



## AUTHOR COACHING with Laura Perdeu

Think of me as a personal trainer...for your writing. I offer individual, customized coaching to fit your needs and interests as an author. We will work together to develop, strengthen, and polish your manuscripts or queries. I am a former teacher with over a decade of experience in the kidlit industry and more than 50 published works, and know firsthand the power of personalized feedback and collaboration.

*"I had a submission opportunity and needed to whip my manuscript into shape. From big picture issues to fine editing details, Laura gave me the most insightful, constructive feedback that I've ever received. Working in a back-and-forth collaborative style for this long-term coaching, she was supportive and helped bring out my best writing. You'll want Laura on your team!" ~Carolyn (author)*

**LONG-TERM COACHING:** This type of coaching gives writers the opportunity to work one-on-one with an experienced author to receive ongoing feedback and support over several months. This model allows authors time for discussion, repeated revision, and questions, and is tailored to the needs of the writer. Base fee is \$325 for three months, which includes three 1-hour Zoom sessions and feedback via email in-between meetings; \$95 for each additional month. Choose one of the following paths (or feel free to suggest something!):

**BREAKING INTO THE EDUCATION MARKET** – For authors interested in breaking into this market, I assist with developing cover letters, resumes, and writing samples (up to 10 pages total). In addition, with over ten years of experience writing for educational publishers, I can offer tips and tricks for finding these publishers, researching, setting goals and deadlines, creating outlines, writing to specified reading levels, record keeping, and working with an editor.

The goal is for authors to have a complete packet ready to submit to educational publishers that includes a resume, cover letter, and one writing sample.

**PICTURE BOOK DEVELOPMENT & REVISION** – For both fiction and nonfiction picture book authors, I offer feedback to guide revision and strengthen manuscripts. Areas of focus may include plot, structure, characters, setting, voice, tone, POV, layers, and theme, depending on the needs and interests of the author and the manuscript.

I also love to help authors take an idea, or brainstorm for one, and build a manuscript from there.

**CRAFTING PITCHES & QUERY LETTERS** – The work isn't finished when the manuscript is ready! Instead, it's time to craft a pitch and write a query letter to capture the attention of an editor or agent with just a few words. I help authors develop both.

Learn how to convey the theme, layers, and structure of your manuscript in a pitch and query letter that also reveals the manuscript's voice. Query letters also include a greeting, synopsis, and an author's credentials. The goal is for authors to be confident when pitching and prepared to send out submissions. We will also discuss how to find the right editors or agents for your work.

**SHORT-TERM/ONE-TIME CRITIQUES:** Getting feedback on your work is an essential part of the writing process. My one-time written critiques include a 20-30 minute Zoom session. Cost is \$95 per critique.

**PICTURE BOOKS** – I offer critiques that look at all aspects of a manuscript, including plot, setting, theme, character development, voice, language, hook, layers, marketability, and more.

**QUERY LETTERS** – Query letters are vital to getting an editor or agent's attention. A critique will help you strengthen a query letter and/or pitch to effectively showcase your work and get noticed.

To schedule, fill out the contact form or email me at [LMPERDEW@gmail.com](mailto:LMPERDEW@gmail.com)!