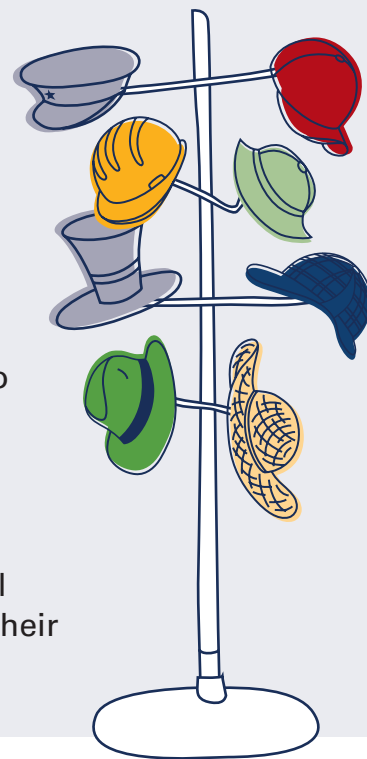


# Juggling Too Many Hats?



Writing a book is a substantial challenge, but today's authors must also wear many other publishing and marketing hats.

If trying to wear them all has you overwhelmed, you are not alone. Fortunately, we have an answer.

Authors worldwide are turning to highly-trained and certified Virtual Author's Assistants (VAAs) to share these publishing hats – and make their dreams of simplifying the authoring process come true.

## Our VAAs are ready to help

To fill this growing industry need, The Virtual Authors Assistant Training Program (VAATP) has been developed by Jan B. King, respected book publisher turned strategist and consultant.

Our trained and certified VAAs:

- ◆ know the right steps in your publishing journey – to save you missteps.
- ◆ are able to do the tasks necessary to get your book published.
- ◆ are experienced in profitable book marketing.

## Wear many hats well

If you want to attract an established commercial publisher, your VAA can:

- ◆ correctly prepare your manuscript for submission.
- ◆ create a winning book proposal.

If you prefer to self-publish, your VAA will:

- ◆ make the process easy by arranging the steps in the right order.
- ◆ be your advocate. POD publishers have vested agendas, including taking control of your valuable intellectual property.

- ◆ routinely cost less than half the price of working with a POD publisher. POD a la carte pricing adds up to thousands, and sometimes tens of thousands of dollars.
- ◆ provide referrals to valuable vetted professional resources like editors and cover designers.

## Have impressive outreach

When it is time to develop and execute a book marketing strategy, your VAA can help:

- ◆ evaluate the kind of marketing you want to do.
- ◆ save the cost of a publicist until you have done everything you can for free!
- ◆ get prestigious book reviews, set up interviews and develop social networking.
- ◆ stay within your book marketing budget (unlike expensive and ineffective POD book marketing packages).

"I learned from my Virtual Author's Assistant how to do my job as an author better. Working with her has been affordable, effective, and fun!" — Jennie Nash, author of 6 books, published by Penguin

[www.AuthorsAssistantTraining.com](http://www.AuthorsAssistantTraining.com)  
531 Main St., #1161, El Segundo, CA





A Personal Note from

*Jan B. King,*

During my nearly 30 years as a publishing executive, author and consultant, our industry has been transformed.

As authors today, we enjoy unprecedented opportunities –but also risk an expensive learning curve. The big question becomes: who can I trust to value my work and help me publish it well?

I am committed to providing authors with the tools and resources you need to succeed. I have personally vetted every resource I recommend and I never take a fee or commission from anyone I refer, like editors or cover designers. Nor do you ever pay a royalty or commission to me (or any resource I recommend).

And you and your VAA will continue to have access to me for advice to enhance your publishing journey.

## The Jan King seal of approval

Each VAA must pass a demanding two-part final exam developed and administered by Jan King:

- ◆ Part 1 – challenging hands-on exercises and real life practice scenarios, i.e., preparing a competitive analysis, fact-checking and obtaining an ISBN.
- ◆ Part 2 – an in-depth 50-question multiple choice exam.

Your VAA will continue to stay on top of industry changes with pertinent articles, downloads and specialty webinars from Jan – at no additional cost. Have you ever heard of a promise like this?

## A secret ingredient

Our VAAs provide exceptional service to their authors because they love what they do. Their passion will become obvious as you read their website comments. While this is not a quality that can be taught – we are happy to say, it can be attracted.



www.AuthorsAssistantTraining.com  
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## Hat sharing made easy

Our VAAs know what to do – and how to get things done – so you can focus on the work only you can do. Consider the luxury of having a VAA you trust to:

- ◆ Know all the steps in the publishing process.
- ◆ Protect your valuable intellectual property and profits.
- ◆ Get permissions to use quotes, interviews and images.
- ◆ Identify the right pricing to maximize your profits.



- ◆ Identify the best publishers for your manuscript – and flag those to avoid.
- ◆ Submit a winning book proposal.
- ◆ Turn your manuscript or printed book into an ebook.



- ◆ Identify the most effective marketing efforts.
- ◆ Get your book reviewed by prestigious review services whose recommendations impact sales from libraries and bookstores (at no cost to you).
- ◆ Obtain endorsements from influential organizations and people.



## Two ways to select the best VAA for your needs

Go to **www.AuthorsAssistants.com** to:

- ◆ Visit our FREE directory for a list of trained and certified VAAs worldwide – and learn more about how to use the services of a VAA.
- ◆ Enroll your own on-site or virtual assistant in our Virtual Author's Assistant Training Program for only \$597 (or 3 payments of \$199).

## Sound too good to be true?

You can put Jan to the test. Ask her your toughest question about working with a VAA....your manuscript....or your publishing strategy. Email her at [Jan@janbking.com](mailto:Jan@janbking.com) to arrange a time to talk.