



REFINED RUBY  
*Studio*

# SERVICES GUIDE

## *The Structure*

At Refined Ruby Studio, we understand that every creative journey is **unique**. That's why you can begin your guided storytelling experience **at any phase** — whether you're just discovering your story or already preparing to publish.

Each offering is designed to stand alone or work together, and you're free to select only the **support you need**. Whether it's one session or the full experience, you'll receive personalized one-on-one guidance every step of the way.

## *The Creative Journey*

Refined Books & Journals	2
Creative Process	3
Studio Pricing	4
Studio Commitments	5

## *The Uncut Gem*

INITIAL REFINEMENTS TO UNLOCK YOUR STORY'S POTENTIAL	7
Guided Story Discovery Session	8
Genre & Audience Alignment	8
Character & World-Building Exploration	8
Story Structure Workshop	9
Accountability Planning	9

## *The Facet Design*

SHAPING AND POLISHING YOUR STORY'S IDENTITY	11
Chapter-by-Chapter Feedback	12
One-on-One Writing Support	12
Visual Direction & Custom Illustration	12
Typography & Layout Design	13
Self-Publishing Strategy Session	13

## *The Ruby Glow*

BESPOKE CREATIONS TO LEAVE A LASTING IMPRESSION	15
Professional Cover & Interior Book Design	16
ISBN, Barcode & Copyright Guidance	16
Publishing Platform Setup	16
Custom Launch Toolkit	17
Author Feature & Book Launch Celebration Support	17

# The Creative Journey

---

THE BOOKS, PROCESS, PRICING,  
AND STUDIO COMMITMENTS

## Categories

Every story has a unique form—and so does your book. Whether you're called to share your personal journey, create a supportive tool for your clients, or bring magic to life for children, Refined Ruby Studio helps you shape your vision into a beautiful, professionally published book. From first idea to publishing, we walk beside you through each step of the creative process.

### 1

#### THE MEMOIR THREAD

##### **Your life holds more than memories—it holds meaning.**

This category is for personal stories, memoirs, and legacy books. Whether you're sharing a defining chapter of your life, honoring a loved one, or capturing the resilience behind your journey, we help you uncover your voice and shape your narrative with honesty, clarity, and heart.

From story structure and chapter support to layout and cover design, we guide you through the process of self-publishing—so your story is told exactly as it should be: authentically and artfully.

### 2

#### THE GUIDED PAGE

##### **Your method, your message—transformed into a journal.**

Perfect for therapists, coaches, and facilitators, this category focuses on prompted journals that offer support, insight, and transformation for your clients. We work with you to design a journal that reflects your voice and therapeutic style—complete with prompts, affirmations, and beautiful formatting.

Whether it's a companion to your sessions or a standalone product, we'll help you publish your journal, making it accessible, impactful, and professionally done.

### 3

#### THE STORY SPARK

##### **Imagination matters—especially to the little ones.**

This category is for children's books that enchant, empower, and entertain. Whether you have a whimsical tale, a meaningful message, or a magical character in mind, we help you bring it all to life. From story coaching and page-by-page development to illustration guidance, formatting, and publishing setup—we're with you every step of the way.

Let's turn your idea into a book a child will want to read again and again.

# THE CREATIVE PROCESS

## *Approach*

This thoughtful process ensures every story — whether deeply personal or wildly imaginative — is nurtured with care, creativity, and intention, allowing your vision to unfold with clarity and confidence.

# 1

### CREATIVE DISCOVERY & STORY CLARITY

We begin with meaningful conversations to uncover the heart of your story. Together, we clarify your vision, audience, message, and emotional tone — setting the foundation for a purposeful journey ahead.

# 2

### VISION MAPPING & INSPIRATIONAL PLANNING

Through guided prompts, story mapping, and creative tools, we translate your ideas into a clear, inspired direction — ready to begin shaping into a manuscript or visual concept.

