



split•seed:ideas that grow

writing | editing | publishing strategy

# Pricing Guide



## Welcome

Congratulations on accepting the high calling of writing a book! In our work with hundreds of authors over the past fourteen years, we've found that the book writing process can be just as nurturing to the author as the reader.

The key is to create a book that aligns with your deepest purpose and your readers' deepest needs.

Writing this kind of book is not easy. It's not for everyone. It can be lonely work.

The good news is that you are not alone. There is a path that will lead you to knowing your purpose deep in your bones, writing a book that serves your readers at the highest level, and nurturing your ongoing creative journey. And we want to help you find your way.

We're so glad you're here.

Warmly,  
Amanda and Ben



## Our Mission

Split Seed Media’s mission is to empower authors and brands to see their unique value, clarify their core ideas, and create practical resources to serve their ideal clients at the highest level—while deeply nurturing their own ongoing creative journey of discovery and growth.

Over the past fourteen years of helping hundreds of authors write and publish their books, we’ve worked with many who have created incredibly successful businesses out of their deepest sense of purpose. We’ve helped them write proposals that have earned them six-figure book advances from major publishers and create bestselling books in the areas of business, personal development, spirituality, health, wellness, and peak performance.

We’ve also received manuscripts from first-time authors who did their best to generate a book-length manuscript on their own, and then hired us as editors. This approach was just right for those who had a clear, aligned purpose and strategy for their book. Unfortunately, those who didn’t have a clear purpose and strategy for their book had a very different experience. They had viewed writing their book manuscript as a to-do to complete as quickly as possible, rather than as a rich and even life-changing opportunity to serve readers who desperately needed what they had to offer—and to perhaps learn something new in the process themselves.

During the editing process, many discovered they had labored countless hours in the wrong direction—and had to spend far too much money rewriting and editing their book to discover the clarity that should have preceded writing the book. What they expected to be a simple final edit became a major unexpected expense—and sapped the energy and resources they needed to authentically and properly market the book after they had gone to all that effort to improve it.

Those authors were typically happy they had clarified their core purpose for the book after the fact, and felt the clarification they received through our editing process was invaluable, but we couldn’t help but think, *There must be a better way.*

Readers don't just want the book anymore; they want the author. They want an ongoing, life-changing experience. If you want to write a book that not only encapsulates your life's work but changes your readers' lives for the better, you need a strategy.

We believe that strategy has four phases:

1. **Clarify your unique core content** and create a strategy to share it in a variety of ways
2. If it would yield a meaningful return on investment, **write a book** based on that core content, while being open to new insights along the way
3. **Edit and publish your book** to share it with your ideal readers
4. **Continue your creative journey of growth**—and create new practical resources to serve your readers based on what you learn

Our four-phase writing process is uniquely designed to support you during your own inevitable growth process as you share your hard-won wisdom with your readers. It offers a fully integrated framework that empowers you throughout the *whole* process of writing a book and serving your readers at the deepest level.

When you have the full roadmap for developing and writing a book, and you have compassionate, expert support every step of the way, we have found that the book writing process becomes a positive, life-changing experience for both the reader *and* the author. Plus, if your book is based on your own life journey, your writing process becomes integrated with your personal growth process, so that they feed and support each other, resulting in greater insight and greater impact.



## Writing Services: As You Write Your Manuscript

To help authors create a book that aligns with their deepest purpose and their readers' deepest needs, we offer three levels of support:

1. **Coaching**, where we provide customized coaching and feedback to support you as you write your book yourself
2. **Collaboration**, where we create a customized process to write the book together
3. **Ghostwriting**, where we interview you and produce a bestseller-quality manuscript ready to submit to a major publisher (or publisher of your choice)

### 1. Writing Coaching

Writing Coaching is a flexible arrangement to support you as you (1) clarify your core content, (2) write your manuscript, (3) edit, publish, and market your book and other connected services, and/or (4) nurture your own ongoing growth as an author. Working one-on-one with Amanda, you receive a custom plan specific to your phase, and assignments, worksheets, feedback, and accountability to support you in completing your plan.

