The Author's ASSISTANTS

Supporting authors from manuscript to publication to promotion.

Author's Assistant Services List

Publishing

- Manuscript Editing (referral to award winning editors)

- Book Cover Design (referral to award winning cover designers)

- Typesetting (referral to award winning interior book designers)

  - Paperback, Hardcover and eBook

- Copyright Application Filing

- Library of Congress Catalogue Number (LCCN) Application Filing

- Amazon/KDP and IngramSpark

  - Interior and Book Cover File Upload

- Amazon Categories Research

- Keyword Selection Research

- ISBN Assignment and Record Completion

- Book Pricing Research

- Competitive Book Research

- Copyright Permissions (Referral if needed)

- Publishing Consultation

- Metadata Compilation

***Please note** that I will act as the project manager throughout the book production and publishing process. I will be personally responsible for setting deadlines for various tasks and monitoring the other professionals progress to keep your book project on track. There are over 100 steps to publishing a book and I will make certain that no step is missed.*

I work with book industry professionals to ensure your book meets the highest industry standards giving your book the best chance at success possible.

Collateral Book Marketing Materials

- Book One-Sheet

- Short and Long Biography Formatting and Editing

- Book Description Formatting and Editing

- Press Release Creation

- Book Cover Graphics and 3D Book Cover

Author Platform

- Website Design and Hosting Setup

  - Secure Domain Name (URL)

  - 4-5 pages with Branded Color and Graphics

  - Social Media Buttons (Links)

  - Email Service Setup

    - Subscription box for website

  - Website Maintenance, Updates and Troubleshooting

  - Book Landing Page

- Social Media Account Setup

  - Facebook

  - Twitter

  - Goodreads

  - Instagram

  - Author Central Author Page

Social Media Maintenance

- Setup Buffer Account

- Create Posts specific to each Social Media Platform (including graphics)

- Create Content specific to each Social Media Platform

- Create Schedule of Posts per Social Media Platform

- Upload and Schedule Posts

Amazon Author Page

- Upload and Format Bio

- Upload Author Photo

- Update Bookshelf (with all formats of all available versions of each book)

- Add Blog Feed URL

- Add Videos

- Add Events

Goodreads

- Add Author Bio

- Add Author Photo

- Add all books in all formats

Additional Marketing Services

- Create a Detailed Marketing Campaign Outline

- Create a Pre-order Campaign for Amazon

- Enroll Book in Kindle Select (if advisable)

- Add eBook to Smashwords (essential ebook distribution services)

- Setup Amazon Marketing Services Campaign (Sponsored Ad)

- Setup Facebook Ads

  - Content and Graphics Creation

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- Setup Goodreads Giveaways

- Setup Goodreads Advertising

- Research Book Reviewers (specific to book genre)

    o Create Book Review Contact Email

    o Send Book Review Requests

    o Send ARC file as requested

    o Maintain List of Book Reviewer Contact List

    o Research Virtual Book Tour Services

        ▪ Get Pricing for each Tour

        ▪ Provide guidance for virtual book tour selection

        ▪ Provide all materials necessary to virtual book tour for setup and completion of tour

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