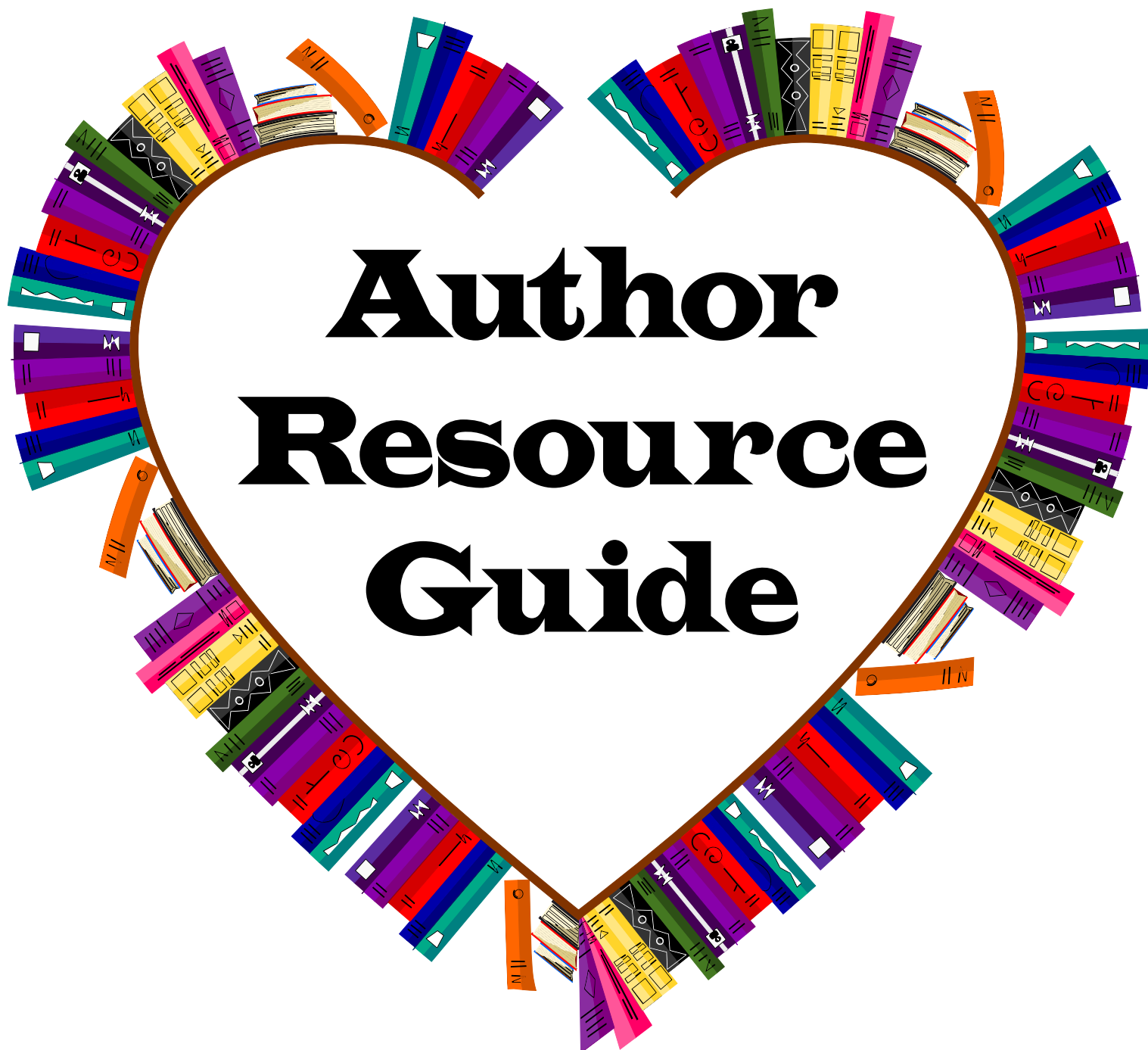


THE AUTHORS' GATHERING

Magazine

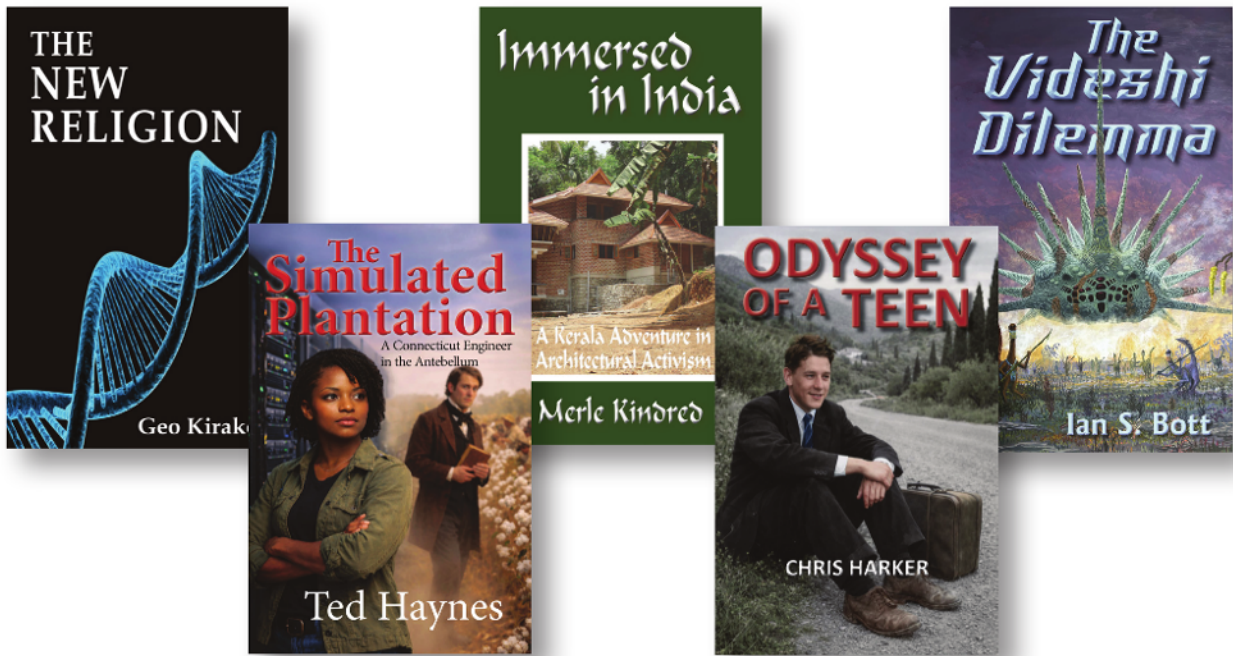


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Letter From the Editor



The Authors' Gathering Resource Guide was created to support writers at every stage of their publishing journey. Whether you're developing your first manuscript, preparing to publish, building your author platform, or looking for new ways to reach readers, this guide offers practical information, trusted resources, and valuable connections to help you move forward with greater confidence.

