



DR BAL PAWA, AUTHOR

CASE STUDY

NUTRITIOUS **TRUTH**

THE CLIENT

Dr. Bal Pawa is both a pharmacist and a medical doctor. She specializes in hormonal health for women and co-founded the WestCoast Women's Clinic. People from across Canada come to her clinic to seek help for a variety of hormonal-related health concerns including stress and depression, sleep disturbance, fatigue, breast cancer prevention and osteoporosis.

Find out more about the [WestCoast Women's Clinic](#) or about Dr. Pawa <http://drbalpawa.com/>

Or follow Dr. Pawa

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THE GOAL

Dr. Pawa, with her knowledge, years of experience and her personal story, wanted to share her knowledge outside of the bounds of her clinical practice. She had written approximately 50,000 words of a book. She wanted to complete the book, get the book publisher ready and find a publisher that aligned with her goals.

THE CHALLENGE

Dr. Pawa runs a medical practice, has a roster of patients to care for, and teaches at medical school. She was on a mission to take what she knew from her education and experience to change the lives of many, To do that she was also running workshops, writing articles, and creating educational videos. On top of that, she has a family and on occasion, a life.

Not settling for working within the confines of her clinic or even the borders of Canada, Dr. Pawa decided to find ways to reach a wider audience to help alleviate some of the issues that are affecting the lives of countless women.

After writing most of a book, she decided she needed support to complete it, find a publisher and get the book publisher ready.

Her priorities included:

- Writing in a manner that was personal and professional.
- Including the medical knowledge and the details that many authors skip over because they are complex.
- Breaking down that complex medical information to fit in the confines of one book.
- Writing in a manner that is both respectful, relatable and readable.
- Creating a book that is useful and practical rather than abstract.
- Developing a toolkit for readers to implement in their own lives.

THE STRATEGY/SOLUTION

After reviewing the manuscript, we determined what we needed to immediately polish to show her work to potential publishers. We set the rest of the manuscript aside polished the preface, introduction, and one chapter. Dr. Pawa had a proposal from another successful author and wanted to use it as a guide for her proposal. We took the main ideas from the sample proposal, added and deleted sections and created a proposal for her new book. Once we completed the proposal, she sent it to publishers she was interested in working with.

We then turned our attention to the manuscript. We looked at the content and determined the overall structure of the book. We reorganized the manuscript to achieve a coherent structure and sequence, a logical progression of ideas, and a shape appropriate to the audience, medium, and purpose. We then created a new outline to follow to restructure each chapter. This allowed us to add, delete, and reorganize each chapter to create a coherent structure throughout the book.

We looked at what was missing, which turned out to be one of the most complex chapters. Both deciding how to structure the chapter, what to include, and what not to include was a roadblock to completing it. This was a job for a writing coach. With that hat on, we worked through the roadblocks and overwhelm to create a plan.

Once Dr. Pawa completed the manuscript, we turned our attention to other developmental editing including:

- Developing headings, navigation aids and other signposts to clarify or highlight organization of material for ease of reading and interacting with the material. This included chapter summaries or highlights.
- Selecting materials and creating a toolkit as a final chapter or appendix.
- Identifying and either recommending or making appropriate deletions (e.g., to remove repetitive, irrelevant, or otherwise superfluous material) and additions (e.g., to fill gaps in content or strengthen transitions between sections).
- Checking all source material, properly footnoting content and creating an extensive bibliography.
- Identifying and creating appropriate supplementary and reference material.
- Determining whether any permissions were necessary.

Our final task was to complete a stylistic edit to clarify meaning, ensure coherence and flow, and refine the language while maintaining the authorial voice.

THE RESULTS

After submitting the proposal to the first publisher, Dr. Pawa was immediately offered a publishing contract that included an advance. Dr. Pawa was able to choose the publisher that aligned with her goals. The publisher asked that we follow their guidelines to complete and submit the manuscript, which we did.

Once the manuscript was publisher ready, she submitted it. The book will be published in early 2020.

TESTIMONIAL

"Melody is a meticulous professional who brings both her expertise and her passion to her work. She was dedicated to my project and worked diligently on it. She supported and encouraged me with what at times seemed like unlimited patience. Her eye for detail helped me polish the manuscript and make it publisher ready. I would highly recommend her for any writing project that is complex and involved and feels difficult to fit into a book." - Dr. Bal Pawa

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