

The Q&A Guide to Help You Answer that Very Question

Should I Write a Book?



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Word To The Wise

Hey Sister,

I wrote this guide for you.

See, I've talked with a lot of womxn about writing their books or getting other pieces of content written. A lot of the questions they ask in the beginning are all the same. *What's the process? Why do people write books? Will I get my money back?*

It makes sense they're asking. Most have never worked on a book and/or never worked with a ghostwriter. Which is exactly why you've come knockin' and are snatchin' this up. You've got the same questions.

Here's some words to the wise though about this ebook.



#1 The questions I've answered in here are the top 10 questions I seem to answer over and over again, but from an industry perspective this isn't an exclusive list.

There are plenty of other questions you may have that aren't addressed inside these pages.

If that's the case, and you're just itching to ask some other one because it's the one question/answer that could make or break your next step to the page, then hit me up at ally@twprt.com. We'll get you sorted.

#2 You, your story and your project are unique. These answers are not one-size-fits-all.

So don't read everything here as gospel. Without knowing you or your story specifically, I had to answer these more generally. Keep that in mind as you read. If you want to get into more details about you, then [let's set up a time to chat](#).

#3 Do the mini exercises. They are there to help you gain clarity.

You've obviously been thinking about writing a book and ways to work with someone else, otherwise you wouldn't be here. You've got questions, otherwise you wouldn't be interested in getting the answers. Don't stop at just reading the answer to the question. Apply what you read to your own situation to determine what your next steps may be.

I hope you find everything here useful for your path to the page. When you're done exploring the questions, head to the last section to learn ways you can take the next step to work with me. And, if that's a "thanks, but no thanks," no problem. I'm glad we at least spent some time together (metaphorically speaking) through this guide.

Best of luck.

*Write on,
Alyssa*

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#1 Why do people write books?

Guess it depends on what kind of people you are. Here are a few categories to consider, but by no means is this an exclusive list. For all I know, you fall into several of these and so the reasons you want to write a book could be in the dozens or criss-cross those mentioned in each of these categories.

I mean, if you're **Writer People**, then you've likely been thinking about a book for a long time. So you write a book to fulfill that internal itch you've always wanted to scratch. And, if you're a writer-type that writes for others, having your own book is a great way to show off your word-wizarding skills to potential clients who want to use you for their own wordsmithing jobs.

If you're **Business People**, you might write a book to share your expertise over a particular field/industry or to teach a framework that you've developed. In this way a book becomes a piece of thought-leadership while also illustrating your authority over your subject. You can use your book as a part of your marketing, to court your client, to add 'author' to your bios and bylines, to send to podcast interviewers, etc. A book becomes a part of gaining more visibility and credibility.

If you're **Celebrity/Notable People**, you might want to write a book because you've already got visibility and credibility through some other medium you play in (speaking, acting, singing). The following is there and your tribe wants to hear about your life experiences or perspectives. So why not write a book? You've already got the readers just waiting to scoop up whatever it is you've got to say.

If you're **Regular-Jane-with-Extraordinary-Tales People**, then writing a book may be more about sharing your life experiences in a compelling and artful way because you want to inspire hope, empower change, help people feel less alone, or, maybe on the smaller more personal side, simply capture these things for other family members or to fulfill a dream to write a book.

There are so many reasons people want to write a book. You're obviously thinking about writing one or you wouldn't have snatched up this free guide. What are some of the reasons you're even considering writing a book?

Write them here. There are no wrong answers.



Reasons People Write Books

Visibility
Authority
Clout/reputability
Fulfill a dream
Inspire hope

Empower change
Capture personal story for family
Please fans/following
Teach a framework

#2 People are saying, "Why don't you write a book?" Is that a good enough reason to write one?

Usually when people ask me this it's because they're thinking about writing a book about their life. Because the people who are thinking about writing a book related to their business have usually seen this done by other business people. It's a typical thing you see business people and entrepreneurs do once they reach a certain level and their coaches or mentors will suggest it may be time to consider a book. (Or a TedTalk and then a book comes later...)

When people ask me about whether they should listen to these friends and acquaintances who say they should write a book, it's usually because some interesting part of real life has been shared that has captivated the listener. I've got some beef with this question though.

For instance, the word 'enough' is a little jarring, isn't it. (I mean, isn't it always?) Here's my take.

