

PORTFOLIO

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RESUMÉ

EDUCATION

Ph.D., Individual Differences and Evolutionary Psychology, 2021

University of Texas at Austin, Psychology Department
Graduate Advisor: David M. Buss, Ph.D.

B.A., Psychology, *summa cum laude*, 2014

Rutgers University, School of Arts and Sciences Honors Program

SKILLS, PROFICIENCIES, AND QUALIFICATIONS

- ▷ Subject matter expertise in psychology, evolutionary theory, and philosophy of science
- ▷ Exceptional aptitude for analyzing and editing persuasive writing, esp. logical consistency and argument structure
- ▷ Certificate in Developmental Editing from the University of Washington, 2023
- ▷ Knowledge of APA Style
- ▷ Proficient in:
 - ▶ Microsoft Word, PowerPoint, and Excel
 - ▶ Adobe Acrobat
 - ▶ Google Docs, Sheets, and Slides
 - ▶ Inkscape and GIMP (vector and raster images)
 - ▶ Davinci Resolve and Screencast-O-Matic (video recording and editing)

EDITING EXPERIENCE

Buss Evolutionary Psychology Lab, University of Texas at Austin

Provided substantive edits on dozens of manuscripts as part of weekly lab meetings; selected works are presented here as a representative sample of my most thorough developmental edits that went to publication.

- ▶ Buss, D. M. (2021). *When men behave badly: The hidden roots of sexual deception, harassment, and assault*. Little, Brown Spark.
- ▶ Crosby, C. L., Durkee, P. K., Sedlacek, A. G. B., & Buss, D. M. (2021). Mate availability and sexual disgust. *Adaptive Human Behavior and Physiology*, 7(3), 261-280.
<https://doi.org/10.1007/s40750-021-00168-2>
- ▶ Crosby, C. L., Durkee, P. K., Meston, C. M., & Buss, D. M. (2020). Six dimensions of sexual disgust. *Personality and Individual Differences*, 156, 109714.
<https://doi.org/10.1016/j.paid.2019.109714>
- ▶ Wyckoff, J. P., Asao, K., & Buss, D. M. (2019). Gossip as an intrasexual competition strategy: Predicting information sharing from potential mate versus competitor mating strategies. *Evolution and Human Behavior*, 40(1), 96-104.
<https://doi.org/10.1016/j.evolhumbehav.2018.08.006>
- ▶ Buss, D. M., & von Hippel, W. (2018). Psychological barriers to evolutionary psychology: Ideological bias and coalitional adaptations. *Archives of Scientific Psychology*, 6(1), 148-158. <http://dx.doi.org/10.1037/arc0000049>

- ▶ Buss, D. M. (2017). Sexual conflict in human mating. *Current Directions in Psychological Science*, 26(4), 307-313. <https://doi.org/10.1177/0963721417695559>
- ▶ Wyckoff, J. P., & Kirkpatrick, L. A. (2016). Direct and indirect aggression tactics as a function of domain-specific self-esteem. *Personality and Individual Differences*, 92, 135-142. <https://doi.org/10.1016/j.paid.2015.12.038>

OTHER EXPERIENCE

University of Texas at Austin

Teaching Assistant, Introduction to Psychology (5 semesters, 2015-2021; 700-1600 students)

- ▶ Served as lead editor of semi-weekly short exams: copy- and line-edited 42 questions per week; adjusted questions to balance exam difficulty and topic coverage
- ▶ Managed TA schedules and responsibilities
- ▶ Upon request in the final semester, provided detailed documentation and a recorded lecture for training future TAs to write and edit exam questions

Assistant Instructor, Introduction to Psychology (summer 2020; 40 students)

- ▶ Crafted original curriculum, lectures, assignments, and exams
- ▶ Recorded video lectures
- ▶ Moderated discussions on class material
- ▶ Addressed student questions and concerns in office hours
- ▶ Managed last-minute transition to asynchronous online class due to COVID lockdown

Lead Teaching Assistant, Introduction to Human Sexuality (4 semesters, 2017-2020; 300-700 students)

- ▶ Designed training document to initiate other TAs across multiple semesters
- ▶ Organized and distributed responsibilities across TA team
- ▶ Created and managed online course material
- ▶ Assembled, administered, and graded quizzes and exams
- ▶ Addressed student questions in office hours and live class chat

