

February 4, 2008
Cheryl Callighan, MVA
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FOR IMMEDIATE RELEASE

Cheryl Callighan, MVA, owner of eOffice-Virtual Assistants LLC 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

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BIO:

Cheryl Callighan is a Master Virtual Assistant, founder and director of the University of Virtual Assistants and owner of eOffice-Virtual Assistants LLC. Cheryl has 18 years experience as an entrepreneur and successful business owner, 11 of those years as a Virtual Assistant, after spending 30+ years in corporate business as an executive level administrator and manager. She loves working with entrepreneurs, coaches, speakers, authors and writers of all genre. As a certified Author's Assistant she provides integrated professional virtual assistant support to all authors and writers seeking to off-load the administrative details.

Cheryl has been sharing her knowledge and expertise with new Virtual Assistants as a teacher through the Arapahoe Community College since 1995. Cheryl is also the co-founder and co-moderator of the Colorado VAs and has served many years of community business leadership for the Business Service Network (Colorado); member of the South Metro Denver Chamber of Commerce (Colorado); and administrative assistant and active member of the Colorado Independent Publishers Association (CIPA).