

See Testimonials from
Agents, Publishers, and
Bestselling
Authors on Page 4

Kevin Anderson & ASSOCIATES

New York Times Bestselling Ghostwriters and Editors

Kevin Anderson & Associates is an industry-leading ghostwriting, editing, and publishing consultation firm with a reputation for producing *New York Times* bestsellers. Our team of bestselling writers, editors, former Big-5 acquisitions editors, and publishing strategists will collaborate with you through every step of the process to ensure your book is a success.

Our Process Includes

- publishing & marketing strategy
- book positioning & structure
- ghostwriting
- revisions & editing
- targeting agents & publishers
- ongoing consultation & industry navigation

The prices on this sheet reflect our starting rate for standard-length manuscripts (40,000-75,000 words). Please call for an exact price quote for your project.

Ghostwriting Packages

BASE: Starting at \$19,500

- Planning and outlining the entire manuscript
- Writing and revising the manuscript
- A *NYT* bestselling editor will review drafts and provide feedback
- Two years of publishing consultation
- The entire process is managed by a Senior Editor
- Agent/publisher solicitation options
- Traditional, hybrid, & self-publishing options

PREMIER: Starting at \$75,000

Everything in the DELUXE package, plus:

- We submit the mini-proposal to agents and publishers
- Multi-day strategy and planning session at one of our three offices
- A publishing and marketing consultation with CEO Kevin Anderson
- A final “cold” line edit by a widely published editor or author
- The writer will be a widely published author and ghostwriter

DELUXE: Starting at \$39,500

Everything in the BASE package, plus:

- A 7- to 10-page book proposal
- Strategy and planning sessions with both your writer and Senior Editor
- The Senior Editor will be a former acquisitions editor from Big-5 publisher
- The writer will be a traditionally published author

EXECUTIVE: Starting at \$125,000

Everything in the PREMIER package, plus:

- Blueprint Day with former Senior Executive Editor from HarperCollins or Penguin Random House
- Multi-day strategy session at your location (USA/Canada)
- Beta reader report and round of revisions (20 beta readers)
- Ongoing publishing/marketing consultation with CEO Kevin Anderson
- The writer will be a nationally bestselling writer or ghostwriter

We'll Come to You!

Onsite options available to fully absorb your personality and/or corporate culture

Worldwide coverage - there's (almost) nowhere we won't go

We're happy to interview family, friends, and colleagues

Fully Customized Service

If you can imagine it, we can make it happen. Let us know what you want, and the process that would work best, and we'll put together a custom package just for you.

Free Writer Replacement

If at any time, for any reason, you're unhappy with your writer, we'll replace them, saving you from contract renegotiations, missed deadlines, and having to restart the process with a new writer.

Call us for a free consultation: 844-997-4837

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Editorial Services

Our editorial services are available in two categories, as defined below:

PREMIER

Our Premier editors are seasoned professionals who have edited and consulted on multiple traditionally published books, with most having edited nationally bestselling titles.

EXECUTIVE

Our Executive editors are former senior acquisitions editors at Big-5 publishing houses who have acquired and edited hundreds of traditionally published manuscripts, including over a dozen *New York Times* bestsellers.

The following prices reflect our **standard** rates. Price may vary by length. Please call for an exact price quote for your manuscript or writing sample.

COPY EDIT

Edits for spelling, grammar, punctuation, syntax, clarity, consistency, and general formatting.

\$0.029/word

LINE EDIT AND CONTENT REVIEW

Editing: grammar, punctuation, readability, flow, diction, syntax, and minor rewriting and restructuring on the phrasal level.

Review and Feedback: detailed commentary on the manuscript's flow, structure, cohesiveness, story arc, character development, plot structure, marketability, readability, and any other issues that may affect the quality of the work.

Premier: \$0.039/word Executive: \$0.10/word

LINE EDITING PLUS

- Two hours of direct phone consultation with the line editor to discuss the manuscript and their revisions and recommendations
- Line editing with content review
- A second round of review to assess post-edit changes
- Final "cold read" edit by a second editor
- A custom-written query letter for targeting agents and publishers
- A contact list of 10 recommended agents.

Premier: \$0.075/word Executive: \$0.15/word

CRITICAL REVIEW AND ANALYSIS

Feedback on all aspects of the manuscript's flow, structure, cohesiveness, story arc, character development, plot structure, marketability, target audience, and readability, as well as any other issues that may affect the quality of the book. The critique and feedback is provided in the form of liner notes along the margins of the manuscript, a separate document of analysis and suggestions (typically 3–6 pages long), and a one-hour phone consultation with the editor.

Premier: \$0.025/word Executive: \$0.06/word

HEAVY EDITING

Substantive editing and rewriting, as well as detailed critical feedback on structure, coherence, concept, positioning, audience, and marketability.

Pricing varies per manuscript. Please contact us for an exact quote.