Lab Instructor, Statistics and Research Design (fall 2018; 13 students)

- ▶ Supervised students in creation of an original research project
- ▶ Edited and gave feedback on final research papers
- ▶ Taught writing techniques, research principles, and APA research paper components and formatting
- ▶ Created lectures for lab section
- ▶ Created and graded weekly homework assignments

PUBLICATIONS

Sedlacek, A. G. B. (2022). Natural selection. In T. K. Shackelford (Ed.), *The Cambridge handbook of evolutionary perspectives on sexual psychology* (Vol. 1: Foundations, pp. 3-20). Cambridge University Press. <https://doi.org/10.1017/9781108943529>

Crosby, C. L., Durkee, P. K., **Sedlacek, A. G. B.**, & Buss, D. M. (2021). Mate availability and sexual disgust. *Adaptive Human Behavior and Physiology*, 7(3), 261-280. <https://doi.org/10.1007/s40750-021-00168-2>

EDITORIAL NOTE

Editor: Anna Sedlacek

Writer: [REDACTED]

Project Title: [REDACTED]

Word Count: 3,379

Date: [REDACTED]

Dear [REDACTED],

I am always happy to see scientific work that steps back and expands the scope of the field. To help you drive home the importance of your contributions, I've condensed most of the overarching issues here; some more specific points are highlighted in the margins of the [REDACTED] draft.

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Data Analysis

I discuss this first because it may have the greatest impact on future drafts of the manuscript. Your coding scheme may give some readers pause: from my perspective as a naïve reader, the lumping and splitting seemed somewhat unmotivated. I think it's important to justify your category choices to some degree. Ideally, this would not just be a bottom-up categorization scheme based on observed patterns, but a top-down process with reference to your overarching goals.

One concern I had about the coding scheme was the number of behaviors categorized as "other." Having read the coding sheet you showed me, I'm wondering why, for just one example, things like "[REDACTED]," "[REDACTED]," and "[REDACTED]" weren't grouped into a category like "[REDACTED]"

I think my worries as a reader would be assuaged if you justified your coding scheme more clearly in terms of the goals of your study. How do your categorization choices stem *specifically* from your goal of exploring [REDACTED]?

When explaining your decisions, a couple of levels of analysis are warranted. Reading your initial results, I wondered about your choices of when to discuss or analyze parent categories

(e.g., "██████████"), subcategories (e.g., "██████████"), and tokens (e.g., "██████████"). Reflecting back, I was also concerned about whether those parent and subcategories are consistently picking out the same level of analysis across all the tokens (e.g., is the relationship between the ██████████ category and its subgroups the same as that in the ██████████ category?)

Structural Emphasis

Overall, your paper has a lot of great results to share, but you risk undercutting your impact by shifting attention away from the **exploratory value** of your findings. You often place too much emphasis — through word choices, sentence structure, and how much time you devote to each idea — on the specific data you obtained here, and on the need for *systematic* investigation of ██████████ in particular. By contrast, you could spend more time elaborating on **specific ways in which the narrow scope of the literature could hamper progress in the field**, and **concrete ways that your findings could advance the field**.

Introduction

The major thing I think is missing from the intro is an answer to the question, "Why should we care?" Not about ██████████; not even about the fact that ██████████ have ██████████ defenses to it — specifically, why should the reader care about *exploring the landscape of the potential defenses*? In the very first paragraph, focus on big picture stuff to get the reader invested, particularly hooking them in the first few sentences with more forceful language and questions that would provoke curiosity.

I suggest moving the specific past findings you mention in the first paragraph (██████████ ██████████) down a few paragraphs, leaving the first paragraph broader. If anything, a more important set of citations would be those that most comprehensively expose the limitations of the research (investigating ██████████ exclusively and only looking at a few theoretically generated defense behaviors).

