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#### FOR IMMEDIATE RELEASE

Cheryl Callighan, owner of The Author's Assistants has successfully completed Tame the Publishing Process, a three-week intensive training course tailored for experienced virtual assistants wanting to become author's assistants. The course covers the practical skills, knowledge, and resources needed to assist and guide authors in all stages of the publishing journey.

Callighan is among the first class of graduates to complete the course and pass the rigorous final exam, earning her a spot in an exclusive on-line directory of author's assistants, and the permission to use an insignia designating completion of this training in her own promotional material. Tame the Publishing Process is offered by AuthorSmart.com.

Topics covered during the training included:

- Understanding the publishing process - all the steps, time, budget
- Your roles as a VA in overseeing the publishing process
- Managing a virtual team, working with other professionals, contracts
- Keeping a project on target
- Permissions - when you need them and how to get them
- Assisting with the book proposal
- Doing competitive research
- Doing audience research
- Self-publishing, step by step: including
- Getting an ISBN, bar codes, filing the copyright
- Pricing/Handling volume purchasers
- Selecting a printer
- Getting on Amazon.com
- Other products - ebooks, CDs,
- Marketing funnel/platform
- Distribution and shipping
- Executing a marketing plan and schedule marketing events
- Must have's: web site, media kit, sales sheet
- Creating Amazon.com and other email campaigns
- Creating and expanding media and prospect lists
- Making follow-up calls
- Coordinating back of the room sales
- Coordinating book launch events around publication date
- Ecommerce (merchant accounts, shopping carts, etc.)
- Tracking publicity

## Biography -

Cheryl Callighan is a Master Virtual Assistant and professional Author's Assistant ([www.TheAuthorsAssistants.com](http://www.TheAuthorsAssistants.com)). She has successfully operated her Virtual Assistant business, eOffice-Virtual Assistants, for 19 years. She developed the first multi-VA business model and serves a national client base providing a wide range of virtual professional services.