

KeyNotes

December 2009



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

Hello, Authors and Publishers ~

I used to have a sign that said, "Life is what happens while you are making other plans!" That kind of sums up way this month's schedule has slipped in several areas. I did get ***The Cat Lover's Book of Days*** done, printed, and first copies shipped out in time for holiday gifting. But in the process there were several items on my daily planner that slipped from one day to the next...to the next...to the next.

It's not a good sign when a "to do" item that was on the list December 1 is still there on December 31. Of course, you could say that only means that it wasn't a very important "to do" in the first place or it would be "to done." At least that's my story.

I'm not making resolutions – I rarely do since they are far too easy to break – but this one "to do" at least will make it into the month: My wishes for a happy, healthy, prosperous, and rewarding new year.

Anticipation...Rewarded!

[The Cat Lover's Book of Days](#) is a reality! I'm proud of how it turned out and the reception it has received. Several of the people who ordered the book for themselves and for gifts have been kind enough to let me know that they are enjoying it. Enough people took advantage of the free gift-wrapping that I've decided to extend this extra through the year so that folks can order books for birthdays, house-warmings, and celebrations of new cats in the family.

I've written the first check to PetSmart Charities to fulfill my promise of contributing a portion of sales to help find permanent, loving homes for cats and kittens. Nothing would make me happier than to write checks like that several times a year!

Though the book is out, I'm not shutting down the Facebook fan page – not at all! I'm planning some contests and general silliness throughout the year, so take the time to bookmark the page at <http://tinyurl.com/nplppu>.

Making Zense of It All

That's just one of the chapters in the next book from The Silloway Press: ***Zen and the Art of Negotiation: Successful Negotiation for People Who Hate to Negotiate***. It will be published in mid-January, and is already getting great reviews.

The author, Phil Marcus, is an MIT graduate with 35 years of experience as a lawyer in both direct negotiation and the political environment, and has spent years teaching adults. For several years, he has been showing people how to avoid the nerves and to

think clearly before and during a negotiation session. Written in a breezy, down-to-earth style, this book will help you through any negotiation. Read more about it at www.YourZenSpace.com.

Can I Quote You on That?

If you find yourself thinking, "What difference will it make what I write?" then remember what Lord Byron said:

*But words are things, and a small drop of ink,
Falling like dew upon a thought, produces
That which makes thousands, perhaps millions, think.*

Your words and thoughts are as valuable as anyone's. Make them the best you can, and then send them out into the world.

My Word!

Holidays, especially the ones where we eat and drink a LOT, can make one **phlegmatic**, don't you think? It's easy to get into the slower rhythm of days off from work, sleeping late, maybe curling up with a good book or planted in front of the TV and not moving for hours on end. That's when we can become sluggish and not easily roused...phlegmatic.

Featured Article – Lessons Learned

When I was working as a consultant, the final phase of any project was always "Lessons Learned." Everyone involved would get together and review what we thought would happen, what actually did happen, how we handled unexpected problems or issues, and what we learned that could be reused on another project.

It's still new and I haven't done a full "Lessons Learned" yet. (After all, the project team was primarily one person...me.) But when people have asked what it was like to put together and publish [*The Cat Lover's Book of Days*](#), I find myself saying, "It took a lot longer than I thought," usually followed by, "But it was fun."

Since this was the first of what I intend to be a series of books, it's important to gather the lessons:

1. Because each page of the book is hand built out of text, photos, quotes, and other pieces, it will take two to three times as long to set up as a "regular" book.
2. Even if I think I have more than enough material to fill the book, it won't necessarily all fit because each page needs to make sense and the items on it have to relate.
3. Pertinent quotes are great but not if everyone has already heard them!
4. Finding images that are either in the public domain or can be used without a license fee is time consuming. It is essential to keep track of where the images came from and what permissions (if any) are needed for their use.
5. People will gladly help with content if only you ask and then acknowledge their contribution.
6. No matter how many times you proofread, you'll miss something. Do your best and then move on.

One lesson that didn't have to be learned: Say a genuine "Thank You!" to everyone who helps. I am grateful for the people who allowed me to use their cats' names and stories, I'm grateful to the people who bought the book, and I'm grateful for the U.S. Post Office's system that allows me to buy postage online and have packages picked up at my door. And on this New Year's Eve evening, I'm very grateful for a year of publishing interesting books by delightful authors.

Happy New Year 2010! May it be your best year yet in every way.

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. Together we can make it happen. **Write On!**

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