PRE-PROJECT PLANNING FOR A CO-AUTHORED BOOK

HOW TO FIND A CO-AUTHOR

- Facebook or LinkedIn groups
- Social media
- Email list
- Find someone with hustle

HAVE A SHARED VISION

You want your co-authors to share your vision for the book and its potential impact. This means that you first need to know what that vision is and then you need to communicate it in a way that creates the same passion in your co-authors (and eventually, your readers).

SCOPE OF WORK

Make sure your co-authors understand the scope of work required. Writing the chapter is relatively easy because a single chapter might be only be 2,000 to 3,000 words. You might also require an audio version of their chapter, which can be as simple as talking into the voice recorder app on their phone.

DEFINE CO-AUTHOR RESPONSIBILITIES

Responsibilities might include a commitment to sell at least 20 copies on launch date and perform other marketing tasks. None of these are daunting requirements, but make sure they know this upfront. This is good information to include when you put out your call for co-authors as a potential barrier to entry.
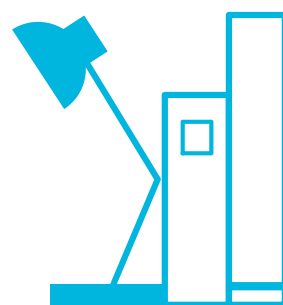
MANAGE VERSION CONTROL

Choose a design & publishing company with plenty of experience that can provide you with all of the organizational tools you need. The more your partner company can handle, including project management, the more time you'll have to focus on other tasks. (Like running your business.)

PAYMENT AGREEMENT

At JETLAUNCH, our model is to publish the book through our own accounts and keep all of the royalties. While this might seem greedy, we actually funnel those royalties into Amazon ads, which benefits all of the co-authors. The more books we can sell for you, the more you'll benefit.