

KeyNotes

November 2008



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

Hello, Authors and Publishers ~

November...the wonderful scent of roasting turkey, the warm glow of a fireplace (oh, I wish I had one!), the smell of wood smoke in the air as evening falls, and the beginning of a new chapter in our country's history. I find it incredibly exciting and heartening to see democracy at work. It's messy and it's noisy, but it sure is fascinating!

Welcome to November's issue of **KeyNotes**. Now we shift into high gear and it's one long, mad dash to the end of the year. With parties and presents and pounds - the kind we gain from all those buffets - it can be hard to find time to actually write. If that's a challenge for you, too, make it easy on yourself and keep a simple journal. It doesn't have to be anything formal, just something that will capture the days as they speed by. I keep a small (3 ½ x 5 ½) Moleskine notebook in my bag for those times when I need to capture a scene or a thought. Give yourself a present and get a good notebook, then carry it always.

Can I Quote You on That?

Short and right on the mark was Joseph Rudyard Kipling when he said, "Words are, of course, the most powerful drug used by mankind." I admit it - I'm addicted!

Can You Quote Me on That?

That's not a mistake; just my silly way of celebrating being included in the 2009 edition of **The Woman's Advantage Page-A-Day Calendar**. 365 days of quotes from and for business women, and one of 'em is mine! Read more about it and check out April 3, 2009 here: <http://tinyurl.com/2zybxq>.

My Word!

Enamored of words - absolutely! But I draw the line at **epeolatry**. The worship of words goes too far. Words are, after all, creations of humankind. We're creative and amazingly clever, but nothing we bring into being can match the wonders of the natural world.

November Author Birthdays

November 1 - Stephen Crane

November 7 - Albert Camus

November 9 - Carl Sagan

November 13 - Robert Louis Stevenson

November 27 - James Agee

November 28 - William Blake
November 29 - Louisa May Alcott
November 29 - C. S. Lewis
November 30 - Mark Twain
November 30 - Sir Winston Spencer-Churchill
November 30 - Jonathan Swift

Featured Article – Tips For Your Author Website

You've put in months and maybe years writing your book, polishing your prose, nit-picking every comma and quotation. Now that your manuscript shines and you're ready to publish, there is a whole new set of steps that will take you from manuscript to printed and bound book, ready to sell. Marketing is about to become your new pastime – maybe something you'll relish, maybe something you'll delegate to someone else - but either way it's essential if you want the world to know about your wonderful book.

Today, an author website or blog is a central part of that marketing effort. The format is not as important as the content and regular updating. Of course, you need to own the domain names (URLs) that people will use to find you. Those should include your name, your book's title, and even other versions of your name if it is often misspelled. For instance, if your name is Steven Sanderson, you might want to buy stevensanderson.com, stephensanderson.com, stevesanderson.com, etc. For a book title like *College Bound: The Parent's Guide to Helping Your Child Choose the Right University*, you could try to buy collegebound.com, parentsguide.com, collegeboundguide.com, etc.

How do you get a domain name? I like GoDaddy.com; their prices are good and the support has always been excellent. They can also host your website, and if you are the do-it-yourself type, they have site-building software that can help you create a simple website. With millions of domain names already reserved, you may have to be creative about finding the right combination of words for yours. If building your own site is not something you want to take on, there are excellent developers who can create your author website; [email me](mailto:email_me) if you need a recommendation.

However you create it, your site needs to include some basics, all of which are aimed at letting people know more about you and your book, and encouraging them to buy!

1. **Book cover.** A good, high-resolution image of your book cover is a must. If your book will be on store shelves, let people know what to look for. Even if you will be selling direct or giving the book away, your attractive book cover helps build interest.
2. **Author bio.** Tell readers about yourself, your background, and what has influenced your writing. If your book is fiction, explain what inspired the story. If it's nonfiction, tell about your experience that builds credibility for your position as an expert. Be sure to include your photograph, and make it something other than a traditional portrait if you can. You're showcasing your personality here, and want everything you put on the site to create a coherent image of you as a fascinating person.
3. **Book excerpt.** Give your readers a taste of what's to come when they buy your wonderful book. The sample can be a few paragraphs of sparkling dialog that draw the reader in and make them want to know more about the

characters. It can even be an entire short chapter that showcases your writing and subject matter expertise. Whatever you choose, make it a selection that will leave people wanting more.

4. **Ways to buy.** Make it easy for people to buy your book, whether through your own website or through online outlets such as B&N, Amazon, etc. Promote the sale of autographed copies through your own site, too. (Be sure to abide by your state's sales tax laws.)
5. **Events and promotions.** Keep an updated calendar of appearances where people can meet you and buy your book. When you have signings or you make presentations, take photos of the events and post them on your website.

Marketing your book takes planning and follow-through, and your website or blog is an important component. After all the hours you put in to the writing, plan to devote a few more to spotlighting the result. Your book!

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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