

MODERN / HEIRLOOM / BOOKS  
*by Dawn Koode*

**WORKING TOGETHER:**  
Step-by-Step Guide to  
Creating Your Heirloom Book



# The Gift of Sistenning

A Note from our Founder

The best way to get to know someone is to talk with them. In person. With an open heart, and a curious mind.

That is how I gather your stories: through a series of one-on-one interviews in which we delve into the particulars of your life.



My intention is that you are always comfortable, and that you feel welcomed and heard. I create space for you to share, and I listen. I prompt and steer the conversation according to my years of experience as both a seasoned journalist and as a compassionate soul, so that you delve deeper than you thought possible, so that you remember not only the details that bring your stories to life, but also the wisdom and the emotions that give your experiences meaning.

Getting to know you through these interview sessions is a privilege I do not take lightly. It has been the culmination of my dreams post-media career: to use all that I honed as a magazine editor, and all that I have learned as an ever-evolving citizen of the world, to guide you in your journey of remembrance.

I am honored to create your legacy in an heirloom book. And I can't wait to hear your stories!

*Dawn*

# *The Process*

**1**  
Consultation

Because every client is unique, a free phone or FaceTime consultation is always the first step. This is typically 20 to 30 minutes.

**2**  
Project plan

You can learn more here about the various options for a book's point of view. No matter the angle, though, it's important to hone in on just what you want your book to achieve. Through a series of questions, we help you determine the overarching story you want to tell, as well as the book's tone and prospective audience. We discuss budget, book options (including quantity), and time frame. Then, we make a plan.

We tell *the stories you want to preserve*, through words and pictures, in a **luxurious coffee table book**.

logistics

3

### Gathering photos



We identify the best strategy for gathering photos from computer drives, mobile devices, and basement boxes, then embark upon the process of sorting and selecting images for your book.

After scanning your hard copy photos and artwork, we digitally optimize all images for the highest-quality print. Color correction, scratch removal, and artistic cropping enhance your everyday pictures in ways you won't believe!

At every stage your prized photos will be fully protected, and your privacy is our utmost concern.

4

### Gathering memories

We set up and conduct interviews to fully capture your family stories. These conversations are an important (and often gratifying) part of your journey, and we do our best to make interview subjects feel comfortable—and heard.

Audio recordings are made and subsequently transcribed for our editors.

# Where do your stories live?

story collection

5

Shaping  
your story

A book's success lies in the details: identifying the most meaningful story to convey, choosing the most impactful images to include—and, often more challenging, deciding which pictures and narratives to leave out. We draw on years of editing experience to establish your story angle, curate your images, and edit your words.

At this stage we will also identify any supporting materials you may wish to include in your book to add color and context: think letters, artwork, recipes, journal entries, family tree charts, genealogical references, even family heirlooms (which can be professionally photographed for inclusion in your book).

6

Book design &  
printing

Here's where it all comes together! Layouts are designed with artistry to insightfully tell your own personal story. We make every detail count to create an heirloom book meant to be displayed—and shared for years.

