

CARA THURLBOURN

**BOOK COACH &
SELF-PUBLISHING CONSULTANT**

PRICING & PORTFOLIO



HI, I'M CARA!

YOUR BOOK COACH & SELF-PUBLISHING CONSULTANT

I'm a UK-based author with a background in academic and educational publishing. I spent seven years as an editor and, prior to that, worked in marketing at Cambridge University Press. But in 2016 I started writing... and I caught the bug.

In just a few years, I went from zero words to having three complete novels and two children's books. I self-published my first novel and the second was long-listed for the Mslexia Children's Novel Competition 2018. So, I have experience on both sides of the publishing fence - traditional and indie.

In 2018, I decided to take this experience and start helping other writers. Since then, I've worked with authors across a wide variety of genres, offering coaching, self-publishing packages, manuscript assessments, and development editing.

Using a combination of my own personal experience as a writer and my professional skills as an editor, my aim is to help you make your book the best it can be and publish it to the highest standard.



HOW CAN I HELP?

I WORK ACROSS A WIDE VARIETY OF GENRES
BUT HAVE A SPECIAL INTEREST IN:

- >> Helping women tell their personal stories of empowerment and courage.
- >> Helping businesses create non-fiction books that bolster their brand, attract new clients, and establish them as a voice of authority within their industry.
- >> Providing manuscript assessments and developmental editing for fictional works, particularly Young Adult books.
- >> Coaching writers in need of support and guidance at any stage of their career.



WHAT I OFFER:



EDITORIAL

Manuscript assessment, development editing, copy-editing, ghostwriting.



COACHING

One-on-one via Skype or in person.



DESIGN

Typesetting, cover-design, formatting for publication, marketing materials, author websites.



MARKETING

Advice and planning for book launch success.



WORKSHOPS

Group workshops and retreats in Cambridge/ Suffolk, one-on-one intense 'novel therapy' workshops for planning and editing.



CROWDFUNDING

Management of authors' crowdfunding campaigns.



EXAMPLE PACKAGES

I am completely transparent about my pricing structure and work with each client individually to create a package that suits their needs and budget. Below are some examples of typical costs:

SILVER PACKAGE

This is for you if you want to self-publish and have a manuscript that's in good shape.

- Copy-edit
- Proofread
- Cover-design
- Typesetting
- Formatting for print & eBook
- Upload to Amazon's self publishing platform
- Marketing strategy document

GOLD PACKAGE

This is for you if you want to self-publish and have a manuscript that needs a little more input to help you hone your characters, plot, and structure.

- Development-edit (working with the author to write and structure the book)
- Copy-edit
- Proofread
- Cover-design
- Typesetting
- Formatting for print & eBook
- Upload to Amazon's self publishing platform
- Marketing strategy document
- Author website and social media platforms

PLATINUM PACKAGE

This is for you if you want to self-publish but you haven't started writing yet, usually for non-fiction writers.

- Concept creation
- Development-edit (working with the author to write and structure the book)
- Copy-edit
- Proofread
- Cover-design
- Typesetting
- Formatting for print & eBook
- Upload to Amazon's self publishing platform
- Marketing strategy document
- Author website and social media platforms
- Management of launch, including posting of blog and social media content

*Price, based on 70,000 words:
£1,800 or £450 a month for four months.*

*Price, based on 70,000 words:
£3,200 or £533 a month for six months.*

*Price, based on 70,000 words:
£5,000 or £500 a month for ten months.*

PICK AND MIX PRICES

Please contact me for details of any of the services and we will discuss your needs.

Examples of 'pick and mix' pricing for some of my most popular services, not purchased as part of a package, include:

Manuscript Assessment: £450 for 70,000 words

Coaching: £50 one-on-one, discounted for block bookings

Author Website: £250

'Novel Therapy' one-on-one intense coaching workshop: £350 a day

All other services: £30 an hour, the average suggested by the Society of Proofreaders and Editors.

CONTACT: CARA@CARATHURLBOURN.COM



CASE STUDY ONE

GENTLY THEY RAGE BY LINDA NEGUS

Ten stories, ten unique experiences, ten very special families...

Gently They Rage is a powerful and emotive collection of stories, told by parents who have experienced the myriad complexities of life with a disabled child.

In a series of ten moving interviews, Linda Negus explores the practical and emotional challenges these parents have faced, offering a source of inspiration and comfort to anyone in a similar position.

For parents, extended family, medical professionals and all those who have a connection to a child with special needs, the stories within will provide a truly valuable insight. At times both challenging and heart-warming, but always inspiring, these are stories that demand to be heard.

"When I met Linda she had been working on *Gently They Rage* for a very long time but, due to ill-health, had never managed to publish it. We worked together to edit the stories she had gathered from parents, select which ones to include in the book, and create something of true value to many, many parents. It was a very emotional journey and, with books like this, the coaching element of my self-publishing packages is very important."

