



Michael ANDERSON

SENIOR NON-FICTION CONSULTANT

Strategic Literary Consultant with a robust background in assisting authors through the complexities of the publishing landscape. Specialization in non-fiction works, particularly in self-help and business genres, leveraging a profound understanding of audience engagement and market demands. Proven track record of transforming ideas into compelling narratives that resonate with target demographics.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- non-fiction consulting
- market engagement
- feedback analysis
- workshop development
- editorial support
- promotional strategies

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS, UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL, 2010

ACHIEVEMENTS

- Successfully launched over 15 best-selling non-fiction titles.
- Received the Publisher's Choice Award for excellence in consulting.
- Featured in industry podcasts discussing trends in non-fiction publishing.

WORK EXPERIENCE

SENIOR NON-FICTION CONSULTANT

Publishers United

2020 - 2025

- Advised authors on structuring their manuscripts to maximize reader engagement.
- Conducted market analyses to inform content development and positioning.
- Facilitated author workshops focused on effective writing strategies.
- Developed comprehensive feedback reports for manuscript revisions.
- Collaborated with marketing teams to develop promotional strategies for launches.
- Provided ongoing support to authors during the publishing process.

CONSULTANT AND EDITOR

Insightful Publications

2015 - 2020

- Edited and refined non-fiction manuscripts for clarity and impact.
- Worked directly with authors to develop their unique writing styles.
- Implemented feedback processes to enhance manuscript quality.
- Conducted interviews with authors for promotional content.
- Created a resource library for authors on best practices in non-fiction writing.
- Organized community events to connect authors with readers.