If you're having to ask whether this is a good enough reason then I'm compelled to answer a question with a question (or several):

- Do you really need a reason to write a book? Can you write a book because you decide you want to?
- Are the other reasons you have self defined not valuable to you? Do you need someone else's validation?

Those may be blunt questions, but I'm trying to figure out where your head's at. Because writing a book truly needs to be more about what you want and if this journey (because it is a journey, a process...no matter what you're writing) aligns with your own goals, visions, mission, etc. then writing a book may be for you.

I do hear from clients and connections, "People always tell me I should write a book." I hear it a lot actually. That doesn't necessarily mean you should. You need to know that you want to write a book. That you believe in that book. That you believe in what you have to say.

It's nice that you've got a few people who say you should write a book which may mean those same people will want to read it if you do, but when it comes down to it, I believe the best reason to write a book is because you decided (YOU decided) you got some shit to say and are the right person to say it.

True or False

And don't overthink this. Go with your gut.

- I have my own reasons for writing a book and they rock. ____
- I'm uncertain about writing a book. ____
- I thought about writing a book well before anyone else gave me the idea. ____
- It's a good time in my life to write a book. ____
- It's a good time in my business to write a book. ____
- I don't care if others read it or not - I would write my book for me first. ____
- The idea that a book is a process overwhelms me. ____
- Writing a book seriously appeals to me. ____
- I definitely want to write a book I just don't know how. ____
- There are other things I would rather do than write a book. ____

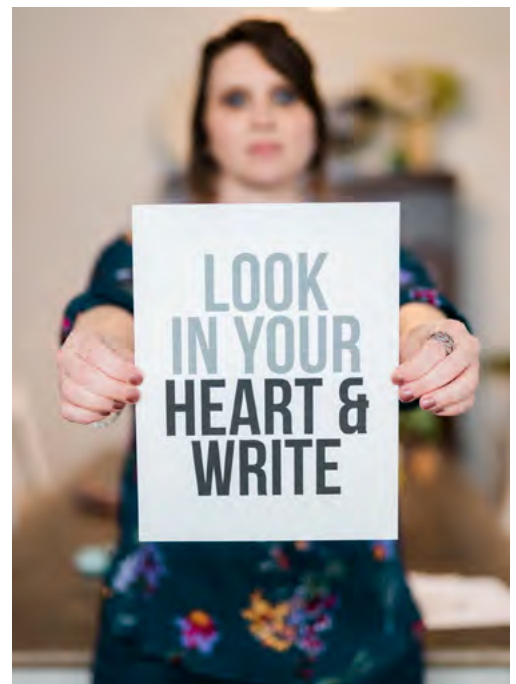
I would say if you answered approximately 4-6 of these as T then exploring book options under your own terms (not anyone else's) would be worth it.

#3 How do I know what type of book I should write?

If the book fairy hasn't already shown you some kind of vision or pointed you in the right direction, then I would say to lean on your goals for the book or your 'why' to help guide you.

