
JESSICA SUGGS

Marketing

The Writer's Starter Kit

Map your way from
ground zero to an
edit-ready manuscript!



Objective / Goal

Use the below framework to solidify your goals, and map out the steps to get you from the starting gate to the finish line.

What do you hope to accomplish? What's your end goal?

Set 3-4 milestones that will get you to your end goal.

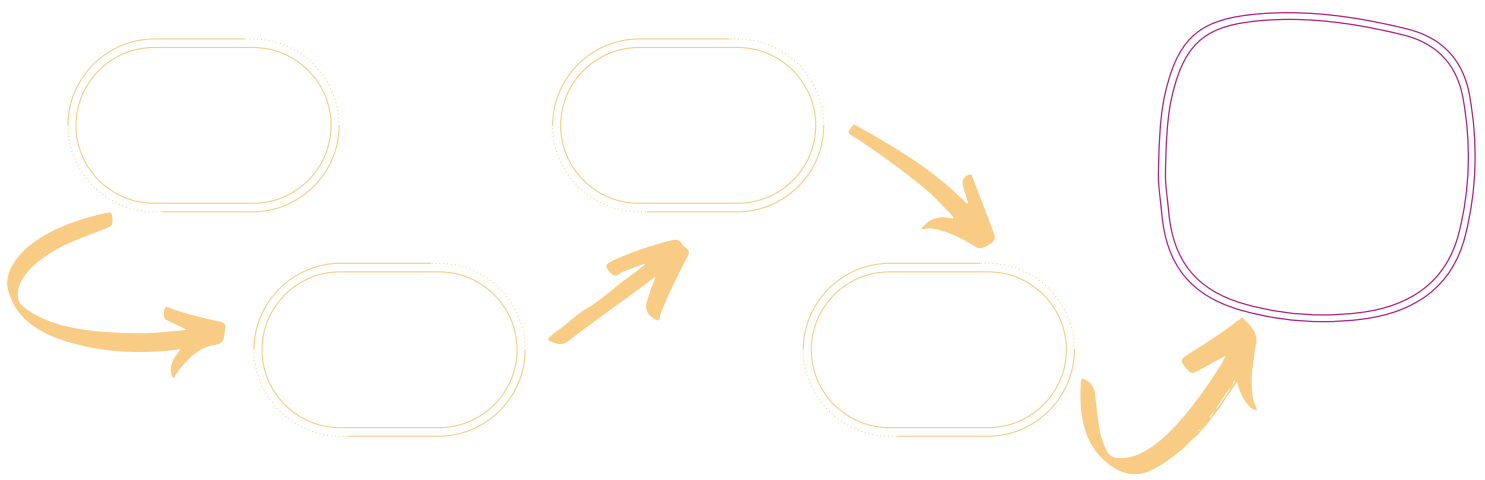
1

2

3

4

Map it Out



Dealing with Constraints

A constraint is defined as the state of being checked, restricted, or compelled to avoid or perform some action. Go into this project with your eyes open and an honest assessment of what you're up against.

List the things that could keep you from reaching your goals.

How will you overcome these obstacles?

What assumptions are you working under? Are they valid?

Who are you writing for?

Who's your target audience? Consider their gender, age, socio-economic background and any other categories that help you understand who they are and what they need.

Describe your ideal reader.

Why would they want what you're offering?

Do they know they need your content, or will you have to prove it to them?

Writing Styles & Formats

List the Top 4 Genres your book could be categorized under.

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What type of book are you creating?

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Fiction

☐

Non-Fiction

☐

Educational

☐

Children's

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What type of writing do you excel at?

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Expository

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Narrative

☐

Persuasive

☐

Descriptive

What's your preferred writing style?

☐

Planner

☐

Pantser (write by the seat of your pants)

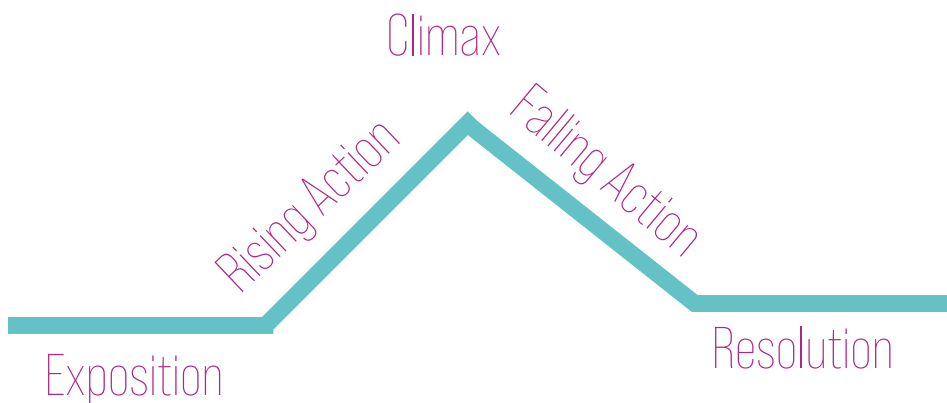
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Plantser (a combo of both)

Content Outline

Brainstorm your basic plot in the space below. If you're a Pantser, use the space to free-write your ideas.

Map Your Story Arc



Premise / Introduction

Part 1 / Rising Action

Content Outline Continued

Part 2 / Climax

Part 3 / Falling Action

Conclusion / Resolution

Plan of Attack

This is where you create a plan for getting from zero words written, to a manuscript ready to enter the editorial phase. Map out all the steps you need to take. Leave no stone unturned!

Research Stage

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Writing Stage

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Editorial Stage

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Let's Work Together!

Let's get your book edited, published and out into the world!

Our services include...

Content Editing Services

- Ensure content is fully developed and flows through a clear beginning, middle and end
- Review content for factual errors, contradictions and inconsistencies
- Re-writing and re-organizing text for content flow and readability
- Recommendations for content addition, deletion and changes

Copy Editing Services

- Correction of spelling, word usage, punctuation, verb tenses and other grammatical errors
- Review and correction of continuity, sentence structure, word choices and missed words

Publication, Launch & Marketing Support

- Let us help you get your manuscript ready for publication!
- Already finished the book, let us help you launch it into the world!

Next Steps

[CLICK HERE](#) for your FREE 30-minute strategy session

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