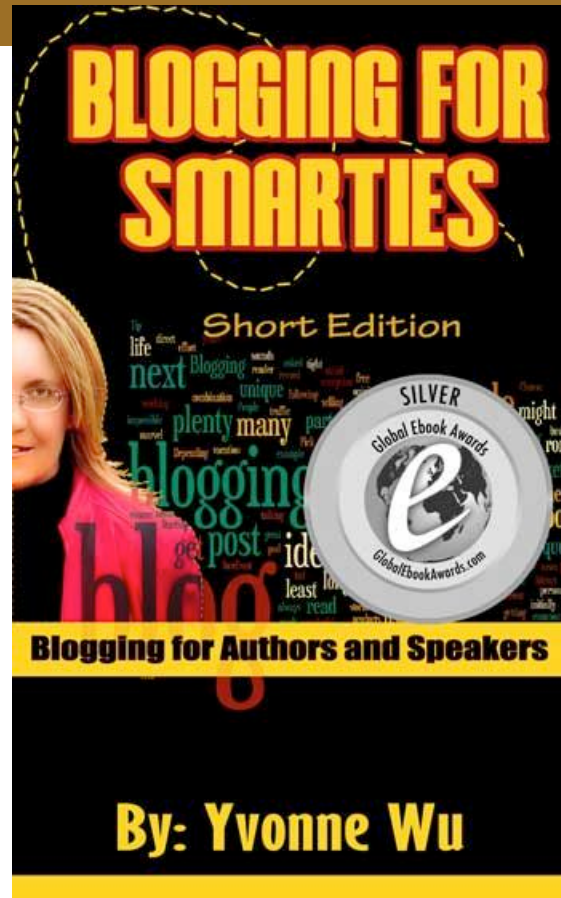


Blogging For Smarties

Blogging for Authors and Speakers



Media Information Package

Yvonne Wu

About the Book

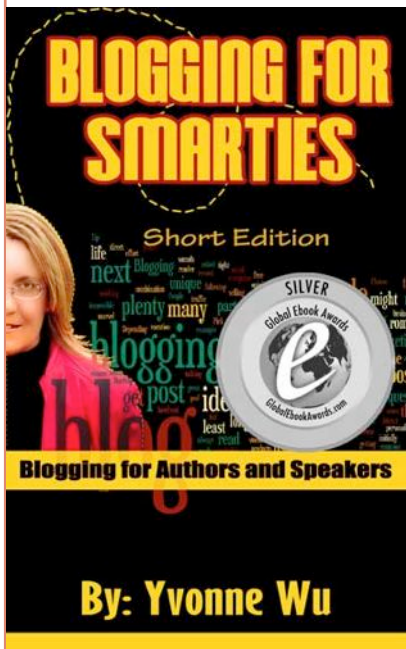
[Page 2](#)

Meet the Author

[Page 3](#)

What Readers Are
Saying

[Page 5](#)



Facts

Blogging For Smarties Blogging for Authors and Speakers

Yvonne Wu

35 pages

Publisher: The YP Publishing

Publication Date: August 2012

Retail price: \$6.00

ISBN # 978-0-9813025-1-5

<http://theyppublishing.com/about-2/bloggingforsmarties/>

About the Book – Blogging For Smarties

The Internet is often the first place that people turn to for information about anything and anyone. Company addresses, information about a person, and reviews about a company are a click away. Potential visitors rely on the Internet to learn about specials, book releases, events, and information. Your website is your storefront and it enables you to reach a global market. Having a website that supplies this information is a necessary component of running a business.

As an author and speaker, the Internet becomes a business channel to network, advertise your products and services, and build a following on a global level. Learn how to create your first blog, effectively market your blog and create passive income opportunities in our new ebook, “Blogging for Smarties Blogging for Authors and Speakers,” which will walk you through the steps of building an extremely effective website.