**Fee: \$250 per session**

When your manuscript is complete, you have the option of adding an **Editorial Package**, a **Self-Publishing Package**, or any of our **Additional Services** (see below).

### 2. Writing Collaboration

While Writing Coaching provides accountability and feedback as you write your manuscript yourself, Writing Collaboration allows Amanda to create a custom partnership with you in creating your unique core content and writing a bestseller-quality manuscript.

## **Writing Collaboration is for you if:**

- You would like to partner with a heart-centered, purpose-driven, internationally bestselling writer to clarify your key learnings, create your core content, write your manuscript, and/or create additional practical resources for your readers.
- Writing doesn't come naturally to you, and you would appreciate deep review and revision of your content every step of the way—as well as a clear, strategic action plan for completing and publishing a bestseller-quality manuscript.
- You have strong internal faith in the value of your core content or book idea regardless of agent or publisher interest and are no longer looking for validation of your idea in anyone else. You are prepared to self-publish or hybrid-publish the book if it does not find a home with an agent or traditional publisher.
- You understand the value of clarifying your life lessons and core content before writing your manuscript.
- You are willing to take full responsibility for completing your custom assignments throughout the process, while being able to delegate the parts of the writing process you find difficult to someone who actually enjoys them.
- You sense the process of writing a book may provide an opportunity for deeper insight and personal growth and would appreciate expert practical and personal support to incorporate new insights into your writing, work, and life.
- This project is far more than just a book for you. It's an opportunity to clarify your life's work, share it with those who need it most, and continue to support them on their journey long after they finish reading. In short, it's an opportunity to more fully live your purpose, and you want the right level of support for the best possible results.

## **The Writing Collaboration Package includes:**

- 1 one-hour kickoff Zoom consult with Amanda to establish your goals, co-create a collaborative writing process, and create a book project plan and estimated timeline

- One-hour, one-on-one Zoom video calls or phone calls with Amanda to review your first draft of each chapter and provide written feedback, direct revisions, and tailored support as you complete your manuscript chapters
- A custom “magic edit” of your manuscript draft when complete—a deep, thorough, holistic revision from the perspective of your target reader to result in a bestseller-quality manuscript ready for copyediting
- **Completed Core Content** to serve as your unique idea DNA for the book and for future offerings beyond the book
- **Completed bestseller-quality manuscript** ready for copyediting or submission to a major publisher
- Priority access to team editors (at an additional fee based on manuscript length) for final copyediting, proofreading, and/or formatting if needed for publication
- Priority access to graphics, marketing copy, and publisher liaison services (at an additional fee)

**Fee: \$15,000-\$50,000 (depending on how much draft writing Amanda will complete for you) paid in full, or payment plan of \$2,575-8,583 per month for 6 months, beginning with receipt of signed project agreement**

### 3. Ghostwriting

**Ghostwriting is for you if:**

- You would like to partner with a heart-centered, purpose-driven, internationally bestselling writer to clarify your key learnings, create your core content, write your manuscript, and/or create additional practical resources for your readers.
- You would prefer to delegate the writing of the manuscript to a professional, while ensuring the book is written in your unique voice and the result is a bestseller-quality manuscript.
- You have strong internal faith in the value of your core content or book idea regardless of agent or publisher interest and are no longer looking for validation of your idea in anyone else. You are prepared to self-publish or hybrid-publish the book if it does not find a home with a literary agent or traditional publisher.



- You understand the value of clarifying your life lessons and core content before writing your manuscript.
- You are willing to take full responsibility for completing your custom assignments throughout the process, while being able to delegate the parts of the writing process you'd rather not do to someone who actually enjoys them.
- You sense the process of writing a book may provide an opportunity for deeper insight and personal growth and would appreciate expert practical and personal support to incorporate new insights into your writing, work, and life.
- This project is far more than just a book for you. It's an opportunity to clarify your life's work, share it with those who need it most, and continue to support them on their journey long after they finish reading. In short, it's an opportunity to more fully live your purpose, and you want the highest level of support for the best possible results.

