

## Phase 1: Concept, Purpose, and Execution

- Who is the main readership for this type of book? Why will those readers love reading my book?
- What are the main themes/messages?
- What is my authorial tone or point of view?
- What are the main plot lines (fiction) or talking points (nonfiction)?
- Who are my main characters (fiction) or sources (nonfiction)?
- What do my characters/readers want? What do they need? (These often aren't the same answer!)
- How should my characters/readers change over the course of the book?

## Phase 2: Organization, Formatting, and Consistency

- Consistent formatting (i.e., paragraphs, chapters, section breaks);
- Consistent spelling of author/narrator, character, and place names;
- Consistent timelines/book structure;
- Character arcs (fiction) or chapter patterns (nonfiction);
- Conflict and agency (fiction) or resolution for all talking points (nonfiction);
- Balance for pacing, exposition, dialogue;
- Opening hook and/or introduction (for the whole book, and for each section or chapter);
- Denouement and/or conclusion (for the whole book: does it all wrap up cohesively?);
- Citations and/or footnotes or endnotes (if applicable);
- References (nonfiction), acknowledgements, dedication

## Phase 3: Finalizing Your Draft

- Did I *miss* anything?
- Read your manuscript aloud and listen for any awkwardness and context/logic gaps;
- Am I making my book *better*, or just *different*?
- Enlist [beta readers](#) for their constructive feedback;
- Is my manuscript [prepared for publication](#)?