



THE WRITER'S  
WELLSPRING

# CLIENT INTRODUCTION PACKET



CLIENT NAME HERE

# WELCOME



*Hi There!*

**I'M JEN AND I'M SO EXCITED TO LEARN MORE ABOUT YOU AND YOUR STORY!**

Choosing an editor or writing coach to work with can be a tricky process. Will she respect your process and vision? Will she be easy to work with? Will she help you reach your goals?

My role is to alleviate those worries so you can focus on what's most important: your long-term career as an author!

Whether you're still in the early days of your writing career or an author who is already establishing a name for yourself, my purpose is the same: To give you the support and resources you need to enrich your stories and connect with your readers' hearts.

*Let's get started!*

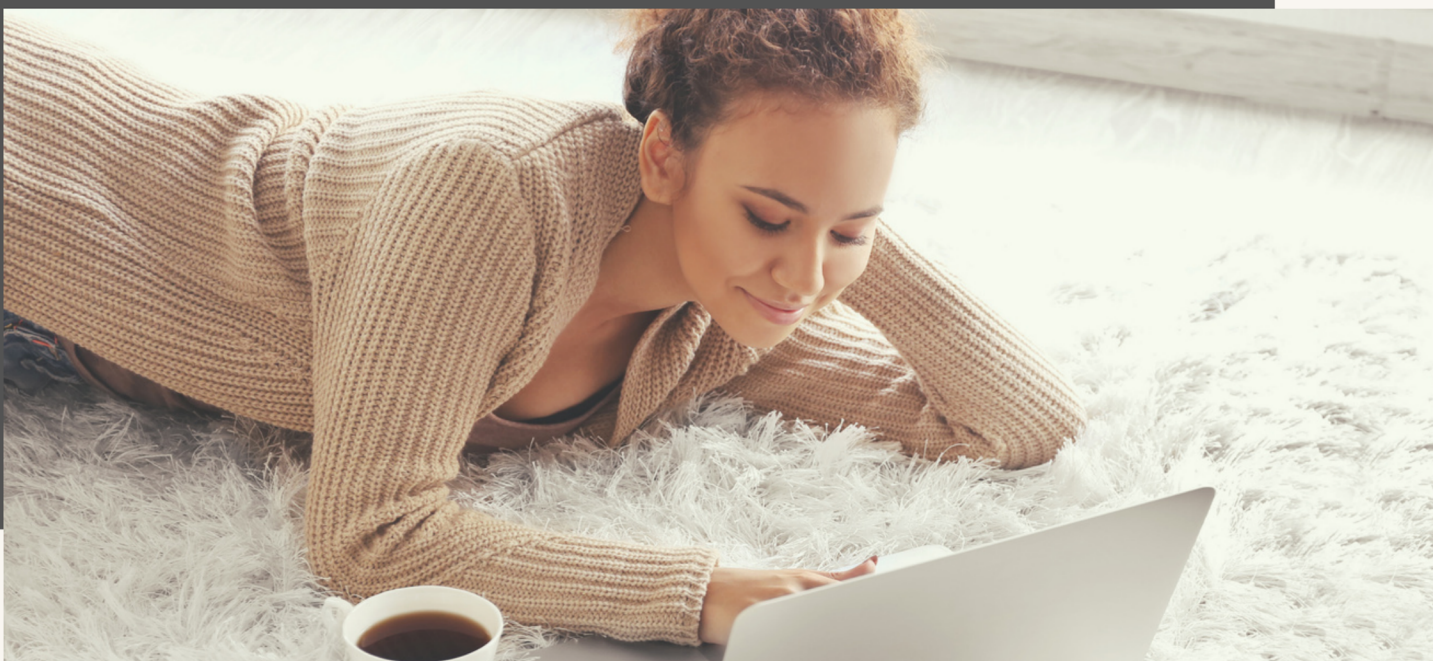
**JEN LINDSAY**

# WHY HIRE AN EDITOR?

## DEVELOP SKILLS TO ELEVATE YOUR STORY & CAREER!

A good editor invests in long-term relationships with her author clients. She continues to champion their professional and personal journey well after their manuscript has been returned.

