

## FOR IMMEDIATE RELEASE

### 'eloves me, eloves me not' Author Trades Traditional Publishing Model For More Contemporary Approach

**Sydney, NSW, Australia - November 27, 2012** - Independent author L. A. Johannesson published her breakout novel, [eloves me, eloves me not](#). It is a modern romantic comedy about the antics and adventures that ensue when its main character, Kayte Wexford, turns to online dating looking for love. Through an ensemble of relatable characters the story identifies the pros and cons and shares some timely lessons about promoting yourself, finding love and staying safe in the age of the Internet.

'eloves me, eloves me not' is [now available globally](#) in paperback and ebook versions through [CreateSpace.com](#) (Amazon's self publishing division) as well as in [ebook format](#) through [Kindle Direct Publishing](#) and [SmashWords.com](#). It can be found through Sony, Barnes and Noble, Kobo, Apple, Diesel, Page Foundry, Baker-Taylor's Blio, Library Direct, Baker-Taylor's Axis 360.

[Readers are enjoying the book](#). The book's [first review](#) scored an 8/10 from ChickLitClub, they said, "*There's a chuckle or a twist on every page.*" Brenda from Sydney says: "*Loved it, such a fun read! The story was something I could so relate to and I loved that it wasn't predictable. I wish I could have used Roman's tips back when I tried online dating – would have saved me a lot of heartache!*"

The distribution process is working well too. On Facebook Donna from Toronto, Canada says, "*It was so easy to grab it for the Kindle app on my Kobo Vox.*" And Terry from Buffalo, USA said, "*Very smooth iBook purchase.*" Johannesson challenged the traditional publishing model by using a more contemporary approach that included global crowd sourcing, online distribution networks, social media and digital marketing. She wrote the novel, managed the review, editing, and cover design processes herself. She also created the digital components required for the launch campaign including the book/author website, Facebook, Twitter and YouTube presences and the overall integrated promotion and publicity strategy. Links to all of these can be found here at <http://lajohannesson.com/>

She says, "*I made the choice to self-publish over going the traditional publishing route for a number of reasons. It was important for me to maintain full creative control, to apply my digital and marketing skills, to be opportunistic and responsive through the launch phase and to end up with a fairer remuneration for the author.*"

Already at work on book number two, L. A. is planning a series of novels that marry strong sexy female characters with the latest in technology – think romantic fiction with a geeky twist! She calls it 'digi-chick lit'.

You can watch the book's [promotional video](#).

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