

Title

An overview of the title for marketing purposes

The title defines the subject of the book.

Genre

Recommendation for appropriate genre and sub-genres (if applicable)

The genre is correct, however, consider more sub-genres. Self-help finance, self-help business, self-help investments, etc. would give you more search exposure.

Targeted Audience

Recommendation for targeted audience

The targeted audience is clear and the information is presented in a non-condescending manner.

Word Count

The word count of the manuscript

The word count is adequate for the genre.

Content

An overview of the content and any weaknesses or missing information

The opening didn't quite capture my attention. Perhaps it would be better to come right out with what the book is about rather than beginning on the second page. This will provide the reader with enough information to know the subject matter. The pace is good, and the main idea is supported by evidence and viewpoints. Adding the personal experiences is a plus because readers like personal accounts that they can relate to.

Format

An overview of the format for readability (if applicable)

The format is logical, but consider eliminating the justified margins to alleviate the gaps between words. There are some large gaps in the center chapters that become distracting. A left alignment would be much more pleasing to the eye.

Mechanics

An overview of the writing mechanics of the manuscript

There are some structural weaknesses worth mentioning. While the majority of the book is well structured, chapters 7 and 8 could use some reworking. What makes these chapters stand out from the rest of the books on the market? These chapters offer nothing that the reader hasn't heard before. Adding new information, perhaps from your own life experience, would really add interest. Many of the readers wishing to grow their personal finances have likely read *Think and Grow Rich* or something similar, so adding a personal experience as you do with the other chapters, would really help the reader.

Structure

An overview of the structure

Paragraphing and pacing were done so that the reader can follow along and easily understand. What I found lacking was the conclusion. The main points should be summarized so that it comes to a satisfying end.

Other issues

Editing or proofreading issues and any inconsistencies noted.

There are no obvious grammar or spelling errors. There are some scattered punctuation errors that need to be remedied. The dialogue is well written, but you may want to consider deleting some of the clichés in the narrative. The overuse of clichés began to drag the content. I don't recommend you remove each one, however, the chapters where there are quite a few should be reduced.

Extras

Overview of the use of charts, graphs and graphics

The charts and graphs are properly annotated in the body of the work, however, the chart on page 61 really doesn't support your argument. Consider finding a better source that will better back up your claims.

Summary

A comprehensive overview of the manuscript

Although the opening page didn't really pertain to the main idea, but once I got to the second page, the book held my interest. The charts and graphs were well presented with the exception of one that didn't support your argument (see below). The use of personal experiences really set the book apart from many of the others on the same topic. There was a lot of useful information that I haven't seen presented in any similar books. I really liked that you went into detail about your struggles and how you overcame them. Too often we only get an overview that doesn't offer enough of a solution to the problem, leaving the reader feeling let down. Writing the book in first person and avoiding the overuse of pronouns really works well and makes the reading more compelling. The writing is well executed, and the content is clear. The ending was a letdown because you didn't summarize the main points and it really needs to be done. Rather than end with the "end" of your story, a summary will help the reader pull all of the information together. I enjoyed your book, and I wish you success.