



How to Work with an Author's Assistant to Write Your Book

► **In the past, the work of the author was writing a great book and getting a good publishing contract. That job has expanded to include marketing and selling the book and publishing the book, in some cases. If you have never written a book before, writing a book is different than writing an article or a paper. For instance, the author's assistant knows all the parts of the book and their order.**

See the chart on the reverse to more fully understand the work of the author today.

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Writing/Publishing Decision-Maker Idea to Manuscript Book Planner

Are you planning to publish with an established commercial publisher or self publish?

If you have decided to publish with an established commercial publisher, have you considered writing a book proposal?

Do you feel clear about whom the audience for the book will be?

Do you need to get permission to use the material of others (case studies, testimonials, interviews, statistics)?

Have you considered having your peers or some of your target readers review your manuscript before you get ready to publish?

How may I assist you?

- Help in understanding the process and planning the budget/timetable
- Help in coordinating and overseeing the process
- Help in finding other professional resources (transcriptionist, editor, book coach)
- Organization of source material
- Researching information on the target reader
- Fact checking information for the book
- Getting necessary permissions to use the work of others
- Coordinating a review of the book by peers and target audience members
- Researching potential publishers
- Doing the research for a competitive analysis
- Preparing/formatting the manuscript to send with a book proposal or to meet publishing contract specifications

The Work of the Author

Write Your Nonfiction Book	Publish Your Book		Market Your Book
<ul style="list-style-type: none"> <input type="checkbox"/> Select Topic <input type="checkbox"/> Prepare work area/files/notebook <input type="checkbox"/> Organize past Intellectual Property <input type="checkbox"/> Consider Idea Feasibility/Marketability <input type="checkbox"/> Audience Analysis/Positioning <input type="checkbox"/> Create Working Book Title/Subtitle <input type="checkbox"/> Determine book Type/Genre/Style/Length <input type="checkbox"/> Estimate Timeline/Create Accountability <input type="checkbox"/> Consider working alone or with partner/ghostwriter <input type="checkbox"/> Draft Outline - Organize Your Thoughts <input type="checkbox"/> Determine Research or Interviews Needed <input type="checkbox"/> Writing and more writing <input type="checkbox"/> Self-edit/Rewrite <input type="checkbox"/> Chapter Titles/Headings/Subheadings <input type="checkbox"/> Media-Friendly Content <input type="checkbox"/> Exercises/Checklists First sentences/paragraphs <input type="checkbox"/> Introduction/Preface/Acknowledgments/Dedication <input type="checkbox"/> Resources/Appendices <input type="checkbox"/> Get Needed Permissions <input type="checkbox"/> Do Peer/Audience Review <input type="checkbox"/> Editing <input type="checkbox"/> Indexing <input type="checkbox"/> Proofreading 	<ul style="list-style-type: none"> <input type="checkbox"/> Define Success for you <input type="checkbox"/> Research Publishing Options/make choice 		<ul style="list-style-type: none"> <input type="checkbox"/> Marketing Strategy/Activities selected <input type="checkbox"/> Market Determination/Distribution <input type="checkbox"/> Author Web Site <input type="checkbox"/> Prepare Media Kit <input type="checkbox"/> Prepare Amazon page
	<h3>Established Commercial Publishing Plan</h3>	<h3>Self (Independent) Publishing Plan</h3>	
	<ul style="list-style-type: none"> <input type="checkbox"/> Preferred Publishers List <input type="checkbox"/> Book Proposal <ul style="list-style-type: none"> <input type="checkbox"/> Competitive Analysis <input type="checkbox"/> Author Platform <input type="checkbox"/> Connections to meet publishers <input type="checkbox"/> Negotiate best contract 	<ul style="list-style-type: none"> <input type="checkbox"/> Determine Size/Format <input type="checkbox"/> Create Budget <input type="checkbox"/> Select Team Members <ul style="list-style-type: none"> <input type="checkbox"/> Editor <input type="checkbox"/> Proofreader <input type="checkbox"/> Cover Designer <input type="checkbox"/> Interior Designer <input type="checkbox"/> Indexer <input type="checkbox"/> Printer/Distributor <input type="checkbox"/> Publicist <input type="checkbox"/> Web Designer <input type="checkbox"/> Attorney <input type="checkbox"/> Select Interior Designer <input type="checkbox"/> Research Printers <input type="checkbox"/> Select Cover Designer <input type="checkbox"/> Finalize Title and Subtitle <input type="checkbox"/> Cover Design comps/selection <input type="checkbox"/> Target Testimonials <input type="checkbox"/> Write author bio/sales copy for back cover <input type="checkbox"/> Choose Page Design <input type="checkbox"/> Determine Initial Print Quantity <input type="checkbox"/> Author Photo <input type="checkbox"/> Write Author Bios <input type="checkbox"/> Select Category <input type="checkbox"/> Set Pricing <input type="checkbox"/> Obtain Standard Book Numbers and Listings (ISBN, etc.) <input type="checkbox"/> Graphic Elements Selected/Completed <input type="checkbox"/> Interior Created <input type="checkbox"/> Index Created <input type="checkbox"/> Final Proof before Press <input type="checkbox"/> Prepare Review Copies <input type="checkbox"/> Select Publication Date <input type="checkbox"/> Register Copyright 	<ul style="list-style-type: none"> <input type="checkbox"/> Send Review Copies <input type="checkbox"/> Prepare Collateral Materials <input type="checkbox"/> Launch Events at Publication Date <input type="checkbox"/> Virtual Book Tour <input type="checkbox"/> Email Campaigns <input type="checkbox"/> Social Networking <input type="checkbox"/> Launch Public Relations Plan <input type="checkbox"/> Plan Speaking Engagements <input type="checkbox"/> Write Articles <input type="checkbox"/> Exhibit at Trade Events <input type="checkbox"/> Pursue Broadcast Media <input type="checkbox"/> Pursue Print Media <input type="checkbox"/> Internet and Affiliate Sales <input type="checkbox"/> Pursue Catalog Sales <input type="checkbox"/> Pursue Special Sales <input type="checkbox"/> Subsidiary Rights <input type="checkbox"/> Apply for Book Awards <input type="checkbox"/> Sales Tracking/Best Sellers
 <p><i>Everything for the author and publisher</i></p> <p>Books, software, CDs, DVDs, training and gifts for the novice as well as the professional.</p>			