

# KeyNotes

July 2009



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

## *Hello, Authors and Publishers ~*

Those lazy, hazy, crazy days of summer...do they mean relaxation to you? Or is this the time of just more business as usual? Around here there has been a noticeable decrease in the email volume; too bad the spam volume seems to be making up for it!

This is the time I try to step back and see how I'm doing so far. Am I on track with what I wanted to accomplish for the year? Is the track going where I thought it would? And what is the rest of the year looking like?

Mostly, I come to my desk in the morning looking forward to the day. The question is, am I still having fun? As long as the answer is "Yes!", that's my best measure of success.

## *Another Great Part of My Job*

Last month it was the phone call – "They're perfect!" – when Tim Burrell received the shipment of his book, [\*Create a Great Deal: The Art of Real Estate Negotiating\*](#). This month it's Tim again...going back for another print run! There's only one reason to do that – because he sold out of the first batch. Way to go, Tim!

As if that wasn't enough for this very busy Realtor, Tim has written a second book that is shipping as I write: [\*Create a Short Sale: Your Guide Through the Short Sale Maze\*](#). Short sales have become big business in real estate over the last year as the market has changed dramatically. Tim Burrell knows what a professional real estate agent needs to when dealing with short sales, and has written a book that anyone doing a short sale should read. Not just real estate agents, either. Buyers and sellers can benefit from understanding the process and knowing what to expect. Tim has wrapped it all up in one very readable book.

## *Can I Quote You on That?*

Do you blush? It's such a, well, embarrassing feeling to blush because you simply cannot control it. And then either everyone has a good laugh at your expense, or even worse, they pretend nothing's happened but you can see in their eyes that they saw that flush rise up your face.

As usual, we can depend on the sardonic wit of Mark Twain to have a good word or two on the subject:

*Man is the only animal that blushes. Or needs to.*

~ Mark Twain

## ***My Word!***

Back when I was taking courses for my degree in art, the one I worked hardest on was Art History. I remember sitting in a dimly lit, massive lecture hall with pictures projected on a large screen. From cave drawings to Andy Warhol, the professor covered art and architecture while I struggled to remember the difference between Monet and Manet. I learned many new words for column styles and architectural elements as well as painting terms. One of my favorites was *chiaroscuro*.

**Chiaroscuro** (meaning approximately *light-dark* in Italian) refers to the contrast between light and dark in a painting. Pronounced ky-aro-skew-ro, the word rolls around in your mouth so deliciously. Caravaggio and Rembrandt were two of several masters who used contrasting light and dark to add depth and three-dimensional modeling to their subjects. [Here's a good article](#) with some examples from the Old Masters.

## ***Featured Article – Seeing the Return on Networking***

This seems to have been a month for connections, all of them because I've spent the last couple of years going to a lot of networking events. Thanks to someone I met at an early morning (groan) networking breakfast, I had a referral to another writer and publisher. Turns out she has complimentary skills and services to what I offer, so we may be able to help each other out. Now when someone needs ghostwriting, I have the answer.

Then there was the woman from the meeting where I gave a primer on self-publishing. She's writing a book that promises to be right in a nice niche; we met for coffee and lots of good conversation. And a lunch networking where I met another author and we traded information on printers.

Thanks to my years in several women's business groups, there was a meeting with an author who will build on something already published to enhance her brand.

On the personal side, I learned there's a family reunion coming up soon for descendants of my father's side of the family. The timing doesn't work this year, but next time we might get to go meet some long-lost cousins, and find out if there really was a pirate in the family tree. (I hope so – it's one of my favorite stories!)

Finally, I'm working on my husband's high school reunion memory book. It's a new type of book for me, and I'm looking forward to seeing all the "then" and "now" photos as I place them on the pages. The real fun will be actually meeting many of the people at the reunion next fall.

Everyone tells you that you need to network for business. For a long time, I could see how it was important for someone who sells insurance, but didn't expect it to make a real difference to my business. It was awkward at first, but so was learning to drive a car or surfing the Internet. I can't say that I look forward to those early morning events, but I go and do my best to be awake and coherent, because *they really do work*.

## Watch For It

Coming soon to a computer screen near you...a fan page on Facebook for my new book, [The Cat Lover's Book of Days](#). The book comes out in October, just in time for holiday gifting. Leading up to the release I'll be posting interesting bits for your enjoyment.

In the meantime, if you're on Twitter, you can follow me @McFrugal, and I'm also on LinkedIn. What did we ever do without social networking? More important, how can I ever manage to keep up??

## 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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