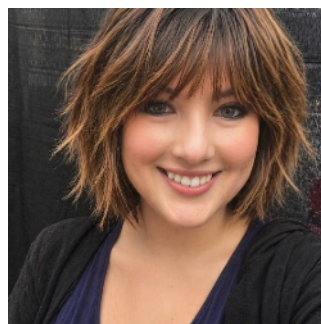
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The Biggest Changes Affecting Authors Right Now

The publishing industry is changing faster than ever, and authors who understand those changes have an advantage.

Whether you are writing your first book or already have several titles behind you, today's publishing environment offers opportunities that simply didn't exist a decade ago.

Here are some of the biggest changes authors should be paying attention to.

1. Authors Have More Publishing Choices

Authors are no longer limited to waiting for a traditional publisher to say yes. Self-publishing, print-on-demand and hybrid publishing have created more ways to bring a book to market. Authors can choose the level of control, investment and professional assistance that works for them. The author has more power than ever, but with that power comes responsibility.

2. Discoverability Is Becoming the Biggest Challenge

Getting published is only half the journey. With millions of books available, the challenge is increasingly being discovered by the right readers.

A great cover, strong book description, professional author presence, reader reviews, social media, email marketing, speaking and community building can all play a role in helping a book stand out. Today's author needs to think

beyond "How do I publish my book?"

3. Authors Are Becoming Entrepreneurs

Today's successful author may be doing much more than selling books. A book can lead to speaking engagements, workshops, courses, coaching, consulting, memberships, media appearances and collaborations. For many authors, the book isn't the entire business. It is the doorway into the business.

4. Community Matters More Than Ever

Readers don't simply connect with books. They connect with authors, ideas and communities. Building genuine relationships with readers and other authors can create opportunities that a simple social media post or advertisement cannot.

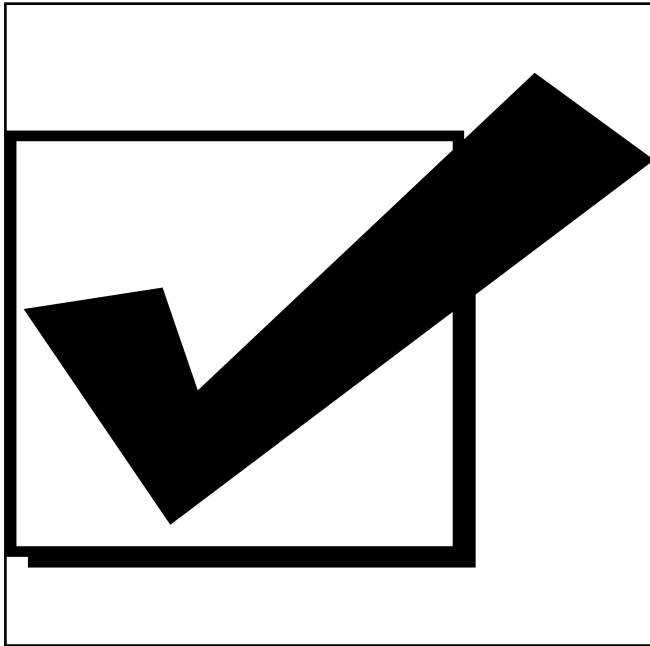
Collaboration, networking, author events, podcasts, book clubs and online communities are becoming increasingly important parts of an author's platform.

Change can feel overwhelming, but it also creates opportunity. The authors who thrive in today's environment aren't necessarily the ones with the biggest budgets or the largest audiences.

They are the ones who are willing to learn, adapt, build relationships and keep moving forward. The publishing world is changing and that means the definition of what it means to be an author is changing too.



THE AUTHOR'S CHECKLIST



Writing a book is a journey, and there are a lot of moving parts along the way. Use this checklist to help keep yourself organized, make informed decisions and move confidently from idea to finished book.

1. DEVELOP YOUR BOOK IDEA

- ☐ I know what my book is about.
- ☐ I can clearly explain my book in one or two sentences.
- ☐ I know who my ideal reader is.
- ☐ I understand the problem, need or desire my book addresses.
- ☐ I know what I want readers to feel, learn or do after reading it.
- ☐ I have chosen a working title.
- ☐ I have determined the format of my book (fiction, nonfiction, memoir, poetry, workbook, etc.).
- ☐ I have created an outline or chapter plan.

From Idea to Published Book

- ☐ I have determined a realistic writing schedule.

2. WRITE YOUR MANUSCRIPT

- ☐ I have completed my first draft.
- ☐ I have allowed myself to write the first draft without trying to make it perfect.
- ☐ I have reviewed my structure and organization.
- ☐ Each chapter contributes something meaningful to the book.
- ☐ My introduction clearly establishes what readers can expect.
- ☐ My conclusion provides a satisfying ending or clear takeaway.
- ☐ I have checked for repetition, inconsistencies and gaps.
- ☐ I have considered whether additional research or fact-checking is required.

3. EDIT & POLISH

- ☐ I have completed a developmental edit or structural review, if needed.
- ☐ I have had my manuscript professionally copyedited.
- ☐ I have had my manuscript proofread after editing and formatting.
- ☐ I have checked names, dates, statistics, quotations and references.
- ☐ I have confirmed that I have permission to use copyrighted material where required.

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- ☐ I have checked that all sources and references are properly credited.
 - ☐ I have completed a final read-through.
- Remember: Editing is not about changing your voice. It's about helping your best writing shine through.

4. CREATE YOUR BOOK PACKAGE

- ☐ I have chosen my final title.
- ☐ I have created or commissioned a professional book cover.
- ☐ My cover communicates the genre and audience of my book.
- ☐ I have written my back-cover copy/book description.
- ☐ I have written a professional author

biography.

- ☐ I have selected my author photo.
- ☐ I have gathered endorsements or testimonials, if appropriate.
- ☐ I have chosen the size and format of my book.
- ☐ I have determined whether my book will be available in print, ebook or both.
- ☐ I have had the interior professionally formatted.

5. PUBLISHING DETAILS

- ☐ I have decided which publishing path is right for me: traditional, hybrid or self-publishing.

- ☐ I understand who owns the publishing rights.
- ☐ I understand my royalty structure.
- ☐ I understand all publishing and production costs.
- ☐ I have obtained the appropriate ISBN(s).
- ☐ I have determined my retail price.
- ☐ I have selected the countries/markets where I want to sell my book.
- ☐ I have created the necessary book metadata.
- ☐ I have reviewed and approved the final proof.
- ☐ I have ordered a physical proof copy, if applicable.
- ☐ I have completed a final quality check before publication.

