



Editing and Consulting Services

Work one-on-one with Allison Bottke to make your writing and publishing dreams come true.

Allison is currently accepting clients for 2011-2012. Contact her via email if You are interested in taking your writing to the next level.

"My experience with Allison Bottke was the turning point for me in writing my book. She is one of the most creative and talented women I know. Her ability to translate that creativity to my book project was phenomenal. She creatively organized my concept into a dynamic book proposal that has given me incredible focus. If you're serious about seeing results in your life as a writer, spend a few hours with Allison. She can take an idea and turn it into an amazing story."

- Suellen Roberts, Founder & President
Christian Women in Media Association



ALLISON'S BOOKS

ABOUT ALLISON

Allison Bottke is a bestselling inspirational author and speaker. Her international outreach includes over twenty-five published non-fiction and fiction books, including the acclaimed *God Allows U-Turns* compilation book series, the *God Answers Prayers* series, and the new *Setting Boundaries* series. Book one in the series, *Setting Boundaries with your Adult Children*, has hit #1 in the Amazon.com "Parenting" category several times, and is being heralded as a landmark resource for parents and grandparents.

A frequent guest on national radio and TV programs around the country, she has been featured on James Dobson's Focus on the Family, the 700 Club, the Dr. Laura Show, and others. She is a frequent guest on Good Morning Texas.



You Make Me Feel Like Dancing is Allison's newest novel based on three baby boomer entrepreneurial women. Her first two novels, *A Stitch in Time* and *One Little Secret*, are both being considered for adaptation into major motion pictures.

With a passion to assist baby boomers who long to experience the dreams of their hearts, Allison has begun to work one-on-one with a limited number of clients. **Respond via email today and get ready for the experience of a lifetime!**

Allison works with: Entrepreneurs, Empty-Nesters, Retirees, Authors, Speakers, Ministry Leaders, Business Professionals, and especially, Dreamers!

For more information, email Allison at: Allison@AllisonBottke.com

Editing and Consulting Services Available

Writing and Publishing Advice: *“Ask Allison”*

Fee: \$250 for a Two-Hour Phone Session (In-person sessions available in DFW area.)

This *“Ask Allison”* consultation includes: Two hours of private phone time with Allison. Get your specific questions answered by an industry professional.

In addition to answering your questions and providing valuable advice based on over 12 years of working full time in the Christian publishing industry, Allison will also review the first five pages of your manuscript, book proposal, or concept beforehand (typewritten documents only via email attachment, no handwritten notes). The fee for this *“Ask Allison”* service will be applied to any additional non-fiction editing services contracted. (Allison can refer novelists to fiction editors).

You can *“Ask Allison”* questions like;

- * I have lots of ideas and notes. What's my next step?
- * Is my writing any good? How can I make it better?
- * Do I need an editor? Do I need an agent?
- * Can someone steal my idea? How do I protect my work?
- * How do I decide on style, structure and point-of-view?
- * How should I format my manuscript? How long should it be?
- * What's a book proposal? How do I write a query?
- * Do I need a website? Facebook page? Twitter account?
- * Is my compilation of true stories marketable? How about my book series?

A Note from Allison: As a published writer and freelance editor, I work with many clients who come to me when they are thinking of writing or publishing a book. I enjoy helping writers become authors and authors become better writers. I may find that a manuscript needs a lot of work or only a little tweaking before it is ready to present to the world and make a great impression.

As writers, we often get too close to our own work to give it an objective critique. We know what we are trying to say, and what we have written makes sense to us even if it doesn't to someone else. When an editor reads your work for the first time, certain things stand out; things that might not be obvious to you after you've worked on the manuscript for months, maybe even years. Or, perhaps you've only just begun to write and you're looking for someone to help guide you through the process.

Either way, it's important to remember that the money spent on editing may actually save a writer the embarrassment and money spent on trying to promote and publish a book that does not have literary quality in the first place.

Visit my website for more information or send your email inquiry to: Allison@AllisonBottke.com.

How Allison Can Help You

Have you always wanted to write a book but you don't know where to begin?

Do you have a rough draft of a manuscript but you're not sure what to do next?

Are you considering self-publishing, working with a freelance editor, or hiring a ghostwriter?

Are you looking for advice regarding how to develop and market your work?

If so, don't wait another day.

Remember what Allison says, *“The choices we make can change the story of our life.”*

Make the choice to get started now, and *“Ask Allison”* today!

Freelance Editing Services: **Three Basic Packages (Non Fiction Only)**

Fee: By Individual Quote (Base fees listed below.)

Every editing project begins with a two-hour “*Ask Allison*” phone consultation (in-person appointments possible in the Dallas/Fort Worth, TX area), after which time Allison will review and assess your manuscript and let you know what level of editing is needed, including a total project price so there are no surprises at the end. The “*Ask Allison*” fee will be applied toward your editing package.

There are different types of editing levels, and you will need to choose one that is right for your book.

If your manuscript is exactly how you want it, you may only need a good proofreading from a copy or line editor. However, if your book needs far more development, such as a check for overall flow as well as proofreading for punctuation, grammar and spelling, you may need a heavier level of editing, and someone who can help you rewrite confusing and awkward areas and create better structure.

