



Supporting authors from manuscript to publication to promotion.

**How May We Assist You?**  
(Please check all that apply!)

- Inventory and organize source documents
- Research target reader
- Fact check information in manuscript
- Obtain permissions to use quotes case studies and interviews
- Coordinate peer and audience reviews
- Research potential publishers
- Do a competitive analysis for the book proposal
- Prepare manuscript for a publisher
- Manage your publishing team:
  - Writing coach
  - Transcriptionist
  - Attorney
  - Ghostwriter/Co-Author
  - Editor
  - Proofreader
  - Cover designer
  - Interior designer
  - Printer
  - Distributors/Fulfillment
  - Indexer
  - Copywriter
  - Web designer
  - Publicist
- Coordinate the publishing process
- Get the ISBN/Books in Print listing
- Get the LCCN
- Coordinate the printing and distribution process
- Final review of proof copies
- Register copyright
- Coordinate marketing activities
- Coordinate testimonial requests

[www.TheAuthorsAssistants.com](http://www.TheAuthorsAssistants.com)

[Info@TheAuthorsAssistants.com](mailto:Info@TheAuthorsAssistants.com)

Blog: <http://authorsassistants.wordpress.com/>

303.347.2923 / 1.877.244.6974 ex. 703



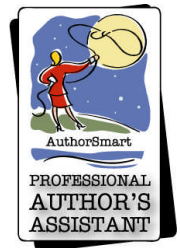
Supporting authors from manuscript to publication to promotion.

- Send advance copies for early review
- Maximize Amazon.com book page
- Track book sales and publicity
- Enter book awards
- Coordinate virtual book launch or tour
- Organize live events
- Coordinate best seller an Amazon campaign
- Make travel arrangements
- Manage eCommerce
- Coordinate email database
- Submit articles
- Coordinate media kit
- Coordinate speaking schedule
- Prepare eNewsletter and eZine
- Update website
- Coordinate development of collateral materials
- Provide customer service

Cheryl Callighan is a Certified Professional Author's Assistant and experienced Master Virtual Assistant of 18 years. Cheryl chose to work with author's of all genres to help them successfully market and promote their books using today's technology. She specializes in using Social Media Marketing tools.

For more information visit [The Author's Assistants](http://www.TheAuthorsAssistants.com) Web site (www.TheAuthorsAssistants.com).

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