



## Media Kit

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### **About jexbo™, [www.jexbo.com](http://www.jexbo.com)**

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<b><u>Chief Executive:</u></b>	Jill Exler
<b><u>Company Founded:</u></b>	June 2007
<b><u>Services:</u></b>	<p>jexbo™ enables self-published authors to easily sell their books online and helps readers find interesting and unique self-published works.</p> <p>Now, self-published authors can sell their books online at no monthly cost (only 5% of whatever the author sells goes to jexbo), communicate directly with customers and customize a Web page for marketing purposes at no additional cost.</p> <p>And for readers looking for unique books in numerous categories, jexbo provides a valuable new resource to connect with self-published authors.</p>

### **Background**

After researching ways to publish and sell her own book, Jill Exler realized that there was no service available for self-published authors to sell their books online cost-effectively. The sites that offered book-posting services charged fees between 15 - 55% so there was a significant need for a new book outlet for self-publishers.

In addition, readers looking for unique titles in various categories by self-publishers had to conduct tedious Web searches to find what they wanted.

With this in mind, Jill, a book lover herself, created jexbo™, a simple, affordable solution for self-published authors and book enthusiasts. Now, self-published authors can list their books online with no monthly cost (just 5% of whatever the author sells goes to jexbo), have access to their own Web site and reach a large audience of buyers.

At the same time, readers can use jexbo to easily find unique, self-published works in numerous categories and communicate directly with the authors.

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### Bio

#### **Jill Exler** **jexbo™ Founder and CEO**

Jill Exler is a Mompreneur. She found a unique niche in the self-publishing area and is now pursuing her business idea with jexbo (this name is a combination of Jill's name and the word "book").

Jill grew up in Dearborn, Michigan and attended Inter-City Baptist High School in Allen Park. After graduating in 1986, she worked as a temporary worker through Kelly Services handling various administrative tasks while attending college.

She received a Bachelor of Arts at Calvin College in Grand Rapids, Michigan in 1990. Jill then pursued a law degree from Michigan State University College of Law

While attending law school, she worked for Austin Associates conducting market research for banks. In 1994, Jill received her *Juris Doctorate*.

But instead of pursuing a career in law, Jill's life changed while attending a summer law school program at Oxford University in England. Here, she met a fellow law student and got married after he graduated. Jill then relocated to his native country of Austria.

Several months later, they moved to Germany where Jill taught English at Berlitz Career Services in Frankfurt. And two years later, Jill became a full-time mother. Based on her travels, she wrote a book and started reviewing publishing options. After conducting extensive research, she was surprised to find that a cost-effective, online service for self-publishers did not exist.

There was no way to post and sell a self-published work online or have a marketing Web site without paying costly fees. In addition, it was impossible for readers to find unique books and self-published works quickly and easily online in one, central location. Jill could not believe that this niche had not been filled so she decided to create jexbo and provide a valuable service for both self-published authors and readers.

Currently, Jill resides in Germany where she is an active volunteer at her church. In addition, she teaches two English classes at her son's school and tutors a few private students. Jill enjoys traveling throughout Europe and visits the U.S. frequently. She still considers Detroit home and returns four to five times a year to her house in Dearborn to visit with family and friends.

With the creation of jexbo, Jill hopes to use her educational background and personal experience with self-publishing to host a valuable resource. Her goal is to give authors the opportunity to market their books cost-effectively and provide readers with a host of new and unique books in various categories with a direct connection to the authors.



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### Services

#### **jexbo™ is Unique**

jexbo is the first company to offer self-publishers the opportunity to market and sell their books online cost-effectively. With no monthly fee (jexbo only receives 5% of whatever the author sells), authors can customize a Web page on [www.jexbo.com](http://www.jexbo.com) to market their self-published book and deal directly with customers. Also, jexbo offers one central location for readers to easily find unique, self-published works and buy directly from the author at a reduced fee.

#### **Our Services**

##### **For Authors**

Self-published authors can now sell copies of their books on their own to a worldwide, online audience at all times – very cost-effectively.