6. BUILD YOUR AUTHOR PLATFORM

Don't wait until publication day to start building your audience.

- ☐ I have an author website or author page.
- ☐ I have an author email address.
- ☐ I have created or updated my social media profiles.
- ☐ I have a professional author biography.
- ☐ I have professional author photos.
- ☐ I have a short and long description of my book.
- ☐ I have started building an email list.
- ☐ I know where my ideal readers spend time online and/or in person.
- ☐ I have begun connecting with other authors, readers and industry

professionals.

7. PLAN YOUR BOOK LAUNCH

- ☐ I have selected my publication date.
- ☐ I have created a launch timeline.
- ☐ I have decided whether I will hold a launch event.
- ☐ I have contacted potential venues, bookstores, libraries or organizations.
- ☐ I have prepared launch announcements.
- ☐ I have prepared social media content.
- ☐ I have prepared email announcements.
- ☐ I have contacted people who may be willing to review or recommend my book.
- ☐ I have prepared graphics and promotional materials.
- ☐ I have created a simple way for people to purchase my book.
- ☐ I have decided how I will track sales.

8. MARKET YOUR BOOK

- ☐ I have created a basic marketing plan.
- ☐ I know my primary audience.
- ☐ I have identified potential media contacts.
- ☐ I have identified podcasts or shows that reach my audience.
- ☐ I have identified relevant organizations, groups and communities.
- ☐ I have researched bookstores and libraries that may be a good fit.
- ☐ I have considered speaking opportunities.
- ☐ I have created content that connects naturally to my book.

- ☐ I have a plan for continuing promotion after launch.

Don't make the mistake of thinking your book launch is the end of your marketing. It's the beginning.

9. THINK BEYOND THE BOOK

Your book can be more than a product. It can become a doorway to new opportunities.

- ☐ Can my book lead to speaking opportunities?
- ☐ Can I create workshops or classes based on my book?
- ☐ Can I create a companion workbook or journal?
- ☐ Can my book support my existing business?
- ☐ Can I offer consulting, coaching or services related to my expertise?
- ☐ Can I create a presentation or keynote based on my book?
- ☐ Can I collaborate with other authors or professionals?
- ☐ Can I create a book bundle or special package?
- ☐ Can I use my book to grow my email list or community?
- ☐ What other opportunities could my book create?

10. AFTER PUBLICATION

- ☐ I have celebrated becoming a published author!
- ☐ I am continuing to promote my book.
- ☐ I am collecting reviews and testimonials.

- ☐ I am tracking sales and learning what is working.

- ☐ I am continuing to grow my audience.
- ☐ I am looking for speaking and media opportunities.

- ☐ I am building relationships rather than simply asking people to buy my book.

- ☐ I am keeping my author website and profiles current.

- ☐ I am exploring new ways to use my book.

- ☐ I am thinking about what I want to write next.

THE AUTHOR'S FINAL CHECK

Before you call your book "done," ask yourself:

- Does this book look professional?
- Does it speak directly to the reader I want to reach?
- Does the cover communicate what the book is about?
- Have I invested in the editing and production necessary to make it the best book I can create?
- Do I have a plan for getting it into readers' hands?
- Do I know what I want this book to accomplish for me?
- And finally:
- Am I proud to put my name on it?

If the answer is yes, you're ready.





For the *author* behind the book.

Writing is about more than words. It's about having the mindset, confidence, and resilience to keep going.

Mindset Focus | Motivation | Burnout | Courage | Impostor Syndrome

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KEEPING YOUR MOTIVATION ALIVE DURING THE AUTHOR JOURNEY

Writing a book sounds exciting when it begins. You have an idea. You are inspired. You can already imagine holding your finished book in your hands.

Then reality sets in. The writing takes longer than expected. A chapter isn't working. Life gets busy. Editing becomes overwhelming. You start wondering if anyone will even read the book when it's finished.

This is where motivation matters most. Remember Why You Started. When the process feels difficult, go back to your original reason for writing.

Write that reason down and keep it somewhere you can see it. Your "why" can carry you through the moments when your excitement temporarily disappears.

Don't wait for inspiration successful authors don't necessarily feel motivated every day. Sometimes you simply have to sit down and write.

Give yourself a smaller goal: One page. One paragraph. Fifteen minutes. Small progress is still progress. And those small accomplishments eventually become a manuscript.

Celebrate the milestones. Don't save the celebration for publication day. Celebrate finishing your outline. Celebrate completing your first chapter. Celebrate

typing "The End." Celebrate sending your manuscript to the editor. Every milestone is proof that you are moving forward.

Don't compare your journey with another author. Another author's publishing journey may look completely different from yours. They may write faster. They may have a larger audience. They may already understand the publishing industry.

That's okay. Your book is your journey. Focus on becoming a little further ahead than you were yesterday. Keep Going. There will be days when you question your book. There will be days when you don't feel like writing. There may even be days when you wonder why you started.

That's normal.

The difference between an unfinished idea and a finished book is often simply this: Someone kept going.

Your book doesn't have to be written perfectly. It just needs to be written. Keep showing up. Keep learning. Keep making progress.

Because one day, you'll hold the finished book in your hands, and you'll be very glad you didn't give up.



Traditional, Hybrid or Self-Publishing

Which Path Is Right for You?



You have written the book. You have poured your ideas, experiences, knowledge, imagination and perhaps even a little bit of your heart onto the page. Now comes a question that can feel almost as overwhelming as writing the book itself: How should I publish it?

Today, authors have more choices than ever. The traditional publishing model is still very much alive, but authors can also choose self-publishing or work with a hybrid publisher. Each path has advantages, challenges and financial considerations. The important thing to remember is this: There is no single "right" way to publish a book. There is only the path that is right for you, your book and your goals.

Traditional Publishing

Traditional publishing is the model most people think of when they imagine becoming a "published author." You typically submit your manuscript to literary agents or publishers. If a publisher is interested, they acquire the rights to publish your book and generally take responsibility for producing and distributing it.

Depending on the publisher and your contract, the publisher may provide editing, cover design, formatting, printing, distribution and some level of marketing and publicity support.

The advantages

You don't have to finance the entire publishing process yourself. A traditional publisher generally pays the costs associated with producing the book. An author may also receive an advance against future royalties, although advances vary considerably and are not guaranteed.

Traditional publishers can also provide access to established distribution networks, professional publishing teams and industry relationships.

For some authors, the credibility associated with a traditional publishing deal is important, particularly if they hope to pursue major media opportunities, literary recognition or certain types of professional opportunities.

