

# KeyNotes

April 2010



*Ideas, Inspiration, and News You Can Use to Write and Publish Your Book*

## *Hello, Authors and Publishers ~*

We did it! Survived the cold gray of winter and the mini-mud season of rapidly melting mounds of record-breaking snow. In the space of a couple of weeks spring jumped out and went into overdrive, the flowers and trees blooming with abandon. Out back the grass is brilliant green and shaggy, growing like a Chia Pet on steroids. The Kwanzan cherry tree out front is so full of frothy pink blooms that its limbs dangle down and brush your head as you walk beneath. Squirrels cavort outside my office window and scamper up the deck's support poles to dine on birdseed. We bought a baffle for the feeder that was supposed to keep them away, but it took the fluffy tailed rodents about five minutes to figure out how to defeat the not-so-clever humans. Ah well, soon the seed feeder will come down and be replaced by nectar for the hummingbirds.

Time to switch from winter to summer wardrobe. And while you're at it, how about switching to summer writing? Get outside, walk around and see what's new, then incorporate something you saw, heard, smelled, or felt into your next writing project. Have fun!

## *From Felines to Canines*

[\*The Cat Lover's Book of Days\*](#) was such fun to create that I've decided to see if I can have that much fun again.

With some help from my publisher friends in the MidAtlantic Book Publishers Association, I've settled on dogs for the next title in the series. So now I'm collecting dog names, stories, and photos for *The Dog Lover's Book of Days*. If you share your home with one or more dogs, or have family and friends with dogs, please spread the word. I need loads of content and would love to hear about canines of every size, color, and breed. Send emails along to [Peg@UrsaBooks.com](mailto:Peg@UrsaBooks.com) (Ursa Books is an imprint of The Silloway Press, and the publisher of The Book of Days series.) And thanks!

## *Book Festival News*

Here are a couple of dates for your "book festivals I want to attend" list. (You have such a list, right?) The MidAtlantic Book Publishers Association will be participating in both of these:

April 17-18 [Philadelphia Free Library Festival](#) in downtown Philadelphia, PA  
May 15 [Gaithersburg Book Festival](#) in Gaithersburg, MD

I will be at the Gaithersburg Festival all day, and will be signing and selling *The Cat Lover's Book of Days* at a show special price.

Author Phil Marcus is also exhibiting at the Gaithersburg show, and is offering a two-for-the-price-of-one show special. Phil's book *Zen and the Art of Negotiation: Successful Negotiation for People Who Hate to Negotiate* builds, in part, on work done by Dr. Gary Marcus, author of *Kluge: The Haphazard Evolution of the Human Mind*. For the book festival, Phil is offering a free copy of *Kluge* with each purchase of *Zen and the Art of Negotiation*. And if you noticed a certain similarity in the names of these two excellent authors, the answer is yes...they are related; Phil is the proud father of Gary.

## **Can I Quote You on That?**

One of the hottest topics in publishing today is e-books. Publishers are jumping into the market while at the same time trying to figure out what the market is doing and where it is going. Sales of e-books (electronic versions of printed books) are growing exponentially while sales of traditional printed books (now being called p-books) have been flat or very slightly up over the past year. E-books are still a small percentage of the total market, but these statistics from the [International Digital Publishing Forum](#) will give you a sense of what's happening:

Wholesale e-book sales for all of 2006 = \$ 20.0 million  
Wholesale e-book sales for all of 2007 = \$ 31.8 million  
Wholesale e-book sales for all of 2008 = \$ 53.5 million  
Wholesale e-book sales for all of 2009 = \$165.8 million  
and  
Wholesale e-book sales for *just the first two months* of 2010 = \$60.8 million

This all makes a comment by Noelle Skodzinski, editorial director of [Book Business](#), worth pondering:

"Whether you agree or not, covering your eyes at this point would be a mistake. The e-book market is growing, and it's worth taking a good, hard look at it to see the opportunity it presents."

## **My Word!**

Apropos of the quote above about the market for e-books, be sure to take a moment to read the article below. Appropriated from the French *à propos*, meaning to the purpose, **apropos** is one way to connect to related thoughts or events by indicating their relevance.

And apropos of that discussion below, I'd love to hear your comments on Kindles, Nooks, and iPads as e-readers.

## **Featured Article – Kindle or iPad?**

Do you have one yet? An e-reader like Amazon's Kindle, Barnes & Noble's Nook, or the latest tech toy, Apple's iPad?

I have to admit that so far I've resisted the siren song of electronic reading devices because (1) I don't travel enough to make that a justification, and more importantly, (2) I *like* the feel of a book in my hands. I enjoy the perfume of printer's ink, the sound of the fine crackle as a binding is flexed for the first time, and the actual warmth of a book made of materials that once lived and that I know can be passed on to others to enjoy. So no, I have not yet bought an e-reader, though events recently have made me think that one day I might talk myself into it.

About a year ago I had a chance to hold a Kindle at a publishing conference. At that time it was the best thing available, and it still has some advantages. It's very lightweight, and for people whose eyes are no longer young, the variable type size is a big plus. One man I talked to raved about his Kindle because he likes to be reading several books at once, and with the Kindle he can switch from one to the other easily. Since he travels a lot too, he doesn't have the weight of a bag full of books. The problem I see is that Kindle has no color, is not good for books with images or charts in them, and the device is frankly cold and dull looking.

Now comes the iPad. I've never been one to run out and get the latest gadget, and I certainly don't have an iPhone or one of its many look-alikes. Frankly, I don't want to be that connected all the time. So I dismissed the concept of the iPad and figured it was just one more of Apple's toys that I would not have any use for. I mean, it doesn't even have a keyboard! What can you do with that?

I still haven't touched one, but the other day I saw one and was impressed with how responsive it seemed to be in one simple task: displaying a document. I watched as the user turned it from portrait to landscape orientation, and saw the document spin as he did. That was pretty cool. Then today I read a review of the iPad as an e-reader in the L.A. Times. The reviewer said, "Books on the iPad are electronic without losing their essential bookness, in a way that e-books haven't been before." They can have color, they can be displayed in a two-page spread rather than a page at a time, and "The reading experience more closely resembles that of reading a physical book." Now that sounds interesting! You can read the review here: <http://tinyurl.com/y6wkuyl>.

I'm nowhere near ready to buy an iPad just to be able to read books on it, certainly not until it's been through a couple of versions to iron out the kinks that any new technology guarantees. But still...I wonder if I can put an iPad on my Amazon wish list?

## ***Staying Connected***

Social networking is a fact of life for many writers these days, and I'm not exempt. To help me stay in touch with people who have shared their cats' names and photos for *The Cat Lover's Book of Days*, there's the [Facebook fan page](#). I'm also on LinkedIn, and though I'm on Twitter @McFrugal, I have to admit that my tweeting is far from frequent. Hope to see you in cyberspace.

## ***The Keeper of the Keys***

That's me, Peg Silloway. Lover of words and collector of books. Publishing is a natural outgrowth of my life-long love of writing, and now I'm pouring that love of wordcraft into creating books that have something to say, that can make a difference, and that help authors' publishing



aspirations become reality. Mix that passion for the written word with a background steeped in business reality - accounting, project management, and small business management - and you have The Silloway Press.

Isn't it high time you published your book? Call me at 301-335-9368, or email me at [Peg@SillowayPress.com](mailto:Peg@SillowayPress.com). Together we can make it happen. **Write On!**

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