"Cara motivated me into pushing ahead to get *Gently They Rage* published. I had suffered with ill-health for some time, greatly affecting my energy and making the finishing process very difficult. I needed expert guidance to affect the final process and this she provided. From the moment she gave me a schedule marking out the various dates to work to it made my task easier."

SILVER PACKAGE

Copy-edit, proofreading, cover-design, typesetting, formatting for print & eBook, upload to Amazon's self-publishing platform, marketing strategy document, plus website and coaching.



A wonderfully uplifting book highlighting the joys and challenges faced by families raising a child with additional needs and disabilities. A must read for all professionals and others coming into contact with these families

CASE STUDY TWO

THE FIBROMYALGIA HANDBOOK

Due to be published in January 2020

Although not ready for publication yet *The Fibromyalgia Handbook* represents exactly the kind of book I love working on.

Clair Starr, Eleanor Coston, and Caroline Williams are holistic practitioners who are working together to create a positive handbook that will help fibromyalgia sufferers take back control and live their lives with positivity.

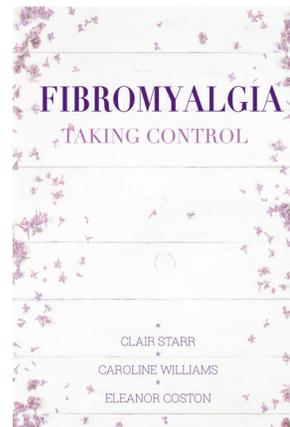
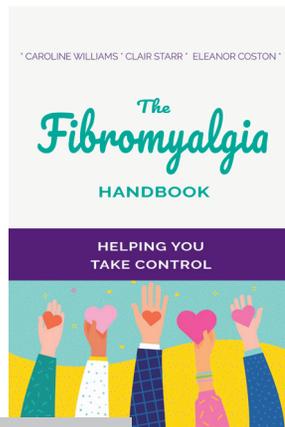
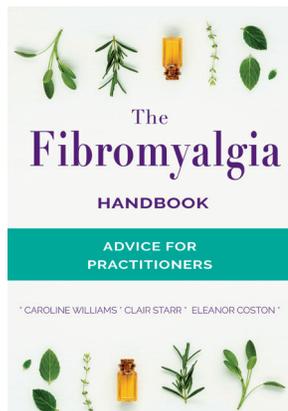
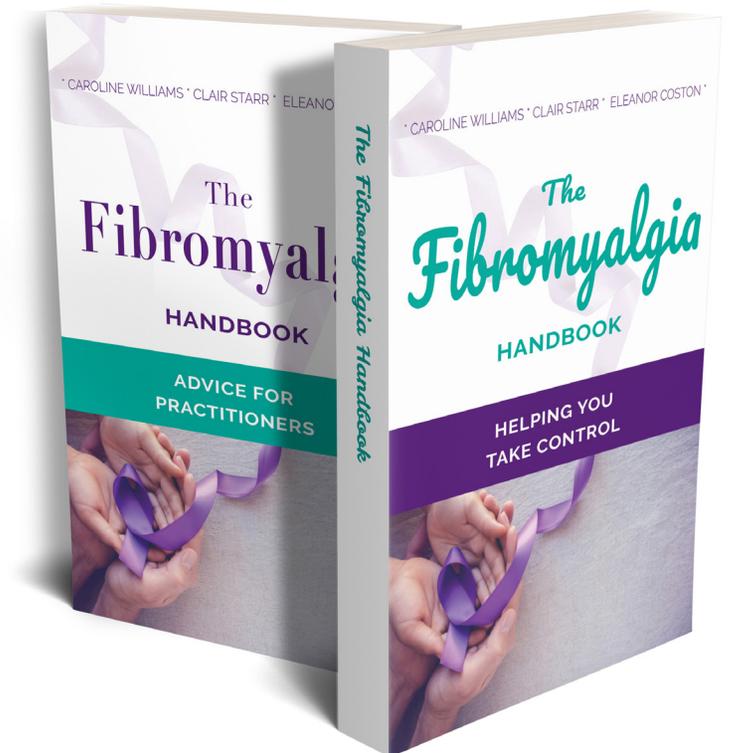
I have been working with Clair, Ellie, and Caroline to take their concept from idea to published manuscript and I can't wait to see it in print, particularly because we made the decision to create a handbook that is 'reversible' - so that one half is for patients and the other half is for practitioners.

One of the joys of self-publishing is that you can do, pretty much, anything you want and have the freedom to think outside of the box.

The book itself has also been a spring-board for many other ideas, such as setting up a support group on Facebook and creating a YouTube channel, and will help establish these three very skilled and experienced women as voices of authority in this niche area.