The challenges

Getting traditionally published can be difficult and competitive. Many authors spend months or even years querying literary agents and publishers before finding the right fit. Rejection is a normal part of the process.

You also give up a significant amount of control. The publisher may have input into your title, cover, editing, format, publication date, pricing and positioning.

And while authors sometimes assume that a traditional publisher will take care of all the marketing, that isn't necessarily the case. Even traditionally published authors are often expected to participate actively in promoting their books.

Traditional publishing may be a good fit if:

- You want the support and infrastructure of an established publisher.
- You are comfortable with a longer publishing timeline.
- You are willing to pursue agents and publishers.
- You value traditional industry recognition.
- You don't want to finance the production of your book yourself.
- You are comfortable giving up some creative and business control.

Self-Publishing

Self-publishing has transformed the book industry. Instead of waiting for a publisher to say yes, the author takes responsibility for bringing the book to market. That doesn't mean you have to do everything yourself. A self-published author can hire professional editors, designers, formatters, proofreaders, marketers and other specialists. The difference is that the author is the publisher and makes the decisions.

The advantages

The biggest advantage is control. You decide what your book is called, what the cover looks like, how it is positioned, when it is released and where it is sold. You can also move much faster than the traditional publishing process.

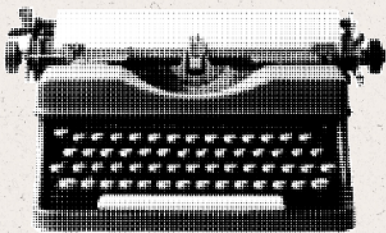
Self-publishing can provide a greater share of the revenue per book, although that depends on your production costs, distribution arrangements, retailer fees and pricing. Most importantly, you own the publishing process.

For entrepreneurs, coaches, consultants, speakers and professionals, this can be particularly powerful because the book may be only one part of a much larger business strategy. Your book can lead readers to your website, newsletter, speaking engagements, workshops, courses, consulting services or other products.



You wrote the story

Now let's shape it.



Professional fiction editing.
Thoughtful collaboration.



Your words, *refined*.

revisionroom.net
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The challenges

With control comes responsibility. You are responsible for making sure your book is professionally edited, designed, formatted and produced.

You are also responsible for understanding distribution, pricing, metadata, marketing, promotion and sales. One of the biggest misconceptions about self-publishing is that once the book is available online, people will automatically find it. Publishing is not the same as marketing. A professionally produced book still needs a strategy for getting it into the hands of readers.

Self-publishing may be a good fit if:

- You want complete creative control.
- You want to publish on your own timeline.
- You are comfortable making business decisions.
- You want to build an author brand or business around your book.
- You are willing to invest in professional services.
- You want to retain greater control over your rights and publishing decisions.
- You enjoy learning the business side of publishing.

Hybrid Publishing

Hybrid publishing sits somewhere between traditional publishing and self-publishing. The term "hybrid" can mean different things, so

authors need to do their homework. Generally, a hybrid publisher provides professional publishing services while the author contributes financially to the cost of producing the book. Depending on the company and contract, the author may receive professional editing, design, production, distribution, marketing or other services.

Some hybrid publishers are highly selective and operate with professional publishing standards. Others are essentially service providers using the word "hybrid" as a marketing term. That distinction matters. Before signing a contract, investigate the company carefully.

Ask:

- What services are actually included?
- What will I pay?
- Who owns the publishing rights?
- Who owns the ISBN?
- What percentage of royalties will I receive?
- Where will my book be distributed?
- How long is the contract?
- What happens to my rights when the contract ends?
- Can I purchase additional copies?
- What marketing is actually included?
- Who controls pricing?
- Can I terminate the agreement?
- Are there additional fees?



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-  Publishing

Learn More



Traditional, Hybrid or Self-Publishing Which Path Is Right for You?- Continued

Never assume that the word "hybrid" automatically means "the best of both worlds."

Hybrid publishing may be a good fit if:

- You want professional publishing assistance but don't want to pursue a traditional publishing deal.
- You have a budget for publishing services.
- You want to remain involved in the publishing process.
- You would benefit from professional guidance.
- You have a clear understanding of what the publisher is providing in exchange for your investment.

So... Which One Is Right for You?

Instead of asking, "Which publishing method is best?", ask: "What do I want my book to accomplish?" That question can completely change your answer. If your dream is to see your novel on the shelves of major bookstores and pursue traditional industry recognition, traditional publishing may be worth pursuing.

If your primary goal is to get your book into readers' hands quickly, maintain control and build a business around your expertise, self-publishing may make more sense. If you want professional assistance and are comfortable investing in the production of your book, a reputable hybrid publisher may be worth exploring.

There is also another important consideration: What kind of author are you? A novelist, memoir writer, business expert, coach, speaker and subject-matter expert may have completely different publishing goals.

For example, a business consultant might not need to sell tens of thousands of books for a book to be successful. If a \$20 book helps introduce someone to a \$2,000 consulting program, speaking opportunity or course, the book has a very different role in the business. Likewise, a memoirist may care more about reaching a specific community of readers than building a large commercial enterprise. Your definition of success matters.

Don't Choose Your Publishing Path Based on Ego. There can be a tendency to think: "Real authors get traditionally published."

That simply isn't a useful way to look at publishing today. A traditionally published author is not automatically more talented than a self-published author. A self-published author is not automatically more entrepreneurial than a traditionally published author. And a hybrid-published author is not automatically getting a shortcut. These are simply different publishing models.

The better question is: Which model gives me the best opportunity to achieve what I want with my book?

Ask yourself these five questions:

1. How much control do I want?

If control is extremely important to you, self-publishing may be attractive.

2. How quickly do I want my book published?

If timing is important, self-publishing generally provides greater flexibility.

3. What is my budget?

Traditional publishing generally does not require the author to finance standard production costs, while self-publishing and many hybrid models require some level of author investment.

4. How involved do I want to be?

If you want someone else to manage much of the process, traditional publishing may appeal to you. If you enjoy being involved in decisions, self-publishing may be a better fit.

5. What do I want my book to do for me?

- Do you want to sell books?
- Build a business?
- Grow your audience?
- Generate speaking opportunities?
- Establish credibility?
- Share your story?
- Create a legacy?
- Open doors?

Your answer may be the most important consideration of all.

The Most Important Advice: Do Your Homework

Whichever path you choose, don't rush into an agreement because someone has promised to make you a published author.

- Read the contract.
- Understand the costs.
- Understand the rights.
- Understand the royalties.
- Understand the distribution.
- Understand what marketing is, and isn't, included.

And remember that being published and being successful are two different things. A book can be beautifully published and still sit unnoticed. Conversely, an independently published book can find a passionate audience and open extraordinary opportunities for its author. The publishing model is only the beginning.

