

## **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	How may I assist you?	
commercial publisher or self publish?	☐ Help in understanding the process and planning the budget/timetable	
If you have decided to publish with an established commercial publisher, have you considered writing a book proposal?	☐ Help in coordinating and overseeing the process	
	☐ Help in finding other professional resources (transcriptionist, editor, book coach)	
	☐ Organization of source material	
Do you feel clear about whom the audience for the book will be?	☐ Researching information on the target reader	
	☐ Fact checking information for the book	
	$\square$ Getting necessary permissions to use the work of others	
Do you need to get permission to use the material of others (case studies, testimonials, interviews, statistics)?	☐ Coordinating a review of the book by peers and target audience members	
	☐ Researching potential publishers	
Have you considered having your peers or some of	☐ Doing the research for a competitive analysis	
your target readers review your manuscript before you get ready to publish?	☐ 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** ☐ Select Topic ☐ Define Success for you ■ Marketing Strategy/ Activities selected ☐ Research Publishing Options/make choice □ Prepare work area/files/ ☐ Market Determination/ notebook Distribution **Established Commercial** Self (Independent) ☐ Organize past Intellectual ■ Author Web Site **Publishing Plan Publishing Plan Property** ☐ Prepare Media Kit □ Consider Idea Feasibility/ □ Preferred Publishers ■ Determine Size/Format ☐ Prepare Amazon page Marketability List ☐ Create Budget ■ Audience Analysis/ ☐ Book Proposal □ Select Team Members ■ Send Review Copies **Positioning** □ Competitive Analysis □ Editor ☐ Prepare Collateral Materials ☐ Create Working Book Title/ ■ Author Platform □ Proofreader Subtitle □ Launch Events at ☐ Connections to meet Cover Designer ☐ Determine book Type/Genre/ **Publication Date** publishers Style/Length □ Interior Designer ☐ Virtual Book Tour ■ Negotiate best □ Indexer ☐ Estimate Timeline/Create ■ Email Campaigns contract **Accountability** ☐ Printer/Distributor ■ Social Networking ☐ Consider working alone or □ Publicist with partner/ghostwriter ■ Web Designer ☐ Launch Public ☐ Draft Outline - Organize □ Attorney Relations Plan **Your Thoughts** □ Select Interior Designer ☐ Plan Speaking ■ Determine Research or Engagements □ Research Printers Interviews Needed ■ Write Articles ☐ Select Cover Designer ☐ Writing and more writing ☐ Finalize Title and ☐ Self-edit/Rewrite ■ Exhibit at Trade Events Subtitle □ Pursue Broadcast Media ☐ Chapter Titles/Headings/ ☐ Cover Design comps/ **Subheadings** ☐ Pursue Print Media selection ☐ Media-Friendly Content □ Target Testimonials ■ Internet and Affiliate Sales ☐ Exercises/Checklists First ■ Write author bio/sales □ Pursue Catalog Sales sentences/paragraphs copy for back cover □ Pursue Special Sales □ Introduction/Preface/ ☐ Choose Page Design Acknowledgments/ ■ Subsidiary Rights ☐ Determine Initial Print Dedication Quantity ☐ Resources/Appendices ☐ Apply for Book Awards Author Photo ☐ Sales Tracking/Best Sellers ☐ Get Needed Permissions ■ Write Author Bios □ Do Peer/Audience Review □ Select Category □ Editing ☐ Set Pricing □ Indexing ■ Obtain Standard Book **Numbers and Listings** □ Proofreading (ISBN, etc.) ☐ Graphic Elements Selected/Completed □ Interior Created □ Index Created PUBLISHING STORE ☐ Final Proof before Press Everything for the author and publisher □ Prepare Review Copies Books, software, CDs, DVDs, training and gifts for the ☐ Select Publication Date novice as well as the professional. □ Register Copyright