

5 kinds of consulting (and mentoring) for nonfiction writers and publishers

I've been an editor and nonfiction consultant for writers and publishers for at least 20 years, so I was grateful when an association client asked me to break down in greater detail the kinds of consulting I do. I guess it was much clearer in my head than on my services data!

Then when I shared the result with some other writing consultant friends, they suggested that I share it as a blog. (I'm being blown by outside forces!) So here it is:

1. PRE-BOOK/PROJECT STRATEGIZING

With the author, I help identify the book's purpose; create a full-range plan to guide its realization; decide the means of publishing; define the book's benefits; design, construct, and help name the book, and let specific others (and the public) know that it exists, what it says differently, and why they must have it.

2. MID-BOOK MENTORING

With the author, I help guide the creation of a clear and logical book-building plan; find exceptional models; mold the facts, stories, and graphics to meet the book's intentions and needs; stay on schedule; advise about the organization, style, layout, and cover, and oversee its legality, proofreading, and printing.

3. "COURT OF LAST RESORT" (Pre-Print) EDITING

After the last proof, just before the book is ready to print, I conduct a full-book review to see if or where specific attention (and modification) may be needed in the book's

design, layout, content, accuracy, adherence to its original purpose and plan, salability, integrity, clarity, reasoning, legal permissions, artwork, or other components vital to a professional publication.

4. POST-PRINT EXPANSION (From Book to Empire)

With the author, I help create a comprehensive plan to expand the content and related values of the book and its unique message and/or process(es) through other information dissemination means such as other books, booklets, white papers, audio and video formats, speaking, teaching, and consulting. Also, I help guide the creation and use of integrated marketing means now possible for fast, far-reaching transmission of the book's contents.

5. SPOT MENTORING FOR NICHE BOOKS AND PRODUCTS

I assist the writers or producers of niche books and products at any phase of their niche publishing (including those above)—or through the entire project, from inception and pre-testing to completion. The niche process is fully explained in [Niche Publishing: Publish Profitably Every Time!](#)

For more details, call (800) 563-1454, check my [website](#) , or email me at glburgett@aol.com

Best wishes,

Gordon Burgett