Your book still needs a great idea, professional production, the right readers and a plan for reaching them.

The publishing industry has changed dramatically, and that is good news for authors. You no longer have to wait for someone else to give you permission to bring your book into the world. You have choices. Take the time to understand them, determine what success looks like for you, and choose the path that supports your vision.

Because the goal isn't simply to become a published author. The goal is to become the author you want to be, and create a book that does what you want it to do.

Why Your Book Description Matters More Than You Think



A great book can be beautifully written, professionally edited and wrapped in an eye-catching cover, and still struggle to sell if the book description doesn't connect with the reader.

Your book description is often one of the first things a potential reader encounters after seeing your cover and title. It has one important job: Make the reader want to know more.

One of the biggest mistakes authors make is treating the book description like a chapter-by-chapter summary. A strong description doesn't need to tell readers everything that happens in the book. Instead, it should communicate the heart, promise and appeal of the book.

For fiction, this may mean introducing the main character, establishing the central conflict and creating enough intrigue to encourage the reader to continue.

For nonfiction, it may mean identifying the problem the book addresses, explaining the value readers will receive and showing what makes your approach different.

The goal is to create interest without giving everything away. Your Reader Needs to See the Value A reader is making a decision based on limited information. Your description should quickly communicate:

- What the book is about
- Who the book is for
- What makes it interesting or different
- What the reader can expect to gain or experience
- Why this book is worth their time

Think of your description as a bridge between curiosity and purchase. Make every word work. Space is limited, and attention spans are short. Avoid unnecessary background information, lengthy explanations or overly complicated language. Use clear, engaging sentences that make the book sound inviting.

Your opening lines are particularly important. They need to create enough interest for the reader to continue. Short paragraphs can also make your description easier to read, especially online.

Let your author voice come through. Your description should sound like your book. A humorous novel can have a playful description. A powerful memoir can have an emotional one. A practical business book can communicate confidence and authority. The description is part of your author's brand. It should give readers a small taste of the experience they can expect inside the pages.

Your book description should work alongside your title and cover, not repeat them. Make sure it is professionally proofread and free of spelling and grammatical errors. If your book is being sold online, consider including relevant keywords naturally so readers searching for books in your subject area have a better chance of finding it.

Most importantly, revisit your description from time to time. As you learn more about your audience and discover which messages resonate with readers, your description can evolve.

Your book description may be only a few hundred words, but those words can have a significant impact. It is your opportunity to introduce your book, communicate its value and invite the right reader inside.

Don't simply describe your book. Sell the experience of reading it. A great description doesn't give the whole book away. It gives readers a reason to open the first page.

The Power of Author Communities

Writing can be a solitary journey, but it doesn't have to be.

Being part of an author community creates opportunities to share ideas, learn from others, celebrate milestones and navigate the challenges of publishing together.

Consistency is what makes a community powerful. Meeting once in a while can be enjoyable, but regular gatherings create real relationships, trust and momentum.

Over time, familiar faces become connections, connections become collaborations, and collaborations can lead to new opportunities.

A consistent author community can

provide encouragement when motivation is low, fresh ideas when you feel stuck, practical advice when you're facing a publishing challenge and a reason to keep moving forward.

It also creates something every author needs: people who understand the journey.

Whether it's a monthly chapter meeting, a virtual coffee chat, a writing group or a regular networking event, making time to connect with fellow authors can have a lasting impact.

Don't write your book alone. Build your author community along the way.



Reconnect to the fun and fulfillment of writing.

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You'll find encouragement, community, and input from other writers—if and when you want it.

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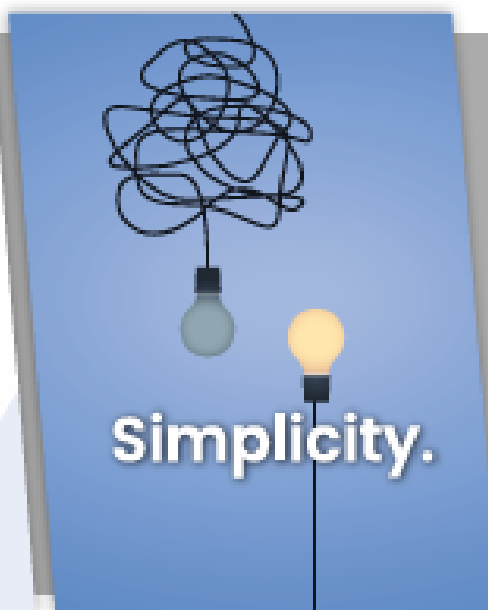
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lrennie@marquisbook.com

Eco-Friendly Printing Options for Authors

Publishing a book doesn't have to mean choosing between beautiful print quality and environmental responsibility. Authors today have several options for making their printed books more sustainable.

One of the simplest choices is print-on-demand (POD). Rather than printing hundreds or thousands of copies in advance, books are produced as they are ordered. This can significantly reduce overprinting, excess inventory and the number of unsold books that may eventually be discarded.

Choose your paper carefully. Paper is one of the biggest considerations when printing a book. Authors can ask printers about recycled paper, FSC-certified paper and responsibly sourced stock.

FSC certification indicates that paper comes from forests managed according to established environmental and social standards. Recycled paper can also reduce the demand for virgin materials.

For many books, choosing a lighter-weight paper can reduce the amount of material used without compromising the reading experience.

Ask your printer about vegetable or soy-based inks and environmentally preferable printing processes. You can also reduce the environmental impact of your cover by being selective about laminates, coatings, foil and other specialty finishes. A beautifully designed book doesn't necessarily need excessive embellishment.

For authors who are testing a new title, smaller print runs or print-on-demand can be a smart way to minimize waste while learning what the market wants.

Sustainability doesn't stop at the printing press. Consider packaging, shipping distances, storage and how books are delivered to readers. Digital editions can also provide an alternative for readers who prefer ebooks.

Being environmentally conscious doesn't require making your book less beautiful or professional. It simply means making thoughtful choices about how your book is produced, packaged and delivered.

Talk with your printer about the sustainable options available for your particular project. Small decisions, from the paper you select to the quantity you print, can add up to a meaningful difference.

Publish thoughtfully. Print intentionally. Waste less.



Why It's Never Too Late to Write Your Book

How many times have you thought, "Someday, I'm going to write a book"

Maybe you have been carrying an idea around for years. Perhaps there is a story you want to tell, knowledge you want to share, or a message you believe could help someone else.

And yet, life gets in the way. Work. Family. Responsibilities. Fear. Self-doubt. The belief that you should have started sooner.

But here is something every aspiring author needs to hear: It is never too late to write your book. In fact, sometimes the best time to write a book is after you have lived a little.