In this guide, you will learn:

- ✚ Blogging Basics for Beginners
- ✚ How to Attract Readers
- ✚ Popular Blogging Platforms
- ✚ How to Setup WordPress
- ✚ Discover How to Use WordPress
- ✚ Two Videos Included with Complete Edition
- ✚ Learn Effective Podcasting
- ✚ Useful Plugins for Authors and Speakers
- ✚ Discover Effective Marketing Strategies for Your Website
- ✚ Easy Tips on How to Make Money with Your Blog
- ✚ How to Market Your Podcast



Meet the Author - Yvonne Wu

Short Bio

Yvonne Wu, president of The YP Publishing, provides services tailored to professional speakers and authors, helping them achieve a greater online presence. Yvonne helps clients reach their potential in their business. Yvonne has assisted authors with a wide variety of projects across North America, helping them with publishing and promoting their book. Yvonne has been a guest blogger and has been interviewed on various sites that discuss other aspects of the publishing industry. Yvonne is a member of The Independent Book Publishers Association, she was a 2013 Global eBook Award Judge and in 2010 she was the Editor of The Writers and Editors Network. Yvonne is a writer and an award-winning author.

Expanded Bio

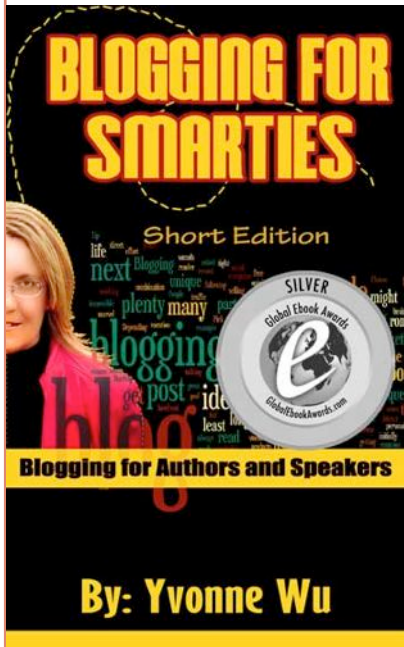
Yvonne Wu owns and operates The YP Publishing (<http://theyppublishing.com>), a marketing company that was established in 2008. Her company's niche is assisting authors and speakers with branding and developing an online presence.

Yvonne has previously worked for a religious organization in which the owner was also an author/speaker. This person inspired her.

Yvonne has received a diploma in Marketing and Business Administration. She has successfully completed the Author Assistant Certificate Program created by Jan King, author and publisher. Yvonne has also completed the Professional Virtual Speaker's Assistant Program created by Jan King and Vickie Sullivan: an intensive training course tailored for experienced internet marketing consultants.

Yvonne works with authors and speakers who wish to share their messages to a global market. She has assisted authors with a wide variety of projects across North America, assisting them with publishing and promoting their books. She assists speakers who are too busy to take care of the behind the scenes activities of the day-to-day corporate front through her Speakers Promotion business (<http://speakerspromotion.com>).

Yvonne has been a guest blogger, radio show guest and has been interviewed on various sites that discuss other aspects of the publishing industry. Yvonne is a member of The Independent Book Publishers Association. She was a 2013 Global eBook Award Judge and in 2010 she was the editor of The Writers and Editors. Yvonne is a writer and an award-winning author.



Facts

Published by The YP
Publishing
August 2012
Author Yvonne Wu
ISBN # 978-0-9813025-1-5
35 pages
\$6.00

**WINNER of the Global
eBook Award for
Technology (2013)**

Available at

Amazon

Apple

Chapters Indigo

Sony

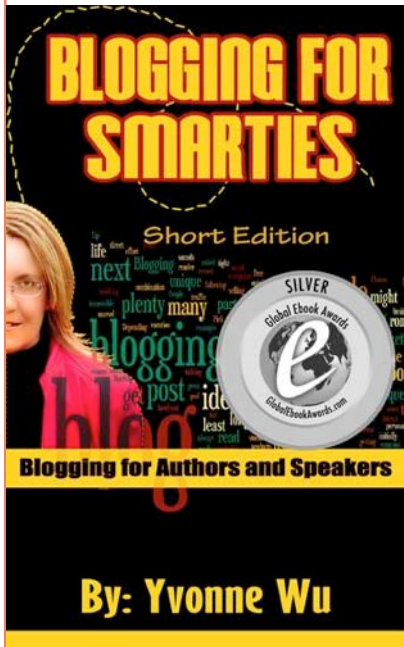
<http://theyppublishing.com>
and other retailers.

