

MAX



KEYAYS

AUTHENTICITY READER | PROOFREADER | BOOK FORMATTER

COVER LETTER

&

BROCHURE  
FORMAT  
SAMPLE

BY

MAX KEAYS

MY-NAME-IS-MAX.COM

# ABOUT ME



Hi there! My name is Max, and I love helping authors bring their stories to life.

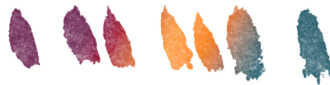
Being a part of the 2SLGTBQIA+ community is an essential part of my identity and has helped shape my perspective on the world. I understand the importance of having diverse representation in literature, and I'm committed to helping authors ensure that their works accurately and respectfully reflect the experiences of the people they portray.

As an authenticity reader, I offer services such as identifying insensitive or inaccurate portrayals of marginalized groups and suggesting more appropriate language.

In my role as a proofreader, I check for grammar, punctuation, and style errors to help ensure that your book is polished and professional. I have over ten years of experience in the publishing industry and have worked with many publishing houses to help their authors make their work shine.

Formatting can be a tedious and time-consuming task for authors, and that's why I also offer book formatting services that will save you time and spare you the headache. With a focus on quality, I format books to the highest standards, resulting in a visually stunning finished product.

So, whether you're an independent or trad-pub author or a small publishing house looking for help from someone who is passionate about reading and committed to elevating diverse voices, look no further! I'd love to work with you to bring your story to life.



# AUTHENTICITY READING



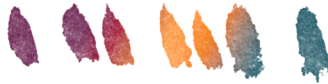
## AUTHENTICITY READERS – WHAT ARE THEY AND WHY SHOULD YOU USE ONE?

What is an authenticity reader?

Having an authenticity reader as an author is important for several reasons. First, it helps to ensure that the portrayal of marginalized groups is accurate, respectful, and authentic. Authenticity readers provide valuable insight and cultural expertise, helping authors to avoid any misrepresentations or harmful assumptions that may arise from their own biases or limited understanding of a particular culture or identity.

Secondly, authenticity readers contribute to a more inclusive and diverse literary landscape. By incorporating their feedback, authors can create stories and characters that resonate with a broader range of readers, encouraging a sense of belonging and validating the experiences of marginalized communities.

Overall, authenticity readers play a crucial role in helping authors improve the authenticity and representation in their work, promoting inclusivity and respect for diverse perspectives in literature.



## AUTHENTICITY READING

*Firstly: what subjects do I read for?*

- Transgender representation (transmasculine, GNC, or non-binary), as well as parenting and travelling while trans
- Queer representation (pansexual, omnisexual, bisexual, gay)
- Fatphobia

- Addiction
- Sexism/misogyny
- Canadian/French Canadian/Québécois culture, history, and geography

With life experience in these areas, I can point out problems/errors and offer valuable insights and guidance to ensure your narrative is stronger, more engaging, and genuinely reflects the nuances of these subjects in your work of fiction or non-fiction.

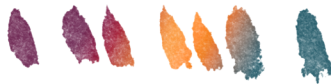
**What I will not read:**

- Works that are written with the goal of supporting or promoting hate, like homophobia, queerphobia, transphobia, racism, fatphobia, etc.

*Example: if your book is written in praise of conversion therapy or white supremacy, I will not read it.*

However, if you have antagonistic characters in a fiction book that are purposefully hateful because it serves the plot, that's fine.

- Works that are deeply religious... any religion. I don't feel comfortable commenting or criticizing something I know very little about.



## RATES FOR INDIE AUTHORS

All prices are in USD, and payments are done through PayPal.

### FICTION

\$75 for works up to 1000 words + \$0.008 per word after the first 1000.

*Example: A novel with 50,000 words is \$75 (first 1000 words) PLUS \$392 ( $0.008 \times 49,000$ ) = \$467*

However, this is for the whole book. If you provide just the sections that are relevant, with a little context, I can read only those. It's cheaper, but there are many benefits to having me read the whole book.

### **What's included:**

- one pass with comments in the manuscript (I won't edit directly)
- a sheet with feedback and recommendations on top of the comments I made in the manuscript

### **NONFICTION**

\$85 for works up to 1000 + \$0.01 per word after the first 1000

*Example: A textbook with 30,000 words is \$85 (first 1000 words) PLUS \$290 ( $0.01 \times 29,000$ ) = \$375*

### **TURNAROUND**

For full-length novels, I generally say three weeks. However, it really depends on how much work there needs to be done, the writing style, etc. I can accommodate tighter deadlines but may have to charge an extra "rush" fee of \$50-100. For works less than 5000 and excerpts/single chapters, I can generally get done in a few days, depending on my workload.

### **COMBINE AUTHENTICITY READ & PROOFREADING**

If you'd like to combine an authenticity read with my proofreading services, a 25% discount will be applied.