Life experience gives you perspective. Challenges give you wisdom. Successes and failures teach lessons that simply cannot be learned from a textbook.

The person you were ten, twenty or thirty years ago may not have been ready to write the book you are capable of writing today. Your story may have needed time to unfold. Your Age Can Be Your Advantage

We often celebrate young success, but there is tremendous value in experience. Perhaps you have spent decades building a career. Maybe you've raised a family, built a business, overcome adversity, reinvented yourself or simply accumulated a lifetime of stories. That experience matters.

You don't need to be twenty-five to become an author. You don't need to have started writing when you were young. And you certainly don't need anyone's permission.

You only need a story, an idea or a message that you believe is worth sharing. Your Book Doesn't Have to Change the World Sometimes we put so much pressure on ourselves that writing a book becomes intimidating.

What if it doesn't become a bestseller? What if thousands of people don't read it? What if it doesn't make you famous? The better question is: What if your book changes one person's life?

One reader might find courage in your story. One entrepreneur might learn from your experience. One person

going through a difficult chapter might realize they aren't alone. That is impact. Start Where You Are You don't need to have everything figured out before you begin. Start with an idea. Write one page. Capture one memory. Outline one chapter. Tell the story you've been carrying around.

You can learn the publishing process along the way. You can hire professionals to help you. You can revise, reshape and improve your manuscript. But you can't publish the book you never begin. Your Next Chapter Is Waiting There is no expiration date on creativity, wisdom or storytelling.

Whether you're 25, 45, 65 or 85, you still have something to say. The question isn't whether you're too old to write your book. The question is: What are you waiting for?

Your experience is valuable. Your voice matters. Your story could be exactly what someone else needs to hear. Start writing. Your next chapter may be your most meaningful one yet.



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Building Your Personal Author Brand

Your author brand is more than your name, logo, website or social media profile. Your author brand is the experience people associate with you.

It communicates who you are, what you write about, what you believe in and, most importantly, why readers should want to follow your work.

Your experiences, perspective, personality and values are part of what makes you different from every other author.

Think about the themes that consistently appear in your work. Perhaps you write about personal growth, business, relationships, adventure, history, wellness or overcoming challenges.

Your brand should feel like a natural extension of your writing, not something you have created simply for marketing purposes.

A recognizable author presence builds familiarity. Use consistent photography, colours, fonts, messaging and tone across your website, social media, newsletters and promotional materials.

Your book covers don't necessarily have to look identical, but readers should begin to recognize your work.

Be sure to share more than your books. An author brand isn't built by constantly telling people to buy your book.

Share your knowledge. Tell stories. Talk about your writing process. Celebrate other authors. Discuss subjects related to your books. Share useful information and connect with your readers.

Give people a reason to follow you even when you aren't promoting

Your readers are not simply potential customers. They are the people who can become your community.

Respond to comments. Thank readers for reviews. Attend events. Connect with other authors. Join conversations within your genre or area of expertise.

Your author brand should be able to grow with you. Today's book may be one title, but tomorrow you may have another book, a speaking career, workshops, courses, a podcast or other creative projects.

Build a brand around you as the author, rather than limiting yourself to one particular book. Your name is your long-term asset books come and go, covers and publishing platforms change, but your name and reputation can continue to grow with every project you create.

Build an author brand that reflects who you are, connects with the right readers and gives them a reason to come back for your next book.



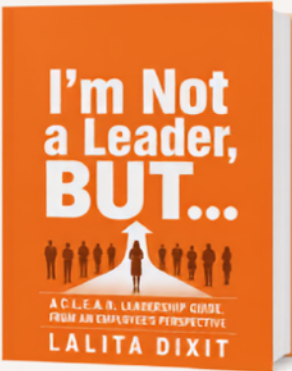
I'm Not a Leader, BUT...

A C.L.E.A.R. Leadership Guide,
From an Employee's Perspective

Lalita Dixit has spent more than 15 years working at the intersection of technology and Human Resources, helping bridge the gap between people and systems. Over more than two decades in the workforce, she has reported to nearly 30 leaders and worked alongside employees, managers, and senior leaders across a variety of industries. This has given her a unique perspective on how leadership decisions shape the employee experience.

Her fascination with leadership and the ripple effects of the decisions leaders make inspired her to write I'm Not a Leader, BUT... Through the C.L.E.A.R. framework, Lalita explores the leadership gaps that often go unnoticed and the impact they can have on organizational culture, employee engagement, productivity, and trust.

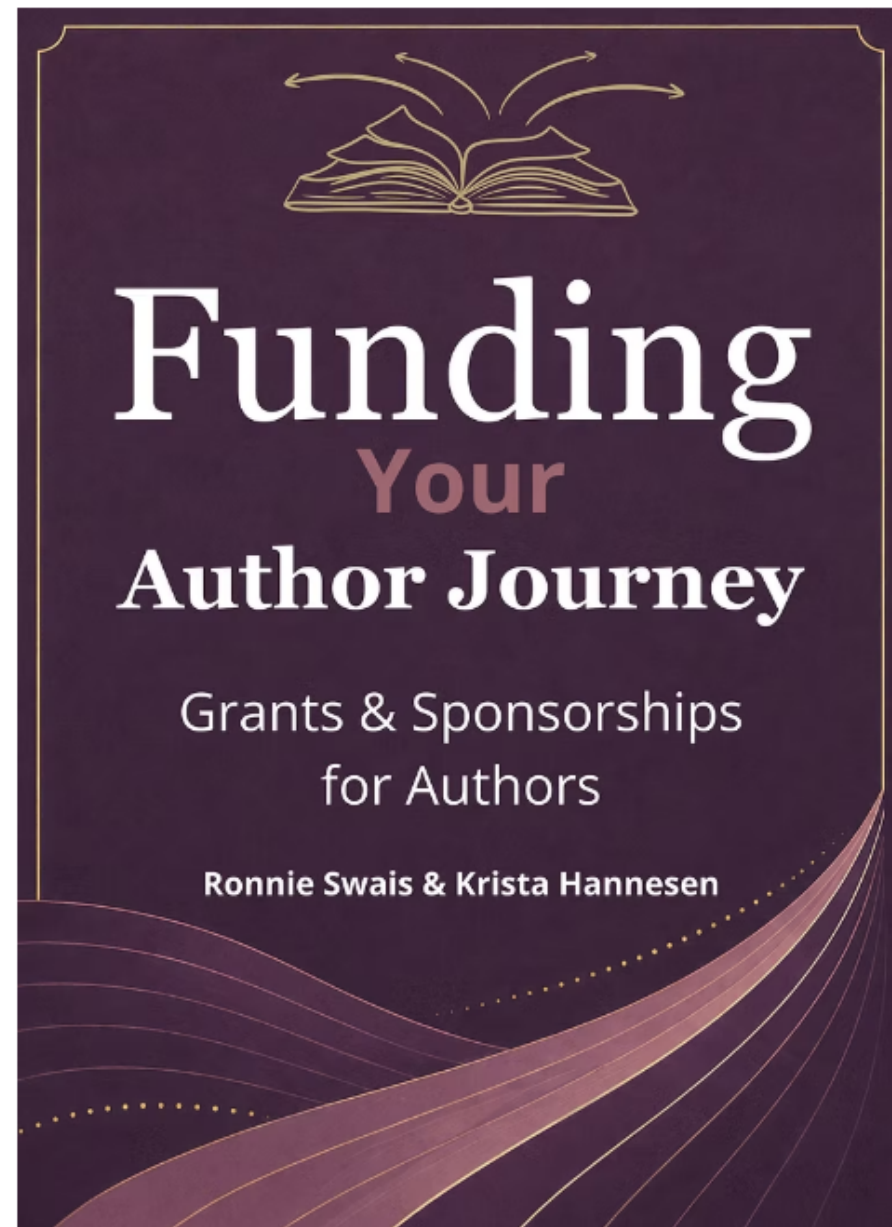
Based in Toronto, Lalita combines professional insight with personal storytelling to challenge traditional assumptions about leadership and advocate for greater accountability in the workplace. Drawing from more than three decades in the workforce, she believes leadership is defined not by title alone, but by the influence we have on those around us.



