

For immediate release.

October 17, 2010

Contact: Shannon O'Neil / author@shannononeil.net

Author expands debut title to eBook platform

Shannon O'Neil has released an eBook version of her debut novel I'll Be Home for Peacemas through multiple booksellers including Amazon, Apple and Sony.

St. Augustine, Fla. – Two years after her debut novel was originally published in paperback, author Shannon O'Neil has decided to release *I'll Be Home for Peacemas* in eBook format. The new digital version of O'Neil's successfully self-published title is available for \$2.99 through several online retailers including Amazon, Barnes and Noble, Sony and Apple.

"I'm so excited to share my book with readers through this new format," said O'Neil. "I love the instant gratification of eBooks, it's a great medium for self-published authors to use to build a fan base."

O'Neil used the popular website Smashwords to self-publish the electronic version of her novel. Smashwords works with the world's leading book sellers to make eBooks like O'Neil's available on the most popular devices like the Sony eReader, Apple iPad, Barnes and Noble Nook and more. O'Neil also manually submitted *Peacemas* to Amazon.com where it will be sold on the Kindle.

The new eBook is just one in a series of steps O'Neil is taking to promote her book, which chronicles the drama of a chaotic Christmas in Bailey Hamilton's enormous family, this holiday season. O'Neil is going on a blog tour in November and December to sell both the new eBook and limited edition autographed paperback copies of *Peacemas* on her website, shannononeil.net

This November, O'Neil is also planning to participate in the National Novel Writing Month contest (famously known as NaNoWriMo) where hundreds of thousands of authors attempt to write a 50,000 word novel in just 30 days. Since self-publishing her debut work in 2008, O'Neil has become an advocate and adviser for other authors interested in self-publishing through Duolit Publishing, a company she started in February of 2010 with professional designer and close friend, Toni Tesori.

In less than a year, the duo has built up a large social media following and readership on their selfpublishingteam.com blog. Their services for authors of all experience levels include marketing, design, branding and writing advice. Duolit also assists writers looking to self-publish their own eBooks, something O'Neil pushes many authors to do.

"eBooks are cheap and easy for authors and readers," said O'Neil. "But with a great designer, you can still have a top quality product that will help you share your work, build your readership and make a little money."

- ### -