# 3

### MANUSCRIPT DEVELOPMENT & VISUAL IDENTITY

As you craft your story, we walk beside you — offering thoughtful support through editing, illustration direction, and interior layout planning. This is where your words begin to take shape and your story comes to life.

# 4

### REFINEMENT & EDITORIAL COLLABORATION

With care and attention, we support your completed manuscript and/or illustrations by refining your layout, and ensuring your message flows with authenticity, elegance, and clarity.

# 5

### PROFESSIONAL DESIGN & PUBLISHING PREP

We prepare your final files for print and digital platforms — including custom cover design, formatting, and publishing setup — so your book is ready to shine in the world.

# 6

### LAUNCH SUPPORT & LASTING IMPACT

From author bio and promo graphics to celebrating your release, we offer you the tools, encouragement, and visibility you need to confidently share your story and leave a lasting impression.

*The Uncut Gem*

INITIAL REFINEMENTS TO UNLOCK YOUR STORY'S POTENTIAL

Guided Story Discovery Session	\$350
Genre & Audience Alignment	\$250
Character & World-Building Exploration	\$300
Story Structure Workshop	\$350
Accountability Planning	\$250

---

**\$1,500***The Facet Design*

SHAPING AND POLISHING YOUR STORY'S IDENTITY

Chapter-by-Chapter Feedback	\$1,000
One-on-One Writing Support	\$900
Visual Direction & Custom Illustration	\$800
Typography & Layout Design	\$500
Self-Publishing Strategy Session	\$300

---

**\$3,500***The Ruby Glow*

BESPOKE CREATIONS TO LEAVE A LASTING IMPRESSION

Professional Cover & Interior Book Design	\$1,200
ISBN, Barcode & Copyright Guidance	\$500
Publishing Platform Setup	\$800
Custom Launch Toolkit	\$1,000
Author Feature & Book Launch Celebration Support	\$1,500

---

**\$5,000**

*\*All prices reflect starting rates and may be adjusted based on the complexity, length, or creative scope of each project. Every story is unique, and final pricing is thoughtfully tailored to ensure a personalized and supportive experience from start to finish.*

At Refined Ruby Studio, we believe in the transformative power of creativity and the importance of honoring every story with care, integrity, and excellence. These guiding principles reflect our unwavering commitment to delivering high-quality, soul-aligned work while providing an uplifting, respectful, and empowering client experience.

1. **Creative Integrity & Professional Conduct:** We uphold the highest standards of professionalism, kindness, and ethical practice. Every interaction is rooted in respect, trust, and honesty — ensuring that our collaborations feel both creatively fulfilling and personally supportive.
2. **Studio Hours & Balance:** Our hours are 9:00 AM to 5:00 PM (Monday to Friday, PST). We value work-life harmony — for our clients and ourselves — and respond to all inquiries with clarity and care during these times.
3. **Intentional Communication & Collaboration:** Great stories begin with deep listening. We maintain open, clear, and timely communication throughout your project journey — ensuring your voice is heard, your vision is honored, and your creative goals are always prioritized.
4. **Structured Process & Timeline Transparency:** We follow a thoughtful, phase-based creative process to ensure clarity, efficiency, and progress. You'll receive a personalized project timeline and regular updates so you always feel informed and supported.
5. **Excellence & Craftsmanship:** Every detail matters. From concept to final delivery, we uphold a standard of excellence in storytelling, design, and production — ensuring your final creation is refined, radiant, and ready to shine.
6. **Confidentiality & Creative Rights:** Your story is sacred. All materials, designs, and personal information are treated with absolute confidentiality. Ownership and usage rights are clearly outlined in your project agreement to protect your creative journey.
7. **Pricing & Payment:** Project pricing reflects the scope, complexity, and care required. A deposit is required to begin, with the balance due upon final delivery. Flexible, customized pricing is available for multi-phase or premium projects.
8. **Revision Process & Feedback Flow:** We value your input and build space for collaborative feedback. Each project includes a set number of revision rounds. Additional edits beyond this scope may be subject to an added fee, always discussed in advance.
9. **Creative Growth & Innovation:** We are lifelong learners and passionate creatives. Refined Ruby Studio stays attuned to storytelling trends, publishing tools, and artistic techniques that help elevate your voice and bring fresh ideas to life.
10. **Inclusive & Purposeful Design:** We are committed to inclusive, ethical, and empowering creative practices. Our work reflects a diverse world and honors the unique identities, voices, and lived experiences of the women we serve.