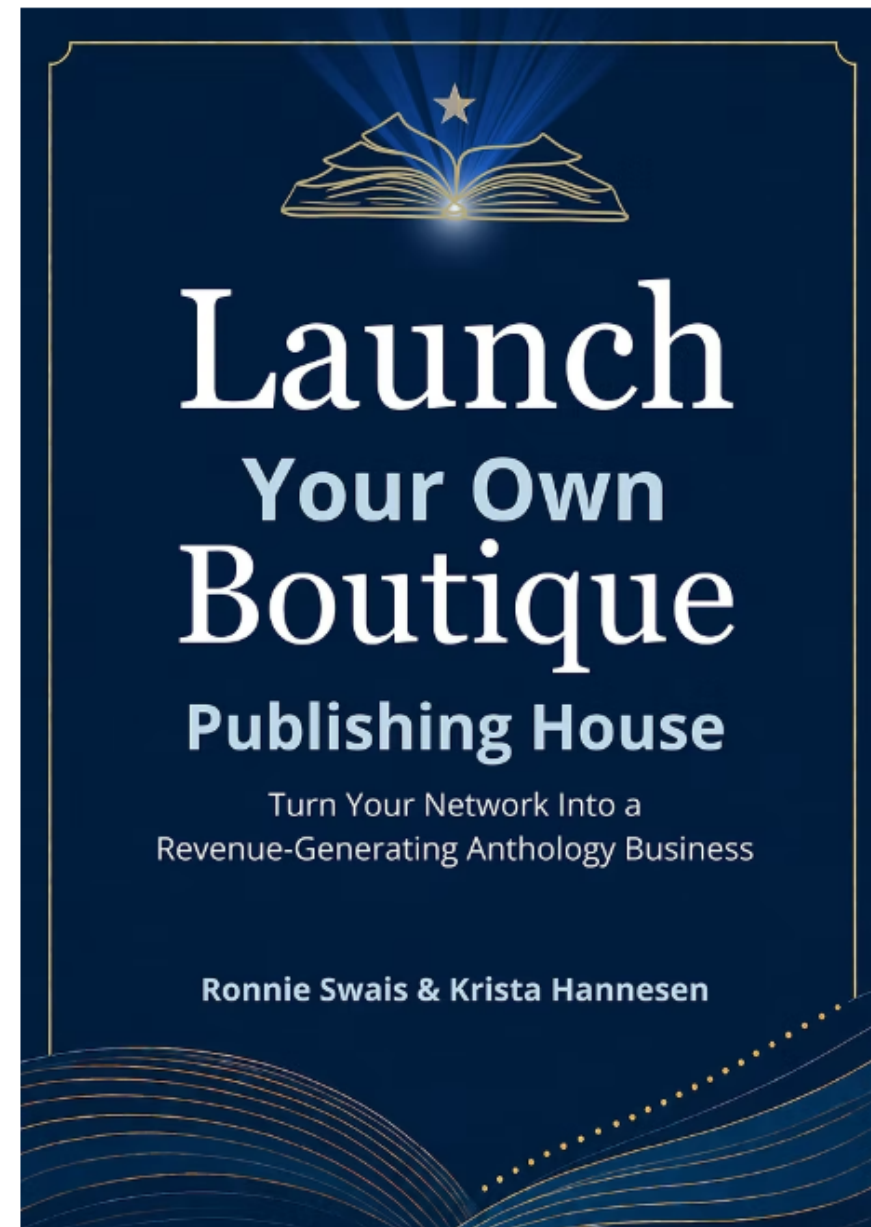
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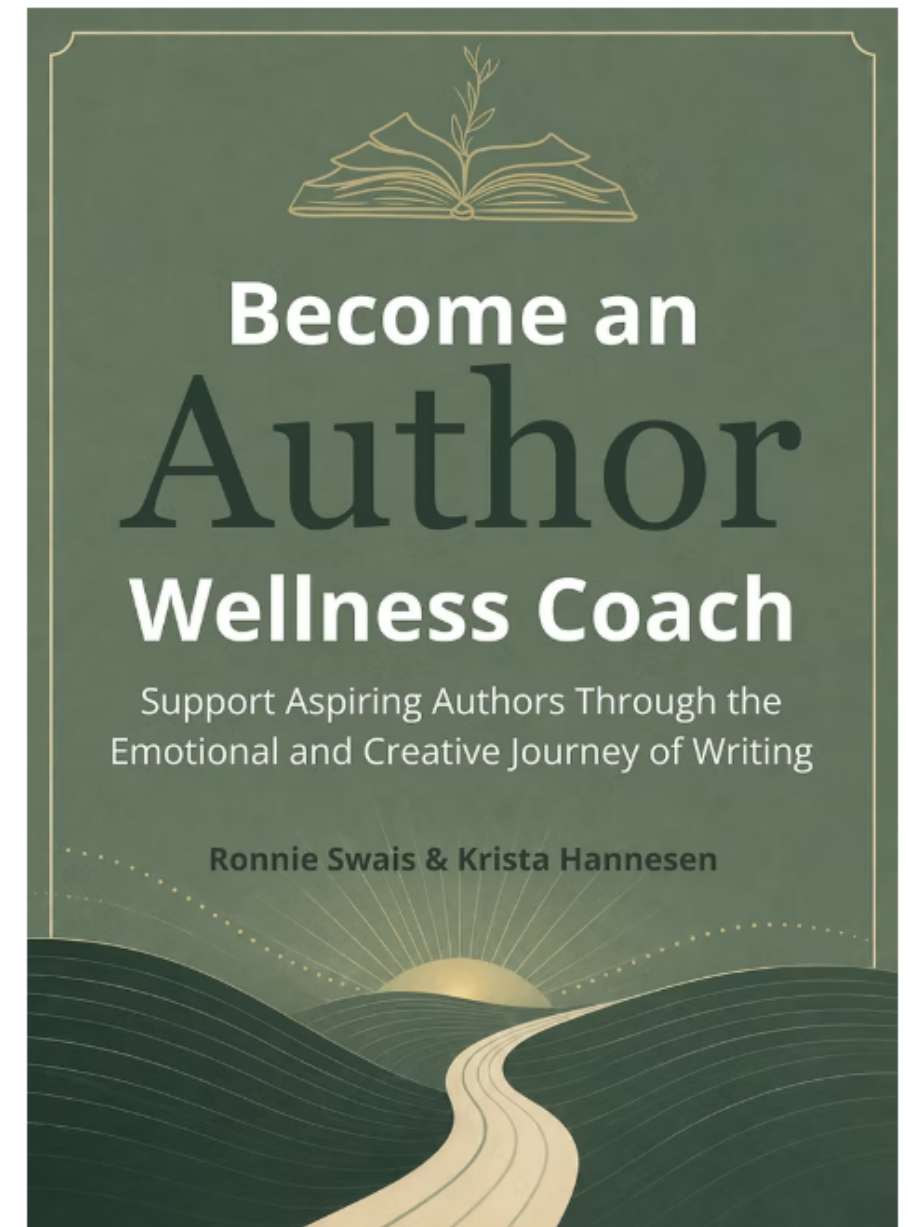
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When Perfect Gets in the Way

