



Barbara McNichol Editorial

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“Your best business calling card is a book.”

- INC. MAGAZINE

If you want to create a substantive book that will—

- Be a high-class business card, a door opener
- Provide a profit center in your business
- Build a solid reputation among those who don't know you
- Reinforce your reputation among those who already love and admire you

- And you are a business author who—**
- Sees value in producing a high-quality, well-edited book product
 - Wants to build your credibility, reputation, and business through authorship
 - Specializes in business, health, self-help, relationships, and financial services

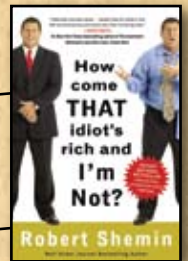
Let me help you make your authorship dreams come true!

Since 1994, I've been the editor or ghostwriter of 200+ books including these award-winners:

- Robert Shemin's **How Come That Idiot's Rich and I'm Not?**, #3 on the 2008 New York Times bestseller list
- Sourena Vasseghi's **Love Your Life and It Will Love You Back**, Best Business Book, 2008 INDIE book awards
- Karen Saunders' **Turn Eye Appeal into Buy Appeal**, 2007 Best How-to, Best of Show EVVYs (CIPA), 2006 Apex Award for Publication Excellence

“Barbara has surpassed both my publisher's and my own expectations. A super professional, dedicated, caring—a lovely person to work with.”

—Robert Shemin, New York Times #3 bestselling author



What you can expect from Barbara McNichol, an expert editor who—

- Echoes your personality in writing while making your voice sing!
- Ensures stories and solutions are expressed clearly and succinctly
- Brings artistry and persuasion, clarity and consistency to your writing
- Refines your book's structure to make it easy to follow
- Pays close attention to continuity, logic, consistency, structure, flow

Sign up for your **Word Tripper of the Week** at
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