#### **Ghostwriting includes:**

- Co-creation of a customized plan and timeline for completing a bestseller-quality manuscript ready to submit to your publisher (or to your copyeditor, if self-publishing), to include assessing whether the author will share content through writing, interviews, or both
- One-on-one Zoom or phone interviews with Amanda, scheduled regularly and as needed to gather content, ask follow-up questions, and share progress
- **Completed Core Content** to serve as your unique idea DNA for the book and for future offerings beyond the book
- **Completed bestseller-quality manuscript** ready for copyediting or submission to a major publisher, developed from author's initial draft writing and/or from interview transcripts
- Unlimited e-mail and phone/video support during normal business hours throughout the customized timeline
- Publisher liaison services to ensure the manuscript you produce seamlessly enters the workflow of your publishing process



- Optional custom graphics, infographics, and content marketing materials available at an additional fee, if needed

**Fee:** Schedule a free First Consult with Amanda to discuss your customized process and price: <https://calendly.com/splitseedmedia>



# Editorial Services: For a Completed Manuscript

## 1. Manuscript Review

**The Manuscript Review is for you if:**

- You have completed a book manuscript.
- You're looking for specific feedback on your writing skills, connection and impact on target audience, and suggested next steps for revision.
- You're looking for recommendations on next steps toward publication as well as how to align this book with your larger vision for your life and/or business.

**The Manuscript Review includes:**

- An honest, professional, and supportive assessment of the manuscript from an editorial and a target-reader perspective, noting any specific content, organizational, or mechanical writing recommendations in the form of comments in Microsoft Word for the author to complete
- A strengths-based focus on identifying your unique story, message, and strengths to use as a lens for your revisions, publishing plan, and additional offerings to support your readers, so your book is aligned with your deepest sense of purpose and vision for your life/business
- A focus on the manuscript's helpfulness and connection with its target readers, or suggestions about who the target readers may be, if it is unclear from the manuscript
- Specific recommendations about next editing levels to prepare your manuscript for publishing, if your publishing path is known
- A one-hour phone call or Zoom call to discuss the manuscript review feedback and clarify next actions
- Timeline: Average project completion time is 2 to 4 weeks after start date

**Cost: \$2,500 for up to 70,000 words**

## 2. Editorial Package

Our Editorial Package is designed to replicate the basic multi-level editorial process at a traditional publisher for authors who are self-publishing or hybrid publishing, with the additional support self-publishing and hybrid publishing authors typically need.

### The Editorial Package is for you if:

- You have a completed manuscript, and you would like full, professional editorial support to prepare it for publication.
- You are self-publishing, or your publisher requires you to submit a fully edited manuscript before the design process.
- You are ready and willing to receive honest, constructive feedback on your work.
- You want to follow the best practices of the publishing industry, so your book compares favorably with those edited by major publishers.

### The Editorial Package includes:

- **A manuscript review by Amanda** to provide feedback on all aspects of the manuscript in the form of comments, and to create your suggested revision and editorial plan (\$2500 for up to 70,000 words)
- **An opportunity to revise your manuscript** according to the manuscript review's recommendations, or delegate the revision tasks to us at an additional rate of US\$125 an hour
- After revisions are complete, **a second brief review by Amanda** to verify manuscript is ready for final editing, or to provide further recommendations for revision if applicable
- **Line editing OR copyediting** (per assessment and author approval) by a team editor supervised by Amanda
  - Line editing includes optimizing language and flow plus copyediting per Chicago Manual of Style at \$0.06 per word.
  - Copyediting includes a grammar/style edit only per Chicago Manual of Style at \$0.04 per word.
- **Proofreading** by a team editor supervised by Amanda: \$0.025 per word
- **Formatting** to meet publisher's requirements: \$150 flat fee

**Fee: Exact price is calculated based on manuscript word count at each editing stage.** 50% of estimated project price is due upon beginning, and project will be invoiced thereafter at the completion of each editing stage.

