

KeyNotes

January 2009



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

Hello, Authors and Publishers ~

Winter is an iffy time for me – the days can be long and gray and depressing, but the year is young and full of bright possibility. Making New Year's resolutions is something I've resolved not to do anymore, but that does not mean I don't have plans and aspirations for 2009. My good friend and first author, Margaret Rome has a great catch phrase for this: "2009 is Mine!"

The start of a year is a good time to pull out those writing projects you shoved in a drawer to make room in your life for family, fun, and holiday celebrations. After a month or so of not looking at them, you may find that (a) they are better than you thought, (b) there are some parts that need rewriting, or (c) it's time to let them go and move on to something new. Look for the idea that lures you on, that demands attention, and follow it to see where it leads you. And keep having fun!

Champagne Time!

Did you notice that segue to Margaret Rome above? We published her book, ***Real Estate the Rome Way***, in December. We celebrated the arrival of cartons of books with a signing party and the one essential accompaniment. No, not champagne...chocolate! ([Margaret wrote about it on her blog, here.](#))

Less than a month after it debuted, Margaret's book landed in the #9 spot on the list of [Top 10 Real Estate Books in 2008](#) as chosen by Frances Flynn Thorsen, Community Manager for Trulia.com, the real estate site!

Can I Quote You on That?

The start of a new year is a good time to consider aspirations and expectations. If they are yours, they should be in tune with your heart and soul and gut. They must ring true for you. Someone else's expectations are just that – someone else. This lady knew a bit about living with other's expectations:

Do what you feel in your heart to be right – for you'll be criticized anyway. You'll be damned if you do, and damned if you don't.

- Eleanor Roosevelt

Housekeeping

The Silloway Press **fax number has changed**. The new number is: 301-368-2464. The website is now correct, but all the business cards floating around out there have the old number.

Do you **Twitter**? Since so many people were talking about tweeting (silly term!) I figured I'd give it a try. So if you want to follow me, I'm at **@mcfugal**. Why not my name? Because one of my projects for this year is the Clan McFrugal website and book, so every time I log in to Twitter, I remind myself to think frugal.

My Word!

Has someone taken a dactylogram from you? No, I'm not asking if you are missing something from your dinosaur collection. And if someone has taken a dactylogram, I hope it was neither a coroner nor an FBI agent. Most likely, though, you needed to have your fingerprint taken for some sort of ID badge. And doesn't it sound much better to say "I'm going in for a dactylogram," than "I have to have my fingerprints taken?"

Author's Birthdays in January

Jan 1 – E.M. Forster, J.D. Salinger
Jan 2 – Isaac Asimov
Jan 3 – J.R.R. Tolkien
Jan 6 – Carl Sandburg, Khalil Gibran
Jan 7 – Gerald Durrell
Jan 9 – Judith Krantz, Simone de Beauvoir
Jan 17 – Benjamin Franklin, Anne Brontë
Jan 18 – A. A. Milne, Edgar Allen Poe
Jan 25 – Virginia Woolf, Robert Burns
Jan 27 – Lewis Carroll

Featured Article – Are Children's Books a Risk? Or at Risk?

In their well-intentioned and crisis-inspired desire to keep children from being harmed by dangerous toys and the chemicals in them, Congress has again passed legislation that in effect would throw out the baby with the bath water. While I understand why this happens, I don't understand why no one in government ever seems to learn that regulations made in haste, in the aftermath of a crisis, always have unintended effects – and costs - that could have been avoided if they'd just taken a little more time! [End of rant, back to subject.]

Congress passed the Consumer Product Safety Improvement Act of 2008, or HR 4040, requiring that, effective February 10, 2009, all items sold for use by children under 12 must be tested by an independent party for lead and phthalates. If a product is not tested, regardless of whether it has any lead content, it will be declared a "banned hazardous product." The Consumer Product Safety Commission has said that lead testing is required for children's books, cassettes and CDs, printed game boards, posters and other printed goods. The rule applies to domestic manufacturers and importers alike. And while the Consumer Product Safety Commission administers the law, it may only be changed by Congress.

The effect on large companies such as Mattel, and retailers like Wal-Mart, will be tolerable; for small businesses and individuals, it could be a game-ender. The type of testing required can cost from hundreds to thousands of dollars *per item*, effectively putting many small enterprises and home-based companies out of business.

What to do? What do you always need to do when Congress gets carried away with rule making? Call, fax, email, or write your representative and senators. Find yours here: <http://www.visi.com/juan/congress/>. Let your voice be heard.

A good summary of the issue is in this blog for booksellers. <http://tinyurl.com/7h9er6>

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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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