What Readers Are Saying...

“The Internet is often the first place that people turn to for information about anything and anyone. Writing a blog or podcast or even starting your own website might be more than a little enamoring to some. With all the technology out there, some of us still need to be held by the hand and guided through the steps. This Is The Book! Author Yvonne Wu takes the time to introduce WordPress and explain what it is and isn’t capable of doing. She then provides snapshots of screens as examples so that there is no misunderstanding. It doesn’t stop there! Tips on the various applications are provided to enable the reader to use the program to its maximum potential.

I am personally so glad to have had the chance to read this short how-to book. Researching and contemplating on a blog and website for quite a while, now, it just seemed too difficult to proceed. My mind has been changed! I feel empowered by the simplicity of it all. The language is something anyone with a little computer knowledge can understand. Suggestions provided by the author seem logical and to the point. I vow to try at least some of them! Writing a reference guide, especially one regarding websites and so on surely must be somewhat difficult but Ms. Wu makes it seem as though it were as natural as breathing. This book would be great for tutorial centers, libraries, computer labs and of course the home collection. I highly recommend “Blogging for Smarties” to anyone with an inkling to delve into their own cyber presence.”

Reviewed by Brenda Ballard, for [Readers Favorite](#)



Facts

Published by The YP
Publishing
August 2012
Author Yvonne Wu
ISBN # 978-0-9813025-1-5
35 pages
\$6.00

**WINNER of the Global
eBook Award for
Technology (2013)**

Available at

Amazon
iTunes
Apple
Chapters Indigo
Sony

<http://theyppublishing.com>
and other retailers.

What Readers Are Saying...

“Before designing your website (or before you approach a web designer), identify your target market so you can create a website that will attract your intended audience.

Today, it takes a lot more than a way with words to be a successful author. The quality of an author’s work is arguably just as important as how they market themselves. Yvonne Wu has provided a strong compendium for authors hoping to make their work stand out amid the information age’s new multitudes of authors.

The publishing industry has changed dramatically. Without publishers willing to take a chance on emerging fiction, it behooves the self-published author to become his or her own marketing department. The easiest way for an author to do this, Wu explains, is to cultivate a strong web presence. Wu steers her readers toward WordPress, an accessible blogging/web hosting platform. Geared toward both the tech-savvy and inexperienced author, she explains, step by step, how to create a blog from the ground, up.

Taking things a step further, Wu provides instruction on how to make your blog pay, a place where other how-to guides fall short. Through the use of syndication techniques, such as RSS feeds and social networks, Wu instructs the reader on how to bring in the traffic that can translate to cash flow through speaking engagements and advertising.

In the new fiction and non-fiction market, the harsh reality is that crafting strong prose is not enough to sell. The market is awash with talent—and your talent needs to stand out. Wu’s guide to blog creation and strategies will help you ensure your work gets the attention it deserves.”

Reviewed by Patrick Hensley, for [The US Review of Books](#)

Author Interview Q & A Blogging For Smarties

1. Why did you start blogging?

I started blogging using Wordpress in 2008. I noticed at that time there was not a lot of material for beginners who are new to the internet and may feel overwhelmed. At the beginning, blogging was a way to write about useful information that would interest my visitors, who were mostly authors. The internet marketing content that I posted was related to the services that I provide – mostly “how to” articles that were broken down in simple steps for beginners.

2. What excited you most about blogging?

Once I was set up with Google Analytics I became excited to find out that visitors as far away as Russia were reading my blog. As well, I started to receive comments from as far away as France. I was excited that these readers have found my blog. I wanted these visitors to return to my internet marketing blog I wanted to build a strong community with readers who resonate with my message.

3. What's one big tip that you have for new Authors who are setting up a blog?

Before designing your website (or before you approach a web designer), identify your target market so you can create a website that will attract your intended audience. Make sure your content is informational and entertaining for this audience.

