

READY FOR EDITING?

PRINT ALL 3 PAGES AND FILL OUT TO THE BEST OF YOUR ABILITY. IF YOU WANT SOMETHING RETURNED, PLEASE ADD A SASE.

Today's date _____ estimated readiness date _____
Name _____ day tel. _____
Company _____ eve. tel. _____
Address _____
(Carriers do not deliver to P. O. boxes; if above info changes, notify me)
City _____ state _____ zip _____
E-mail (print legibly) _____ fax _____
If fax is not a dedicated line, how is voice message bypassed? _____
Book's working title _____

CONTENT

1. Fiction ___ nonfiction ___; if nonfiction: technical _____ nontechnical _____
2. Genre or market niche _____
3. Fiction is accepted only from writers who apply the advice from *Don't Sabotage Your Submission* or *Don't Murder Your Mystery*. Ask your library to order these books.
4. For nonfiction, clarify the topic in 5 words or less: _____
5. For nonfiction, explain why readers will see your book as different from and better than others now on the market on this topic _____

AUDIENCE

5. If nonfiction, describe who must be targeted if the book is to succeed commercially. Don't say, "People interested in this subject." Publishers, including self-publishers, need to know how this book will appeal to its market.

PUBLICATION

6. What is your next step after this manuscript is edited:
 - a. ___ to submit it to an agent or royalty publisher
 - b. ___ to return it to the author who has a contract with your publishing house
 - c. ___ to self-publish and distribute according to a planned sequence of steps for reaching the specific audience named above—a plan you're willing to attach, as explained in **my work ethics** (click **about me** on my Website's main menu)
 - d. ___ other _____
7. Has the author had a book published before? yes ___ no ___

EDITING

8. Indicate the *kinds* of editing that interest you (click **quick reference** on my Website's sidebar plus the more detailed **about editing** on the main menu)
 - a. ___ Developmental editing
 - b. ___ Line editing
 - c. ___ Copy editing
 - d. ___ Proofreading (available only for manuscripts professionally edited)
 - e. ___ Rewriting or ghostwriting

9. Indicate the *perspective* you prefer:
- a. Market-SavvySM editing (adds my knowledge of the market you specify)
 - b. Standard editing (just as thorough but without a marketing perspective)
10. If you checked 9a, how do you feel about my giving you my frank opinion about your book's chances of successfully reaching your objectives for publication:
- _____

11. Indicate the *level of quality* you want: very good excellent
12. Has this manuscript already had a professional edit? yes no
13. If yes, can you furnish the customized style sheet prepared by that editor? _____

FOR NONFICTION ONLY:

14. Describe and indicate approx. quantity of each of the following:
- a. Footnotes _____
 - b. Bibliography or resource list _____
 - c. Glossary _____
 - d. End-of-chapter summaries _____
 - e. Graphs, tables, charts _____
 - f. Photos, drawings, or other artwork _____
 - g. Are graphics numbered sequentially to correspond with location in text? _____
 - h. What else I should know? _____
- _____
- _____

15. For each quote, footnote, or bibliographic entry, can you—if asked—furnish both:
- a. a photocopy of the original printed excerpt (not an Internet page)
 - b. a photocopy of that original publication's legal or copyright page

FORMAT

16. Will you submit your manuscript as hard copy (on paper)? yes no
17. Will you also submit an **exact page-by-page match** to the paper manuscript, with all chapters in one electronic file, via one of the following:
- a. floppy disk
 - b. CD
 - c. e-mail attachment, which must have either a **.doc** extension (as with MSWord), or **.rtf** (select "save as", then pull down the list and select rich text format or Interchange format)
18. Will your paper copy follow:
- a. all specifications for standard manuscript format (**SMF**) described on this Website at "**format standards**" and illustrated by the "**sample manuscript**"?
 - b. most but not all standards?
- (NOTE: Double-spaced 12 pt. Courier means a full 24 points of line spacing. For work arriving in a format different from the SMF or format standards posted on this website, I ask you to resend *or* I reformat the text from your disk, print a new hard copy, and add the additional cost in time and materials.)
19. What is the name of the word processing program used: _____ Version _____
20. What is the platform: PC/Windows Mac other _____
21. Length of the manuscript in both number of words *and* SMF pages:
- a. _____ words (approximately) *and*
 - b. _____ SMF pages (see **format standards** on this website)
- (NOTE: I edit the first 15 pp before accepting the full-length manuscript)

SCHEDULING

22. If a deadline has been set by a publisher, what is it? _____

23. Any other scheduling factors I need to know? _____

(Allow 7 weeks from the time your manuscript, electronic file, and check are received; 8 weeks for Nov-Dec and May-Jun.; 4-5 weeks for 10-page partials)

RATE FOR A FULL EDIT & A CRITIQUE

24. As of 8-28-08: \$175 for the first 10 pp SMF; then, if we agree to proceed, a full-length book ms will be between \$1,250 for 250 pp to \$2,000 for 400 pp, plus shipping, with the original \$175 credited toward the total.

(NOTE: A quoted rate is honored for 6 months. It is only as accurate as the information on which it is based. If your specifications change, the price may change.)

PRIORITIES

26. Please number your priorities, with #1 being the most important:

cost ____ speed ____ quality ____ instruction ____

(NOTE: If speed is #1 or 2, please save time and find another editor.)

27. What else can you tell me so I can give you the results you desire?

28. Is there someone I can thank for referring you to me? _____

THE NEXT STEP

Please do not submit a full manuscript for editing unless we've discussed your project by email *or* I've edited your first 10 pp to our mutual satisfaction. Your first step is to fill out this questionnaire and send it via US mail (not fax or email), together with your first 10 pages and your check for \$175.00.

For legal purposes, work is performed in North Carolina.

Please keep a photocopy of this questionnaire for your own reference, and let me know if your address, phone, or email changes.

Signed: _____ **Date:** _____

Please send your first 10 pp, check, and large SASE with sufficient postage for the return of your 10 pp, plus my 5- or 6-page critique, to:

Chris Roerden, Editor

Home office: 3683 Waterwheel Court
Greensboro, NC 27409

Telephone: (336) 323-1032 Mon–Thurs 9 am to noon Eastern

Website: <http://www.MarketSavvyBookEditing.com>

Email: croerden at aol.com (insert "at" symbol)

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