You occasionally devote a disproportional amount of space to what I deem to be ancillary points. For example:

- Lines 34-44: this idea is intuitive, and while it is important to establish why ██████████ should be expected to have such defenses in the first place, the more crucial concept is *variability* in defenses and contexts, so this paragraph should be streamlined.
 - cut down long phrases like "it is reasonable to hypothesize that" or "to prevent its occurrence and stanch its costs"
 - combine all three sentences between "██████████ theory posits..." and "...likelihood of experiencing ██████████" into a single idea (like, "Recurrent ██████████ behaviors produce ██████████ (cite), so we should expect a long ██████████ history of ██████████ to have propelled the ██████████ (cite).").
- Lines 45-51: this should be expanded a lot, because if you're arguing for ██████████ as the products of ██████████, then people should care that the literature doesn't adequately explore the nature of those ██████████.

Finally, be sure that the first sentences in your opening and closing paragraphs in the introduction reflect the key ideas you intend to convey. Similarly, the final sentences in those paragraphs should forcefully express your key point at each stage. For example, ending the first paragraph on the note that [REDACTED] paradigms are ideal for this type of investigation is relatively weak because it's not the central idea of the first paragraph; consider focusing the final sentence there on the *raison d'être* of your study itself.

Discussion

One major thing lacking in the discussion are *specific* implications for how future research might make use of the insights from this study, as well as the theoretical significance of some individual findings. You say "many of these [REDACTED] have not been systematically studied," but I think the impact of your paper would be stronger if you laid out particular ways in which they *could* be fruitfully studied, (e.g., varied methods of employing [REDACTED]). I think the discussion would overall benefit from streamlining what's currently there, and then fleshing out more specific theoretical implications for the field. For every contribution from your study that you mention here, it might be useful to play devil's advocate and ask, "So what?"

For example, rather than focusing on the mere fact that the [REDACTED] was previously undocumented, you could explore its relative [REDACTED] novelty and propose future studies investigating the flexibility of a [REDACTED]. If [REDACTED] had a certain set of means of [REDACTED], does that imply that the [REDACTED] underpinning those behaviors was co-opted to contend with [REDACTED]? You could even use this example to propose investigation of specific [REDACTED] more generally, each underpinning a set of [REDACTED].

One other area that I think deserves a lot more attention in the discussion is the question of potential consequences of using different tactics against [REDACTED], and how that might impact their decision to employ tactics that might be more or less effective against [REDACTED]. You obliquely point this out a bit in your fourth-to-last paragraph, but I think it should be explored more with reference to things like the

[REDACTED]

A few of the middle-to-end paragraphs had specific problems that I've highlighted in the manuscript itself.

Finally, in the last paragraph, I would shift emphasis away from *a priori* predicted defenses and the magnitude of the study. I would instead emphasize how your data highlights the narrowness of the scope of past investigations. You should end on the conceptual avenues that might be brought to light by the huge diversity of defenses [REDACTED], and by the mere

fact that there were so many big differences between *even the few* scenarios you used to explore different [REDACTED].

Flow

Many of the transitions between paragraphs and sentences in the introduction seem somewhat abrupt and unmotivated. It would read more smoothly if the final sentences in each paragraph implied more about where the next paragraph was going, and if the first sentences in each paragraph drew more from the last idea in the previous paragraph. Consider why you ordered the paragraphs the way you did, and try to be clearer about why you're about to talk about the next idea: guide your audience by the hand. Some paragraph and sentence transition examples:

- ▷ Lines 23-26: seems like you jump between the two sentences without an obvious connection; try to tie the two limitations together more clearly and explicitly (e.g., "limiting the scope of potential [REDACTED] contexts also limits the scope of potential defenses").
- ▷ Lines 26-27: sudden shift to dry definition; also unclear why you're giving the definition, since it doesn't come up anywhere else.

In the discussion, I felt there wasn't much motivation for the way the following ideas were sequenced:

- ▷ transitioning to the past [REDACTED] literature
- ▷ introducing the "[REDACTED]" defense
- ▷ transitioning from "[REDACTED]" to defense success rates and [REDACTED]
- ▷ bringing up [REDACTED] defenses & [REDACTED] (in the middle of a paragraph)

Apart from transitions, I think the order of the first few paragraphs of the discussion might benefit from a clearer narrative. Here's a sketch of a more coherent potential throughline:

- ▷ Open the discussion by reiterating the specific limitations in the existing literature (rather than just referring to "gaps" on line 227).
- ▷ Then say something like "This study broadened the scope, both in terms of the variety of defenses [REDACTED], and in terms of their strategic contextual use of those defenses."
- ▷ Then you could transition into the [REDACTED] literature by pointing out that the broadened scope has implications for existing hypotheses and frameworks, like [REDACTED]. This would drive home the importance of your work more clearly.
- ▷ After that, you might reorganize the two paragraphs on [REDACTED] a bit so they flow more naturally as an argument that this study should change the way we think about past ones (and trim the fat wherever the info isn't directly related to that).