There are five types or levels of editing:

1. **Extra Light** = Proofreading *
2. **Light** = Line Editing or Basic Copyedit *
3. **Medium** = Medium Copy Editing
4. **Heavy** = Developmental or Substantive Editing
5. **Extra Heavy** = Ghostwriting

** I do not currently offer this level of editing.*

1. PROOFREADING is usually offered only to a well-written manuscript that has already been through a heavy edit. The copy editor will proofread and mark errors in punctuation, grammar, and spelling. If your manuscript has more than the occasional grammatical error, you will need to choose another type of editing. * (Provided in publishing contracts.)

2. COPY OR LINE EDIT is conducted on a near-perfect document. The author has done a great job with the development, mechanical, and formatting aspects but needs someone to make sure they have everything needed to present the document for publishing. A copy editor or line editor will mark or note any errors and the author is responsible for correcting them. Think of a line editor as a teacher grading a paper. * (Provided in publishing contracts.)

3. MEDIUM COPYEDITING carries more developmental components. An editor will mark mechanical, grammar, and usage errors, red line for spelling, punctuation, and grammar, comment on awkward transitions, redundancies, and hyperbole, and note inconsistencies with formatting, alignment, and spacing of text. However, the editor does not rewrite for the author at this level of edit. Instead, the author is responsible for making these changes. (**Fee:** Approximately \$1,500 for 300 page max.)

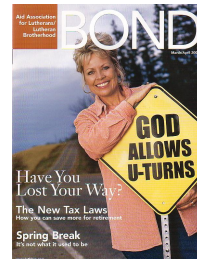
4. DEVELOPMENTAL OR SUBSTANTIVE EDITING is a far more extensive edit. A developmental or substantive editor will assist the author with making changes necessary to strengthen their writing and develop the story. They act as a writing coach by taking a rough draft of a manuscript from initial concept and making suggestions about content, organization, and presentation. This editor always has the target market (reader) in mind and may make an analysis of competing works and suggest additional research to “flesh out” certain parts and give the book credibility and factual content. In addition to reading and marking errors in punctuation, grammar and spelling, the heavy edit may offer editorial comments on style, structure, content, transitions, and flow. Substantive editing improves a manuscript by identifying and solving problems with order and flow of information. It may require reorganizing paragraphs, sections, or chapters for overall clarity or readability. Suggestions are given for rewriting confusing and awkward areas to create better flow. This editor may rewrite sections that really need it, and the author may also be asked to rewrite some sections in order to learn from the process. Formatting includes page numbers, margins, headings, font styles, indentations, paragraph spacing, header and footer text, and a table of contents. This process can take place over weeks, months or even years. **Many times a developmental or substantive edit is the same as a rewrite of the entire manuscript.** (**Fee Range:** From \$3,000 to \$4,000 depending on scope of project for 300 page max.)

5. GHOSTWRITING takes developmental or substantive editing even further. A ghostwriter does just about everything for the author, including the creation of the initial manuscript, and the author simply approves or requests changes. The learning component is missing in the ghostwrite. (**Fee Range:** From \$5,000 to \$25,000 depending on scope of project.)

AllisonBottke.com

What qualifies Allison as a Freelance Editor and Publishing Consultant?

- Allison has written and /or compiled 25 books since 2001 and has experienced the journey to publication with major publishers such as Harvest House, Bethany House, David C. Cook, and Barbour.
- She's published in Writer's Digest, Ladies Home Journal, Cosmopolitan, Women's World, Shape, and more.
- She's been on Faculty at several national writing conferences, including Jerry B. Jenkins Writing for the Soul, Roaring Lambs, and the North Texas Christian Writers Conference.
- Allison understands the value of integrating creativity and organization, and can quickly take a concept or idea from thought to paper. She has a passion to work with results-oriented people who want to turn their writing and publishing dreams into reality.
- She has maintained a decade-long active and thriving presence online with multiple websites and blogs, and stays current with trends in marketing and publishing.



Feature Cover Stories on Allison Bottke

Contact Allison via email now to schedule an initial "Ask Allison" two-hour phone consultation session. Allison@AllisonBottke.com

"I am impressed, overwhelmed and humbled by Allison's efforts on my own book. She is not only an editor and writer, she is a cheerleader and an expert in her field. Allison walked me through my own personal doubts on whether I could even pull off a book. She worked under extreme deadline and at all hours of the night shuffling through my notes, loose chapters and new ideas. What I loved perhaps the most is her empathy and understanding as I exposed my heart and soul through my writing. Allison was perceptive, conscientious and truly my guardian angel."

- Christine Devine, Author of *Finding a Forever Family*, and FOX 11 Nightly News Anchor, Los Angeles, CA

"I have often paraphrased the Apostle Paul when I speak to writers about marketing, declaring, "Follow Allison as she follows the Lord." As one of the leading Christian voices today, Allison Bottke has taken seriously the biblical admonition to be "excellent in what is good..." (Romans 16:19a). As an author, speaker, and marketing expert, Allison has been a trailblazer in Christian media for more than a decade. Following her lead and learning from her wealth of experience may be one of the best decisions you could make in your ministry and career." - Craig von Buseck, Ministries Director, CBN.com, Author of *NetCasters: Using the Internet to Make Fishers of Men*



A Note from Allison: I've taught at writer's conferences around the country, and over the years it's been exciting to watch many talented individuals experience the dreams of their heart. Sometimes, all it takes to reach the next level in our goal to write or publish is for someone to come alongside us and help organize our thoughts or drafts into a cohesive structure. I can help you find focus, develop your book proposal, edit your existing manuscript, or turn your random notes into your next (or first) book. Contact me today, let's make your writing dreams come true.

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