7

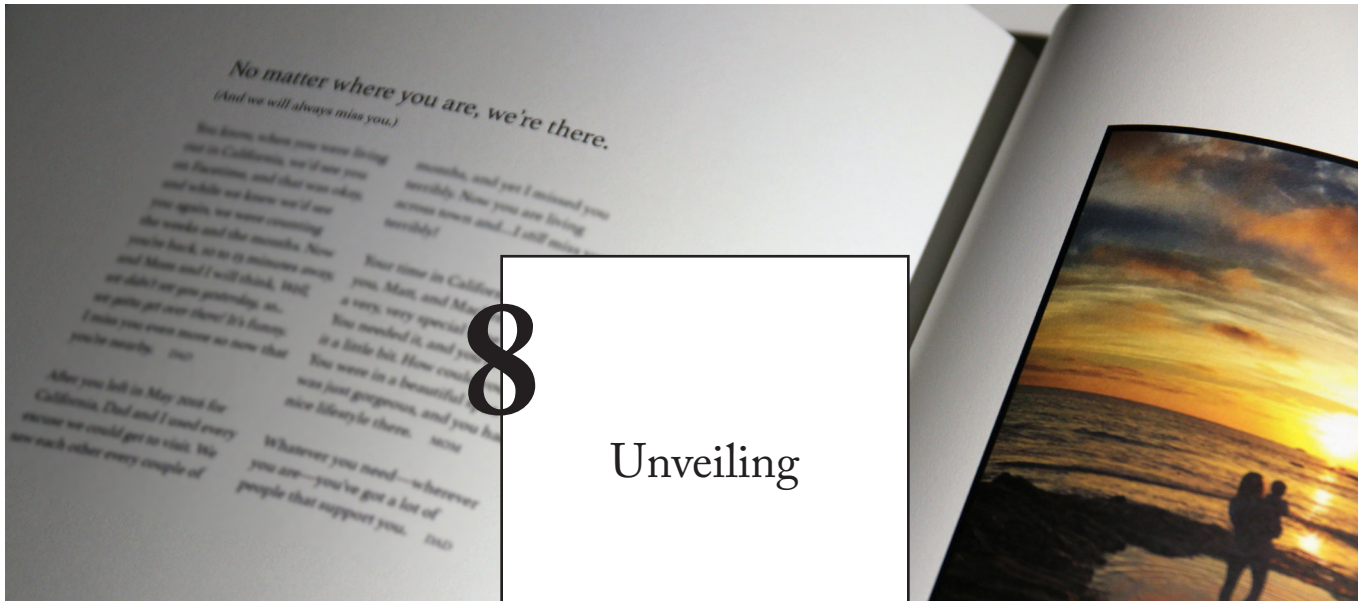
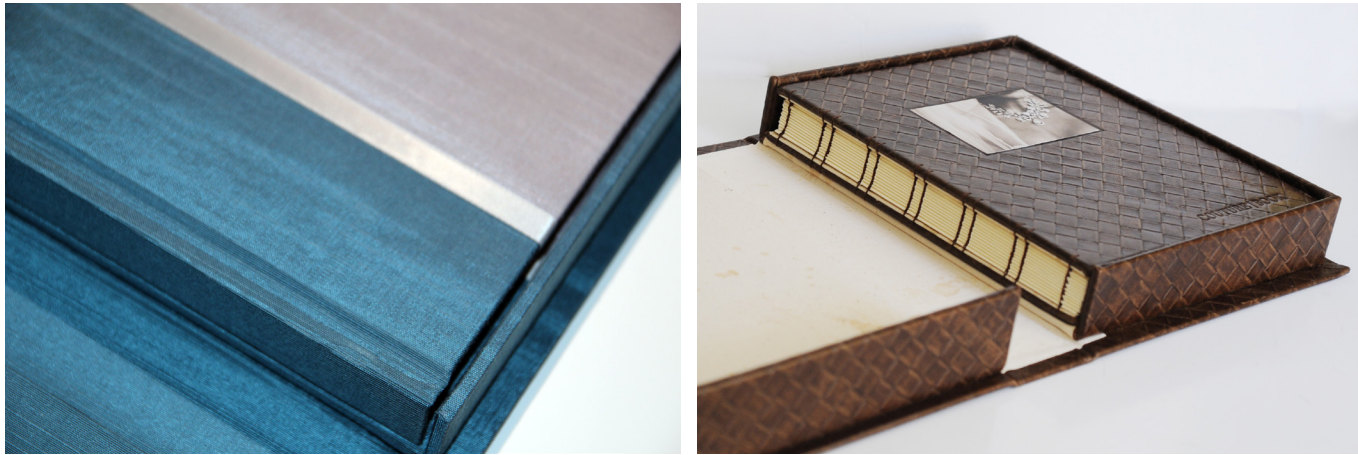
Review  
process

At various stages throughout the book-making process, we solicit your feedback and guidance. At this point, you will receive a formal first draft of your book for comments and review. We will include a specific list of questions and points to consider, then incorporate your responses and provide one book revision. Further rounds of review and revision can be discussed on a per project basis.

Sharing  
memories  
& talking  
about your  
life is a most  
personal—  
and  
worthwhile—  
undertaking.

curation, editing & design

proof



Your custom heirloom book is delivered to you in a beautiful keepsake box. If you choose, you will also receive a digital edition of your book. Get ready to be *wowed...*

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Our expert team of interviewers, editors, and designers will transform your memories into a beautiful heirloom that will be visited often & cherished for generations.

**Set up a free consultation** to learn how we can work together.

Call Modern Heirloom Books founder Dawn at **917.922.7415**

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