



Sharon Goldinger is the owner of PeopleSpeak. A professional writer and editor for more than fifteen years, she specializes in nonfiction publications. She assists writers and nonwriters in meeting their literary goals by providing a complete suite of services, from initial consultation to editing to book jacket writing to book shepherding. Sharon's varied background spans business, law and government. She is vice president of the Publishers Association of Los Angeles; former president of the Women's National Book Association, Los Angeles chapter; and a member of various other local and national editorial and publishing organizations.

Sharon's clients include authors, publishers, small businesses, Fortune 500 companies and professional associations. Her recent editorial endeavors have included memoirs; health/fitness, self-help and business books; articles; and marketing publications. Thirteen of her clients' books have been nominated for Benjamin Franklin awards, and four have been named winners.

Partial list of clients: Animalia Publishing, Shimon Apisdorf, Arbor House Publishing, Richard Axelrod, Banot Press, Berrett-Koehler Publishers, Larry Dressler, Hound Press, IWP Book Publishers, Cynthia Kersey, Leviathan Press, Steve W. Martin, Mountainside MD Press, Martin O'Neill, Sandra Pelletier, Windsor Oak Publishing.

Ensure the success of your book with high quality editing, proofreading and book shepherding from our staff of experienced professionals.

Understanding the importance of the connection between editorial and marketing (between the book's content and its potential buyers) is of vital importance to the future sales of every manuscript. Does the book speak in the readers' language, not only in its words but in its goals and organizing principles? Does it deliver what it promises?

When you trust your manuscript to PeopleSpeak, it will be well organized, clear, and easy on the reader, while your intent and the integrity of your style will be maintained.

All PeopleSpeak professionals offer you an objective viewpoint and take pride in providing cohesive, compatible and conforming consistency to every project.

We can

- Eliminate wordiness
- Review content for accuracy and logic
- Ensure proper tone for the intended audience
- Explain acronyms and abbreviations
- Maximize the professionalism of your project
- Check completeness, accuracy and format of tables, bibliographies and footnotes
- Ensure proper punctuation, grammar, spelling, writing transitions, and subject/verb agreement
- Pay close attention to every detail

Combining our knowledge of the industry, our marketing background, and our contacts with industry professionals—designers, agents, publishers, distributors, printers, indexers—we also offer book shepherding services. Book shepherding is

"When Sharon Goldinger's clients first recommended her to me, I thought that nobody could be that good. But I was wrong—when it comes to getting a book from manuscript to market, Sharon can walk on water. I never could have published Rashi's Daughters without her."

—Margaret Parkhurst,
Publisher, Banot Press

a way to guide a project through all the necessary steps (and in the right order), while keeping in mind the marketing angles that will increase a book's sales.

With PeopleSpeak's publishing services, you can choose the options you like from our menu of services—as much or as little as you need:

- Editing (developmental/content editing, copyediting and proofreading)
- Production management
- Book shepherding
- Publishing consulting

"Your involvement in and support for Berrett-Koehler have been a huge blessing to us. The list of BK projects that PeopleSpeak has edited and proofread is amazing. You have contributed to a large share of our publications!"

—Steve Piersanti, President,
Berrett-Koehler Publishers

You can reach your goal: A professionally produced book that appeals to major book buyers.
