

HEART OF THE STORY

EDITORIAL & COACHING SERVICES

PROSPERITY PLAN

Heart of the Story's Life Mission

The Purpose for Its Existence and My Relentless Commitment to Growth

Let's Keep Your Heart and Mind in the Creative Flow

Heart of the Story is one of the world's leading companies in literary and creative growth services. Its purpose is to help writers develop their stories, poems, and other writings to the best they can be; begin or get "unstuck" in their projects; and hone their skills and confidence so they can achieve their writing and publishing goals and be their most authentic creative selves. I have always believed that writing is a way of contributing to the world, and that it's one of the greatest tools we can use to grow, change our lives, and learn more about ourselves. So it's my mission to help writers nurture their creativity, make their writing and publishing dreams come true, and become the brave, confident, authentic creator they've always wanted to be.

Heart of the Story's Destiny

What It Is Destined to Be

Heart of the Story's projected annual income by December 31, 2023, is \$60,000. By December 31, 2028, it will achieve an annual income of over \$100,000.

Heart of the Story is recognized as a leading resource and service provider for creative writing, book editing, exploratory/intuitive writing for goal-setting and personal development, and creative self-empowerment. Revenue is generated through book editing, literary coaching (one-on-one offerings as well as a group experience program), poetry and journaling workshops, and courses designed to help people use writing to grow through challenges, tune into their spirituality and intuition, and discover more about their true selves.

Heart of the Story is also known for its unparalleled work ethic and heart-centered (no pun intended) approach to its offerings. The writers I partner with are seeking an editor, coach, and teacher who will help them bring out the best in their writing projects, both the big picture (e.g.,

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plot, structure, themes) and the finer details (e.g., smooth language, error-free writing, consistency in details). They're also looking for a professional who will hold them accountable for their progress, encourage them throughout the writing/revision/publishing process, and gently but firmly push them to improve their work and their skills. These are all skills, qualities, and attributes I bring to my work at Heart of the Story.

As a result of our work together, these partners go on to self-publish their books, find literary agents and receive publishing deals, submit their pieces to literary journals and magazines all over the world (and have their work accepted by them!), and—most importantly—be proud of their work and themselves. Many of these partners also join me for my writing and journaling workshops and courses to continue strengthening their writing skills; learn more about the craft; stretch themselves creatively; become more in tune with their intuition and their true selves; and grow into the prolific, authentic, confident creator (and person) they've always wanted to be.

As the sole proprietor of Heart of the Story, I'm thrilled to arrive at my desk (or laptop, if I'm away from home) every day to work and grateful to be doing this kind of work. My "workspace," wherever I may be, is always a place of high vibrations, nurtured creativity, mutually meaningful and positive rapport, and amazing ideas that become reality. Rest, relaxation, and rejuvenation are also important for my productivity and overall health and well-being. So when I take lunch breaks, I'll either head to the dining room to eat mindfully, rest or listen to a meditation in my bedroom or in the living room recliner or loveseats, or go outside for a walk. I may also go for a walk after the workday is over, depending on the weather.

On a fun note, Heart of the Story is a place of hydration (I constantly drink water and tea throughout the day) and great "focus" music (i.e., instrumental music I love) playing in the background. And when I'm home, it's a space full of beautiful fragrance (thanks to my essential oil diffuser) and crystal energies (thanks to the collection of crystals and semi-precious stones at and near my desk).

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Heart of the Story's Area of Innovation

How I Do It

Heart of the Story leads on Quality. And by *quality*, I mean the quality of my “customer service” (i.e., interaction and engagement with clients and potential customers), the quality of my products (i.e., the work I produce for clients), and the quality of the experience I create (i.e., service and products combined to create a positive, memorable experience for myself and my clients, highlighted with an excellently crafted published book(s) that all parties can be proud of and a productive, engaging, genuinely friendly working relationship between the two). I am relentless and thrilled about and grateful to provide high-quality editing, critiquing, and coaching services for the writers I work with and equally high-quality workshops for poets and journalers. I am selective about the writers I work with and seek out partners who are passionate about their writing project(s) or story idea(s), motivated to see their project through to completion, focused in the work they do, and committed to turning their book/writing ideas into published books and other works.

When I work with my partners and other members of my community (see “Heart of the Story’s Community”), these individuals undeniably believe and agree that I am the best fit for their project(s) and for them as people. They also see the value in their writing and become even more determined to see their project(s) through to The End and fulfill their goals for writing, publishing, and personal growth—and they succeed at fulfilling those goals while putting out products (e.g., books, poems, short stories) they’re truly proud of and evolving into their most authentic, confident, creative selves.

Heart of the Story's Immutable Laws

The Way I Do It

Giving What You Deserve: As an editor and writing coach, I won’t just deliver on my promises. I’ll perform my work for each client thoroughly, constructively, and respectfully.

Whistling While I Work: I *love* what I do, and I enjoy every minute of it. What could be more fun than helping authors, poets, and other writers get their books and other projects out into the

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world? Or empowering them to be the bravest, most authentic creator they've always wanted to be? Nothing, as far as I'm concerned.

Telling It Straight (and with Compassion): I strive to be honest and genuine with the writers I work with. This means mentoring them on developing a soundly crafted, engaging book (or other piece(s) of writing) that their readers will enjoy, finding confidence in themselves and their work, being clear about their vision, and committing to reaching The End. This also means treating each writer with compassion and integrity so they know they can trust me with their writing—and themselves.