Style

I advise thinking more carefully about how word choice and sentence structure can impact emphasis. More sentences in key areas of the manuscript should be structured and worded with an eye toward emotional impact, especially the first and last few sentences in both the intro and discussion. For example:

- ▶ Line 23: "using an [REDACTED] paradigm explicitly identifying the relationship between [REDACTED]" — in our consultation, you mentioned that you were apprehensive about the systematicity of your [REDACTED], so try to avoid using words like "explicitly," which emphasize rigorous and systematic investigation, as opposed to exploration.
- ▶ Lines 45-46: saying "that [REDACTED] have developed a suite of mechanisms" doesn't adequately convey the diversity of behaviors that should come across from your study.
 - ▶ Maybe start this paragraph with a contrasting idea, like the fact that *very few specific* defenses have been postulated or explored — now would be a good time to bring back those specific references that I suggested you cut from the first paragraph.
 - ▶ Then, expand here and emphasize that it's not just [REDACTED], it's [REDACTED]!
- ▶ Lines 45-51: use energetic, high-impact language like "completely ignored" or "vastly overlooked" when discussing the excessive focus on [REDACTED] in the literature.
- ▶ Lines 76-77: rather than saying "not intended" (which gives the impression of the [REDACTED] choice being unmotivated), focus on the importance of your exploratory [REDACTED]:
 - ▶ If possible, try justify your choice by reference to **specific design flaws** that might have been present if you tried to vary the [REDACTED] more systematically: would you have constrained the results? Would you have unintentionally limited the scope of your exploration?

Discretionary Suggestions

The following ideas are less essential than those I've mentioned so far, but if you have the time to implement them, I think they would still make worthwhile improvements.

Fine-Tuning the Coding Scheme

Depending on how easy you find it to explain your existing coding scheme, perhaps consider reorganizing some of the items. For example:

- ▶ Is "[REDACTED]" best conceptualized as a subcategory within the parent category of [REDACTED]? Why not view it as a token within a new [REDACTED] subcategory like "[REDACTED]" which might also include tokens like "[REDACTED]"?
- ▶ Why split [REDACTED], [REDACTED], and [REDACTED] into separate categories in the analysis? [REDACTED]
- ▶ Why split [REDACTED] and [REDACTED]? Do you expect different [REDACTED] processes behind each?

None of the above questions should be interpreted as necessarily implying *better* categorizations: rather, I pose them to prompt clearer consideration and explication of the reasoning behind the coding scheme, whichever you end up choosing. However, I do think it would be easier for readers to process Figure 1 if you used broader category levels (e.g., "[REDACTED]" rather than "[REDACTED]" or "[REDACTED]"), and then made additional figures to explore the

distribution of any subcategories across different scenarios that stood out on a more fine-grained level.

Limitations Subsection

While you don't want to undermine the usefulness of your own data, you may want to at least address the presence of some specific concerns in a Limitations subsection. In particular:

- ▷ I suspect a lot of [REDACTED] and [REDACTED] will be concerned about the very [REDACTED] nature of your scenarios, so it's important to make clear the potential limitations of that, especially insofar as you are positing [REDACTED]
[REDACTED]
- ▷ It could be useful to point out that the [REDACTED] may affect some of your [REDACTED] more than others, and maybe lightly explore some potential consequences of that (no more than a sentence or two is necessary).
- ▷ To preserve the value of your study in the literature, frame your [REDACTED] this way: "Now that we're aware of the breadth of [REDACTED], more systematic investigation of context-sensitive defense deployment is necessary before we can draw any conclusions about [REDACTED]."

Potential Ideas to Explore in Discussion

What are the implications of [REDACTED] for systematic variation in the use of each defense type across scenarios? For example, the [REDACTED] scenario seems more isolated from [REDACTED] than [REDACTED], so [REDACTED]. What would you have predicted to change about [REDACTED], and what are the implications of the actual differences you found?

