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Substance B Provides Innovative Platform to Connect Authors Directly with Their Readers

Bangkok, Thailand – August 7, 2013 – Developed and managed by BB eBooks, a small business that has provided professional eBook design for over 150 clients around the world, Substance B helps independent authors and small presses better connect with their readers and vice versa. Authors can connect directly with their readers by providing free samples of their eBooks, links to all their titles, personalized eBooks with signature, text, and even photos to friends, fans, and reviewers. Additionally, readers can access the author page and our growing free eBook catalogue to discover their favorite titles instantly.

Having worked closely with authors around the globe, the BB eBooks team is aware of the marketing challenges that prevent authors from promoting their books to readers conveniently. While setting up and operating their own website and social media channels is common among authors, readers may find it a bit daunting to keep up with an author's extensive outreach. Additionally, major eBook vendors like Amazon and Apple impose restrictions on where authors can provide information on different sales venues. Substance B was made to facilitate each and every author's promotional channels in one place (e.g. official website, blog, social media links, book discovery sites, etc.) and provide information on where books are sold with a simple and clean interface.

Navigating Substance B is a breeze for avid readers. Our menu header bar includes what typical bookworms would look for (e.g. books, authors, genres). Tutorials and FAQ will allow readers and authors alike to use this platform for their benefit without causing head-scratching frustration. Readers can either read eBooks online with our eReading system or offline by downloading the file in EPUB and/or MOBI for their preferred devices. The most unique aspect of Substance B is the ability for authors to create personalized eBooks, similar to autographing a print book.

When asked about how this new platform would benefit authors and readers, Managing Director of BB eBooks, Paul Salvette, remarked, "We wanted to create something simple that our clients could use to connect with their fans without the restrictions imposed by major eBook vendors. Also, we thought the ability for our clients to make personalized eBooks for their fans would be an exciting and unique way to grow their readership."

Currently, having your content on Substance B is exclusive for clients of BB eBooks. One of the top priorities is to build dynamic tools to manage the relationship with readers, which is a pressing need in the new paradigm of publishing.

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Substance B is an innovative platform to better connect authors with readers. Visit Substance B at <http://substance-b.com> to learn about the different services offered for a wide variety of BB eBooks clients and readers. Please contact Paul Salvette (Managing Director) at paul@beebee.asia or Panich Choonhanirunrit (Director of Marketing and Sales) at gof@beebee.asia for more information. Substance B is always open to suggestion and feedback to develop the most pragmatic solution to maximize a book's visibility and discoverability.

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Office: 1/2 Sukhumvit 77 On Nut Soi 44, Suan Luang, Bangkok 10250, Thailand

Phone: +66-2-742-3226

Email: info@bbebooksthailand.com

Website: <http://bbebooksthailand.com>