



# *What a* **Virtual Author's Assistant Can Do For You**

- ▶ **Author's assistants have been around for well over 100 years. Successful authors have always relied on assistants to handle all the administrative and professional duties that the author just doesn't have time for. Now it is possible for most authors to have part-time assistance by partnering with a Virtual Author's Assistant.**

Here are four reasons authors find author's assistants invaluable:

## **1. There is just too much work for one person.**

So many new or aspiring authors have day jobs and they don't have the time to do all the tasks of the author.

## **2. An author's assistant has special expertise.**

Look for someone with training and experience in doing what you need to have done. Trained author's assistants understand the industry, the technology and have already established resources and connections.

## **3. The cost is greater when you do it yourself.**

There is a high learning curve for anyone who has never made the publishing journey. Whether the author is paid \$70 an hour or \$270 an hour as a coach, therapist, attorney or entrepreneur, the author's assistant is a tremendous value at a much lower per-hour cost. With an author's assistant the author has the freedom to concentrate on those things only the author can do, especially writing the best book he or she can.

## **4. There is synergy in a collaborative effort.**

An author's assistant is there to help you take each step so precious little time goes by between your writing and preparation for publishing and marketing. If you set the timetable and the budget, the author's assistant will be there to give you the confidence you are heading in the right directions.

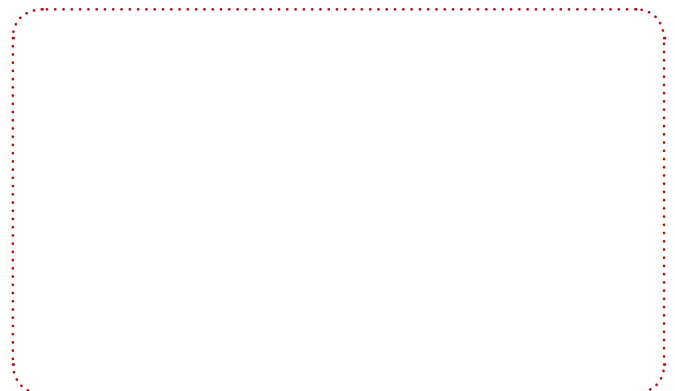
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## **How Do I Know My Author's Assistant Is Qualified?**

Your assurance of finding a top-notch professional who knows the publishing business is as simple as looking for the insignia you see at the top left of this page. When you see this insignia on a business card, web site or flyer you know you are talking to a highly-trained pro who has attended the only training program for author's assistants and has passed a rigorous examination.

We suggest that you ask these questions of any author's assistant candidates you are considering to help you determine if a particular author's assistant is right for you:

- Do you have special training to work with authors?
- Can you handle my kind of book?
- Do you like working with deadlines?
- Have you worked with other authors?
- Will you give me progress reports?
- Can you help me with resources and referrals to professionals?



▲  
This Virtual Author's Assistant is ready to work with you!



# *What a* **Virtual Author's Assistant Can Do For You**

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- **An author's assistant can help an author with any part of the book process - writing, publishing or marketing. Where do you need professional assistance?**

## **Idea to Manuscript**

- Help in understanding the process and planning the budget/timetable
- Help in coordinating and overseeing the process
- Help in finding other professional resources (transcriptionist, ghostwriter, editor, book coach)
- Organizing 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 researching for a competitive analysis
- Preparing/formatting the manuscript to send with a book proposal or meet publishing contract specifications

## **Manuscript to Printed Book**

- Help in understanding the process and planning the budget/timetable
- Help in coordinating and overseeing the process
- Help in finding other professional resources (book cover designer, typesetter, editor, indexer, proofreader, copywriter)
- Help in setting up a publishing business (DBA/Publishing company name, domain name, logo, business license, resale number)
- Help in coordinating the book cover (author photo, author bio, category, pricing, bar code)
- Getting the ISBN (International Standard Book Number)
- Getting the library cataloging information
- Helping with printing/distribution
- Getting the copyright registration

## **Book Marketing**

- Help in understanding the process and planning the budget/timetable
- Help in coordinating and overseeing the process
- Help in finding other professional resources (publicist, photographer, web designer, copywriter)

### **BASICS**

- Coordinating the author web site or web pages
- Preparing a Media Kit
- Preparing collateral materials (bookmarks, event posters, postcards, other)
- Getting the book listed and adding content to the Amazon page

### **TRADITIONAL PR**

- Coordinating the press release distribution
- Getting out copies to get the book reviewed
- Submitting articles to article data banks
- Entering the book in awards competitions

### **INTERNET MARKETING**

- Coordinating development of a blog, podcast or Internet radio show
- Setting up social networking sites
- Creating a newsletter or special report
- Coordinating an Amazon best seller or other email campaign
- Coordinating a book launch party
- Coordinating a virtual book tour
- Coordinating speaking engagements for back-of-the-room sales
- Coordinating any book fair or other exhibiting opportunities