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Other Services

QUERY LETTER

Writing an original query letter

- Revisions included
- An adaptable template for targeting multiple agents
- The personalization of one letter for a specific agent*
- \$650 optional fee for four additional agent-personalized letters*

Premier: \$350 Executive*: \$950

Editing and review of an existing query letter

Premier: \$250 Executive: \$550

To optimize the query-writing and pitch process, we recommend a full read for all manuscripts and the writing of a 500-word synopsis for narrative works (pricing below).

500-WORD SYNOPSIS

Premier: \$400 Executive: \$950

MANUSCRIPT READING FEES

Premier: \$0.01/word Executive: \$0.025/word

AGENTS LIST

An up-to-date contact list of 10 literary agents/publishers who are actively accepting manuscripts in your genre. \$300

BETA READER SERVICE

20+ beta readers provide direct and unbiased feedback on your manuscript. The beta readers are selected from your target demographic, read an average of five books per month, and are not publishing industry professionals. The responses are comprehensive and thorough, compiled and analyzed to show common trends, giving you the confidence to make revisions based on actual data.

- \$5,500 for full manuscript review (20+ readers)
- \$1,500 for title and subtitle survey (350+ readers)
- \$1,500 for book cover survey (350+ readers)

BLUEPRINT DAY

An all-day, in-house (or remote) planning and strategy session to help you position and structure your book, assess its marketability, and determine your optimal marketing strategy. Blueprint Day includes:

1. The review of draft materials in advance
2. Brainstorming concepts and themes
3. Identifying target market and audience
4. Positioning and promise to the reader
5. Publishing and marketing strategy
6. Table of Contents with chapter descriptions
7. Consultation on book title, subtitle, and chapter titles
8. Sales and marketing strategy

Premier: \$4,500

Executive: \$7,500

BOOK PROPOSALS

1. In-person or virtual interviews
2. Review and analysis from a former Big-5 acquisitions editor
3. Publishing and marketing strategy
4. Agent/publisher solicitation service
5. A full (25+ pages) or mini (10+ pages) book proposal:
• Includes Overview, Author Bio, Platform, Marketing and PR, Competitive Analysis, Chapter Descriptions, and Sample Chapter(s) as needed

Premier: \$3,500 for mini, \$12,000+ for full

Executive: \$10,000+ for mini, \$30,000+ for full

Testimonials

JEFF JAMES, VP & Publisher, HarperCollins Leadership

Authors include Rachel Hollis, John C. Maxwell, and self-made billionaire Tilman Fertitta

“Pairing an author with the right ghostwriter is inherently fraught with challenges, and these challenges cause risk for both the publisher and the author. Kevin Anderson & Associates reduces those risks by providing a layer of expertise and oversight on the entire process of selecting, coordinating, and managing the contract writing process. The end result is a better book because the right ghostwriter was chosen, the project was managed efficiently, and editorial quality was greatly increased.”

SCOTT CAWTHON, *New York Times* #1-Bestselling Author of *Five Nights at Freddy’s*

Over 1 million copies sold

“It was a pleasure working with Kevin Anderson and his team of talented writers and editors... I can attest to their responsiveness, dedication to excellence, and commitment to keeping their clients happy.”

KEN HONDA, Author of National Bestseller *Happy Money*

Bestselling author with over 7 million copies sold worldwide

“Working with Kevin Anderson & Associates has been a pleasure from start to finish—they even accommodated my request to meet with me in Japan... I recommend KAA and look forward to collaborating on more projects with them in the future.”

CELESTE FINE, Park & Fine Literary and Media

The Nation’s #1 Literary Agent (Source: Publishers Marketplace)

“A great experience! Having worked together on multiple books over the years, they’ve proven themselves to be reliable, responsive, and talented. Their team of bestselling authors is a great resource for us, and I definitely recommend their services to any author or publisher looking for top-quality writing services with a well-managed process.”

NORMAN OLLESTAD, *New York Times*-Bestselling Author

“I have worked with Kevin many times over the years for my memoir, novel, book proposal, and articles. With each interaction, Kevin and his team provided excellent editorial services. His firm offers a diverse pool of editors to choose from, which enabled me to hone the type of service I was looking for.... I felt that they were in it for the long haul because Kevin was always there for me when I had follow-up questions. A great experience across the board.”

DJ SPINDERELLA, Member of the Legendary Hip-Hop Group Salt-N-Pepa

“The team at Kevin Anderson & Associates has been incredibly helpful in guiding me through the book-writing and publishing process... Within two weeks of working together, Kevin landed me one of the top agents in the industry!”

TOM GOLISANO, Paychex Founder, Billionaire, and #1 National-Bestselling Author

“I’ve enjoyed working with Kevin Anderson & Associates on my books and appreciate their assistance in guiding me through the publishing process. My lead writer, Mike Wicks, worked closely with me to capture my voice and ensure the writing was readable and accessible.”

ANDREA FLECK-NISBET, VP & Publisher, HarperCollins (Horizon)

“We were impressed with Kevin Anderson & Associates’ Beta Reader service...the report offered constructive criticism, combined with actionable editorial solutions to address identified problems. We were very happy with the professionalism of Kevin Anderson & Associates and the great services they provide.”