Creating Magic: I believe that writing—and helping other writers—is my way of contributing to the world. I also believe that writing is an extremely powerful tool that can help people discover more about themselves, achieve goals and dreams, and lead to immeasurable (and invaluable) personal growth and change. This is what I call Magic. And this is why I run my New Moon Journaling Circles: so that participants can experience this Magic.

Celebrating the Awesomeness: I'm not just an editor, coach, and writing workshop instructor. I'm also a "cheerleader." (In fact, I view my role as literary coach as part mentor, part cheerleader.) No matter how I'm working for a writer, I celebrate their successes and breakthroughs with them and offer boosts of confidence or reassurance when needed.

Nurturing a Mutual Commitment: I enjoy working with writers who are excited about their ideas, driven to work hard and get things done, open to suggestions and constructive feedback, vulnerable with me when they need to be, and respectful of other people's time. Oddly enough, this is how I am with my writing and with life in general. So if a writer and I reciprocate these behaviors and attitudes, our partnership is bound to be fruitful, meaningful, and successful.

Heart of the Story's Community

Who I Do It With and For

I partner exclusively with writers (though the range of writers is pretty big!). Here's who I work with and for in different areas of my business:

- With editing, my partners are authors of speculative fiction (mainly fantasy and magical realism, with some science fiction), YA fiction, literary fiction, historical

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fiction, memoir, prescriptive nonfiction (self-help, business books, and books on the craft of writing), and poetry who are intent on publishing their writing and want to put out stories, poems, etc. they're proud of that are well-crafted and authentic to themselves. They are serious about their writing and their writing career. They are also passionate about their book idea(s); excited about investing in an editor's expertise; respectful of my time, effort, and energy; accepting of constructive criticism and suggestions on how to improve their writing; and determined to apply that feedback to their work.

- With coaching, my partners are authors of speculative fiction (mainly fantasy and magical realism, with some science fiction), YA fiction, literary fiction, historical fiction, memoir, prescriptive nonfiction (self-help, business books, and books on the craft of writing), and poetry who share all of the same traits and qualities as my editing partners. However, my coaching partners know that they need hands-on guidance and accountability in finishing and publishing their projects. They are focused and motivated to work hard, hold themselves accountable for their progress on their writing, and take initiative for the work they need to do—and they're happy to invest in the help they need from a coach to accomplish this.
- With my New Moon Journaling Circles, my partners are journalers, poets, and other writers who want to do more intuitive/exploratory writing to learn more about themselves or start a monthly journaling habit to hold themselves accountable for their progress on their projects, goals, dreams, etc. They view writing/journaling as a means of self-discovery and/or effective planning, and they want to support and share space with other participants who attend the circles. They are also interested in or curious about astrology, the lunar cycle, and the zodiac. Finally, they respect my time, effort, and energy, as well as that of their cohorts; enjoy the circles and find them helpful and/or motivating enough to attend multiple circles over time; celebrate their cohorts' successes and revelations and offer encouragement or validation as needed; and graciously accept encourage, validation, etc. from their cohorts.
- With my poetry workshops, my partners are poets intent on furthering their craft by investing in classes that will encourage them to expand their knowledge of writing poetry, generate new work, discover poets whose work they enjoy reading, and meet

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other poets. They are serious about their poetry and plan to publish their work. They are also enthusiastic about poetry in general and embrace it as part of their lives and as their contributions to the world. Finally, they respect my time, effort, and energy, as well as that of their workshop cohorts; enjoy the workshops enough to attend multiple events over time; willingly share feedback (either positive or constructive) with their cohorts about their poems; and graciously accept feedback of their work.

Every partner who joins the Heart of the Story community brings with them a love of writing and storytelling, a passion for reading, and a desire to contribute not just to the literary world but also to the world at large. Everyone is committed to growing as a writer and as a person as a result of writing, publishing, journaling, and embracing their creativity and dreams.

My Ideal Writers

It's hard to describe my ideal writer in terms of what they're writing. I love a wide range of literature and specialize in these genres:

- Speculative fiction (e.g., fantasy, magical realism, science fiction)
- Literary fiction
- YA fiction
- Historical fiction
- Memoir
- Prescriptive nonfiction, especially self-help/spiritual nonfiction, business books, and books on the craft of writing
- Poetry

I also enjoy working with writers who are spiritual leaders, holistic practitioners, yoga instructors, transformational coaches, and other solopreneurs or small business owners.

No matter what they're writing, though, my ideal writers will share these qualities and traits:

- They have a book or writing project they're passionate about.
- They clearly see the vision of the final product, but they know they need help turning that manuscript into a published book.

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- They're serious about their writing as well as their career as a writer.
- They're focused and motivated to work hard, hold themselves accountable for their progress on their writing, and take initiative for the work they need to do.
- They're in tune with their intuition and spirituality—and they even use one or the other to help guide them through their writing or creative process.
- They're someone I can connect with and relate to within the span of a consultation call or a few emails, and with whom I can maintain a friendly, trusting, and professional rapport as we continue working together.
- They're someone I can learn something from as I edit their manuscript or coach them through their project.
- They're excited/happy about investing in quality expertise and guidance for their project through editing, coaching, or a combination of both services.
- They accept constructive criticism and suggestions on how to improve their writing and apply that feedback to their work.
- They know when to buckle down and work, and when to celebrate their milestones and breakthroughs.
- They feel comfortable with being honest and/or vulnerable with me when needed.
- They respect my time—and they know I'll respect their time, too.