



KELLY EXETER

Writer - Editor - Designer

ABOUT KELLY

Kelly Exeter is the author of three books:

- *Your Best Year Ever*
- *Practical Perfection* (which was reviewed on *Forbes* and featured in the *Sydney Morning Herald* and the *Herald Sun*)
- *20 Simple Shortcuts to Small Business Success*

She is also the former editor of Flying Solo, Australia's largest website for solo and micro businesses and, in addition to her monthly column there, has written online for Copyblogger, Problogger and Mamamia, and offline for magazines like *Marie Claire* and *Mindfood*.

At her core, Kelly is a book lover. She eats, breathes and sleeps them.

She loves the process of fine-tuning an idea to ensure it will connect with the target audience, then refining a book's structure to deliver on the promise the title makes. She's highly regarded by everyone she's worked with (scroll through this document for more on that), and can't wait to help YOU bring your big idea to the world.

Read on to find out more about the services she offers to non-fiction authors.

SERVICE - MANUSCRIPT READ

When is a manuscript ready for editing? Most authors think it's once they've completed their first draft. But this is rarely the case. And the worse shape a manuscript is in when it gets sent to an editor, the more it's going to cost to wrangle it into a state where it can become a published book.

Kelly's **Manuscript Read** service will tell you:

- If your book's content is delivering on the promise you're making in your book's title
- If your book is going to deliver value to both you as the author and also the reader
- How much work is required to take the manuscript to a state where it is publication-ready

COST: \$150 per 10,000 words

SERVICE - HIGH PASS STRUCTURAL EDIT

Once a manuscript read has been done, Kelly may recommend this edit as the best next step. This type of edit usually comes into play when a manuscript isn't in very good shape, but the author is stuck and doesn't know where to go next.

It involves Kelly taking a 10,000-foot view of your book and:

- Making comments throughout the manuscript about things that require clarification or expansion
- Pointing out any gaps that need to be filled in order to ensure your book is delivering on the promise it's making to the reader in the title.
- Restructuring the order of chapters or sections within the book

After this edit, you will revisit your manuscript to action Kelly's feedback (usually doing some more writing/re-writing and performing further edits of your own).

COST: \$500 for up to 40,000 words. Manuscripts over 40,000 words will be quoted individually.

SERVICE - GRANULAR STRUCTURAL EDIT

This kind of structural edit suits a manuscript that is at the ‘very very solid’ stage (usually the point where the writer has been through the manuscript a few times already and feels they’ve done all they can to make it as good as it can be).

In a granular structural edit, Kelly goes through the entire manuscript and:

- Cleans up every transition (between paragraphs, sections and chapters)
- Ensures the chapter headings, in-chapter headings and sub-headings all make sense and are ‘scannable’
- Moves information around (if necessary) to ensure the book reads smoothly and delivers the book’s idea to the reader in the most logical and satisfactory way possible.

COST: 4c a word.

NOTE: A granular structural edit is **not** a line edit/copy edit (although Kelly will do some line editing as she works through the manuscript). A line edit and professional proof read should always follow after a granular structural edit in order to produce a truly professional manuscript.

SERVICE - BOOK DESIGN

Who do you want to design your book? Someone who is not just a designer, but an avid reader themselves.

Kelly is skilled in producing book designs that:

- Are aesthetically pleasing
- Deliver a great reading experience
- Ensure the author's ideas are clearly communicated, not just in their words, but also in how those words are presented

Kelly adores working on book designs, particularly for books she has edited. Her favourite part of the process is seeing authors hold their book babies in their hands for the first time.

COST: Each book needs to be individually quoted as different books require different levels of design. But as an indicative cost, a typical business book (where the interior pages are typeset as opposed to individually 'designed') costs ~ \$500 for a cover design and ~ \$900 for the interior design.

