

# KeyNotes

November 2009



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

## *Hello, Authors and Publishers ~*

Thanksgiving is upon us, and Hanukkah, Christmas, Kwanzaa, Winterfest, and New Year's Eve are rumbling toward us in quick succession. The calendar is littered with events and our lives are being filled with a heady mixture of obligation, anticipation, and sometimes aggravation. Do you ever want to go outside and yell, "Slow down!" to the world? Me too...frequently.

But ready or not, here they come, so we might as well find ways to simplify what we can, say, "No, thanks" when we should, and always carve out time for ourselves and the people we love. Recent events have reminded me how very important it is to put family and close friends at the center of our days, for no one has a guarantee of any days after today.

May your holidays be filled with warmth, love, and laughter.

## *Anticipation...*

*The Cat Lover's Book of Days* is closer to being a reality every day! Yes, I said that last month, and it's still true. Earlier this month the proofs came in and notched up the excitement level. And now the book is on Amazon.com for pre-ordering, which makes it all very real.

Meanwhile, the website is being updated to take orders for signed copies – including free gift-wrapping for those who need that bit of extra holiday help. I'm also hoping to have some book signings in conjunction with pet adoption events to help raise money for PetSmart Charities as well as local shelters. A portion of every copy sold will go to help the cats and kittens who don't yet have a safe, warm home for their holidays.

While we're waiting for the books, you can still find your full daily requirement of cats on the Facebook fan page at <http://tinyurl.com/nplppu>.

## *New Year, New Book*

Do you get butterflies when you think about asking for a raise? Or uptight when you know you're going to have to deal with the games that car salespeople play? Never again! Early next year you'll be able to read *Zen and the Art of Negotiation: Successful Negotiation for People Who Hate to Negotiate*. 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).

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

During the holidays, we can get so completely wrapped up in obligations – people we have to visit, gifts we have to give, meals we have to cook – that the happiness we're seeking can get lost in the shuffle. That's the time to stop and find a four-legged furry friend to hug. Remember the immortal words of Charles Schulz:

*"Happiness is a warm puppy."*

## ***My Word!***

Where is your acnestis? We all have one, somewhere on our bodies. For me, it's a spot in the middle of my back. Derived from the Greek for "spine," the acnestis (pronounced ak-NEES-tis) is that place on your body that you cannot reach to scratch for yourself. Rulers, back scratchers, knitting needles, and doorframes are all favorite tools for relieving the itch in those few square inches of skin.

Don't forget to sign up for your own daily word at <http://wordsmith.org/awad/subscribe.html>. It's a nice bit of brain candy to start each day.

## ***Featured Article – ...and miles to go before I sleep***

I was talking with a young friend not long ago about the circuitous path that has brought me to the place when I finally can say that I know what I want to be when I grow up: a publisher. In other words, it has taken many decades and several careers to have it all come together in a time and form that (finally!) is right of me.

In many ways I'm fortunate to have grown up when I did, seeing the unlamented death of limited expectations about what a woman could do with her life. I would have liked some of those limits to die sooner than they did, but at least I had more career options than teacher/nurse/secretary. The world that young people are shaping today is full of opportunities and technologies that didn't exist a decade ago. It is also filled with challenges and clever charlatans ready to take advantage of the unwary – but that is not new.

As we talked about finding what you should be doing with your life, I asked him to keep in mind three basic rules.

1. You are always free to change your mind at any time in your life, no matter how strong your commitment may have been to a particular path.
2. Everything you do along the way will travel with you to what you do next, building a unique combination of skills and experience.
3. When a door opens in front of you, take a good look at the opportunity before passing it by; some of my most interesting work came from saying, "I wonder...."

OK, before this gets to sounding too much like a crone on a mountaintop, I'll wrap it up by saying that some of my best times have been unplanned, unbidden, and unexpected. What's next? For now, it's more books, more authors, and more learning.

Here's hoping your path includes some delightful unexpected turnings.

## ***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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