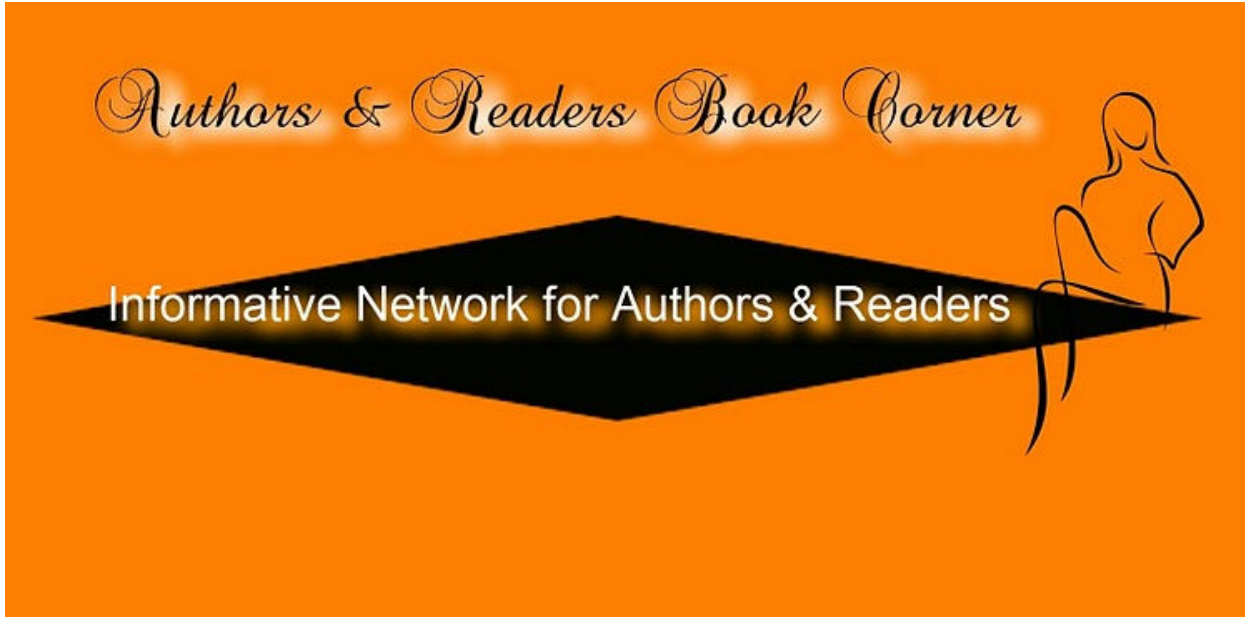


# Authors & Readers Book Corner

<a href="#">Home</a>	<a href="#">New Releases</a>	<a href="#">Upcoming Events</a>
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Thursday, February 3, 2011

## Business of the Week



**A&RBC: Who is The YP Publishing (Yvonne Wu)?**

YP: The YP Publishing is a certified virtual author assistant offering consumer-targeted internet marketing campaigns.

**A&RBC: What services do you provide?**

YP: My services consist of providing support to authors, online book promotional, virtual book tours, Amazon best seller campaigns, website media kits, videos, as well as video and audio editing.

**A&RBC: Why should authors and readers choose your company?**

YP: They should choose my company because I am trained to meet the needs of authors. I have technical knowledge (eg. web maintenance, newsletter set-up, shopping cart integration, blog set-up, podcasting, and so forth). I am able to assist authors through various stages of the publishing process and once their book is published, I can offer online promotional services. Many of my services are offered in one place. I would be a personal assistant to authors yet so much more.

**A&RBC: What advice (relative to your area of business) can you give to aspiring authors?**

YP: If you are self-publishing spend the money on the look of your book. The quality is important. Your website is your store front make sure it has everything to attract media attention and your target market.

## Authors & Readers Book Corner

A [informative network](#) for authors and readers to learn more about the book industry. Authors & Readers Book Corner will provide information and resources on the new and upcoming authors, new releases on books, marketing and advertising businesses, and reviews to entice you.

## About Me



**Teresa B**

Indianapolis, Indiana, United States

I am a writer, publisher, consultant, and advocate and speaker for teen mothers. I am an avid reader that loves to share with others my knowledge on literature.

[View my complete profile](#)

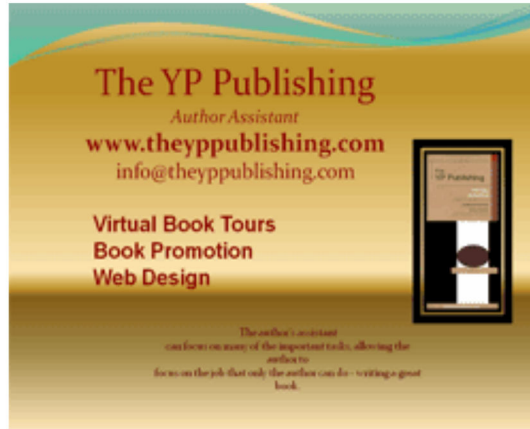
**A&RBC: What is your contact and location information?**

**YP:** I am virtual. I live in Niagara Falls, Canada and I am the direct contact representative for The YP Publishing.

**A&RBC:** Thank you for stopping by. Authors & Readers Book Corner appreciates your time!

**YP:** Thanks for having me and thanks for the support.

To learn more about The YP Publishing company visit the website at [www.theyppublishing.com](http://www.theyppublishing.com).



Posted by Teresa B at 5:27 PM

Labels: Business of the Week

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### Authors & Readers Book Corner Reading Challenge 2011

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Authors & Readers Book Corner will be hosting a reading challenge for 2011. The challenge is from Jan 1-Dec 31 of 2011. Readers accepting the challenge must read a total of 200 for the year of 2011. Books can be of any genre and of any length but cannot be books you have already read. Please no cheating! The winners will be announced on Jan 1, 2012.

#### Prizes

The first 2 readers to reach 140 will receive a goody gift bag

The first 2 readers to reach 150 will receive a \$50 gift card to Amazon.com

The first reader who reaches 200 will receive a \$100 gift card to Amazon.com

Please leave a comment letting us know if you are taking the challenge. Don't forget to post your reading progression on Facebook. Send a weekly account of the book titles that you have read along with your rating (1-5 Stars) to [tabeasley36@yahoo.com](mailto:tabeasley36@yahoo.com). Good Luck!

We have already started. How about you?