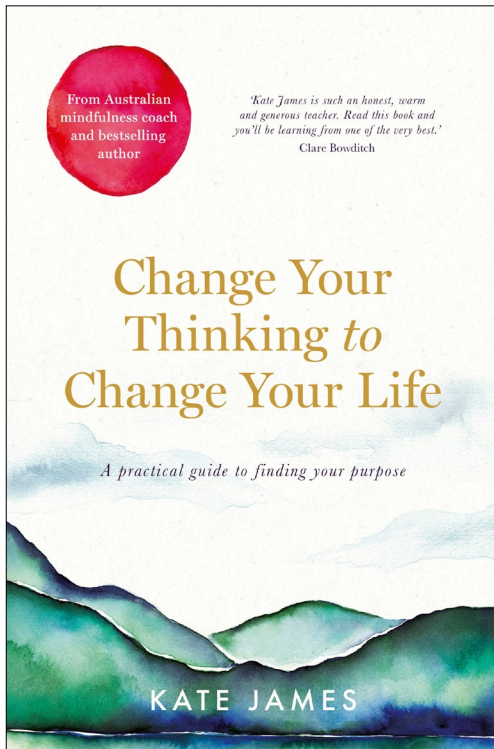
SERVICE - CONSULTING

So you're writing a book, and want to self-publish, but you're not sure what needs to be done to take your book from manuscript stage to published and available to buyers worldwide.

Kelly has self-published three books of her own, and assisted many other authors in taking their books to the world. If you're not sure where to go from where you are right now, she can help.

COST: \$150/hr for the initial call/consultation. \$130/hr from there on.

ACKNOWLEDGEMENTS FROM AUTHORS



KATE JAMES

Huge thanks to the lovely [Kelly Exeter](#) for so generously supporting me with writing and research while you were in the midst of a great challenge of your own.

A big thank you to Lydia Batts for the beautiful watercolour painting on the cover and to Emily O'Neill for your lovely design work.

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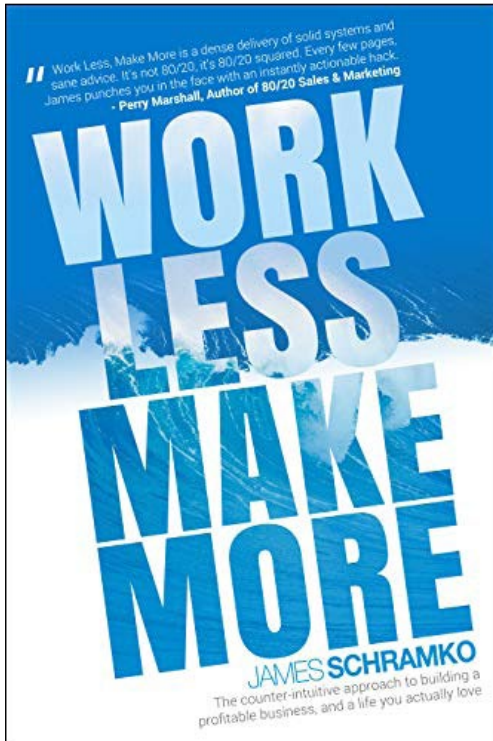


ACKNOWLEDGEMENTS

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And as always, a big thank you to my beautiful family. To Chris, for being so patient with how slowly I write, for bringing countless cups of tea and for listening as I brainstorm ideas. To Elsa, for your brilliant creative input and your deeply intuitive wisdom. To Meg, for sharing my passion and for always pushing me to do everything just a little more perfectly. And to our beautiful boys – Tobes, for the constant creative inspiration in the kitchen (all of that cooking helps me to be a better writer). To Ed, for taking the pressure off by helping so much in the garden. And finally, to our darling Oscar, for reminding us that a tiny baby can be the most calming gift in the world.

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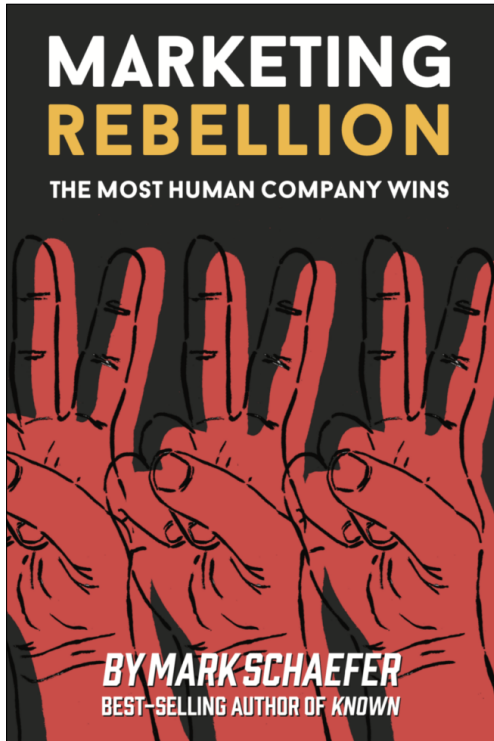
Bringing a book to life is a huge undertaking, and I have many people to thank.