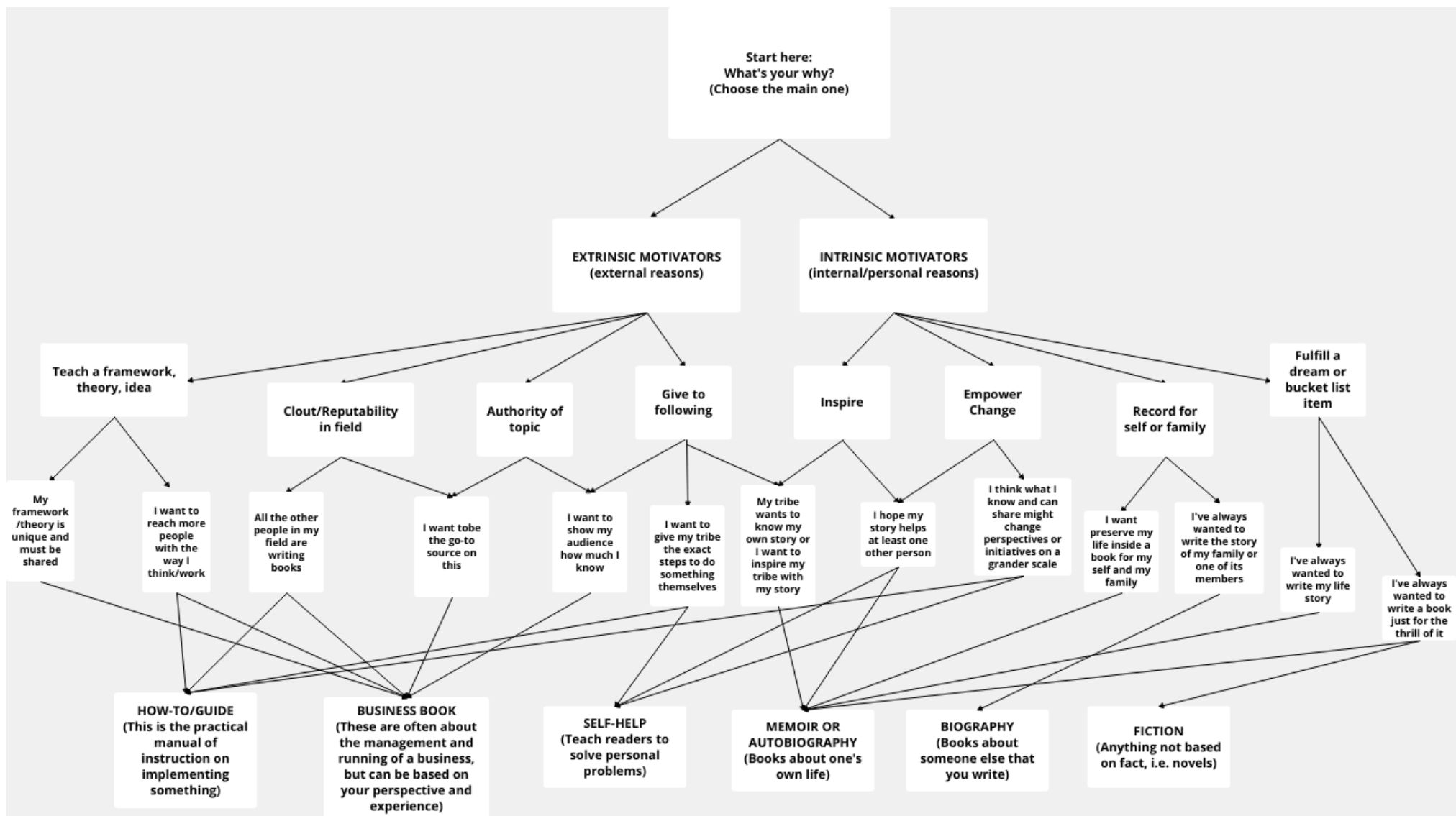
Remember earlier I shared some of the reasons people write a book. Well they can lend themselves to a particular type of book, depending on how you look at it. There are several different types of books, of course, so it's difficult to completely narrow this down without a much deeper conversation.

But assuming you're having some real trouble identifying what kind of book, use the flowchart on the following page to help consider this very question.



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After you've followed the flow, fill out these questions.

Did you choose the extrinsic or intrinsic path?

Which 'why' did you select?

Which qualifying statement did you choose?

Which type of book revealed itself?

How do you feel about that type of book?



#4 How can I go about writing a book that doesn't feel so overwhelming?

What's causing the overwhelm, Sister? Let's start there.

Is it clarity, confidence, process, or option overwhelm that is getting you all freaked out and ready to high-tail it outta this free ebook?

Circle or highlight which are causing you heartburn.

<i>Clarity</i>	<i>Confidence</i>	<i>Process</i>	<i>Options</i>
Uncertain what type of book	You think your story isn't good enough	You don't know where to begin or how to get started	How do you decide which publishing route
Unclear about what story to share	You think your story won't be anything anyone else wants to read	There are so many steps, just looking at this marathon exhausts you	How do you decide what stays in your book or what goes
Unsure if you should write a book	You're pretty sure someone else has already told this story	You worry you'll miss a step or don't even know what the next step is	What about the type of book you write
Undecided on what goals you have for writing a book	You're only confident about one thing: you're not confident	Knowing the process won't hold me accountable. I need someone to hold my hand.	Who or what else do you need to make this all happen

If it's all of the above then I would say take a deep breath, followed by a break and then sit down with a piece of paper and a pen (or pencil, you choose) and start with these questions:

Why did I opt-in for this free guide? What compelled me to want to know more?

