

# KeyNotes

February 2009



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

## *Hello, Authors and Publishers ~*

The groundhog was wrong. There are still patches of snow and ice on the ground, but I'm declaring spring...NOW. Exhibit A: Step out to get the newspaper in the morning, and you are greeted by bird calls ringing from the bare trees. One I know is a cardinal; the others? Doesn't matter. They are here after too many months of silent mornings. Exhibit B: The ever-optimistic daffodils are poking green shoots up through last fall's leaf mulch layer. The most hopeful are 4" or more above their brown bed.

Take advantage of the lengthening days to carve out some time to work on that manuscript. You won't get it finished until you apply some butt glue, park yourself in a chair, and write. Yellow pad or laptop, it doesn't matter what you use to record your words. Just write.

## *Coming Attractions*

Very soon another Silloway Press debut author will know the thrill of holding finished books in his hands. [Rich Madzel](#) has learned a great deal about selling a business both through the successful sale of the business he and his wife owned, and through helping others craft their own sales. Now he has taken all he's learned and packed it into a book that is as straightforward as Rich is himself. Clearly titled, ***How to Sell Your Small Business***, the book pulls no punches on what you need to do to make a successful deal. Complete with forms and sample documents, this guide will be valuable to every small business person who has ever thought that one day they would want to sell out. Rich's book will be available in early March – watch our website for launch details.

## *In Baltimore? Don't Miss This!*

Margaret Rome knows Baltimore real estate. Live Baltimore knows City Life. On February 19, 2009, the two combine for one great event. LiveBaltimore is launching its new website with a celebration at the Symphony Center Apartments, and Margaret Rome will be there to greet visitors and sign her new book, [Real Estate the Rome Way](#), published by The Silloway Press.

The [Live Baltimore](#) Home Center is a nationally recognized, independent nonprofit organization committed to promoting the benefits of Baltimore City living. City lovers are invited to gather from **5:30 to 7:30 pm on Thursday, February 19th** at the Symphony Center (1020 Park Avenue, Baltimore, MD 21201) to celebrate Baltimore's neighborhoods and check-out Live Baltimore's new redesigned website. Complimentary appetizers and free city life gifts for all attendees.

## *Can I Quote You on That?*

Some thoughts and feelings are timeless. These words could as easily have been written today:

"Happy is the heart of him who writes; he is young each day."  
Ptahotpe, c. 2350 B.C.

## ***My Word!***

William Safire has a wonderful way with words; his writing is always worth reading. Not long ago I found that he and I share an appreciation of a word that is a new construction and yet expresses a way of living that is suddenly becoming fashionable again: frugality. In his "On Language" column in the New York Times on November 23, 2008, Safire saluted one of the words chosen by the folks at the New Oxford American Dictionary as notable words of the year for 2008. **Frugalista**. They define it as "a person who lives a frugal lifestyle but stays fashionable and healthy by swapping clothes, buying secondhand, growing own produce, etc." Hmmm – sounds a lot like my growing up years. And these days I'm finding those frugal habits come in very handy, too. Yep, that's a title I can wear with pride: "Frugalista." A fine word.

## ***Trivia - Seeking Help from Above***

When your connection to the Internet goes down, what do you do? When Google gags on your search request, whom do you call? Tech support, sure, whether it's the tech wizards who keep your company's system humming or your 12-year-old nephew who can do strange and wondrous things with computers. While you wait for the gurus of gigabytes to work their magic, consider sending a little prayer to St. Isidore of Seville.

Yes, there is a patron saint of the Internet, even though Isidore died more than thirteen hundred years ago. A prolific writer, Isidore was a priest in six-century Spain who created more than 1,000 manuscripts including encyclopedic texts of the knowledge existing at his time. "A one-man Internet Search Engine of the Middle Ages," was how the Canadian Broadcasting Corp. described him. We think we're on the leading edge of knowledge and information management. Are we?

## ***Featured Article – Winds of Change***

You don't have to look far these days to see changes. Like the economic crisis, some of them are very painful and frightening. We humans don't much like change, and when it brings job loss and worse, we long for the good ole days of six months ago.

The weather outside today seems to be underscoring the dramatic shifts we're experiencing everywhere. Wind gusts send the empty recycling bin scooting across the deck. Swirling leaves streak across the yard, then turn and skitter back like members of some obscure modern dance troupe. Sitting inside I'm grateful to be wrapped around a mug of hot chocolate and enjoying the company of a purring cat. Simple comforts and familiar ways prevail.

The winds of change are tossing the world of publishing just as they are every other industry. For me, one of the clearest and saddest indications of the new reality is a section that has recently been added to the PW Daily e-newsletter from Publisher's Weekly. Called "Comings and Goings," the section is for people who have "...been laid off

or recently left your job, and would like to pass along your current status and contact information to others in the business...." Publishers are consolidating their operations, shutting down imprints, even suspending acquisitions of new books entirely. If it was hard to get a publishing contract last year, especially for a new author, the odds are worse in 2009.

Time to recall the simple ways of past publishing when you wrote a book, you published it, and you sold it. Your decisions controlled every step of the process, you chose the people to help you, you told the world about your book, and you kept the profits. As sportscaster Charley Eckman of Baltimore used to say, "It's a very simple game!"

I believe the opportunities now for independently published authors are actually increasing. People are looking for answers and a promise that things will get better. Can you tell someone how to live a more frugal life? How to maximize their chance of finding a job after age 40? How to stretch a family's food budget? How to start their own small business? How to survive tough times emotionally and spiritually? Maybe it's time to grab a yellow pad or a computer keyboard and start putting your knowledge to good use.

### ***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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