Also, are there any important theoretical implications of the fact that [REDACTED] made up almost a third of the [REDACTED]? Given the importance of the [REDACTED] paradigm in your study, it's noteworthy that the [REDACTED] defenses were [REDACTED], likely with no knowledge of their significance in [REDACTED]. Beyond the obvious ([REDACTED] investigated it because it's common), are there deeper reasons you could explore about why this comes up so much?

Conclusion

I think your manuscript will most benefit from shifting word choice and distribution of ideas to emphasize the exploratory value of your study. Unless you uncover deep concerns with your coding scheme as you write (which has happened to me before!), the good news is that you probably don't need much restructuring. Please let me know when you have had a chance to look over my suggestions so that we can schedule the outro consultation.

Looking forward to your response!

Sincerely,
Anna Sedlacek

CORPORATE COMMUNICATIONS

Email

Dear Team,

I've taken your comments into considerations and revised the manuscript. I've shifted a few paragraphs around to present a clear narrative through the unionization process, beginning with the goals for unionization, followed by the role of management in the process, and ending on the potential indirect effects of unionization on the store. I think this chronological structure will make it easiest for readers to absorb the key points. I think the other changes I've made will satisfy Author B and Author C's objectives to show management in a positive light and obliquely leverage the union to gain support for the business with a left-leaning consumer base. I left comments on my revised version where I did not have adequate information to fill in what I saw as small but important gaps. Once those minor concerns are addressed, we should be good to go!

Sincerely,

Anna Sedlacek

Revised Manuscript

██████████ is a popular independent bookstore in Seattle that is known for its lively literary community and carefully chosen books. Recently, the employees of the bookstore have been working together to form a union. They want to make sure their rights are protected and their working conditions are improved. This case study explores the employees' goals for unionization, the important role that management could play in facilitating the process, and how it could affect the way the bookstore works and the relationships between people there.

██████████ employees, like many workers in the retail industry, face concerns about fair compensation and benefits. As the cost of living rises in Seattle, employees seek higher wages, improved healthcare coverage, and job security. Unionization empowers employees by providing collective bargaining power and a shared voice in decision-making processes.

██████████ employees aim to establish a formalized structure that fosters open communication channels with management, allowing them to actively participate in shaping policies and practices that affect their working conditions.

The unionization drive at ██████████ offers an opportunity for the bookstore management to adapt and address the concerns of its employees. Through proactive engagement, acknowledging employee desires for equitable compensation and representation, and effectively navigating legal considerations, the management of ██████████ can facilitate a positive outcome that cultivates a healthier and more inclusive workplace. As ██████████ navigates this transformative phase, it can serve as an exemplar of equitable labor practices within the independent bookstore industry,

Commented [AS1]: [Anna Sedlacek]: This is not mentioned elsewhere, but it sounds important: what working conditions are they concerned with?

Commented [AS2]: [Anna Sedlacek]: I added "improved" to make their initial circumstances sound less dire, but if they had *no* healthcare coverage before unionizing, I would just say "improved benefits" to obscure the initial condition.

solidifying its status as a cornerstone of Seattle's literary community and reinforcing their commitment to their employees' wellbeing.

Effective communication between management and employees is paramount during the unionization process. By initiating a respectful and transparent dialogue, [REDACTED] management can gain a deeper understanding of employee perspectives, address their concerns, and explore potential avenues for compromise. Engaging in open discussions can help bridge the gap between the management and employees and build a foundation of trust. However, there are also legal considerations that must be taken into account. Management must familiarize themselves with applicable labor laws, regulations, and procedures to ensure compliance throughout the process. This includes understanding employee rights, providing required notices, and engaging in good faith negotiations as mandated by labor laws.

Unionization may also indirectly affect the bookstore's operation and standing in the community. The way employees and managers relate to each other might be different because the power balance shifts. Managers must take steps to ensure that everyone feels comfortable talking openly about issues, and that employees concerns are heard and addressed. If the unionization drive goes smoothly with the support of management, it may also positively influence customer perceptions and support. [REDACTED] customers often value the bookstore's commitment to community and progressive values. Transparent communication about the unionization efforts and the shared commitment to fair labor practices can help garner support from customers who align with these values, further strengthening the bookstore's reputation.

