

KeyNotes

May 2009



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

Hello, Authors and Publishers ~

*"Tra la! It's May!
The lusty month of May!
That lovely month when ev'ryone goes
Blissfully astray.
Tra la! It's here!
That shocking time of year
When tons of wicked little thoughts
Merrily appear!"*

Guenevere sang that in Lerner and Loewe's "Camelot," celebrating all the wonderful feelings that come with being outdoors as Mother Nature puts on her annual show of growth and renewal. Rodgers and Hammerstein wrote about the same emotions in "Carousel" with "June is bustin' out all over." (Yes, I do love those old musicals.)

Even if you live in a place of perpetual summer or endless winter, you know what that *feels* like. If you were still a little kid, you'd be outside running around for the sheer joy of movement, prancing like a colt, and turning cartwheels in the sunshine.

Now...take that feeling and write it. Write in your journal, create a blog article, work on your book. Write!

May Madness

OK, maybe "madness" is a bit strong, but May will be one busy month. It's already started off with a presentation on self-publishing for the Annapolis Motivational Speakers group. If you are charting a path to motivational speaking, this is a group to consider joining. Rarely have I been with a group that is so positive, so mutually supportive and encouraging, and such fun. I usually get a case of butterflies before speaking to a group, but with these folks it was so relaxing and warm an environment that I had too much fun to be nervous. My thanks to each and every one!

Later this month there are the back-to-back scholarship awards for [NAWBO-Maryland](#) (National Association of Women Business Owners) and [BWN](#) (Business Women's Network of Howard County.) NAWBO awards scholarships to graduating high school seniors who have demonstrated entrepreneurial spirit and skill; BWN's Lifelong Learner scholarship helps women who are re-entering the work force and need help with post-secondary education. Both are great programs – we can never have enough well-educated people.

Then there's the conference I've been waiting for: the IBPA's (Independent Book Publishers Association) [Publishing University](#) in New York City at the end of the month. For three days, I'll be immersed in sessions with the best and brightest of the publishing

world, intending to soak up every bit of knowledge, experience, and advice I can. When that's over and I'm totally saturated, I'll spend some time at [Book Expo America](#) (BEA) where publishers come to meet buyers for bookstores and libraries. In 2006, BEA was in Washington, DC, and I was able to get a taste of it there. Overwhelming! Acres of exhibits, people eagerly handing out tote bags and countless books to fill them. This year The Silloway Press will be represented by two books displayed in the IBPA booth – Rich Madzel's [How to Sell Your Small Business](#), and Margaret Rome's [Real Estate the Rome Way](#). You can be sure I'll have my brand new compact camera along taking plenty of photos.

Can I Quote You on That?

Have you considered the power of your words? We've all heard that the pen is mightier than the sword, that the winners write the history, and that you should not pick a fight with someone who buys ink by the barrel. In this day of instant reporting of news and rumor, of images flashed around the world in nanoseconds, I believe it is more important than ever to think carefully about what we say and write. Once sent into cyberspace your words cannot be recalled. Once posted on YouTube, those antics that seemed so amusing after a few beers will be seen by colleagues, prospective employers, parents, children, and clients. Keep in mind what Carolyn Heilbrun said: *"Power consists to a large extent in deciding what stories will be told."*

Let your story by one that you are proud of now and ten years from now.

My Word!

Is there an author alive who does not occasionally **lucubrate**, especially as a deadline nears? If you read that as "lubricate," you might think I'm talking about using some liquid refreshment to keep the brain and body going during a long work session.

You're close, but not quite on point. Derived from the Latin *lucubrare* – to work by lamplight – it means almost literally "to burn the midnight oil." When you work long and laboriously at your writing, especially at night, you lucubrate (LOO-kyoo-brayt). Some how that sounds much more erudite than "pulling an all-nighter," doesn't it? Thanks, as usual to [Wordsmith.org](#) for that elucidation.

Featured Article – Selling Your Books vs. Amazon Orders

One of the subjects that often comes up when I speak about self-publishing and independent publishing is Amazon. Like them or not, agree with all their policies or not, they are still the big gorilla in online book sales. Many years ago, I recall reading a "Wall Street Journal" article when Amazon was just a little company with big ideas in the northwest corner of the country. The writer, as I recall, opined that they had more hope than good sense, and that he didn't see how they could possibly make any money. Wonder what he's doing these days?!

When you publish your own book you take on all the tasks that are required to get from manuscript to printed and bound books on your shelf. There's plenty to think about, of course, but one topic that is confusing for many self-publishing authors is how to

calculate the number of books they should order to be sold on Amazon. The answer is simple...ZERO!

First of all, many self-published books are ordered in smaller print runs to conserve cash. This means they will usually be printed on digital presses, and as they sell out of the first run they can order more books for just the cost of printing; as long as the cover and contents don't change, there's no setup charge for repeat orders. Once those files are in the system the book can be printed any time and in any quantity.

When someone orders your book through Amazon, you don't have to do anything. If you print with Lightning Source – another big but friendly gorilla - Amazon sends an order directly to Lightning Source which prints the book (remember, they have your book on file digitally). It all happens electronically, and very quickly. That's why your book can show on Amazon as "In Stock" and available for next day shipping.

There's lots to learn when you choose to publish your own book. Check the Silloway Press website and click on the "[Publishing Today](#)" and "[For Authors](#)" tabs. If you don't see the answers there, [email me](#) and see your question answered in a future issue of [KeyNotes](#).

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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