GOLD PACKAGE

Developmental edit, copy-edit, proofreading, cover-design, typesetting, formatting for print & eBook, upload to Amazon's self-publishing platform, marketing strategy document and coaching sessions.



COVER CONCEPTS

CASE STUDY THREE

IT'S ALL ABOUT BODD

BY LINDY WHEELER & TOM LAWLEY

Bodd is a little character who struggles to make sense of his life and his big feelings.

In beautiful verse, this unique children's story explores Bodd's feelings and the vital role they play in his survival.

It's All About Bodd opens up conversations about how to deal with anxiety, the effects that worry can have on our health, and its impact on those around us.

An essential companion for both parents and teachers, this book is so much more than just a bedtime story; it is a story that every child needs to read. *It's All About Bodd* also comes with a downloadable page-by-page parent/teacher guide to help you share the book effectively with your little people.

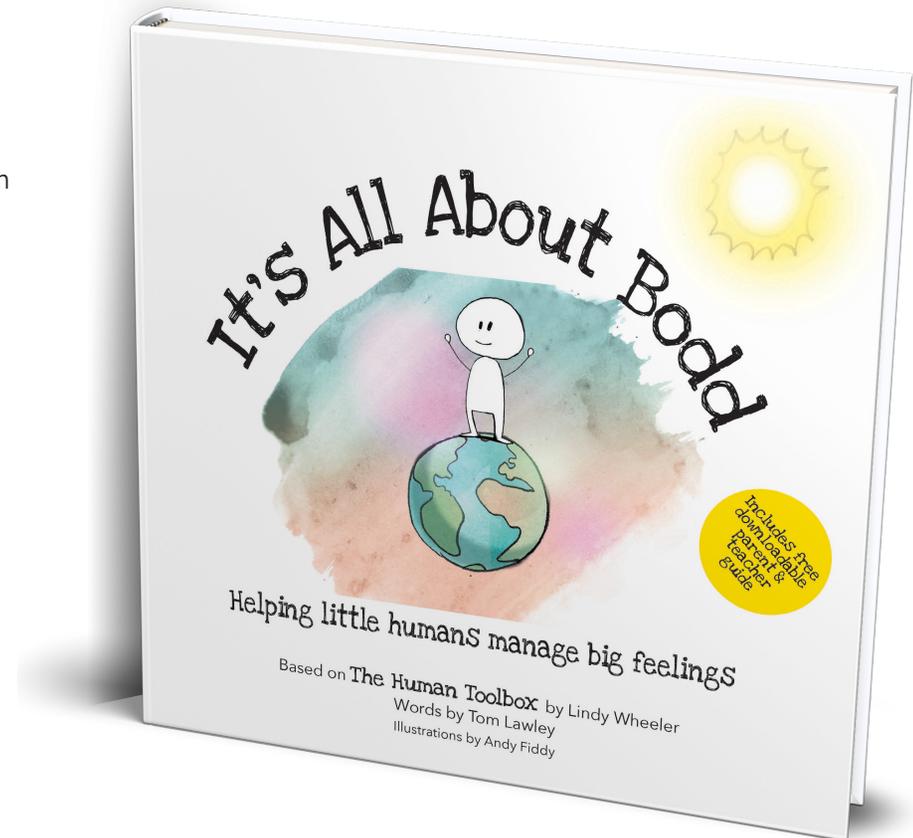
"Working with Lindy and Tom was an absolute dream. Their children's book is based on Lindy's work as a counsellor, specifically her Human Toolbox programme, and its publication has resulted in many exciting things. Business is booming and Lindy's crucial and fantastic work is now reaching more and more children who need it."

"I met Cara at one of her Writing Workshops, where I had an embryonic idea for a children's book. Cara was wonderfully enthusiastic and right from the word go she inspired me to make my idea a reality. Cara led me and my writing partner Tom through the whole process of completing the book and an accompanying parent guide. She even created a website and coached us through the process of the pre-launch and the book launch.

The whole process was seamless and we felt nurtured and supported by Cara throughout. I can't recommend her highly enough and will certainly be using her services again. Thanks Cara - you are an absolute gem!"

SILVER PACKAGE

Copy-edit, proofreading, cover-design, typesetting, formatting for print & eBook, upload to Amazon's self-publishing platform, marketing strategy document, author website, plus coaching.



This gem of a book should be in every home to be shared by all the family.

LET'S WORK TOGETHER

TO MAKE YOUR BOOK THE BEST IT CAN BE

If you're interested in working with me please just email cara@carathurlbourn.com and tell me a bit about how you think I can help you. If you're not sure what you need, I offer a free 20-minute Skype or phone call.

I can't wait to hear from you.

Cara