For fifty years, [REDACTED] has brought together Seattleites for reading groups and discussions. Its employees have long demonstrated their love for their fellow bibliophiles, and the bookstore now has the opportunity to demonstrate its love for its employees. Together, the management and employees at [REDACTED] can continue to be a role model for all local businesses by guaranteeing employee rights and showcasing their solidarity.

Original Manuscript with Comments

[REDACTED] and Unionization

[REDACTED] is a popular independent bookstore in Seattle that is known for its lively literary community and carefully chosen books. Recently, the employees of the bookstore have been working together to form a union. They want to make sure their rights are protected and their working conditions are improved. This case study looks at how [REDACTED] is going through the process of forming a union. It explores why the employees want to do this, the difficulties they may face, and how it could affect the way the bookstore works and the relationships between people there.

The unionization drive at [REDACTED] offers an opportunity for the bookstore to adapt and address the concerns expressed by its committed employees. Through proactive engagement, acknowledging employee desires for equitable compensation and representation, and effectively navigating legal considerations, the management of [REDACTED] can facilitate a positive outcome that cultivates a healthier and more

Commented [AS3]: [Anna Sedlacek]: Please clarify with at least one concrete example.

Commented [4]: [Author A]: Awesome opening lines and paragraph.

Commented [AS5R4]: [Anna Sedlacek]: Especially the final sentence, which provides a strong thesis that justifies its own existence (i.e., readers will likely immediately understand why it is important to read this).

Commented [6]: [Author B]: We need to spin this so it shows management favorably.

Commented [AS7R6]: [Anna Sedlacek]: I think the second paragraph does a good job of painting management as enthusiastic but necessary allies in the unionization process, and I made a few changes to amplify that implicit message.

inclusive workplace. Embracing the unionization drive has the potential to strengthen the bond between management and employees, reinforcing the bookstore's commitment to valuing its workforce. As ██████████ navigates this transformative phase, it can potentially serve as an exemplar of equitable labor practices within the independent bookstore industry, solidifying its status as a cornerstone of Seattle's literary community.

██████████ management plays a crucial role in responding to the unionization drive. Recognizing the validity of employee concerns and the importance of fostering a positive work environment, management can choose to engage constructively with employees, demonstrating their commitment to addressing their needs.

Effective communication between management and employees is paramount during the unionization process. By initiating a respectful and transparent dialogue, ██████████ management can gain a deeper understanding of employee perspectives, address their concerns, and explore potential avenues for compromise. Engaging in open discussions can help bridge the gap between the management and employees and build a foundation of trust.

██████████ employees, like many workers in the retail industry, face concerns about fair compensation and benefits. As the cost of living rises in Seattle, employees seek improved wages, healthcare coverage, and job security. The unionization drive reflects their shared determination to secure a better quality of life and ensure their contributions to the bookstore are fairly recognized and rewarded. Unionization empowers employees by providing a collective voice in decision-making processes and enhancing their representation within the workplace. ██████████ employees aim to establish a formalized structure that fosters open communication channels with management, allowing them to actively participate in shaping policies and practices that affect their working conditions.

Legal and Compliance Considerations

Navigating the legal landscape surrounding unionization is essential for ██████████. Management must familiarize themselves with applicable labor laws, regulations, and procedures to ensure compliance throughout the process. This includes understanding employee rights, providing required notices, and engaging in good faith negotiations as mandated by labor laws.

When employees at ██████████ try to form a union, it can change how things work inside the store. The way employees and managers relate to each other might be different because the power balance shifts. To handle these changes and keep the workplace happy, managers can do things like making sure everyone feels included, talking openly about issues, and listening to what employees have to say. This helps keep a good atmosphere at work.

The unionization drive may also influence customer perceptions and support.

██████████ customers often value the bookstore's commitment to community and progressive values. Transparent communication about the unionization efforts and the shared commitment to fair labor practices can help garner support from customers who align with these values, further strengthening the bookstore's reputation. And that's why we should all join together to win together.

Commented [8]: [Author D]: This is my paragraph. If we're smart, we'll use it as the introduction.