These commitments are more than policies — they're promises.



# The Uncut Gem

---

INITIAL REFINEMENTS TO UNLOCK  
YOUR STORY'S POTENTIAL

# THE UNCUT GEM

Every story starts as a raw gem — full of beauty, depth, and untapped power. This phase is where we explore your creative spark, define your message, and lay the foundation for a meaningful book that reflects your voice and purpose.

## *Client Example*

A first-time children's book author has a powerful story inspired by her own childhood but feels unsure where to begin. She needs help clarifying her vision, outlining her ideas, and building the confidence to turn her memories into a meaningful manuscript.

## INCLUDES

- Guided Story Discovery Session
- Genre & Audience Alignment
- Character & World-Building Exploration
- Story Structure Workshop
- Accountability Planning

## **Guided Story Discovery Session**

This is where it all begins — a reflective, one-on-one session designed to help you uncover the story within. Whether you have a flicker of an idea or a journal full of notes, we'll work together to explore the "why" behind your story, the message you want to share, and what makes your voice unique. This session brings clarity, confidence, and emotional alignment to the storytelling journey ahead.

## **Genre & Audience Alignment**

Choosing the right genre and understanding your audience is key to shaping a powerful, resonant story. In this session, we'll explore what type of story you're telling (children's book, memoir, guided journal, etc.) and define who it's for. You'll walk away with a clear picture of your ideal reader — their age, interests, needs, and how your story meets them exactly where they are.

## **Character & World-Building Exploration**

Characters and settings are the soul of any memorable story. Through prompts, visual tools, and guided discussion, we'll help you bring your characters to life and develop the world they inhabit — whether it's rooted in real-life experiences or entirely imagined. This session supports both emotional depth and storytelling consistency.

## **Story Structure Workshop**

Stories need shape to flow. In this hands-on workshop, we'll map out your beginning, middle, and end — focusing on the key turning points, pacing, and emotional beats that keep readers engaged. Whether you're writing fiction or nonfiction, you'll leave with a flexible story outline that brings direction without stifling creativity.

## **Accountability Planning**

Creative momentum thrives on gentle structure. In this session, we'll design a custom writing plan that fits your lifestyle and goals — complete with weekly milestones, creative rituals, and check-in strategies. This is perfect for women juggling full schedules who want to stay inspired and consistent without feeling overwhelmed.

# The Facet Design

---

SHAPING AND POLISHING  
YOUR STORY'S IDENTITY

# THE FACET DESIGN

This is where your story takes shape — refined with intention, style, and heart. Through thoughtful editing, visual planning, and creative support, we help you craft a compelling manuscript and cohesive design that reflects your authentic voice.

## *Client Example*

A working mom has a complete draft of her children's book but feels it needs polishing. She turns to Refined Ruby Studio for chapter feedback, writing support, and illustration guidance — transforming her rough manuscript into a refined, heartfelt story.

## INCLUDES

- Chapter-by-Chapter Feedback
- One-on-One Writing Support
- Visual Direction & Custom Illustration
- Typography & Layout Design
- Self-Publishing Strategy Session

### **Chapter-by-Chapter Feedback**

Receive thoughtful, in-depth feedback for each chapter of your manuscript — not just surface-level edits. We help you refine narrative flow, deepen emotional connection, and ensure consistency in character, voice, and pacing. Each round of feedback is designed to preserve your authentic tone while enhancing readability and structure. This collaborative process builds confidence and clarity as you move from rough draft to refined manuscript.