*If you are seeking just one or two levels of editing rather than a full package, we highly recommend working directly with a freelance editor. We have found wonderful editors at the Editorial Freelancers Association website at [www.the-efa.org](http://www.the-efa.org), and at Reedsy ([www.reedsy.com](http://www.reedsy.com)).*



## Additional Services

### 1. Self-Publishing Package

For authors who have received writing and/or editorial services from us, and who have chosen to self-publish, we can handpick and supervise a custom publishing team to set up your own publishing imprint as part of your brand. Our intention is to create the highest quality book and e-book that would compare favorably to books published by major publishers, using the same vendors that freelance for them.

#### The Self-Publishing Package includes:

- Print interior design (Adobe InDesign and final print PDF)
- Proofreading (Adobe PDF)
- Print cover design and full cover wrap
- E-book file ready for upload
- Proofreading final version of e-book (text and format) before uploading
- Modification of print cover to optimal e-book cover format with Client's input/review/approval
- Acquisition of ISBN
- Acquisition of copyright registration
- Editing of book description and author bio on Client's publisher page (i.e., Amazon or Ingram Spark)
- Being on call to complete other publishing-related tasks not listed above at an additional \$125 per hour

**Cost: US\$5,000.00**

### 2. Graphics (including charts, illustrations, infographics, etc.)

- Graphic review to ensure print-ready quality: \$10 per image

- Graphics conceptualization, creation, and optimization: \$75 per hour

### **3. Book marketing copy**

We offer two levels of support with marketing copy: (1) reviewing and editing your first draft, or (2) interviewing you and writing the marketing copy for you.

#### **Book marketing copy includes:**

- Completed and optimized Author Questionnaire from your publisher (if applicable)
- Back cover copy
- Amazon author page and Amazon book page copy
- Proof of cover wrap when complete
- Book landing page copy to align with other offerings

#### **Cost:**

1. To review & edit your first drafts of all of the above: \$500
2. To optimally position your book and complete all of the above for you: \$1500

### **4. Custom content or design projects**

For author websites, web copy, lead magnets, playbooks, workbooks, custom downloads, and other content marketing deliverables, US\$125/hour for consultation or writing, US \$75/hour for graphic design, or custom project price per deliverable as negotiated



## Testimonials

“Amanda Rooker was instrumental in crafting my proposal for *Eve* and her intelligent review of the manuscript was significant. Without her, *Eve* would not have made it into the world so beautifully, brilliantly, or as quickly.”

**Wm. Paul Young**

*NYT* bestselling author of *Eve*; #1 *NYT* bestselling author of *The Shack*

“Amanda Rooker is an author’s dream—I won’t write a book without her! She made profound contributions to the structure of [*Power Your Tribe*], all five drafts of it, and edited every word to ensure that everything flowed and made sense. I can’t gush enough about the heart Amanda pours into her work.”

**Christine Comaford**

*Wall Street Journal/USA Today* bestselling author of *Power Your Tribe*  
*NYT* bestselling author of *Smart Tribes*

“You took a very rough manuscript and created sense out of it; I couldn’t have done this without you.”

**Dr. Alex Loyd**

International bestselling author of *The Memory Code* (Hachette, forthcoming October 2019), *The Love Code* (Harmony, 2015), and *The Healing Code* (Hachette, 2013)

“We often see our own life as the back side of a tapestry—it looks all knotted and loose, and we say, ‘My life’s a mess!’ We don’t realize that if we could only turn it over, it’s actually a work of art. That’s what Amanda does for you—she helps you turn over the tapestry of your life so you can see the front—and see that it’s beautiful. There are a few people who are truly gifted at seeing people, and Amanda is one of them. She quickly



condensed hours and hours of conversation into just a couple paragraphs about my life's journey that continue to inspire me. She is an expert championer of others!"

