

# Manuscript Audit

*Confidential — Prepared exclusively  
for Jennifer Caldwell*

**Prepared for:** Jennifer Caldwell

**Book Title:** *Burn Bright: A Low-Carb  
Reset for Women Over 40*

**Manuscript Stage:**

ChatGPT-generated outline for  
five chapters + Chapters 1-3  
drafted (~18,500 words) + recipe  
section

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## SECTION 1: BOOK AT A GLANCE

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### What this book is trying to do

Burn Bright aims to help women over 40 use a low-carb nutritional approach to address the hormonal shifts of perimenopause and menopause, specifically metabolic slowdown, fat redistribution, energy crashes, and brain fog that conventional diet advice fails to address. The book argues low-carb eating is not a weight-loss gimmick but a hormonal intervention, a way to regulate insulin, stabilize cortisol, and support estrogen metabolism when these systems are actively changing. Jennifer's personal experience as a fitness coach who went through this transition herself gives the book a strong potential foundation of earned authority.

### Who it's for

The intended reader is a woman between 40 and 60 who is frustrated that the diet and exercise habits that worked in her 30s have stopped working. She suspects her hormones are the reason, but hasn't found clear, practical guidance. She is health-conscious, not a beginner, and skeptical of generic diet books. She wants to understand why, not just follow a meal plan. She is likely already consuming content about perimenopause/menopause, hormonal health, and metabolic flexibility, which means she will quickly detect if this book doesn't go deeper than what she's already read.

### Where it currently stands

Jennifer has a solid ChatGPT-generated outline and three drafted chapters totaling approximately 18,500 words, plus a recipe section. Chapters 1 and 2 are the strongest. They establish the hormonal context and Jennifer's personal story with enough specificity to feel credible. Chapter 3 is where the manuscript begins to drift. The recipes are well-chosen but currently exist as a standalone section with no narrative bridge connecting them to the book's core argument. Chapters 4 and 5 are outlined but unwritten. The manuscript has the raw material of a compelling book. What it lacks is a unifying argument that every chapter serves.

### At-a-Glance Assessment

| Element                     | Notes                                                                                                                            |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>Voice &amp; Tone</b>     | Warm and friendly tone in Ch. 1–2; drifts toward textbook in Ch. 3                                                               |
| <b>Structure &amp; Flow</b> | No through-line connecting chapters; recipes feel orphaned                                                                       |
| <b>Clarity of Promise</b>   | Strong title; book's core promise needs to be stated earlier and more clearly                                                    |
| <b>Depth of Content</b>     | Hormonal science is well-researched; practical application needs more specificity                                                |
| <b>Reader Experience</b>    | Reader could lose the thread mid-Chapter 3; transitions between ideas are missing and feels disjointed as the manuscript goes on |

## SECTION 2: WHAT'S WORKING

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The following strengths are assets. Protect them during revision. They are the foundation the book needs to be built around.

### **Strength #1: Jennifer's personal story is the book's most powerful asset**

The opening pages of Chapter 1 create a strong hook. Jennifer describes gaining 14 pounds in eight months despite training clients six days a week and eating the same way she had for years. It is the strongest writing in the manuscript. It is specific, vulnerable, and immediately recognizable to the target reader. This is the moment where a 44-year-old woman picks up this book and thinks: she gets it. It's the emotional foundation that keeps the reader engaged.

*Where it appears: Chapter 1, pages 3–7.*

### **Strength #2: The hormonal science is accurate and accessible**

Chapter 2's explanation of insulin resistance, cortisol changes, and declining estrogen is clearly articulated for a general audience. Jennifer's coaching background shows here. She explains complex physiology without condescending to the reader or burying her ideas under jargon. This section of scientific reasoning justifies the book's existence. It needs to be positioned as the intellectual core of everything that follows.

