



Cara Finnegan • Book Coaching

What is a book coach, anyway?

A book coach is the writer's equivalent of a personal trainer, providing goal-setting, expert guidance, accountability, and support—all tailored to your individual needs.

What I coach and don't coach

I coach fiction in multiple genres (e.g., literary, romance, mystery), memoir, and narrative non-fiction. I don't coach projects designed for a scholarly audience, self-help, or books for children. Although I do not coach academic projects, I welcome opportunities to work with professors or other academic writers who dream of writing that novel, memoir, or non-fiction for a general readership.

About me

My coaching practice blends my Author Accelerator training in coaching fiction and memoir with my twenty-five years of experience writing and coaching award-winning, research-intensive non-fiction projects. A native of St. Paul, Minnesota, I currently live in Champaign, Illinois, where I work as a professor of communication. After more than two decades of coaching students and colleagues in academic contexts, I see book coaching as a way to merge my mentoring talents with my love of fiction and narrative non-fiction.

Things to keep in mind

- I will use my training and talents to help you craft the best book that you can. I cannot guarantee that you will get an agent, get published, or make money. (And you should run the other way from anyone who claims they can guarantee these things!)
- My coaching practice requires writers to have a basic comfort level with sharing files on Dropbox, using the comment/track changes function in Microsoft Word, and meeting via Zoom. We will use these tools to exchange our work and communicate. If any of these tools are brand-new to you, that's okay; I can point you to helpful tutorials.
- Right now book coaching is my side gig; I also have a full-time job. As a result, I only commit to the number of clients that I know I can serve well. If I commit to working with you, know that you will have my focused attention and commitment.



Packages and Pricing

Initial (non-scary, no obligation) consultation: \$0

- fill out a short Q&A form telling me what you're working on and what you'd like from a book coach, then we'll set up a time to talk
- one 30-min. phone/Zoom call to discuss your interest and see if we are a good fit

Manuscript evaluation: starts at \$1000

This package is best for you if you have a draft of a full manuscript and want a clear-eyed evaluation to tell you what's working, what's not, and how best to revise.

- includes review of manuscript (\$1000 for up to 70K words; add .015/word after that)
- a 4-5 page summary letter outlining primary strengths and weaknesses of the manuscript and recommending concrete steps for revision
- one 45 min. phone/Zoom call to discuss feedback and next steps
- does NOT include inline comments or copy edits on manuscript
- (depending on your needs and my availability, you'll have the option to move into an ongoing coaching relationship, or stop here)

Monthly coaching: \$1500 (500/month for minimum of 3 months*)

This package is ideal for writers who want accountability, support, and feedback on a regular basis. You might be working on a manuscript revision, starting something new, or picking up something you've abandoned in a drawer for too long.

- initial 60-min. phone/Zoom call to lay out a plan for your project and our work together
- 6 deadlines where you submit up to 20 pages of work per deadline on a regular, predetermined schedule
- on each deadline, you'll get a summary letter with my feedback, plus inline comments on your pages
- three 45-min. calls (every other deadline) to discuss feedback
- options for additional 45-60 min. calls @ \$50 each

*can be extended for additional packages of 3 months each

Emerging writer coaching: \$800 (400/month for 2 months)

This package is for you if you have always wanted to write—if you are bursting with ideas and motivation—but feel like you are too new at this and just don't know where to begin. I can help you identify your genre, lay the foundation for your story, and get ready to dive into your book with confidence.

- initial 60-min. project planning call
- 4 deadlines where you complete writing exercises designed to help you craft your story
- summary feedback from me with detailed comments at each deadline
- one 30-min coaching call per deadline

Looking for a type of book coaching you don't see here?

- Drop me a note at carafinnegan@gmail.com and let me know what you're looking for. If it's a service I don't provide, I can help you find someone who does.

