

How Can an Author's Assistant Help You?

by Karen Reddick and Kelly Johnson

In *The Self-Publishing Manual* by Dan Poynter, he points out in the first chapter that most people want to pen a book and, in fact, have the ability to do so, but few possess the necessary drive and even fewer are organized enough to make it happen.

As a writer and CIPA member, you probably have already discovered the multitude of details involved in the book publishing process. These begin with the development and creation of chapters for your book, progress to editing, then move on to publishing and marketing. But if your passion's writing, you likely prefer to devote your time to creating your book rather than focusing on the details of getting it published. Collaborating with an author's assistant offers a valuable partnership that will provide you with the opportunity to focus on what you love to do—write—while the author's assistant attends to the details of getting your book through the publishing process.

A Certified Author's Assistant provides support in each step of the book creation process, from writing to publishing to marketing. With advances in technology, the twenty-first century assistant is now virtual. A virtual assistant collaborates with various clients, helping them manage the daily administrative, technical, and creative projects for their business. And we all know that books are big business!

You may not be aware of the section in the CIPA Directory and on the CIPA web site where you'll find a category called "Virtual Author Support." Maybe you've seen this section and wondered, *what in the heck is virtual author support and how would it be a benefit to me?*

Some of the many projects a professional author's assistant can help you with include research; acquiring ISBNs and LCCNs; purchasing domain names; setting up Web site hosting; building or maintaining your Web site; setting up shopping carts, autoresponders, and affiliate programs; creating blogs and e-newsletters; helping with a virtual book tour or speaking engagements; and various other marketing avenues for promoting your book.

Some people believe they can do it all—and some can. But why not free up your time so you can focus on more important details, such as writing your next book or finishing the one you're working on? Enjoy the benefits of working with a collaborative partner who is trained to help authors take their books from writing concept to publishing success.

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