this: How much time would you like to dedicate to your work as an author, most realistically? An hour, three, five per day — or per week? And then, are you ready for the long run? Books can take months, sometimes years, to write — do you feel you have the resilience and discipline to keep at it until it's done?

Especially after publication, your book will require time, just as a newborn baby does. Social media posts, press conferences, interviews, book readings, book tours — you name it, your audience needs it so your book can reach them. Also consider if you have a timeline in which you'd like to publish — for instance, a related commemoration or anniversary, or in coordination with your other professional or family plans? Time, time, oh time!

Question Four

Having answered the first three questions, you should have some clarity about what and for whom are you attempting to write, how your book will look on bookshelves, and how much of your time you are willing to put into crafting it.

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It's now time to ask yourself about the team you may need to carry forward your publication plan. Do you need a developmental editor or coach to help you structure your book, someone who can give input during the outlining phase and provide broad direction as you write? Can you do most of the writing yourself, requiring an editor only for corrections? Or would a ghostwriter be a better fit for you at this time: working in partnership with an experienced writer, freeing up your time as your ghost does the legwork? A combination of these work modalities?

And then comes the *who*. With so many resources online — ghostwriters and editors in every corner of the World Wide Web — who can you trust to help you carry to term this one special project? Not all matches are made in heaven. Who may have the sensibility and the experience you need as a partner in your work as an author? We have some ideas...

Question Five

Having reviewed your time commitment, you should also consider all other resources needed for your writing project, such as money. “Money?” you might ask. Yes, money. Your manuscript production will involve, not just pen and ink but, for instance, costs of travel, research, transcribing, perhaps a ghostwriter, an editor or two, beta readers, proofreaders, rights to third-party content used, etcetera. So, when starting up the business of writing your book, you should know ahead of time how much money you're able to invest, and be happy with that investment, regardless of future sales.

Whether or not your book becomes a sales success — and recoups the manuscript production cost — depends on your capacity to reach an audience; whether your book's topic, style, and format can inspire the salespeople;

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the timing of the book's release; your PR reach; astronomical configurations; and many other factors. Truth is, most written books end up not being a great money-making business on their own. Your published book may propel your career in many other areas, such as expanding your reach, or enhancing your income as the specialist you are or as a paid speaker. Only bestsellers are true moneymakers in and of themselves. So, when you decide to invest time and money in producing your book, do consider: What if your book becomes a bestseller? And what if it does not — and book sales, with any luck, pay only for manuscript production costs?

Think about it carefully: What's your budget for writing your manuscript? How much can you spare, say, from savings, current income, or future royalties? And should you not have the necessary funds to produce your manuscript and still feed the cat, consider investing only in writing (or having written) your book's Publication Proposal, then pitching your Proposal to a literary agent or publisher and selling that brilliant idea! Make a budget before you spend another dime and get down to the actual work of producing your manuscript, with all that it entails: an investment of your precious time, money — and heart!

Question Six

And, speaking of publishers for your book — have you thought about who could be a good match for you? A publishing house that specializes in your genre would be a great choice. It doesn't have to be one of the Big Five; a smaller publisher will probably care more for your work, and do a better job of putting the word forth about your amazing book, than a large conglomerate selling titles in bulk... From the start of your writing journey,

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it's important to have in mind a list of possible publishers. Look for comp titles and research publishing houses that could potentially be a good distribution partner for your work. Talk to your editorial partners to share ideas and discover opportunities!

Question Seven

Last question — for now... What about your author platform? Remember that the publisher's business is really about distribution — to universities, libraries, bookstores, sub-distributors, etc. — and that they rely on your mastery over your tribe of followers to turn your creation into a bestseller. As much as it's important to write a good manuscript, it's just as important — and sometimes more so — to have a strong platform, a pulpit from which you can deliver your book to your audience.

Do you have such a platform? If so, what can be done in order to make it a supercharged vehicle for your message? Do you need to adjust your branding? Do you need to hire an expert to help revise your social media strategy and make your online presence even more appealing? What about your speaking schedule, traditional media presence? But, more than anything else: are you ready to embody the author, to walk the talk, be the messenger, guide, teacher, an inspiration to your tribe, in any way possible? If so, what types of support do you think you may need to succeed at it?

And now, enjoy visualizing your next publication's brilliant future!

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We Have Your Back!

Regardless of your answers to these seven questions, remember that we, the VocariumSM owl-editors, are here for you! No matter at which stage you may be in your writing journey, we're here to lend an editorial hand (or quill) — and see your manuscript on its way!

Some of our editorial services at VocariumSM are: Project mapping, developmental editing (structure), line editing (continuity), copyediting (style, consistency), proofreading (catching errors before the big day: of printing!), target tracker (writer's time management support), ghostwriting (lifting it off your hands), Publication Proposal writing or coaching (preparing your book to meet its publisher), author branding support, online presence and audience engagement strategizing — and more!

From A to Z, we're happy to guide you through all the stages of your authorial project, towards its happiest conclusion! Let's roll up our sleeves and get to it — today!

Send us an email to ahoy@vocarium.online. We'll schedule a consultation call, review your project, and discover how can we best support you! Let's make this journey together!

With — deep! — appreciation,
The VocariumSM owls

“All glory comes from daring to begin.”

— Ruskin Bond

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