

Press Release

Date January 01, 2008

FOR IMMEDIATE RELEASE

Yvonne Wu is Certified as a Professional Virtual Author's Assistant

Yvonne Wu, The YP Publishing has been awarded the certification as a Professional Virtual Author's Assistant (PVAA) after successfully completing the Professional Virtual Author's Assistant Training Program, a three-week intensive training course tailored for virtual assistants who want to specialize in working with authors. The course covers the practical skills, knowledge, and resources needed to assist and guide authors in all stages of the publishing journey.

Yvonne is among a small group of graduates to complete the course and pass the rigorous final exam, earning her a spot in an exclusive online directory of author's assistants (www.AuthorsAssistants.com). The Virtual Author's Assistant Training and Certification Program is hosted by The Publishing Store (www.publishing-store.com).

Services the author's assistant can perform for author and aspiring author:

- Inventory and organize the author's source documents
- Research the target reader
- Fact check information in a book
- Get permission to use the work of others, including quotes and interviews in a book
- Coordinate professional peer and target reader reviews
- Research potential publishers
- Do a competitive analysis
- Prepare the manuscript to submit to the publisher
- Coordinate the self-publishing process
- Get an ISBN (International Standard Book Number) for a book
- Get the Library Cataloging Information for a book
- Get a bar code
- Coordinate testimonial requests
- Create an account with Lightning Source to print the book
- Review the proof copies of a book
- Get the Copyright registered
- Coordinate book marketing activities
- Coordinate the author web site and media kit

The YP Publishing



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