



Welcome to March!

Where small presses create big ripples and your nonfiction journey continues to unfold...

March marks Small Press Month, a time to celebrate indie publishers, small literary presses, and independent authors who enrich our literary landscape with diverse voices and bold ideas that might otherwise never reach readers.

This month, we're diving deeper into your nonfiction writing journey with practical insights you can immediately apply. We'll tackle those challenging aspects of nonfiction that often trip up even experienced writers, and shine a light on common mistakes that can diminish your work's impact. Remember: mistakes aren't fatal—they're opportunities! With thoughtful revision and refinement, you can transform ordinary content into something that captivates your audience.

We're also pulling back the curtain on the editorial production process, with special attention to the crucial (but often overlooked) page proof stage. Understanding this process can mean the difference between a polished final product and one that falls short of your vision.

And don't miss our featured exploration of storytelling techniques in nonfiction—where we'll show you how narrative elements can breathe life into facts and research, creating content that doesn't just inform but resonates on a deeper level.

Join us this March as we celebrate independent publishing while building your nonfiction toolkit! 📝🎉



Common Nonfiction Manuscript Mistakes and How to Fix Them

Writing a nonfiction book is a huge achievement. If this is what you do, we applaud you! Whether you're sharing your expertise, telling your personal story, or teaching readers something new, you are educating, inspiring, and creating change for people. But before your book is ready for the world, it needs a strong edit to ensure clarity, structure, and engagement.

As editors, we've worked with countless nonfiction authors, from business leaders to memoirists. Over the years, we've seen the same manuscript mistakes pop up. Today, we're walking you through the most common issues, and we're showing you how to fix them.

1. No Clear Audience or Focus

One of the biggest issues we see in nonfiction manuscripts is not knowing who you're writing for. We see a lot of authors trying to write for everyone. That desire comes from good intentions, but it often leads to a book feeling unfocused. Readers pick up a nonfiction book because they're looking for a specific solution, knowledge, or insight. If the content doesn't feel like it's speaking directly to them, they'll lose interest pretty quickly. That's definitely not what you want.

How to Fix It:

- **Define Your Ideal Reader:** Before revising your manuscript (better yet, before you start writing it!), take the time to clearly define:
 - Who the book is for
 - What problem it solves or insight it offers
 - What the reader will gain from reading it
- **Clarify Your Core Message:** Every nonfiction book should have a clear purpose. You should be able to summarize your book's main goal in one sentence. If you can't, ask yourself if your focus is too broad.
- **Cut or Refine Off-Topic Sections:** If a chapter, anecdote, or section doesn't directly serve your reader's needs, consider cutting or reshaping it to stay aligned with your book's message. If you can't find a way to do that, it doesn't belong.

2. Weak or Disorganized Structure

We've seen many nonfiction books lack strong organizational flow. This makes it hard for readers to follow the content. Without a logical flow, your book can feel disjointed and confusing.

How to Fix It:

- **Outline Before Revising:** This may sound counterintuitive, but it's not. Even if you started writing without a strict outline, creating one after your book is written can help you ensure your ideas are structured logically—and identify elements that either don't belong or are out of order.
- **Use Clear Chapter Introductions and Conclusions:** Each chapter should:
 - Start with a clear purpose or question to be answered.
 - End with a key takeaway, summary, or call to action in order to reinforce learning.
- **Break Up High-Density Sections:** Long paragraphs and text-heavy sections can be overwhelming. White space makes a book more

accessible. To break up these dense sections, use:

- Subheadings to guide readers through the content.
- Bullet points or numbered lists to make your key concepts stand out.
- Visual elements like charts, quotes, examples (if applicable).

3. Information Overload

Nonfiction authors tend to be experts in their fields. We love that! But sometimes an author's expertise can lead to information overload. Less is often more. Page after page of data, facts, or technical details are overwhelming. Interspersing storytelling can combat that by helping you build a personal connection with readers.