But it really comes down to, you know, do you have content that people want?

4. How has blogging changed through the years and how does this affect Authors and Speakers?

A blog is a website that is maintained by an individual who makes regular entries that include commentary, descriptions of events, articles or other materials such as graphics or video. One reason why blogs have become so popular is that they are easy to maintain, even by individuals with limited HTML or programming skills. As well, by using various plugins blogs can be used as websites. Authors and Speakers can add their own shopping cart or create a memberships site. Therefore many individuals are using blogs as websites. Authors and Speakers are constantly adding new content to their website – writing articles, publishing new books and adding new reviews and media interviews onto their site. Authors and Speakers can just log in and change the content on the pages without paying a monthly fee. Plus blogging is a way of initiating conversation with their readers through the posting of original content.

Author Interview Q & A Blogging For Smarties

5. Why is this a book for beginners?

This book takes you through the basics of setting up a WordPress blog, why you should have a blog, building your blog, and effective strategies to market your blog. The Complete Edition of Blogging For Smarties includes one video that is for beginners that provides step-by-step instruction on how to set up your blog. As well, there is one video for advanced users who want a self-hosted WordPress site.

6. How frequently should you blog?

The good news is, there is a way you can attract more readers to your blog, and that's through content syndication. Some syndication sites require regular blog posting of content. As well, your content needs to be unique. Some of these syndication sites have a huge following. As well, media visits these sites looking for content. I guess the schedule depends on you but visitors do not want to read old irrelevant content.

7. What are the pro's and con's to this book?

Yes, much of the content can be found elsewhere, but you usually have to read several books to find out similar information. If you are not an Author or Speaker, you can still benefit from the information, but it may not be as relevant.

8. What inspired you to write the book?

As an Author and Speaker Assistant I found myself creating websites for clients. As an internet publicist I found myself looking for media attention for my clients. I quickly learned what type of things the media is looking for when they are considering interviewing an Author or Speaker. I found that when I created a website for a client, I was spending a lot of time teaching them how to use their blog. I decided it would be easier to take those commonly asked questions and put them in a book.

Book Excerpt

Chapter 1

Blogging 911

WHAT IS A BLOG?

A blog is a website that is maintained by an individual who makes regular entries that include commentary, descriptions of events, or other materials such as graphics or video. Entries are commonly displayed in reverse chronological order.

To learn more about installing your blog, watch the companion videos. Two companion training videos for beginners and advanced users that can be accessed at

<http://theyppublishing.com/about-2/bloggingforsmarties/>

Popular blogging platforms include blogger.com, wordpress.com or wordpress.org (self-hosted), and typepad.com (pay).

Tools Needed

Download WordPress, purchase domain and hosting.

Create content and purchase graphics.

WHY DO WE BLOG?

One reason why blogs have become so popular is that they are easy to maintain, even by individuals with limited HTML or programming skills. As a customer, you need less technical skill to create a blog. Businesses can just log in and change the content on the pages without paying a monthly fee. Blog services offer either free or paid templates. The blog company can host your blog, or you can host it yourself on your server.

Blogs enable you to do the following:

- Publish a website
- Post online diaries

Book Excerpt

Chapter 1

Blogging 911

- Display products and services
- Publish and showcase articles
- Advertise books
- Interact with your audience
- Rank higher in search engines
- Test products

You are able to respond to comments and build relationships with your readers. Individuals' comments provide insight and give feedback on products or services you might be selling. Your readers can be your test market. Blogs are a quick way for media to search for much needed content. As a writer, you can see if your idea generates interest. Your blog has an RSS feed that can be submitted to feed aggregators, like Google Reader and Bloglines.

Contact

For all media inquiries, including requests for author interviews, appearances, or review copies, please contact:

Yvonne Wu
(905) 341 -0997
Email: info@theyppublishing.com



Publisher

The YP Publishing
5125 Montrose Road
P.O. Box 30054
NF, ON Canada, L2H 0C1

Email: info@theyppublishing.com