



# 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?

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

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