



Table of Contents

Virtual Author's Assistants Training Program

I. Manuscript Creation Services

- 1-1 Inventory And Organize The Author's Source Documents
- 1-2 Research The Target Reader
- 1-3 Fact Check Information In A Book
- 1-4 Get Permission To Use The Work Of Others, Including Quotes And Interviews
- 1-5 Coordinate Professional Peer/Target Audience Reviews
- 1-6 Research Potential Publishers And Submit A Book Proposal
- 1-7 Do A Competitive Analysis For A Book Proposal
- 1-8 Prepare The Manuscript To Submit To The Publisher

II. Publishing Services

- 2-1 Coordinate The Self Publishing Process
- 2-2 Coordinate Testimonial Requests
- 2-3 Organize Information For The Book Cover
- 2-4 Get The ISBN For A Book
- 2-5 Get A Bar Code For A Book
- 2-6 Prepare The Information For The Interior Of The Book
- 2-7 Get The Library Cataloging Information For A Book
- 2-8 Prepare An eBook
- 2-9 Get A Book Printed
- 2-10 Work With Ingram Spark
- 2-11 Work With A POD Publisher
- 2-12 Review The Printer's Proof
- 2-13 Get Retail Distribution And Sell To Bookstores
- 2-14 Get The Copyright Registered

III. Book Marketing Services

- 3-1 Coordinate Book Marketing Activities
- 3-2 Get Industry Book Reviews
- 3-3 Coordinate Development Of The Author Web Site
- 3-4 Coordinate The Author's Media Presence
- 3-5 Get Listed And Maximize The Book's Amazon Page
- 3-6 Create A Virtual Book Tour
- 3-7 Organize A Live Book Event
- 3-8 Launch An Amazon Best Seller Campaign
- 3-9 Enter Book Awards Competitions

IV. Marketing Services to Authors

- 4-1 Attract Authors With Your Web Presence
- 4-2 Identify Authors As Business Prospects
- 4-3 Get Referrals With Personal Networking
- 4-4 Create Clients From Prospects
- 4-5 Create Great Client Relationships
- 4-6 Become A Resource Through Speaking And Writing
- 4-7 Create Media Opportunities