

## Spotlight On...Yvonne Wu

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 the author of Blogging for Smarties.