



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.

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 other industry professionals?

What Services Can An Author's Assistant Provide?

Author's assistants provide an amazingly wide variety of service in the writing, publishing and marketing of books. We hope you will use the checklist on the back to start a discussion about your specific needs, desires and goals for the success of your book.

You may also be interested to know that many author's assistants provide general virtual assistant and business management services as well. Just ask!



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

Manuscript Creation Services

- Inventory and organize the author's source documents
- Research the target reader
- Fact check information in the book
- Get permission to use the work of others, including quotes and interviews
- Coordinate professional peer and target reader reviews
- Research potential publishers and submit a book proposal
- Do a competitive analysis for the book proposal
- Prepare the manuscript to submit to the publisher

Book and eBook Publishing Services

- Coordinate the self publishing process
- Coordinate testimonial requests
- Organize the information for the book cover
- Get the International Standard Book Numbers
- Get a bar code for the printed book
- Prepare the information to create the book interior
- Get the Library Cataloging information for a book
- Prepare an eBook
- Work with Lightning Source
- Work with publishers
- Review the printer's proof
- Get retail distribution and sell to bookstores
- Get the copyright registered

Book Marketing Services

- Coordinate book marketing activities (including the marketing plan and publication date)
- Get industry book reviews
- Help the author prepare a media list
- Coordinate development of the author web site (includes social networking, blogging)
- Coordinate the author's media kit and article submissions
- Help maximize the book's Amazon web page
- Coordinate an author video
- Create a virtual book tour
- Organize a live book event (speaking engagements, book launch party)
- Launch an Amazon best seller campaign
- Enter book awards competitions
- Assist with sponsors and high volume sales

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