Firstly, this book wouldn't have happened without [Kelly Exeter](#). Kelly saw me present, and suggested I write the book. She then did all the heavy lifting needed to take things from initial idea to final manuscript; all while providing a huge amount of encouragement and advice.

A mountain of transcripts and resources was refined to what you see in this book. Large chunks of the writing and finessing came from her fingertips; her contribution was enormous.

I'm grateful to the members of my SuperFastBusiness and SilverCircle communities. The work I've done with them provided great nuance to the thoughts I share in this book. I'd particularly like to thank Jarrod Robinson, Wilco de Kreij, Sylvia Van de Logt, Ryan Levesque and Kevin Rogers for letting me share their personal stories.

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[Kelly Exeter](#) did the beautiful interior layout and Elizabeth Rea is my long-time editor who helps make my words sing.

Last but not least, I owe so much to my wife Rebecca whose patient encouragement and wise counsel soothed me throughout the excruciating process of writing a book.

All my gifts come from God. My prayer is that this book has glorified Him in some small way.

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I also have many people to thank, not only in relation to the book, but also for all the support they've provided to me over the years.

First, a gigantic heartfelt thank you to my editor [Kelly Exeter](#). You worked above and beyond to get this book to print. Your refinement, finessing and awesome project management made writing my first book both possible and an incredible experience.

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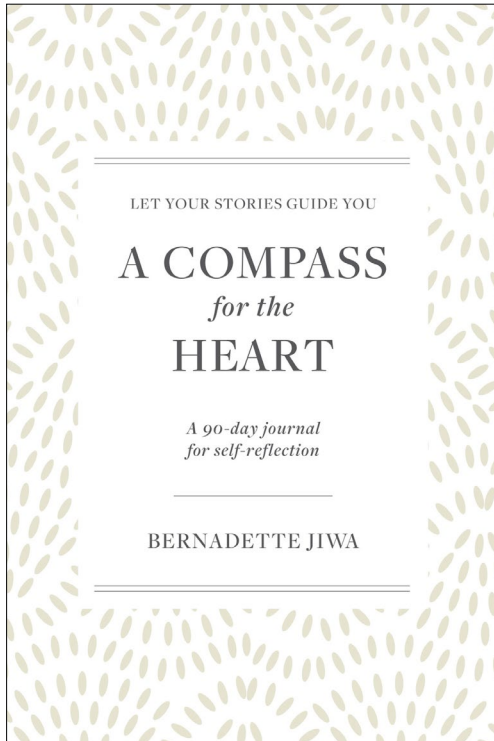


ACKNOWLEDGEMENTS

A big thank you must firstly go to my editor [Kelly Exeter](#). Kelly and I have known each other for some time and, while being mentored by her at a business mastermind run by Darren Rowse and the ProBlogger team, she encouraged me to write this book. Her skill at putting all my words and thoughts and rambles into something that is clear and concise and easy to consume is something I'm so thankful for. She also beautifully designed the cover of the book as well as the interior. A woman of many talents!

I would also like to thank my friend Darren Rowse, not only for all that I learnt on that mastermind, but for encouraging me to start a blog nearly 10 years ago. That blog led me to build a business that I'm hugely passionate about and has allowed me to connect with so many amazing people, visit so many schools, travel the