##### **Fees:**

No monthly fee – Opt-in or out at any time. jexbo only keeps 5% of whatever the author sells.

##### **Author Benefits**

- **Sell your book!**  
If you can't find a publisher for your book or just don't want to deal with the hassles and management styles of a particular publishing company, don't worry. jexbo offers a new solution to sell your self-published work quickly, easily and cost-effectively – and you'll keep about 95% of the profits!
- **Save money!**  
Stop paying large fees to sell your book on "auction sites" where readers can't find your books. For no monthly fee, you can reach a large audience of targeted buyers.
- **Enjoy your own Web site page!**  
Instead of paying for a complete new Web site, now you can enjoy an online presence at no additional cost. With jexbo, you'll receive a Web site page to sell your book online. And you can customize your page with photos and appropriate copy.
- **Reach a large audience at all times!**  
You are no longer limited to selling to readers through one publishing-company's listings. Now you can reach anyone on the World Wide Web 24 hours a day, 7 days a week.
- **Maintain control!**  
Set pricing and market your books when and how you see fit. You can also change your marketing message at any time and talk directly to your customers.
- **Experience freedom!**  
Don't stress over a long contract – You have nothing to lose! At jexbo, you can list your book with no monthly fee and opt-in or out at your convenience.
- **Get free marketing!**  
With your book listing, you'll have the opportunity to use customized bookmarks to market your book to your targeted audience.
- **Make money selling your book!**  
With jexbo, it's simple and easy to sell your book online and share your writing with others!

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## Media Kit

### Our Services Continued...

#### For Readers

With jexbo™, people searching for interesting and unique books by self-published authors can now find and purchase these works in one central location at any time online – quickly, easily and cost-effectively.

Plus, readers can communicate directly with authors and provide feedback.

#### Fees:

Books will vary in price depending on the author.

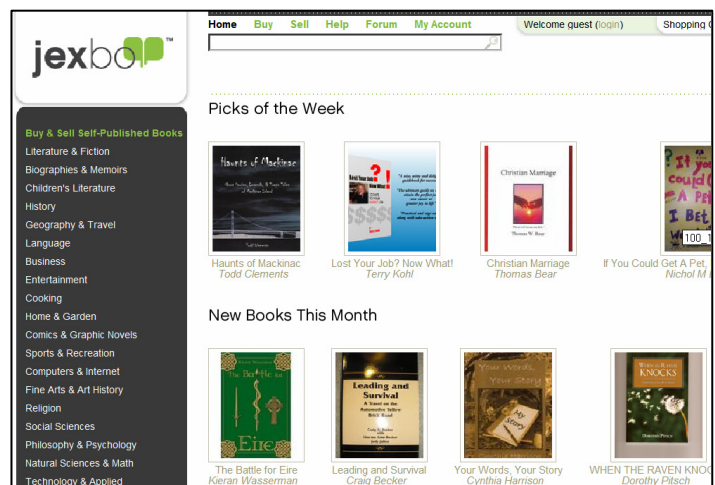
All prices are set by each author so you avoid paying additional fees from third-parties.

#### Reader Benefits

- **Find unique books you can't get anywhere else!**  
jexbo offers an easy way to discover new fiction and non-fiction reading materials in numerous categories.
- **Save time!**  
You no longer need to search for hours online to find unique books in various categories by self-published authors.
- **Save money!**  
Because you deal directly with the author, you'll avoid third-party fees and save money on book purchases.
- **Talk to the authors directly!**  
If you have questions, comments or feedback about a book, you can easily contact the authors.  
  
jexbo simply connects authors and readers so there is a direct line of communication.
- **Relax!**  
You will not need to worry about seeing inappropriate material or unnecessary marketing messages. We maintain the highest standards possible and respect your privacy.

- **Have fun!**  
Now you can find new and interesting reading materials any time you want 24 hours a day, 7 days a week.

Easily search for unique books and author Web pages on the site. Be part of an interesting, online community, and share your findings with your friends and family with the click of a button.



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