



Virtual Author's Assistants – Estimate of Hours Per Author Service

The number of hours it takes to do any service depends on a lot of things, including the size of the book, the expectations of the author, etc. When you give the author an estimate for services, break each service into all the parts (gathering information, communication with or reporting to the author, spreadsheet or other set up, coordination with other professionals and time to do the actual service) and then consider how much time it may take to do each piece. Make sure you are

clear with the author that this is an estimate and may be more or less. Keep the author informed the minute you know that you are getting close to the hours estimated and that the project may go over the hours expected, if that happens. To get a pricing estimate, multiply the number of hours times your hourly rate.

Author Service	Hours	Notes
#1 Inventory & Organize the Author's Source Documents	1-15	
#2 Research the Target Reader	1-5	
#3 Fact Check Information in a Book	1-10	.5 hours per fact on average
#4 Get Permission to Use the Work of Others, Including Quotes	2-40	1.5 hours per permission on average
#5 Coordinate Professional Peer and Target Reader Reviews	2-10	1.5 hours per review
#6 Research Potential Publishers	2-6	.5 hours per publisher
#7 Do a Competitive Analysis	2-8	1 hour per book
#8 Prepare a Manuscript to Submit to the Publisher	8-15	Depends on number of pages, number of graphics, etc.
#9 Coordinate the Self-Publishing Process	10-80	
#10 Coordinate Testimonial Requests	2-10	1 hour per testimonial
#11 Get an ISBN for a Book	.5	

Virtual Author's Assistant Training Program

#12 Get the Library Cataloging Information for a Book	.5	
#13 Get a Bar Code for the Book	.5	
#14 Create an Account with LightningSource (printer)	1	
#15 Review the Proof Copy of a Book	1-3	
#16 Get the Copyright Registered	.5 - 1	
#17 Coordinate Book Marketing Activities	10 - 80+	
#18 Coordinate the Author Web Site and Media Kit	3-10	3-10 hours on media kit/1-3 hours/month on web site
#19 Send Out Copies for Early Book Reviews	1-8	
#20 Get Listed and Maximize the Book's Amazon Web Page	1-16	
#21 Create a Virtual Book Tour	10-80	
#22 Organize a Live Book Event	1-8	
#23 Launch an Amazon Best Seller Campaign	20-100	
#24 Enter Book Awards Competitions	1-10	1 hour per award entry