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Tuesday, August 17, 2010

Interview with Yvonne Wu of The YP Publishing

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• **What is The YP Publishing?**

The YP Publishing provides New Media Marketing solutions to creative professionals, to meet the needs of publishers, authors, writers, and speakers that don't have the time to spend on getting the minor, but important, aspects of their lives and businesses up and running.

Our primary goal is to assist authors and creative individuals expand their business through online promotion of their business or book.

• **When did you start the company?**

The YP Publishing has been in business since 2008.

• **What services do you offer writers?**

We offer such services as manuscript preparation services, assistance with the steps involved in self publishing your book and book promotional services.

• **Which is the most requested service from those you offer? Why do you think this is?**

Book promotional services is the most requested service. Virtual book tours, social media maintenance, media kits, website setup and query letters to the media. Authors are looking for a highly individualized book promotional services and I provide a wide variety of services.

• **What are the main advantages to writers using your services?**

An author's assistant has special expertise. We are trained to meet the needs of authors. When an Author's Assistant is promoting your book, they can take maximum advantage of their technical know-how. I have technical skills and can offer services in which I provide the implementation myself – such as web maintenance, blog setup, video editing and podcasting.

• **Where can people find out more about you and your company?**

Visit my website at

<http://theyppublishing.com>

Phone:

905-341-0997

email : info@theyppublishing.com

• **Anything else you'd like to add?**

I am currently hosting a monthly podcast entitled [The Cappuccino Breeze Monthly Tips](#).