*Where it appears: Chapter 2, pages 14–28.*

### **Strength #3: The recipes are practical and audience-appropriate**

The recipe section demonstrates a real understanding of the target reader's life. The meals are genuinely low-carb, quick to prepare, and don't require specialty ingredients or culinary skill. The inclusion of prep-time estimates and make-ahead notes shows Jennifer is thinking about a busy woman, not an idealized version of one. With the right narrative framing, this section can become one of the book's most shareable and gift-worthy features.

*Where it appears: Recipe section, pages 67–94.*

## SECTION 3: CORE DIAGNOSIS

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The findings below represent the structural opportunities in the manuscript. They are listed in order of priority. Addressing #1 will make #2 and #3 easier to solve. The root structural issue is the book does not yet have a unifying spine (also called a through-line).

### **Finding #1: The book has good ideas but no through-line**

#### **The Problem**

Each chapter in Burn Bright currently operates as a self-contained unit. Chapter 1 tells Jennifer's story. Chapter 2 explains the hormonal science. Chapter 3 introduces low-carb principles. These are important topics, but as written, they do not build on each other. The reader finishes Chapter 2 knowing a great deal about hormones and very little about what she is supposed to do about it or why low-carb specifically is the answer. The book is missing a central argument that connects every chapter into a single reader journey. It needs a statement that functions like a thesis and that every chapter proves, deepens, or applies.

#### **Where It Appears**

This is a structural issue that runs through the entire manuscript, but it is most visible in the gap between Chapter 2 (the science) and Chapter 3 (the solution). There is no bridge, or moment where Jennifer says: this is why low-carb works for this specific hormonal situation, and here is the mechanism. For the reader, they may not make the connection and will feel like something is missing.

#### **Why It Matters**

Without a through-line, the reader cannot feel the book building toward something. She accumulates information but does not experience momentum. By Chapter 3, even motivated readers will begin to skim because she'll lose the sense that the pieces of information are leading somewhere specific. A reader who skims is a reader who does not finish, does not recommend, and does not become a client.

### **Finding #2: The book's core promise is stated too late and too vaguely**

#### **The Problem**

Burn Bright does not clearly state what it is promising the reader until page 11, and even then, the promise is broad: 'feel like yourself again.' That is an emotional aspiration, not a specific outcome. The target reader has heard versions of this from every women's wellness book published in the last decade. She needs to know, within the first three pages, exactly what this book will do that others have not: specifically, that it will explain how low-carb eating works as a hormonal intervention for the metabolic changes of perimenopause, and give her a practical system to implement it in her real life.

#### **Where It Appears**

The introduction and the opening pages of Chapter 1. The title Burn Bright is evocative but does not communicate the book's specific mechanism. The subtitle (A Low-Carb Reset for Women Over 40) is better, but 'reset' is a word that has been overused to the point of meaninglessness in wellness publishing.

#### **Why It Matters**

First impressions determine whether a reader trusts a book enough to keep reading and whether a browser buys it. If the promise is generic, the reader assumes the content is generic. Jennifer's content is not generic, but the opening pages aren't serving the depth of her research and experience. The book needs to earn trust in the first 500 words.

## **| Finding #3: The recipe section is disconnected from the book's argument**

### **The Problem**

The recipes seem delicious and easy. The problem is they currently appear as an appendix rather than a payoff while reading. In the outline, there is no narrative transition from the last chapter into the recipe section, and no framing within the recipe section that connects each meal to the hormonal principles established in Chapter 2. The reader goes from reading about cortisol and insulin to an appendix recipe for Lemon Herb Salmon without any bridge. As a result, the recipes feel like a bonus added to pad the page count rather than practical application of everything the book has been building toward.

### **Where It Appears**

The transition between Chapter 3 (or whichever chapter precedes the recipes in the final structure) and the recipe section. Also within the recipe section itself, there is currently no introduction and no organizational logic connecting the recipes to categories or hormonal outcomes.

