

# CHRIS YAVELow

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Dear Author,

Thank you for your interest in **YAV Publications**.

We are a medium-sized indie digital publishing company (according to Ingram). You can find us at <http://InterestingWriting.com> or <http://YAVpublications.com>. We publish about 97 authors, mainly from the eastern states. To reach any of our book- or magazine-related sites, I recommend visiting <http://YAV.com> which serves as a portal to the other sites.

*Note: The websites have not been updated for four and a half years due to the shock of my wife's unexpected passing. The main site is missing the 20 most recent books we've published. An updated new and improved site for InterestingWriting.com is currently under construction and should be available by fall of 2019.*

Besides publishing imprints under one of the four imprints of YAV Publications, we also publish ebooks, and we package books (edit, design, layout) for other publishers, as well as for authors who are planning to self-publish with a self-publishing service.

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Like all digital publishers and nearly all “old-school” publishers since the turn of the century, book promotion is primarily the task of the author. As the publisher, we promote our entire catalog as much as possible; for example, we exhibit all YAV books in at least two book shows a year, we distribute catalogs all year around, and maintain a web presence, personalized book pages, online commerce, and so forth, and we advise and assist in most promotional efforts of our authors, as well. That said, in order to market a book to its maximum earning potential, either the author or a third party must commit to actively promoting the book. There is no way for anyone to know a book is available unless they learn of it through promotional efforts. Marketing services are rarely inexpensive, but there are some that we can recommend, especially those offered by Ingram. Note: We increased our marketing options significantly in 2019.

I hope this email and its linked documents will provide you with some information about the workings of YAV Publications. If you would like more information about my qualifications, I suggest reading my One-Sheet (<http://OneSheet.yav.com>) or my complete literary bio (<http://LiteraryBio.yav.com>)

I will be happy to answer any questions you might have. The best times to phone me are Monday thru Friday, between 9 am and 5 pm (phone number below my signature), with the exception of Thursday afternoons.

Thank you,

Chris Yavelow

Founder & Editorial Director, YAV Publications

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**Addresses for manuscript submission** (minimum 3 chapters; include word count for entire book) by email: [Books@yav.com](mailto:Books@yav.com) ••• non-email: 121 Cedar Forest Trail Asheville, NC 28803