Commented [AS9R8]: [Anna Sedlacek]: I love that you opened with a sentence that shifts attention to management without diminishing the core purpose of unionization. This paragraph definitely plays a crucial role in optics, but we should also consider that most readers will have no background information, so an introductory paragraph giving an overview of the situation and the goals of the manuscript is probably necessary.

Commented [10]: [Author B]: This makes it sound like we didn't treat our staff well before.

Commented [AS11R10]: [Anna Sedlacek]: Readers might come to less severe conclusions if we include concrete complaints made by the unionizing employees and the management's proposed responses (unless the complaints are egregious, in which case the current wording is probably the best we're going to get).

Commented [12]: [Author E]: ?

Commented [AS13R12]: [Anna Sedlacek]: This does seem vague, I'd like to know in what specific ways a union might affect the power balance.

Commented [14]: [Author C]: Let's highlight the marketing benefits throughout!

Commented [AS15R14]: [Anna Sedlacek]: I think the changes I made to accommodate [Author B]'s suggestion to spin management favorably will also clue savvy readers into the marketing potential of this strategy. However, if the potential audience includes anyone other than managers, we should be careful not to paint the bookstore's support of unionization as primarily self-interested: explicitly framing this as a marketing play may actually *interfere* with the intended perception of the bookstore management as benevolent and progressive, especially in a left-leaning city like Seattle.

Commented [16]: [Author B]: Re-write to show that management supports this effort and has all along.

Commented [AS17R16]: [Anna Sedlacek]: Done.

BOOK PROPOSAL

Dear Ms. [REDACTED],

I'm writing to inquire about the potential publication of a book for your [REDACTED] series.

Title: [REDACTED]

Author: [REDACTED]

Word Count: 56,223

Genre: How-To

Summary

This how-to manual guides aspiring entrepreneurs through every aspect of establishing an independent publishing house. Topics include manuscript acquisition, book design, marketing strategies, distribution, building an audience, and financial and legal details.

Unique Perspective

This book addresses an underserved professional niche, and provides an extremely comprehensive guide to those who aspire to enter it.

About the Author

[REDACTED] has decades of experience in the publishing industry, and has helped several former editors establish their own publishing houses.

Contemporary Relevance

In the era of e-readers, physically publishing books is easier than ever, but publishing houses still have the advantage of a host of professionals who specialize in getting those books to sell. This has broadened the market of industry professionals who want more control over which books get published and how.

Target Audience

Readers will likely be 20- or 30-something college-educated urban professionals with at least some experience in the publishing industry — writers frustrated by failed publication attempts, or editors with fundamental disputes over the broader goals or ideals of major publishing houses.

Table of Contents

Chapter 1. Nurturing the Seed: Developing Your Publishing Vision and Mission.

Readers will learn how to identify their goals by evaluating what they think is most lacking in the publishing industry.

Chapter 2. Crafting Stellar Content: Selecting and Acquiring Manuscripts. Authors of certain genres are more likely to gravitate toward independent publishers, but these have pitfalls that must be balanced against marketability.

Chapter 3. Designing for Success: Cover Art, Interior Layout, and Book Production. Striking book design is an essential asset to set yourself apart from the competition.

Chapter 4. The Business of Books: Marketing, Distribution, and Building an Audience. Independent publishers often rely on the devotion of a niche audience, so it's important to evaluate what audience is being left out by the major publishing houses.

Chapter 5. Protecting Your Vision: Legal and Financial Considerations for Your Publishing House. While all the aforementioned chapters are important, we must not forget the essential foundations that allow a business to survive and thrive.

Chapter 6. A Brighter Tomorrow: Understanding the Trajectory of the Publishing Industry. Ensure your business's longevity by keeping pace with the rest of the industry.

Comparison Titles

■■■■■■■■■■■■■■■■■■■■ shares the comprehensive, nuts-and-bolts approach of Erin Brenner's *The Chicago Guide for Freelance Editors*, while also giving an overview of the publishing industry, similar to Jane Friedman's *The Business of Being a Writer*. However, *From Idea to Shelf* is targeted at a different niche market than either previous book, and has unique insights for the complex organized structure of independent publishing houses.

I've attached a sample chapter for your perusal. I look forward to hearing from you!

Sincerely,
Anna Sedlacek