

KeyNotes

March 2009



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

Hello, Authors and Publishers ~

Yes! The fat robins are back, the brilliant red cardinal is calling from the treetop, and the crocuses are rioting in the front yard. Despite a last gasp snowfall, March is pushing winter aside to let spring in. People are flocking together, too, to support good causes. In the space of a couple of weeks, two Silloway Press tote bags filled with books and chocolate went to silent auctions to raise money for college scholarships by local groups. I was glad to see them do some good, plus I had the fun of shopping for books I want to read and those Ghirardelli chocolate mints that I love.

Most of the country is back on Daylight Savings Time with longer evenings but darker wake-up times. My plan is to take advantage of some of those daylight hours to read for the pure fun of it – something I don't do often enough. Stephen King is often quoted as saying that if you want to be a writer, you must also be a reader. So this month, instead of focusing on your writing, pull a book from your TBR (to be read) stack and settle in for a good read. I'll be doing the same with the latest Jasper Fforde installment of the Thursday Next series. If you love books, mysteries, and don't mind putting reality on hold, these are great fun.

Coming Attractions

This spring is busy for The Silloway Press with [Rich Madzel's book](#) just published (see "Champagne Time Again!" below) and another book coming down the line this month. We're focusing on real estate again with this new book, but rather than how to build a career, like [Real Estate the Rome Way](#), this new book is *the* definitive guide to real estate negotiating.

Tim Burrell is an experienced and well-respected real estate agent in North Carolina who just happens to also be an attorney and expert negotiator. In ***Create a Great Deal: The Art of Real Estate Negotiating***, Tim has distilled the experience of a lifetime into a single, well-written and entertaining read. Tim takes his readers through the entire gamut of negotiating from understanding what makes a good negotiator, to the principles, rules, and tools of effective negotiation. He includes many anecdotes drawn from his own and other agents' experience to illustrate effective negotiating. It's written for real estate professionals, but if I were about to buy or sell my home, I'd want to read this book first! Watch for ***Create a Great Deal*** later this month. And for the latest on negotiating expertise, visit Tim's website, <http://createagreatdeal.com>.

Champagne Time Again!

Last month I told you about Rich Madzel's book, ***How to Sell Your Small Business***. Well, it's here! Published just a few days ago, Rich's book is [available on Amazon.com](#) (<http://tinyurl.com/as68xu>) and already gaining good reviews. Those who know Rich will

recognize his straightforward style and no-nonsense approach to his subject. A small business owner can follow the guidance in this book and be ready to sell when the time is right.

Can I Quote You on That?

This one is unapologetically personal. By the time you get the April **KeyNotes** I will have hit one of those dreadful milestone birthdays. The last one I hit was so unnerving that the only thing I could do to relieve the stress was retail therapy. Things being how they are these days there won't be such therapy for this one. Jug wine and Netflix with my honey will do just fine, thank you. But the attitude of this sums it up nicely for me:

"I will never be an old man. To me, old age is always fifteen years older than I am."
~ Bernard Baruch

My Word!

One of the unexpected effects of advances in technology is the ambiguity of words that we used to understand clearly. Who doesn't know what "fire" is? But now there is a term for that phenomenon of wood, flames, and heat that differentiates it from pseudo-wood plus gas flame, or worse, pseudo-wood and pseudo-flames that provide only a light show. The term is "real fire," and it is a **retronym**. Retronyms are terms that are created to clarify words that have become ambiguous. Where there was a single term and a single meaning for it, technology or changes in society have made it necessary to be more specific.

For instance: Mail is now snail mail. Wedding has several retronyms including church wedding and destination wedding. Photograph likewise can be black and white photo, color photo, digital photo. And the guitar my brother played in high school is most definitely an acoustic guitar. Let's hope we never have to get to using "real person" to differentiate ourselves from clones and androids.

Your Life in Six Words

[Powell's Books](#), that wonderland of books both new and used in Portland, Oregon, has a contest running that will help you in your efforts to write succinctly. Short and sweet (or salty.) Pithy.

Powell's asks, "If you had to convey your entire existence in six words, what would you say?" Inspired by the series of Six-Word Memoirs books, the contest asks you to sum up your life in six words – no more, no less. Post them as a comment on this blog: <http://www.powells.com/blog/?p=4491> by April 15, 2009. They will pick 10 finalists that will be featured on the blog; one will be published in the next book in the Six-Word Memoirs series, scheduled for release this fall.

Need inspiration? Here are some that are already on the blog:

"Books, music, love – life's cracks filled."
"Tough ride, but the view's spectacular."
"Recklessly, went her own way, passionately."
"Found out I'm not really here."

"Yearned to be wild. Behaved appropriately."
"My childhood self would be disappointed."
"Still sampling life's buffet, licking fingers."

Write on!

Featured Article – What Do You Want....?

You know how people ask children and teenagers, "What do you want to be when you grow up?" I always had answers back then – scientist, pilot, writer. But once I hit the age when you're supposed to have some direction, the choices were not so clear. And since then I've spent decades saying, "I still don't know what I want to be when I grow up." In fact, I once bought a book based solely on its title: *I Could Be Anything If I Only Knew What It Was*. For many years, that summed up my dilemma. I enjoyed doing many things along the way. Conquering accounting was satisfying; passing the CPA exam the first time was good for my pride. I loved making jewelry, working with clay on the potter's wheel, and creating stained glass pieces for people's homes. For several years I worked in the world of IT consulting, working with incredibly talented people who could make computers dance to their tune. And of course, writing has always been an important part of my life, both for money and for the pure fun of it.

Then one night last month I realized that I finally DO know. I want to be what I am now. I want to be the one [setting up the author's signing table](#), schmoozing with the fans, and helping authors make that connection with their readers. I want to be the one with the camera, roaming the room and taking pictures as the author talks with customers and signs their books. I want to be the one they mention in the acknowledgments because I've helped them make a particular dream come true. I want to be their publisher, the one who helps them pull all the pieces together for a beautiful and successful book.

It's only taken mumbledy-teen years, but it finally happened. I know what I want to be when I grow up! Now, I still don't want to actually grow up...but that's another story.

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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