### **Why It Matters**

For the target reader, the recipes may be the most immediately useful part of the book. It's the thing she'll return to weekly. But they only function that way if the reader understands why these specific meals support her hormonal health. Without the framing, the recipe section is just a low-carb cookbook appendix. With the right framing, it becomes a practical system she trusts because she understands the reasoning behind it.

## SECTION 4: THE ROADMAP TO FINAL DRAFT

Complete these steps in order. Each builds on the one before it. The time estimations are based on 5-7 hours per week writing and editing the book.

| # | Action                                                                                                            | Why This Comes First                                                                                                                                      | Est. Time (5–7 hrs/wk) |
|---|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| 1 | Write a one-paragraph through-line statement before touching anything else—this is the spine                      | Every revision decision will flow from this spine. It defines what the book argues, for whom, and what makes it different from every other low-carb book. | 2–3 hours              |
| 2 | Rewrite the introduction and opening of Ch. 1 around the through-line/spine                                       | The promise must be specific within the first page. This sets reader expectations for everything that follows.                                            | 4–6 hours              |
| 3 | Add a bridge section at the end of Ch. 2 connecting the hormonal science to low-carb as the specific intervention | This is the missing thought bridge. Without it, the leap from science to solution feels unearned. It can be up to 1,500–2,000 words.                      | 6–8 hours              |
| 4 | Revise Ch. 3 and write Ch. 4–5 using the spine as the organizing principle                                        | With the spine established, the remaining chapters have a clear job to do. Each chapter should prove, deepen, or apply the central argument.              | 3–4 weeks              |
| 5 | Write a recipe section introduction and add hormone-connection notes to each recipe category                      | This transforms the recipe section from an appendix into a practical payoff. 800–1,200 words of framing does the work.                                    | 4–6 hours              |

### Estimated Timeline to Completion

|                                         |                                                               |
|-----------------------------------------|---------------------------------------------------------------|
| <b>At 5–7 hours/week</b>                | 10–12 weeks to complete first full draft                      |
| <b>At 10–15 hours/week</b>              | 6–8 weeks to complete first full draft                        |
| <b>Realistic publication-ready date</b> | September–October 2025 (allow time for copyedit + formatting) |

## SECTION 5: RECOMMENDED NEXT STEPS

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Jennifer, you have more here than most authors do at this stage. The science is solid, the story is compelling, and the recipes are genuinely useful. What the manuscript needs is architecture, and that is a solvable problem. Here are your three paths forward:

|                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Option A</b></p> <p><b>Finish It Yourself</b></p> <p>Use this roadmap to work through the revisions independently. Start with Step 1 — the through-line statement. Then work your way through the list. Budget 10–12 weeks.</p> | <p><b>Option B</b></p> <p><b>Done-For-You Rescue</b></p> <p>I handle the structural overhaul, write the missing bridge section, complete Chapters 4–5 in your voice, and frame the recipe section. \$8,000–\$10,000 over 2–3 months.</p> <p>Request a custom, no-obligation quote for this option. (It's OK to request a quote and decide to finish it yourself!)</p> | <p><b>Option C</b></p> <p><b>Follow-Up Audit</b></p> <p>Revise using this roadmap, then return for a second audit on the completed draft before you invest in copyediting or design.</p> <p>Follow-up audits are available at the discounted rate of \$325.</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

To discuss any of these options, reply to this email or book a call at [scheduling link].

*Jennifer, your book has a well-researched and authentic point of view and readers need this guidance. The work is structural—you already have the ideas and knowledge. Let's make sure your book lands with your community.*

**Jocelyn**

[GetGhostwriting.com](https://getghostwriting.com)

jocelyn at getghostwriting.com | [scheduling link]

## APPENDIX: CHAPTER-BY-CHAPTER NOTES

Detailed notes on each chapter and the recipe section. Chapters 4 and 5 are noted as unwritten with recommended scope based on the book's needs.