How to Fix It:

- **Balance Facts with Storytelling:** Even instructional or business books read better with stories, examples, and real-life applications. They make the content much more relatable. See our book review on [Stories that Stick](#).
- **Make Your Content Easy to Digest:** If a section feels information-heavy, ask yourself:
 - How can I simplify this?
 - Will a case study, analogy, or example illustrate the point?
- **Get Personal:** Use engaging elements like:
 - Personal anecdotes
 - Expert interviews or real-world case studies
 - Reflection questions or exercises for the reader

4. Inconsistent Tone or Voice

Sometimes a nonfiction manuscript will switch between formal and casual tones. This can impact the reading experience, making it feel inconsistent. Make sure the tone and voice of your book is consistent and reflects your personality.

How to Fix It:

- **Decide on Tone:** Ask yourself:
 - Do I want my book to feel conversational and approachable or formal and authoritative? Either is fine, just know what you want.
 - Who is my audience and what style will best resonate with them?
- **Read Your Manuscript Out Loud:** This is a fantastic exercise. Reading aloud forces us to pay attention to every word. If a sentence sounds unnatural when spoken, there's a good chance it's too stiff or awkward for readers.
- **Avoid Too Much Jargon & Complexity:** Unless your core audience has a deep understanding of the topic, it's better to keep language clear and accessible to all.

5. An Unengaged Audience

Nonfiction books tend to serve a specific purpose. They inform, inspire, or guide readers toward a goal. But what is the audience supposed to do next? We see quite a few manuscripts fail to include a call to action or next steps for the reader.

How to Fix It:

- **End Each Chapter with a Takeaway:** Give readers something to do next. Wrap up with:
 - A reflection question
 - A small action step
 - A summary of key points
- **Encourage Extended Learning:** If it's applicable, offer:
 - Links to resources
 - References for further reading
 - Activities or worksheets

Trust the Process Because Every Mistake Is Fixable

If any of these common mistakes ring a bell for you, don't worry! Even the most experienced authors go through multiple rounds of revisions to refine their work. No first draft is perfect. As the saying goes: Knowledge is power. Being aware of potential issues is key. Only then can you fix them.

Remember, Strengthen Your Manuscript

1. **Clarify your audience**—Who is this book for? What do you want them to take away or gain from reading it?
2. **Review your structure**—Does your book flow logically from start to finish?
3. **Look for information overload**—Can you add stories or examples to break up dense sections and make the book more engaging?
4. **Check for voice and tone consistency**—What is your intended tone and is that reflected throughout the entire book?
5. **Make sure each chapter has a takeaway**—Give readers a clear next step. Calls to Action are powerful!

Technica Tidbits

 [The Impact of Tariffs on the U.S. Printing Industry](#)

[Using AI Tools in Your Writing: A Guide for Book Authors](#)

 [Spotify Launches a Program to Publish Audiobooks from Independent Authors](#)

 [Exclusive: 'We Need Diverse Books' Announces Inaugural Reading Day April 3](#)

 [Trump Allies Are Deploying This "Book-Banning Pastor" to Local School](#)

[Districts](#)

 [AAP Warns Trade Commission: Trump Tariffs on China Will 'Wreak Havoc'](#)

[on Publishing](#)



From Manuscript to Print: The Importance of Page Proofs in the Publishing Process