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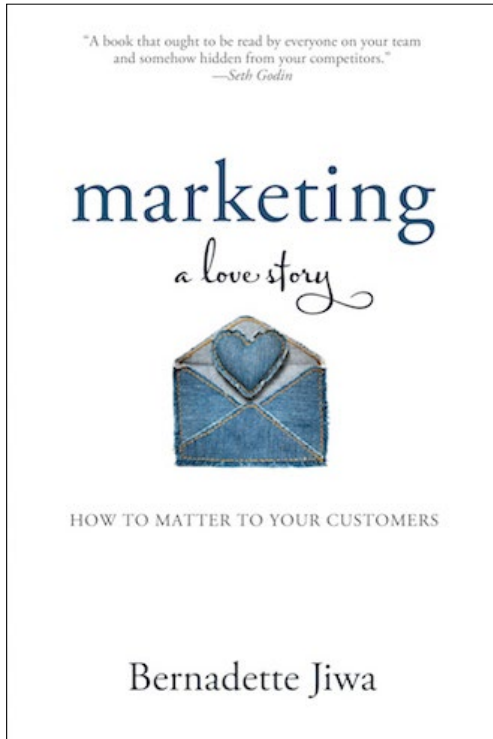
Just as a story unfolds, this journal has unfolded over many iterations with the help of family, friends, colleagues and The Story Skills Workshop students. First, I want to thank my dear friend and colleague, Seth Godin, for helping me to become a braver, better teacher.

Thanks to every member of The Story Skills Workshop coaching team, who show up with their whole hearts to help others find and tell their stories. My friends: Mark Dyck, Tom Huntingdon, Anne Roche, Luke Harris, Enrika Greathouse, Cat Preston, Kira Higgs, Conor McCarthy and Paula Braun, your work matters.

Thanks to my dear friend [Kelly Exeter](#), not just for designing the journal but for always putting the reader first.

My love and thanks to my son, Matt Jiwa, who wrote the

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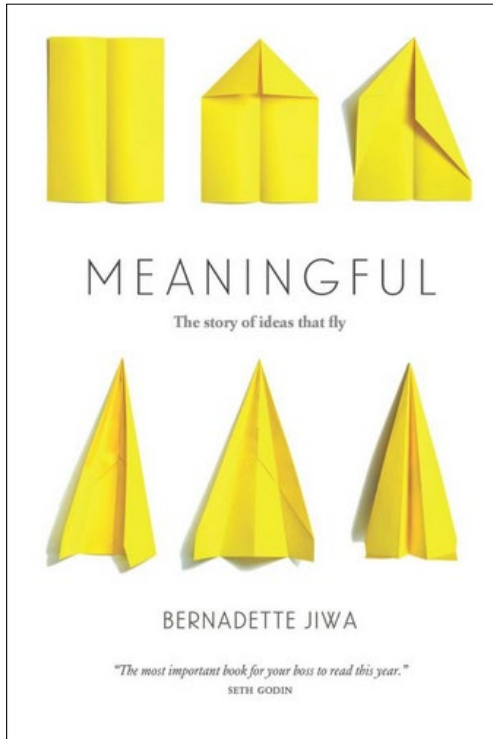
Acknowledgements

Thank you for buying this book, for supporting these ideas and for daring to believe that what you put out into the world and call 'work' might have something to do with love.

Thanks to Seth Godin for helping me to take the first step on this journey. I want to thank Reese Spykerman for designing another amazing cover, our fourth one together. It's not easy to tell the story of an idea in a single visual and no one does it better than her. Thanks to Catherine Oliver for being the best editor a girl could wish for and to [Kelly Exeter](#) for being the most patient designer on the planet, for her hard work on the interior of the paperback.

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ACKNOWLEDGEMENTS

Thank you for caring enough about the work you do, the people you lead and the customers you serve to buy a book about creating meaningful ideas.