Followed by this one:

What do I still not know about writing a book that I need to?

If you marked most things in the **clarity** category: I would say you need some journaling or meditations around the vision for your book — the story, what you're wanting to say, to who, and the goals.

If you marked most things in the **process** category: I would say you want to only focus on your next step. Your next step may be inside these very pages. Did you learn whether you want to continue to pursue this path of writing a book? If the answer is 'yes' then I think you should consider some of the options available to you on the last page of this ebook. If the answer is 'no' then the next step is simple. Do nothing. You aren't ready to write a book.

If you marked most things in the **confidence** section: Write on a post-it note "I am enough. What I have to say is enough. Someone somewhere needs to hear what I have to say." Put that post-it note somewhere where you can see it Every. Single. Day.

If you marked most things in the **options** category: I would say your best bet is to consult with someone who knows what they're talking about and who can help guide you to find those answers. *I happen to know a gal.* You, too, might want to turn to the back of the ebook to find some available options.



#5 Why do people choose to work with someone and not just write it by themselves?

I've found that people often want to work with a ghostwriter or writing guide because their desire is there but there's some gap they don't want to fill, such as a lack of time, skill, expertise, or experience. They don't want to use their limited time to work on this project even if they want it realized. They don't feel they have the skill to write it or write it well (or simply don't want to). Or they don't have the expertise or experience in publishing and producing a book. These gaps stand between them, the idea (the story, the content, the message), and getting it to their audience.

Consider these categories. Circle or highlight those that most align with why you would hire a ghostwriter or guide.

<i>Time</i>	<i>Skill</i>	<i>Expertise</i>	<i>Experience</i>
I don't have the time. (Full stop.)	I'm definitely not a writer. I have no business writing this even if it is mine to tell.	I don't know anything about writing or publishing a book; I don't even know where to begin.	With no prior experience, I'm looking for someone to guide me.
I have some time but this isn't how I want to spend the time I do have.	I'm a decent writer but I don't really know enough (and I don't want to spend the time learning.)	I've done this before, but I would rather hand this over to someone more experienced than myself.	I figured it out by myself once (or twice) but won't make that same mistake again. I don't want to ever do it alone again.

#6 What's the process like when you work with someone else to write a book?

I'd love to say that no matter who you work with, it's a fun and easy-breezy time, all your prayers will be answered, no hiccups or issues will befall you, etc. etc. But let's be honest. Each service provider (and, yeah, that includes professional ghostwriters) has their own personality and process and both of those have to match up with yours.

Tailor-made matches in personality aside, I believe that a solid and well-defined process for writing a book looks a little something like this:

1. Defining concept and main ideas
2. Investigations and interviewing (to gather all the info)
3. Outlining and creating a book proposal or brief (depending on the publishing route) which would include market research and a table of contents
4. Agreeing on all the above before writing begins
5. Drafting
6. Revising
7. More drafting
8. More revising

***Rinse and repeat #7 and #8 as many times as necessary**

Somewhere along the way the writer should be sharing drafts with you so you know how it's going and can weigh-in on accuracy, tone, flow, etc. When this happens could be different for each writer, but it should happen during the development of the manuscript and not reserved for the eighteenth draft that is about to head for editing.

Depending on the terms of your contract with that writer and their process, your manuscript development may come with developmental, copy editing, and proofreading. This would be pretty swell for you because then by the time your work is done, you have an extremely refined manuscript ready for the next phase of its journey (whatever that is... traditional publishing, hybrid publishing, or independent publishing.)

The most important takeaway is this: do not expect to just tag in a writer and then walk away. Even if you have thousands of pages of pre-written content from blog posts, podcast interview transcripts, presentations, and keynotes, there will still be the process of organizing, coming up with a plan, and collaborating on the vision and contents of your book. You will still have to review and weigh-in. And you should want to.

*Do not expect
to just tag in a
writer and then
walk away.*



More than that, if you are writing a memoir or a book that is as much based on your personal life as it is on whatever industry you're in or framework you've developed, you can bet your ass there is going to be a ton of up front work. The writer will have to know you and your experience—at least the ones you intend to include—deeply in order to write as though they are you and do it convincingly.