| Ch. 1   | Why Everything Stopped Working (And It's Not Your Fault)                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Working | Jennifer's personal story is specific, honest, and immediately relatable. The description of training hard and gaining weight anyway is the book's most emotionally resonant moment. The voice here is warm and direct. It sounds like a real person, not a wellness brand.                                                                                                                                                                                     |
| Needs   | The chapter ends without a clear transition into Chapter 2. The reader finishes Jennifer's story but doesn't yet know what the book is going to do about it. Add a closing paragraph that explicitly bridges the personal experience to the hormonal explanation that follows.                                                                                                                                                                                  |
| Ch. 2   | The Hormone Shift: What's Actually Happening in Your Body                                                                                                                                                                                                                                                                                                                                                                                                       |
| Working | The science is accurate, well-organized, and explained at exactly the right level for the target reader. The insulin-cortisol-estrogen triangle framework is the book's strongest intellectual contribution. It gives the reader a mental model she can carry through the rest of the book and into her life.                                                                                                                                                   |
| Needs   | The chapter currently ends with the science and does not explain why low-carb is the specific intervention for these hormonal changes. This missing bridge is Finding #1. Add a 1,500–2,000 word section at the end of this chapter titled something like 'Why Low-Carb Is a Hormonal Tool, Not a Diet' that explicitly connects the science to the solution.                                                                                                   |
| Ch. 3   | The Low-Carb Reset: What to Eat, What to Avoid, and Why                                                                                                                                                                                                                                                                                                                                                                                                         |
| Working | The nutritional guidance is solid and the macro targets are appropriate for the audience. The distinction between low-carb as a therapeutic approach versus a restriction mindset is a valuable reframe that is handled well.                                                                                                                                                                                                                                   |
| Needs   | This chapter reads more like a nutrition textbook than a conversation with a coach. Jennifer's voice, which was present and warm in Chapter 1, largely disappears here. Revise to add client examples, coaching observations, and Jennifer's own experience implementing these principles. Also: this chapter needs to connect back to the through-line (spine) established in Chapter 2.                                                                       |
| Ch. 4   | Recommended: Moving for Your Hormones (Not Against Them)                                                                                                                                                                                                                                                                                                                                                                                                        |
| Working | Not yet written.                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Needs   | This chapter should cover how exercise interacts with the hormonal changes of perimenopause. Specifically, why high-intensity training can backfire, how to structure movement to support cortisol regulation, and what Jennifer recommends for her coaching clients. Could be covered in 3,500–4,500 words. This is where Jennifer's fitness coaching expertise most directly differentiates the book. It should support the one-paragraph spine/through-line. |
| Ch. 5   | Recommended: Your First 30 Days — A Practical Implementation Guide                                                                                                                                                                                                                                                                                                                                                                                              |
| Working | Not yet written.                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Needs   | This is the chapter the reader has been waiting for. A week-by-week implementation plan, realistic troubleshooting for common obstacles (sleep disruption, social eating, energy dips in the first two                                                                                                                                                                                                                                                          |



|  |                                                                                                                                                                                                                                                    |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | weeks, etc.), and there should be a clear definition of what success looks like at 30 days. Roughly 3,000–4,000 words. This chapter should reference the recipes directly and make the connection between the meal plan and the hormonal outcomes. |
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| <b>Ch. R</b>   | <b>Recipe Section</b>                                                                                                                                                                                                                                                                                                                                                                |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Working</b> | The recipes are practical, low-ingredient, and appropriate for the audience’s lifestyle. The prep-time estimates and make-ahead notes demonstrate Jennifer’s understanding of her reader’s real-life constraints.                                                                                                                                                                    |
| <b>Needs</b>   | The section has no introduction and no organizational logic connecting it to the book’s hormonal framework. Write an 800–1,000 word introduction that explains how these recipes support the insulin-cortisol-estrogen framework. Then organize recipes by hormonal benefit category (e.g., ‘Cortisol-Calming Breakfasts,’ ‘Insulin-Steady Lunches’) rather than by meal type alone. |