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Interview with Author Assistant Yvonne Wu

Aug 05, 2010 4 Comments by [Dan](#)



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I had heard of virtual assistants before, usually for web pages that can be outsourced to companies such as *Your Man In India*. The problem for me was, I deal with an industry based on perfection of the English language. While foreign assistants may be text book perfect, the poetic elements of English become a problem.

Enter Yvonne Wu, **Virtual Author Assistant** from [The YP Publishing](#). Yvonne is based in the USA and provides service online and over the phone, meaning her business is mobile. I asked her a few questions about being a Virtual Author Assistant, and about her clients.

Thanks for speaking with us Yvonne. For people who are not familiar with Virtual Author Assistants, what kind of services do you offer?

I offer such services as manuscript preparation services, assistance with the steps involved in self publishing your book and book promotional services. I am there to assist authors with their books from start to finish.

So what would your typical day be like?

A typical day may involve phoning or emailing potential media contacts. Keeping in touch with current clientele via email or phone. Internet research, designing query letters or pitch letters. Implementing a customers social media plan. Designing sell sheets and media kits. Editing audio and video interviews for a customer and maintaining their website.

What are some of the benefits of working with a Virtual Author Assistant, rather than trying to do everything yourself?

An **Virtual Author's Assistant** is there to help an author take each step forward after the manuscript is completed until the book is published and then marketed. An author may feel that there is just too much work for them to do the marketing themselves. The steps involved in publishing their book may be too much work for the author to cope with. With the right help the publishing process can be done sooner.

The **Virtual Author's Assistant** has technical skills and can offer services in which they provide the implementation themselves – such as web maintenance, blog setup and pod-casting. The author does not need to look elsewhere.

What kind of services are the most requested by Authors?

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. The author does not have to hire more than one company for a specific service (eg. web-designer, graphic artist and pod-caster).

What is the best advice you could give an Author who is just starting out?

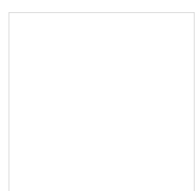
I feel that it is important to start marketing your soon to be released book 3-4 months before publication date. You will also need a website that provides all the information the media would need to know about your book. Also to remember that your website is a way of branding your image and is your storefront. The appearance is important. The media is very busy and will need to find all information about your book quickly.

Yvonne Wu can be contacted at [the YP Publishing](#)

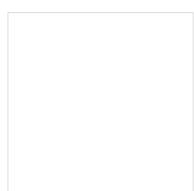
You can subscribe to Yvonne's Podcast Here: [The Cappuccino Breeze Monthly Tips](#).

You can also purchase Yvonne's Book about podcasting [\[Here\]](#)

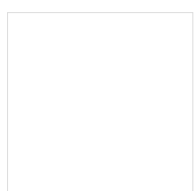
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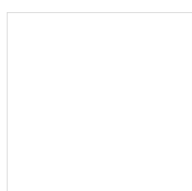
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About the author

Dan is the author of DEGAUSSER and KID SCRATCH (Released 2011). His books can be found on amazon.com. He currently resides in Vancouver B.C.

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Cyrus says:

[August 5, 2010 at 10:21 am](#)

Great interview, interesting reading. Cyrus

2. [Reply](#)

Idgie says:

[August 5, 2010 at 10:50 am](#)

Yvonne, you provide an important service to an author who has poured all their blood, sweat and tears into their writing and then sits back and says, "What do I do now?"

Good job – it sounds like a very interesting career choice!

I receive interesting questions at times from people who are writing their first book and unsure of where to go next – I'll send them your way!

3. [Reply](#)

Dan says:

[August 5, 2010 at 11:04 am](#)

It was a great learning experience for me to interview Yvonne! I am looking forward to her guest article!

4. [Reply](#)

Susan Winlaw says:

[August 5, 2010 at 11:08 am](#)

Just thought I'd add a word of praise for Yvonne. I know her personally through the Writers and Editors Network and she is a woman of the highest integrity. You should feel very confident that your needs will be satisfied when you work with her. We've built our own web sites and done all of the publishing work to get our books produced, but the challenge is really in the publicity and getting your books noticed by the media and the retail outlets.

Susan Winlaw – Co-Author/Publisher of *Movies About Weddings* and *Car Advice For Women (and Smart Men)* with more movie review books coming in a few months.

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