### **One-on-One Writing Support**

Whether you're stuck on a sentence or wrestling with imposter syndrome, these personalized coaching sessions offer emotional and technical support to move your story forward. We provide brainstorming help, gentle accountability, and expert guidance to keep you aligned with your creative voice and writing goals. You'll never feel like you're doing this alone — we're your writing partner every step of the way.

### **Visual Direction & Custom Illustration**

For children's books, memoirs with visual elements, or any story needing artwork, we provide expert art direction and illustration coordination. We help you define the visual style, guide character development, and ensure that the artwork enhances (rather than overwhelms) your message. You'll be involved in every step — from sketch review to final color palettes — so the visuals reflect your heart and story perfectly.

## **Typography & Layout Design**

The layout of your book influences how it feels in the reader's hands. We thoughtfully design your interior pages using professional typography, balanced margins, intuitive structure, and visual hierarchy. Whether your book includes simple text or integrated images, we make sure the layout enhances readability while reflecting the emotional tone and aesthetic of your story.

## **Self-Publishing Strategy Session**

Feeling overwhelmed by the publishing options? In this tailored session, we walk you through the ins and outs of self-publishing — including platform options (like Amazon KDP, IngramSpark, and others), distribution choices, pricing strategies, print-on-demand vs. local printers, and marketing basics. You'll leave with clarity and a step-by-step plan that aligns with your timeline, goals, and budget.



# The Ruby Glow

---

BESPOKE CREATIONS TO LEAVE  
A LASTING IMPRESSION

# THE RUBY GLOW

The final polish — where your book is transformed into a radiant, professional work ready for the world. This phase includes everything needed for publication, launch, and lasting impact, so you can confidently share your story.

## *Client Example*

An aspiring author is ready to publish but feels overwhelmed by the final steps. Refined Ruby Studio designs her cover, sets up her publishing platform, and equips her with launch tools — helping her bring her book into the world with confidence.

## INCLUDES

- Professional Cover & Interior Book Design (Print + Digital)
- ISBN, Barcode & Copyright Guidance
- Publishing Platform Setup
- Custom Launch Toolkit
- Author Feature & Book Launch Celebration Support

## **Professional Cover & Interior Book Design**

First impressions matter. We design a captivating, genre-appropriate cover that reflects your story's essence and speaks to your audience. From the typography to color palette and imagery, every element is carefully chosen to elevate your book's shelf appeal. We also finalize your interior design, optimizing it for both print and digital formats so your book feels beautiful and professional on every platform.

## **ISBN, Barcode & Copyright Guidance**

Publishing your work involves more than creative decisions — it also requires protecting your rights. We demystify the process by guiding you through how to obtain your ISBN, generate barcodes, and register your copyright. You'll understand the key publishing terms and ensure your book is properly registered, making it available to libraries, bookstores, and online platforms with confidence.

## **Publishing Platform Setup**

Skip the tech headaches. We handle the complete setup of your publishing platform (Amazon KDP, IngramSpark, etc.) — from formatting uploads and entering your metadata, to optimizing keywords, pricing, and categories. We make sure your book meets platform requirements so it's ready to publish seamlessly and professionally, without the stress.

### **Custom Launch Toolkit**

Your launch deserves to feel as polished and radiant as your book. We create a personalized set of digital assets to help you promote your release with ease and elegance. This may include: Promotional graphics (cover reveal, launch day, reviews); Social media banners and post templates; Professional author bio templates; and/or 3D book mockups for marketing use. All tools are designed to match your visual brand and story tone — giving you everything you need to show up confidently and consistently online.

### **Author Feature & Book Launch Celebration Support**

Your story matters — and deserves to be celebrated. As part of your launch, we'll highlight your book through our studio's platform (socials, email newsletter, or blog), amplifying your voice and sharing your journey. We also offer virtual support for launch planning — helping you feel supported, seen, and celebrated during this milestone moment. Whether it's your first book or your fifth, this is your time to shine.



*Contact*

[www.refinedruby.com](http://www.refinedruby.com)

[hello@refinedruby.com](mailto:hello@refinedruby.com)