#7 Why does it cost so much to work with a ghostwriter?

Just like any other service provider, you're paying them for their time, expertise, and the quality of their output. You get what you pay for. So if you want a fine piece of writing that captures your voice, your brand, your essence/spirit, your story, and does so in a way that meets your goals, is accurate, keeps the reader engaged, and is well-written then you want to work with an experienced professional you can trust.

A really good ghostwriter is going to pepper you with questions so that they truly understand you, your business, your life, and anything else they need to know in order to surrogate your...

...words

...story

...ideas

...thoughts

...expressions

...perspectives

...onto the page to pull off the biggest magic trick there ever was—pretending to be you so convincingly that your audience doesn't know and neither do you. "It's as if I wrote it myself," is what we want you to be saying. Or, "I couldn't have said it better myself."

But if you want to quantify some things out for a better more financial understanding, let's take these examples:

Let's say a ghostwriter quotes you \$10,000 for a book that is 25,000 words. First of all, this is a very small book and not a traditional size, but let's start small so you understand the full picture.

Let's divide that \$10,000 by 25,000 words. If we do it by word cost then that's about .40/wd. which is a little on the lower end for market standard pricing for a book manuscript.

Now, let's consider time. Let's say your writer charges \$45/hr when they do things by the hour. A \$10K project divided by \$45/hr is 222 hours of work. Seems like a lot, right? But now let's divide those 222 hours by a 40-hr work week, as though they were only focusing on you in a full-time capacity. That's the equivalent of 5.5 work weeks or just a touch over one month.

Is it realistic that in 5.5 work weeks you can go through the whole process that we discussed earlier—planning, fact collecting, interviewing, drafting, revising, more drafting, more revising, and then working with outsourced services for developmental editing, copy editing, and proofreading?

I would say, no, that time line is unrealistic for a quality final product. And the amount you're paying for your awesome ghostwriter has to include the amount of times they have to revise and redraft, the number of times they need to meet with you to review those drafts and discuss next steps, etc.. It's unusual for anything to be a one-and-done draft.

I just wrote a book for a client that was about that word count and the efforts were highly collaborative between the two of us. Plus we had a whole other marketing/promotional and design team. It took us roughly nine months to bring the whole thing from conception to market. Granted that included things like cover design, interior layout, setting up KDP (Kindle Direct Publishing which is Amazon's self-publishing arm), etc.

Your ghostwriter typically will not do anything above and beyond the manuscript development but that is still a HUGE piece of the puzzle. One that takes a lot of time, dedication, attention to detail, expertise, organization, administration, creativity, writing skill, and so many other things that it's way more than just paying them for each word they scratch onto the page on your behalf. And did I mention the amount of time they are saving you from having to devote to writing it or agony from scratching your head wondering what to say, how to say it, or what to do next?

#8 What's my investment and return on investment?

It ain't cheap, I can tell you that. The word investment is accurate.

Again, the exact costs will depend on your writer, their experience, their contract, what exactly you're paying them for, etc. I mean, paying them to ghostwrite your blog posts every month is a very different thing than a full-length book.

Monthly blog posts (or articles or emails) could be in the hundreds, depending on how many and how long they are (by word count, not pages.) Writers typically charge based on word count or by project, but the project pricing is usually based—to some extent—on word count and the price per word is typically based on experience and quality of their writing.

If you're hiring a ghostwriter to write your full-length book, expect thousands. My book, which I wrote myself and then outsourced editing and a bunch of other marketing, cost me around \$10K. And that was with me as the writer, not hiring that part out.

As for the return on investment, well, that's anyone's best guess. Publishing a book is a long-game and there are no guarantees that what you put into a book is what your book will bring back to you. But this is how I like to think of it because it makes a whole world of sense and it's not impossible either:

If I put \$10K into my book and someone who reads it—who decides they relate to me—like what I'm putting out there, like the way I approached my book, and therefore want to reach out and speak with me about my helping them, than my \$10K just got me a warm lead as far as the customer journey goes for my business. If that warm lead jumps on a call with me and decides to purchase one of my packages that are \$10K or more, then that one sale just got me my ROI.