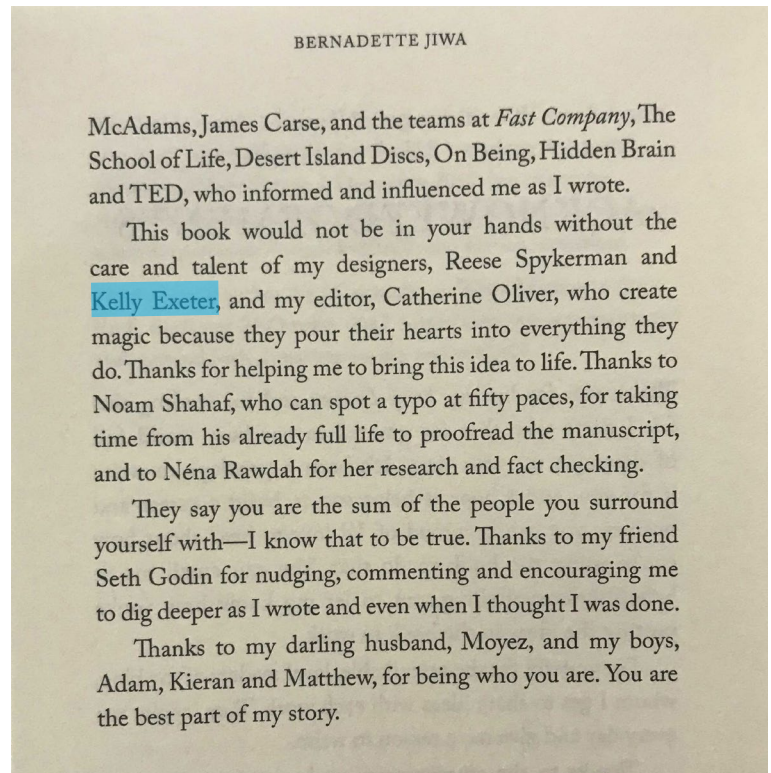
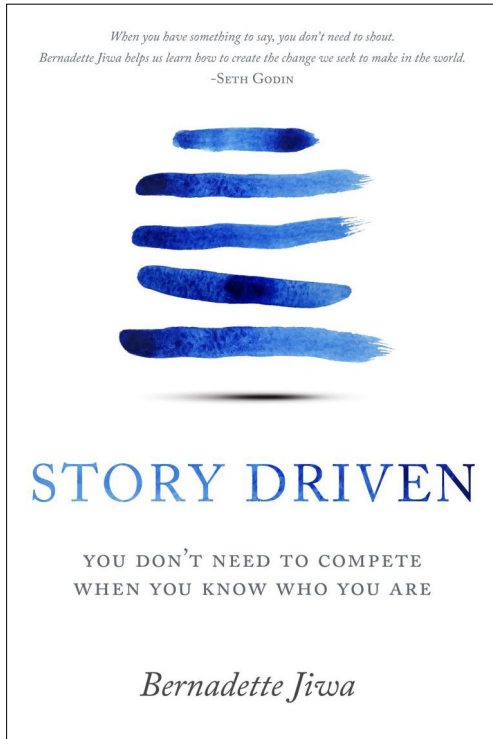
While a book, like any idea, can be conceived in an instant, anyone who has finished one knows the effort that's involved in breathing life into it. Writing might be a solo endeavour, but publishing a book that you hope will become meaningful to people you care about is a whole other story, and I have a lot of people to thank for bringing this book to you.

I want to acknowledge my three superheroines, Reese Spykerman, Kelly Exeter and Catherine Oliver. The finished product you hold in your hands is a result of their friendship, caring, collaboration, design, editing and love.

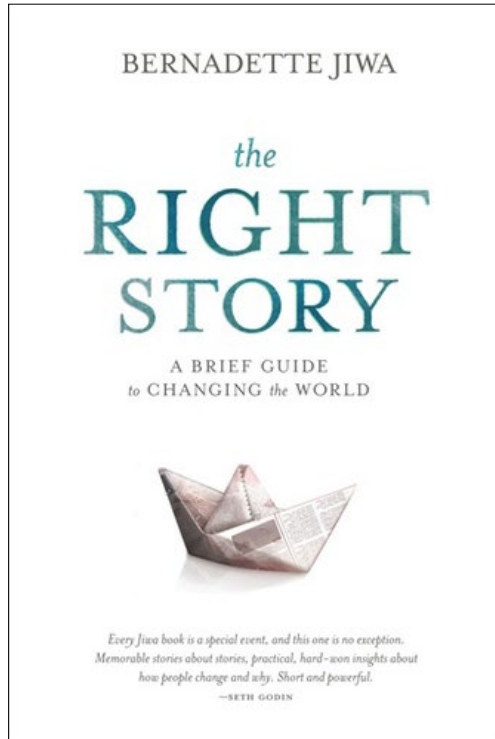
Thanks to Seth Godin for inspiring me and countless others to do the thing that is 'too scary to do'. It works every time!

