

# KeyNotes

**Snowmageddon 2010**



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

## ***Hello, Authors and Publishers ~***

The record snows that blanketed the East Coast are just about melted now, but the effects linger on, reaching even to newsletters like this one. Did you think I'd forgotten or just given up? Not likely. But I did face some challenges the last couple of months that moved a newsletter down on the list of priorities. Thus this issue's name and the fact that it will serve for January through March, giving me time to get my act together (or a semblance thereof) for April and the rest of the year. So onward to what was to be the beginning of the first **KeyNotes** for 2010...and turns out to still serve for that just fine.

Yes! A new decade, a new chance to finally finish that book, finally make that writing and publishing dream come true. How many times have you heard that old saying, "There's no time like the present"? The thing is, old sayings last because they are true. This one has added significance for me because I was reminded too recently that we cannot count on having a next year, a next month, or even a tomorrow.

So find that old manuscript you stuck in the back of the drawer, dig out the 3" x 5" cards you made those notes on, and make an unbreakable appointment with yourself to finish your book. This year. Starting now.

Good luck with whatever project you choose, and let me know how it goes.

## ***Love to Negotiate? Didn't Think So. Here's Your Book.***

If the idea of negotiating gives you the willies, then the new book from The Silloway Press is what you need. ***Zen and the Art of Negotiation: Successful Negotiation for People Who Hate to Negotiate*** by Philip Marcus is now ready to help you learn how to negotiate calmly and successfully.

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](http://www.YourZenSpace.com).

The book just got a great review in the Columbia *Flyer* – [read it here](#). We are offering a special author-to-you price for an autographed copy of just \$15.95 including free shipping. To get yours, please phone The Silloway Press at **301-335-9368**, or Phil Marcus at **301-498-4766** with credit card info.

## ***Cat Talk***

Two exciting events are centered on *The Cat Lover's Book of Days*. The first one took place on Saturday, January 30, when I was interviewed on the national radio call-in show, "[Talkin' Pets](#)" with host Jon Patch. It was a lot of fun, and we gave away several copies of the book to callers. If you'd like to hear the show, [visit the new Newsroom page](#) of The Silloway Press for the link.

Then on April 7 I will be presenting a one-hour Café Mastery Hour teleclass for the [Animal Spirit Network](#). The teleclass is "[365 Days \(Plus One\) of Cats: Stories of Ordinary and Extraordinary Felines](#)", and is based on *The Cat Lover's Book of Days*.

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>.

## ***A New Chapter***

There's an organization that I think every independent publisher should join: The Independent Book Publishers Association (IBPA) <http://www.ibpa-online.org>. But before you do, go join an affiliate organization which for me is the MidAtlantic Book Publisher's Association (MBPA) <http://mbpa.cloverpad.org>. With your MBPA membership in hand, you then can join IBPA and get a discount on that membership cost.

I'll be talking about both organizations this year, first because I believe in what they do and how they help their members, and second because I've joined the board of the MBPA. Besides having informative and fun meetings, we participate in a variety of regional book festivals which give members an opportunity to display and sell their books. Stay tuned for more....

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

When you take on a project, do you give it everything you've got or just enough to get through? Truth is, we probably all do both from time to time. But if whatever you are trying to accomplish is dear to your heart, important to someone you care about, or just a lot of fun, you'll get more satisfaction if you give it your all. This quote from golf legend Babe Didrikson Zaharias says it all (especially for women!):

*"It's not enough to just swing at the ball. You've got to loosen your girdle and really let it fly."*

## ***My Word!***

Don't you love words that sound like what they mean? "Such a lot of pother about nothing!" You can probably get the meaning of pother from that context: a commotion, a fuss. It can also mean a cloud of dust or smoke, which is also a good visual image of a pother.

## ***Featured Article – Take Nothing for Granted!***

That title is probably good advice any time, but in this case I'm thinking about taking for granted that you'll have another chance to get it right, another day to say "I love you" or "I'm sorry," or another time to be surrounded by those you love. No one is ever ready for the death of a loved one, and when that passing is sudden and incomprehensible, there is no "getting over it." The hardest part is the regret for words unsaid, for disagreements unsettled, for memories unshared.

My brother was an extraordinary man with talents I'll never know about even though he was part of every day of my life. Several years ago, he went on an expedition to the RMS Titanic as part of a scientific investigation; his expertise was as a naval forensics engineer. Though he appeared in the Discovery channel's show, "Answers from the Abyss," what I recall most is the journal he kept of that adventure. Until then, I had no idea my sensible U.S. Marine and then U.S. Navy officer brother had as much appreciation for a magical star-lit sky as he did for a chunk of ship's hull hauled up from the ocean floor. I'm glad I learned that.

There's a phrase one of my writing clients uses that I love: *Live out loud!* Share your gifts and your gratitude, take nothing for granted, and have no regrets down the road.

By the way...I'm very grateful for every one of you who takes the time to read my ramblings, especially this edition. Thank you for being there and for being you.

## ***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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