Whether that happens within the first year of the book's release or the third, isn't known. But if I'm not in any hurry to make sure that book pays itself back in year one, then I've got the life cycle of the book (which is years and years) for that one book to pay itself back. Who knows; get the book into the right hands and maybe it closes more than one big sale.

We buy cars but we don't expect they'll pay us back their investment. Our cars may be more necessary than our books but they won't pay us back anything. Ever. There's no guarantee if, how, or when our books may prove ROI, but there's no guarantee that they won't.

I would say, if you intend to write a book and pay someone to do it for you or help along the way, go into it knowing there is no guarantee you make back (at all or right away) what you originally put in.

Remember why you are writing a book in the first place - for yourself, to teach someone, to inspire change? ROI is important, but it shouldn't be your main goal when writing a book

#9 What can I do to make this go quickly and cost less?

I heard "cutting corners" just now. Is that what you're asking? If so, I suggest you go back and look at my answer to question #7.

Without repeating myself, however, I'll go ahead and say that if you want to write a book quickly and have it cost less, you could:

- Write the book yourself as fast as you can
- Skip multiples of drafts and revisions
- Do all your own editing (or skip it all together)
- Design your own cover
- Create your own layout and design
- Go the independent (or self-publishing) route
- Upload all your own files

What's that spell?

Low-quality end product.

It's not that you can't write the whole thing yourself or that you can't edit it or that you can't do an okay job designing your own cover. You could skip the drafts and revisions.

But what do you get on the other side? Has your book truly been given its fair shake if you've aimed for the fast-and-the-furious which only got you the quick-and-the-dead?

My big thing is, if you're going to be economical, be economical but don't be rushed or half-assed. It won't do any good for you or your book. (Or your pride for that matter.)

#10 Is there a reason to not write a book?

Yes. I would like to offer five reasons to NOT write a book and truthfully if any of them are true, I would abort the book-writing mission. I'm going to be blunt again. Not to scare you, but to make you truly look deep within yourself to decide if this is really something you want to do.

#1 - You aren't a *hell yesss*

If your head and heart are lukewarm about the idea of writing a book, I wouldn't. Writing a book is a long game, not just in the planning and drafting, but also in the publishing and promoting. (That last one never ends, by the way. At least not if you want to get it into people's hands and have a shot at making some money off it.)

You're either feeling really passionate and motivated to write a book and say something or you're not. Half-assed feelings of motivation will turn into a half-assed final product, in my opinion.

#2 - You don't have a unique position

It's true that there are no original ideas. Which means that if you're going to take a book to market, you better have a fresh perspective and position on what you're writing about so it stands out and it's worth people's time.

If you're writing about your own life, then your life is unique to you, but then you have the job of making it universal to your reader and still

What's Your Reason?
Why would you NOT write this book? (Mark all that apply)

- ___ You aren't a *hell yesss*
- ___ You don't have a unique position
- ___ You aren't willing to be *you*-nique
- ___ You plan on rushing and cutting corners
- ___ You aren't going to wear your business hat

If you marked any of these, I would abort the book-writing mission.



interesting and compelling enough that it doesn't sound like every other memoir. If you're writing a business book, then you need to know how your business book is different from others like it.

Remember, your book is just yours in the beginning but eventually it grows to become others'. So you have to think BIG picture and long-term plan. Think of this as like raising a baby. They're yours until they move out and then the world gets them. Did you do enough to make them ready for the big, bad world?

#3 - You aren't willing to be *you-nique*

No matter what you're writing about, you'll need to bring your own voice and perspective to the page. So if you're not willing to be genuine and hold your specific stance on something, why are you writing a book? Let someone else write it if you don't care enough to be present on the page or in your main argument.

#4 - You plan on rushing and cutting corners

I don't believe in skipping steps or cutting corners when it comes to writing a book. A book is forever. I know that it can go out of print but with the era of ebooks and digital publishing formats, chances are, your book will last. Why do I bring that up? Because your name is going on that thing so if it's forever, you (and whatever you wrote inside it) is forever. This is your name, your reputation, your integrity, your authority, all on the line (pun intended). As a result, I think when you make the decision to write a book, you don't skimp on the details, shortcut the process, or speed through the writing. It's not the destination as it were...

