1. What does a collaborative writer do?

A collaborative writer helps get your story or message onto the page and shape it into the strongest book possible.

Marcus develops the outline, draws out the stories, conducts interviews and research, and writes and revises your manuscript.

2. How involved do I need to be?

Usually Marcus needs 1-2 concentrated interviews of 2-4 hours with you per week for the duration of the project.

Depending on the book, he'll also study speeches, articles, recordings, interviews, notes, archival materials, or other sources to understand your story and voice.

If face-to-face conversations are preferred, he can travel to you.

The process is designed for people who have significant demands on their time.

3. What does the writing process look like?

Marcus starts with a conversation about your vision. What do you want your book to accomplish, and who you want it to reach?

From there, Marcus will help identify or sharpen the central salable idea.

Next comes a bird's-eye-view interview to see the project as a whole. Once the outline is solid, Marcus interviews you and others and conduct research to develop each chapter.

You'll see drafts along the way and have opportunities to clarify, revise, and refine.

Marcus also serves as project manager, staying in close contact with your agent and acquisition editor to make sure deadlines and wordcounts are met.

4. Do I need to know exactly what my book is before we begin?

No. Some clients walk in the door with a fully-developed concept. Others have a powerful story or body of ideas but are more interested in a journey of discovery.

5. Can Marcus develop a book proposal for me?

Yes. A book proposal is essentially a business plan for your book. Agents and acquisition editors use a proposal to determine whether an idea is commercially viable.

Marcus can develop the concept, proposal materials, and sample chapters needed to present your book professionally to agents and publishers.

He regularly develops book proposals that generate 6-figures advances for the author. Four of his projects have generated 7-figure advances.

6. How long does it take to write a book?

Six months to a year.

Marcus has “crashed” books in as little as 2 months for authors on ultra-tight deadlines.

He has also worked 4 years on a collaborative book when an author needed a more flexible schedule.

7. Will the author’s name be the only name on the cover?

It depends on what’s best for the book.

Sometimes the author’s name is the only name on the front cover. Other times the collaborator receives a “with” credit on the cover or title page.

Almost always, Marcus receives an acknowledgment in the back of the book.

Those decisions are normally established at the beginning of the project and included in the contract.

8. How much does it cost to hire Marcus?

Marcus works at the high end of the collaborative-writing market, reflecting his experience and track record with bestsellers.

Fees are usually negotiated between agents. Some projects involve a flat fee; others combine a fee with a percentage of royalties or other backend participation.