**Michelle Sanford**  
Executive coach

"After interviewing a number of editors for my book, *Leading Well from Within*, the reason why I chose to work with Amanda went beyond her clear technical competence. It centered on what I sensed was the depth of her investment in my project. She expressed a desire to engage in mutual learning and growth to serve the project. The highlights were the frequent dopamine-rich Zoom calls we had together where we were absorbed in the flow, out of which awe-inspiring insights emerged. Working with Amanda is one of the best decisions I've ever made. As a result of Amanda's investment, I feel blessed to have more than exceeded my return on investment!"

**Dr. Danny Friedland**  
Neuroscience-based leadership coach and author of *Leading Well from Within*

"THANK YOU for your dedication to and hard work on this manuscript! We have had such incredible feedback so far from those who have read it and we are so incredibly grateful to have partnered with you on this project. You have given us the elegant voice that we have always wanted and didn't know how to access!"

**Kathy Taberner and Kirsten Siggins**  
Executive coaches and co-authors of *The Power of Curiosity* (Morgan James, 2015)

"Our profound thanks to Amanda Rooker, who is not only a social-media-savvy researcher, but a phenomenally detailed editor, a smart writer, and a terrific, upbeat person who keeps us going as well. She has been our right arm on this project."

"Bottom line: We have never worked with anyone who compares with Amanda Rooker as an editor, researcher, draft piece writer, and general support team. Her attention to detail and ability to juggle millions of details simultaneously and flawlessly would be valuable on their own, but her ability to think, remember, compare, learn quickly, and make genuine contributions makes her essential to our book production. She truly cared as much as we did about producing a complete, accurate,

interesting, and useful book. I recommend her to anyone with only one hesitation: Just leave enough of her time free so we can use her again.”

**Don Peppers and Martha Rogers, Ph.D.**

*NYT* bestselling business authors and customer strategy experts

“Amanda Rooker is an absolute gem to work with. She is hardworking, thorough, timely, and a fantastic listener. She helps you find your voice and tell your story in your unique way. Any author who has the chance to work with Amanda would be crazy to turn that opportunity down.”

**John O’Sullivan**

Bestselling author of *Every Moment Matters* (2020) and *Changing the Game* (Morgan James, 2014)



**Amanda Rooker** is an international bestselling book collaborator, writing coach, author advocate, and founding partner of [Split Seed Media](#), a writing coaching and collaboration firm serving high-profile and high-potential authors and experts. Her passion is helping authors see their unique value, discover how their greatest difficulties can be transformed into their greatest gifts, and create books and other practical resources that bear positive fruit in the lives of those they’re meant to serve. Amanda received her BA in English from the College of William and Mary and her Master of Divinity from Duke University. She lives with her life and business partner, Ben Rooker, and their two sons in Yorktown, Virginia.



**Ben Rooker**, founding partner of Split Seed Media, helps authors and experts clarify their core ideas and translate their expertise beyond the book, through offerings such as infographics, websites, and workbooks. With a diverse background in ministry, sales, and design, he especially enjoys helping authors create processes that deeply (and profitably) serve their ideal clients. Ben received his BA in philosophy from the College of William and Mary and his Master of Divinity from Duke University. He lives with his life and business partner, Amanda Rooker, and their two sons in Yorktown, Virginia.

Amanda, Ben, and Split Seed Media's seasoned team of editors and designers have served over 300 authors since 2007, including multiple international and New York Times bestselling authors, entrepreneurial authors, and first-time authors.



## Thank You!

Thank you so much for this opportunity to serve you in your writing journey. The world doesn't need just another book. The world needs *you*.

Our highest desire is that you find exactly the right support for you to know your unique gifts, create a book that aligns with what you are here to do, and serve your readers well.

We're happy to continue the conversation however you think best. If you'd like to set up a free First Consult to talk more about your project, go to our scheduling link at <https://calendly.com/splitseedmedia/firstconsult>. We look forward to meeting you and learning from you!

Warmly,

Amanda and Ben

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