#5 - You aren't going to wear your business hat

Now I'm not talking about understanding why as a business owner you might want to write a book. I'm talking about treating your book like it's a business. Your book will need customers, a publishing and marketing plan, a place for purchase, administration and project management to keep it all straight. People who have never written a book before are unaware of all the parts and pieces of the book's lifecycle. People who are more creative and less business-savvy will want to stay in the writing arena and won't want to worry about the other stuff. The writing part is obviously important, but the business pieces are even more crucial. The business activities are what gets the final product to the shelf/stores and into the hands of the readers. If you're not going to take that part seriously, you'll be writing a book for no one but yourself. (Which is fine if that's all you're looking for, but I'm guessing it's not.)



About The Lady Boss & TWPRT



Are you a badass and brilliant womxn ready to share your personal story of grit, hope and triumph with your audience and change the effin' world? Then no more thinking about it. You need to call in reinforcements and work with ghostwriter and guide, Alyssa (Ally) Berthiaume. She has a superpower for hearing between the lines and capturing the voice of her clients.

Womxn she works with report, "You got my voice so perfectly onto the page, I could hear myself." "It was like you saw into my heartbeat and put it into words."

If you can catch her not writing or thinking about writing, she's probably drinking Maple Lattes, adding more books to her must-read list, watching *The Princess Bride* for the thousandth time, or solving a crime in the latest *Hunt a Killer* box set.

The Write Place, Right Time is her virtual boutique of professional writing services for coaches, creatives, and entrepreneurs ready to change the effin' world with their stories.

No matter how her clients work with her, it comes with:

- learning craft
- boosting confidence
- practicing courage
- gaining clarity.

All done with plenty of coffee.

Ally is your ghostwriter, writing guide, and girlfriend all in one!

She wants your:

- stories to be written – whether she writes them or you do.
- voice to be heard and your experiences honored, validated, and known.
- truth on the page and available to the people who need it.



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Your story, your journey, your TRUTH has the power to:

- inspire your audience
- transform the masses
- change the 'effin' world
- set you free

(Not to mention some of the perks for business...)

Come to The Write Place, Right Time where her door, her arms, and her heart are open. Kick-off your shoes. Tell her all the things. Swear if you need to. Laugh and cry if you feel like it. And stay as long as you like.

*You, your truth, your story will all be right at home.
She's got you.*



Next Steps & Ways to Write with Me

THERE ARE FOUR PATHS TO THE PAGE
SO YOU CAN SHARE YOUR STORIES AND CHANGE THE EFFIN' WORLD
consult. collaborate. create. channel.

Choose your path and then book your FREE 30-min [Coffee & Craft Call](#) to get the conversation started.



THE STORY STARTER consulting package

You have some loose ideas of what your book could be about but you've got so much in your head you're overwhelmed. Plus, you're not sure what writing a book is like or how to publish. You've got tons of questions and a lot of excitement but no first steps to take. You need someone to help you organize your thoughts, answer your questions, and get you started.

Our objectives:

Chat like old friends but actually get some serious shit done. I'll help you get organized, get your questions answered, and get you moving to the first steps. Individual sessions are for 90-minutes.

Starting at \$350/session
multiple sessions can be purchased



SIPS A LATTE collaborator's package

Let's sit back and envision your world with your story in it. I promise our time together will be like getting together with that bestie to talk over coffee and dive deep into all the things residing in your heart. It'll be casual but impactful, laid back but productive. We'll talk, map, outline, plan.

Our objectives:

Outline and strategize your book, create your content plan, and develop your world map with your book smack dab in it. This is one part consultation, one part you write some stuff, one part I write some stuff.

Starting at \$7k
payment options available



BOOTS & BLUE JEANS creator's package

Nothing quite like boots and blue jeans for getting through the wear and tear of bringing your book to life. Want to get some serious writing done and kick that book into high gear? Well, these boots were made for walking... We'll be sloshing through the muck and mud of writing your story. Let's move those words outta your heart and head and onto the page.

Our objectives:

By the time our work is done, your manuscript will be drafted and you'll know the next steps to take to birth your book into the world. It's coaching + confidence building + creative writing class all rolled into one.

Starting at \$12k
payment options available



BOOK IN A BAG channeling package

Time to hit the books. You've got a book inside you that you're just sitting on. It's time to write it. By the time we're done that book you've been dreaming about will finally be 'in the bag.'

Our objectives:

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