*Example: A 50,000-word novel will cost \$467 for an authenticity read PLUS \$565 for proofreading MINUS 25% = \$774*

# PROOFREADING





## PROOFREADING

Engaging a professional proofreader for your book is a prudent decision that can significantly enhance its quality and credibility. A skilled proofreader possesses an astute eye for detail, enabling them to identify and rectify errors that may elude even the most meticulous authors. By eradicating typos, grammatical inaccuracies, and inconsistencies, a proofreader ensures that your writing is polished and flawless and not only saves you time and effort but also assures you that your book will meet high standards of professionalism.

Furthermore, a proofreader can provide invaluable insights on the overall structure and coherence of your book. They can optimize the flow, identify potential pacing issues, and enhance the readability of your prose. This attention to detail elevates the overall reading experience for your audience.

Investing in a proofreader is a testament to your commitment to delivering a superb book that captivates and resonates with its readers.

### **What I will not read:**

Works that are written with the goal of supporting or promoting hate, like homophobia, queerphobia, transphobia, racism, fatphobia, etc.

*Example: if your book is written in praise of conversion therapy or white supremacy, I will not read it.*

However, if you have antagonistic characters in a fiction book that are purposefully hateful because it serves the plot, that's fine.

Works that are deeply religious... any religion. I don't feel comfortable commenting or criticizing something I know very little about.

...they ploughed on through  
the other, Animal fury and orgiastic  
as they ploughed on through  
less organised ululation would rise in  
of "*Ph'nglui mglw'nafh Cthulh*  
Then the men, having reached  
in sight of the spectacle itself  
shaken into a frantic cry which  
ened. Legrasse dashed swamp  
trembling and nearly hypnoti

In a natural glade of the  
extent, clear of trees and tall  
describable horde of human  
point. Void of clothing, this  
horde of human  
heights on top of which  
men  
the hollow

## PROOFREADING RATES FOR INDIE AUTHORS

All prices are in USD, and payments are done through PayPal. Free sample proofreading for the first 1,000 words is offered for anything above 10,000 words.

### FICTION

\$75 for works up to 1000 words + \$0.01 per word after the first 1000.

*Example: A novel with 50,000 words is \$75 (first 1000 words) PLUS \$490 (0.01 x 49,000) = \$565*

### NONFICTION

\$85 for works up to 1000 words + \$0.02 per word after the first 1000.

*Example: A textbook with 30,000 words is \$85 (first 1000 words) PLUS \$580 (0.02 x 29,000) = \$665*

### TURNAROUND

For full-length novels, I generally say three weeks. However, it really depends on how much work there needs to be done, the writing style, etc. I can accommodate tighter deadlines but may have to charge an extra “rush” fee of \$50-100. For works less than 5000 words, I can generally get done in a few days, depending on my workload.

### COMBINE PROOFREADING & AUTHENTICITY READ

If you'd like to combine my proofreading services with an authenticity read, a 25% discount will be applied.

*Example: A 50,000-word novel will cost \$467 for an authenticity read PLUS \$565 for proofreading MINUS 25% = \$774*

# FORMATTING



## BOOK FORMATTING

Proper formatting is crucial for both ebooks and paperbacks. Books that are improperly formatted can result in a frustrating reading experience for your readers, leading to negative reviews and a poor reputation.

For ebooks, proper formatting is essential to ensure that the book is compatible with different devices and can be easily downloaded and read by readers. If your ebook is not formatted correctly, it may not display properly on certain devices, or the text may be difficult to read, which can lead to a loss of readership and revenue. Professional formatting makes your book look more polished and can help avoid frustrating technical issues.

In the case of paperbacks, formatting plays an even more critical role. Poor formatting can result in significant production problems, such as improperly sized margins, inconsistent spacing, and page numbering errors. These issues may affect the readability, the aesthetics of the book, and even the printing quality, which can ultimately lead to a generally negative impression of your work. In addition, without proper formatting, your book may not be accepted by distributors or bookstores, limiting your reach to potential customers.

In both cases, hiring a professional formatter gives your book a more polished appearance while ensuring that it meets industry standards for readability and consistency. This gives your readers a better overall experience, enhances your reputation as an author, and increases your chances of success in a highly competitive market.

## RATES FOR INDIE AUTHORS

ebook up to 20k words	30 USD
ebooks over 20k words	10 USD per 10k words
*For books that are very image-heavy, I charge by the hour	
Paperback up to 30k words	80 USD (+20 for ebook)
Paperback up to 80k words	120 USD (+35 for ebook)
Paperback up to 140k words	150 USD (+40 for ebook)
Paperback over 140k words	Contact me for a quote!
*For books that are very image heavy, I charge by the hour	

# CONTACT ME

Interested?

You can find me at  
<https://my-name-is-max.com>

or email me at  
[max.keays@gmail.com](mailto:max.keays@gmail.com)