I am lucky to work with, and collide with, the ideas of some incredibly gifted people who set out every day to do meaningful work. Many of these people gave up time to tell me their stories for the book, and some I have never met, but they and their stories inspire me every day. Thanks to James Victore, Brandon Stanton, Cameron Parker,

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THE RIGHT STORY

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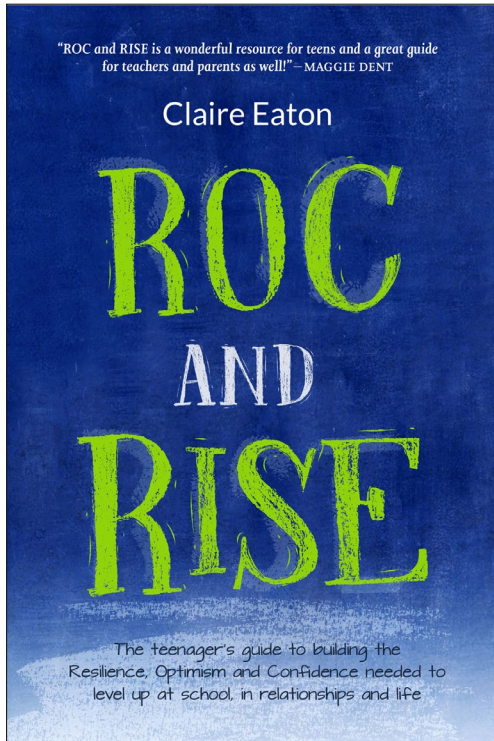
My mum, Heather, you are such a great support and encourager of absolutely everything I do. I look forward to our coffee catch ups and great chats. Thank you for being you.

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Finally, Maltesers on my desk. When I was writing for

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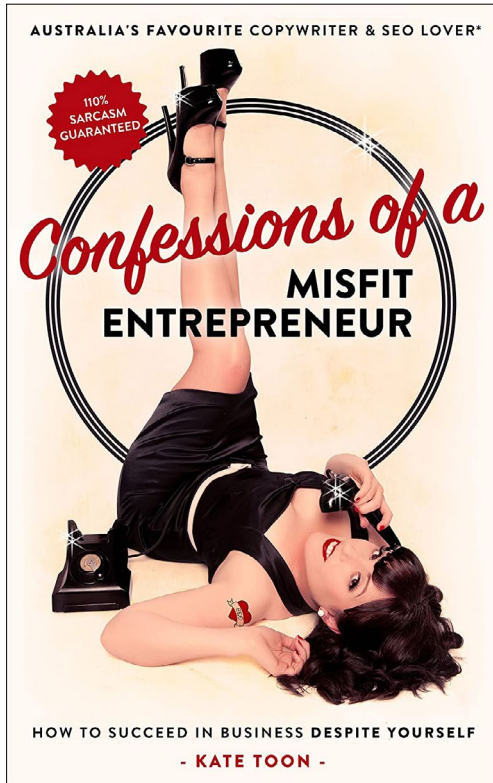
Nicky Tillyer, my 'creative friend' who helped give energy to the term 'ROC', I wish we lived closer!

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Surviving IT

ESSENTIAL ADVICE FOR
BUILDING A HAPPY AND HEALTHY
TECHNOLOGY CAREER

PAUL CUNNINGHAM

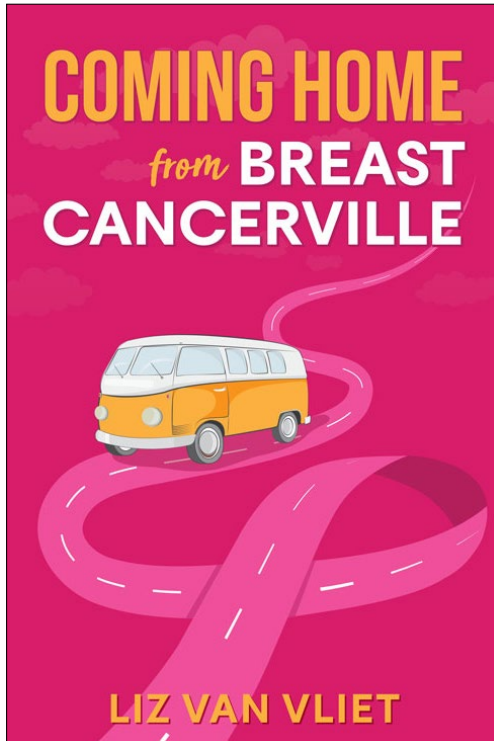
To Hayley, Will, and Abby, thank you for being my support and inspiration every day of this wonderful life we have together.