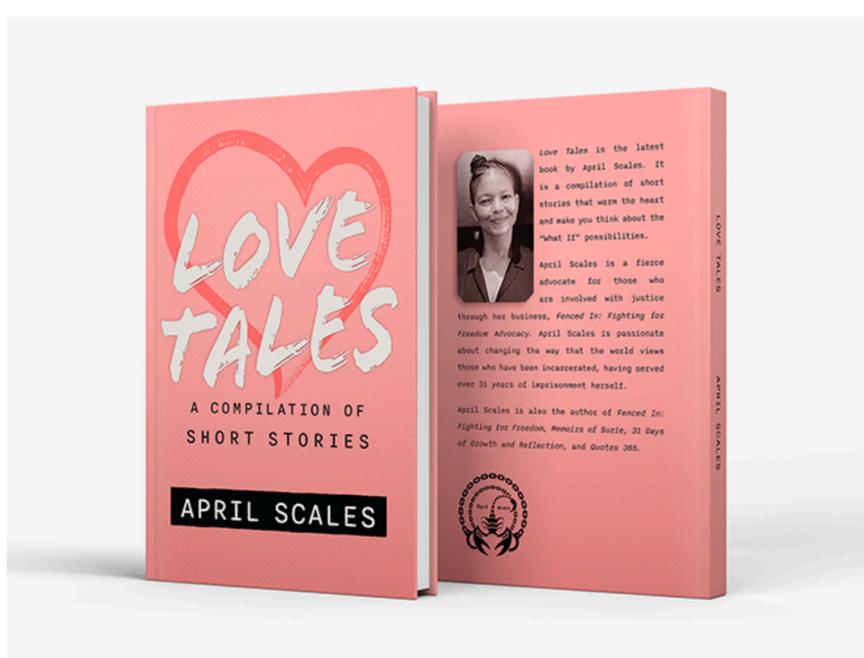
by Anne Brenner

A successful author will have a wealth of knowledge and experience in many different parts of the publishing process—from submission and peer review to copy editing. All too often, though, once an author's work is accepted for publication, the author might then not think twice about it.

...And as far as he or she is concerned, from there, it simply goes into a black hole, never to be thought of again. The black hole is what we call editorial production.

Delve into the details [here](#)

Project Spotlight



Love Tales

By April Scales

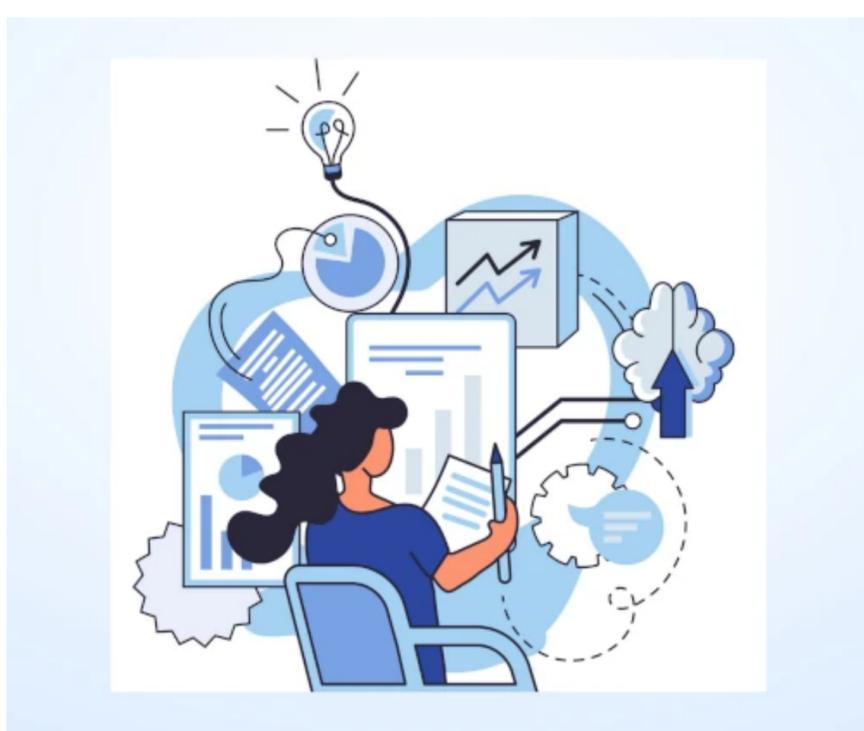
We have really enjoyed working with author April Scales on her new collection of short stories, *Love Tales*. Technica designed the book's cover and interior, composed the interior pages, and delivered print and epub files.

The book will be available for purchase on [Lulu.com](https://www.lulu.com) in April!



Looking to finally finish that manuscript you've been working on? Take the next step. Technica Editorial offers editorial support including copyediting, developmental editing, interior page layout and design, cover art, and more.

Contact us!



Using Storytelling as a Tool in Nonfiction Writing

A Technica Resource

We've talked quite a bit about the elements of genre, research, and real-life experiences when writing nonfiction. In the vast landscape of this type of writing where facts and information reign supreme, the powerful and often unexamined tool of storytelling is your superpower. Weaving narratives into nonfiction takes a piece of writing beyond a simple relaying of facts; it creates an immersive experience that has the power to captivate readers and transform their reading experience into a journey. Let's explore how storytelling is like a magical thread that weaves together narrative and nonfiction writing.

Learn more about [Using Storytelling as a Tool in Nonfiction Writing](#)

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