

Writing Your Best Book: The 7 Phases of Feedback

1 Concept development

Ideas fermenting. Maybe a chapter outline if you're a planner. Not much writing yet.

- **Developmental editor/writing coach** can help you refine concepts, purpose, direction.
- **Beta reader?** Maybe not. A sensitive stage. Be careful!
- **Self:** nurture your creativity, upskill.

2 Early, partial draft

Writing has begun. Chapter movement, topics, characters are gathering in your head, or on paper if you're a planner.

- **Developmental editor/writing coach** can help you make big decisions about where to go with it.
- **Beta reader?** Maybe a trusted beta buddy.
- **Self:** clarify the big picture and overall purpose.

Breathing space

Check / edit / rewrite

4 Second draft

You've fixed most of the things you have vision and/or ability for.

- **Content/structural editor** can help you see things you can't see, and suggest solutions you haven't thought of.
- **Beta readers!** A powerful time to engage the team to help you see big-picture issues.
- **Self:** big-picture response to betas and/or editor. Then start fixing detail.

3 "The End"! First complete draft

All the pieces are in place. Might be messy.

- **Content/structural editor** can help you decide if they're the right pieces, in the right order.
- **Beta reader?** Maybe a trusted beta reader with big-picture skills. Or a team if you're in a hurry or have experience.
- **Self:** prioritise big-picture changes.

Breathing space

Check / edit / rewrite



5 Final draft!

It's finished and ready to proceed towards publishing!

- **Copy/line editor** edits word by word, line by line, for sense, meaning, flow, grammatical correctness, accuracy.
- **Beta reader?** Sometimes handy to get a final pass.
- **Self:** read every letter of every word on every page. Check, crosscheck, polish.

Submission to agents/publishers

They'll usually want you to do more work. Then they'll organise editing, design, proofreading, distribution.

Indie publishing

Time to organise formatting, typesetting, proofreading, page and cover design, distribution.

6 Proofreading

A **proofreader** checks every letter of every word, every punctuation mark and even every space. They look for consistency in spelling, capitalization, and formatting, and correctness in page numbers, headings, and cross references. They add the final professional gloss to your book.

7 PUBLISHED!

Time to market your book, connect with readers... and receive more feedback from **reviewers!** Weigh their feedback – some might be useful for future growth.



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