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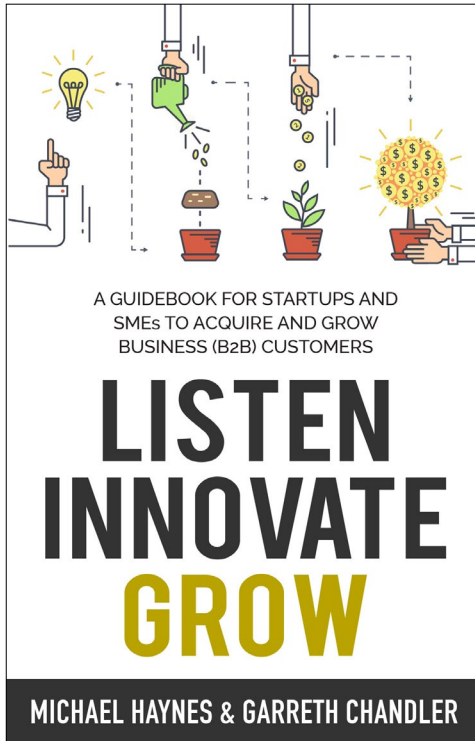
Thank you to Mike, Kate, Abbey and Tessa for permitting me to include parts of your story and for the love and support you shower me with.

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ACKNOWLEDGEMENTS

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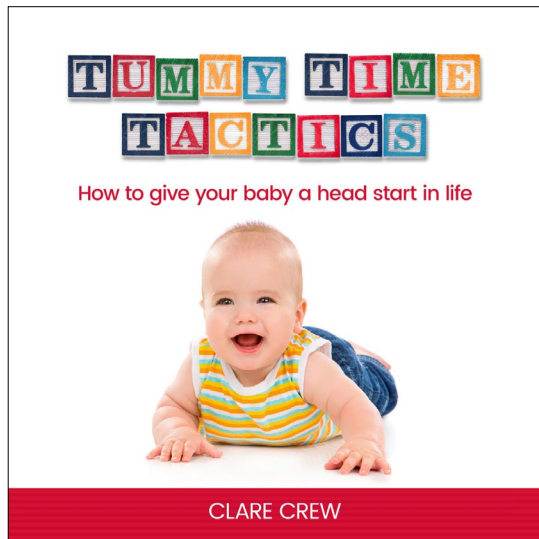
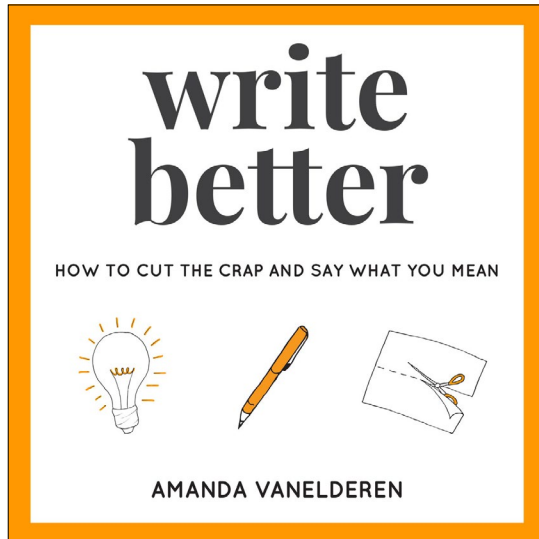
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CONTACT KELLY

The best way to reach out to Kelly is via email:

kelly@kellyexeter.com.au

You can also read more about the six stages of non-fiction book publishing on her website here:

kellyexeter.com.au/the-6-stages-of-non-fiction-book-publishing