- ✓ **BRAINSTORM & DEVELOP YOUR STORY**  
Whether it's just a germ of an idea or a completed draft, we'll work together to flesh out your story idea and bring it to life!
- ✓ **DISCOVER BLINDSPOTS IN YOUR WRITING**  
No matter what our skill level, we all have blind spots in our writing. We'll focus on expanding your skill sets so you spend less time revising and more time focusing on new story ideas.
- ✓ **FORGE CONNECTIONS WITH YOUR READER**  
We'll look at ways to dig deeper into your characters' needs and motivations so your readers feel like they've made a new friend before they reach the end of the book.
- ✓ **PREPARE YOUR STORY FOR PUBLICATION**  
Well-written and developed stories have a greater chance of success with editors and readers. In addition to your story, we'll work on fine-tuning your synopsis and query letters as well!



# AUTHOR CHECKLIST

## **BOOK YOUR SAMPLE EDIT & CHAT**

The sample edit & chat is your opportunity to test the waters and determine if I'm the right editor for you. It's also a chance for you to ask those tough questions!

## **SCHEDULE YOUR ASSESSMENT, EDIT, OR COACHING DATES**

It's time to pick your start date! The completion date will be determined based on the length of your manuscript and the editorial service you choose to move ahead with.

## **SIGN THE CLIENT AGREEMENT**

The client agreement outlines the services you can expect to receive on your manuscript, return time, payment agreements, and your rights should you need to postpone your start date or terminate our contract for any reason.

## **PAY YOUR INVOICE**

Need to create a payment plan to spread out the cost of your edits and coaching? Let me know when you schedule your time slot! I'm happy to work with you.

## **REVIEW YOUR EDITORIAL NOTES & SCHEDULE YOUR WRAP-UP CALL**

This is your opportunity to clear up any lingering questions, ask for clarification on notes, brainstorm new ways to move ahead, or discuss your next steps.

# EDITORIAL SERVICES

Choose the service that fits your story's current needs.

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- 01 MANUSCRIPT ASSESSMENT**  
Evaluates the overall story, focusing on concept, audience, and marketability. Includes a 2-3 page report. Ideal for incomplete and early drafts of manuscripts or for writer's struggling to find the way forward in their story. Cost can be put toward a full Developmental Edit at a future date.
- 02 DEVELOPMENTAL EDITING**  
In-depth focus on plot & character development, world-building, and story arcs. Offers in-manuscript examples, style sheet, and multi-page editorial letter to aid in the revision process. Ideal for completed drafts and authors preparing to query or pitch their manuscripts to agents or small publishers.
- 03 COPY EDITING**  
Reserved for established indie & traditionally published authors looking to self-publish their next book.
- 04 MONTHLY COACHING**  
Ideal for writers looking for accountability and more focused training in developing writing skills.

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MY VISION IS TO HELP WRITERS GROW IN CONFIDENCE AND SKILL AS PROFESSIONAL AUTHORS. MY MISSION IS TO ENCOURAGE THEM IN THEIR DEVELOPMENT AND TO HELP THEM SEE THEIR VALUE, WORTH, AND SUCCESS AS AN INDIVIDUAL IS NOT CONTINGENT ON THE NUMBER OF BOOKS THEY SELL OR AWARDS THEY WIN.

# CLIENT RECOMMENDATIONS

TALENA WINTERS  
*EVERY STAR THAT SHINES*

Not only did Jen point out several areas where [my] story needed to be built up, but she came up with some fantastic ideas to make a good story even better.

Her insight and input were invaluable in improving my manuscript. I'm so glad I hired her for this project.

ROBERT PAULS  
HISTORICAL FICTION

The biggest mistake I made when I started writing was cranking out a 100,000-word manuscript with no critique group, no writer's workshops, no nothing.

I see Jen's developmental edit as an investment in my writing and storytelling skills.

BRIANNA TIBBETTS  
*HEAD OVER TAILS*

Jen gave great, thoughtful feedback that helped me identify the weak places in my story and helped provide me with the tools to fix them.

Her work put my manuscript in the best possible position for querying.

AMY SHAW  
*LOVE, SAX & ALL THAT JAZZ*  
Jennifer is such a joy to work with!

She is understanding and will take great care of your story, while also pushing you and it to the next level for it to shine.

Visit [www.thewriterswellspring.com/recommendations](http://www.thewriterswellspring.com/recommendations)  
for additional client comments



My ultimate goal as an independent editor is to help you grow professionally and personally. Whether you're looking to embark into the world of indie publishing or your goal is to see your books published by traditional publishers, I'm here to help you succeed!

They say the road to publication is a long journey. Every journey worth taking begins with a single step.

Are you ready to begin?

## HOW TO REACH ME

Office Hours: M - F 9:00am - 12:00pm PST

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