Letting Your Book Go



Every author wants to create the best book possible. We want the words to be right. The chapters to flow. The cover to look beautiful. The grammar to be correct. We want readers to love it.

That desire for quality is a good thing. But there comes a point when perfectionism stops improving the book and starts preventing the book from being published.

Avoid the endless editing cycle There is always another word that could be changed, sentence that could be rewritten, person who could read the manuscript, opinion that could be

considered, adjustment that could be made to the cover.

And if we aren't careful, the book that was almost ready six months ago can still be sitting on our computer today.

Professional editing and careful review are important. Multiple opinions can be valuable. But eventually, an author has to make a decision:

This book is ready. Not perfect. Ready.

Sometimes perfectionism is really fear. Perfectionism can sometimes be a way of protecting ourselves. As long as the book is being edited, redesigned and improved, we don't have to experience the vulnerability of actually releasing it.

Once it is published, people can read it, praise it, criticize it and disagree with it. That can feel frightening when we have poured our heart, experience or expertise into our work. But criticism doesn't mean the book has failed.

No book will be perfect for every reader. One person may love your cover while another doesn't. One reader may find a chapter powerful while another finds it unnecessary. One editor may suggest a change that another editor wouldn't make.

That is the nature of putting creative work into the world. Your Book Needs a Finish Line. At some point, you have to stop collecting opinions and start trusting your own judgment.

Set a reasonable editing process. Choose the professionals you trust. Make the necessary corrections. Review the final proof carefully. Then make the decision to release it.

A book can always be changed in a future edition.

From strategy to delivery we manage your design and print needs with our expert print management solutions so you can focus on growing your business.

The Trusted Go-To Source

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I can't wait to hear more about your upcoming print work!

Romy Hahn



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A new cover can be created. A second edition can incorporate meaningful improvements. Publication doesn't mean you can never touch the book again. It simply means you have decided that this version is ready to meet its readers.

Don't let perfect steal your accomplishment. There is something incredibly powerful about seeing your finished book in your hands. Don't let the pursuit of perfection keep you from experiencing that moment.

Your readers aren't looking for a flawless human being who has written a flawless book. They are looking for your story, your knowledge, your perspective and your voice.

At some point, the editing has to end. The

cover has to be chosen. The layout has to be approved. The book has to leave the safety of your computer and enter the world.

Being done is not giving up on excellence. Letting go doesn't mean you don't care. It means you understand that excellence and perfection are not the same thing.

Do your due diligence. Listen to trusted professionals. Make thoughtful improvements. Then take a breath, trust the work you've done and let your book go.

Your book cannot help, inspire, entertain or reach anyone while it is still waiting to be perfect. Sometimes the bravest thing an author can do is simply say:

"It's ready. Now let it go."

Turning Your Book Into Speaking Opportunities

A book can do much more than generate sales. It can establish your credibility, introduce you to new audiences and open doors to speaking opportunities.

For many authors, becoming a speaker can be one of the most valuable ways to extend the life and reach of a book. Having a published book demonstrates that you have something to say and are willing to put your knowledge, experience or story into a professional format.

Your book can become your calling card when approaching conferences, organizations, businesses, libraries, associations and community groups. Instead of simply saying, "I am available to speak," you can position yourself as an author and expert with a specific message to share.

Your book may already contain the foundation for several presentations. Look at your chapters and identify the strongest ideas, lessons, stories or practical takeaways. A single book could potentially become multiple speaking topics.

For example, a business book might become presentations about leadership, marketing, resilience and entrepreneurship. A personal story might lead to talks about overcoming adversity, personal growth or finding purpose. Your book doesn't have to become one speech. It can become an entire speaking platform.

Consider developing one presentation that becomes your signature talk. Give it a memorable title and a clear promise. Build the presentation around valuable information, personal stories and practical takeaways.

Your goal isn't simply to tell people about your book. Your goal is to give the audience something valuable. Your book

then becomes a natural next step for people who want to learn more.

Find the right audiences. Look beyond traditional author events. Consider:

- Conferences and conventions
- Professional associations
- Businesses
- Libraries
- Community organizations
- Schools and educational institutions
- Networking groups
- Women's organizations
- Industry events
- Podcasts and online events
- Workshops and seminars

Think about where the people who would benefit from your message already gather.

Create a simple speaker package that includes your professional bio, headshot, speaking topics, presentation descriptions and contact information. Include your book cover and links to your website or book sales page. A professional speaker page on your website can also make it easier for event organizers to understand who you are and what you offer.

Your book is not the end of your author journey. It can be the beginning of conversations, relationships and opportunities you never expected. Write the book. Build the message. Step onto the stage. Your next reader could become your next audience, and your next speaking opportunity could introduce your book to hundreds of new readers.



PART OF THE SPIRITUAL AWAKENING SERIES

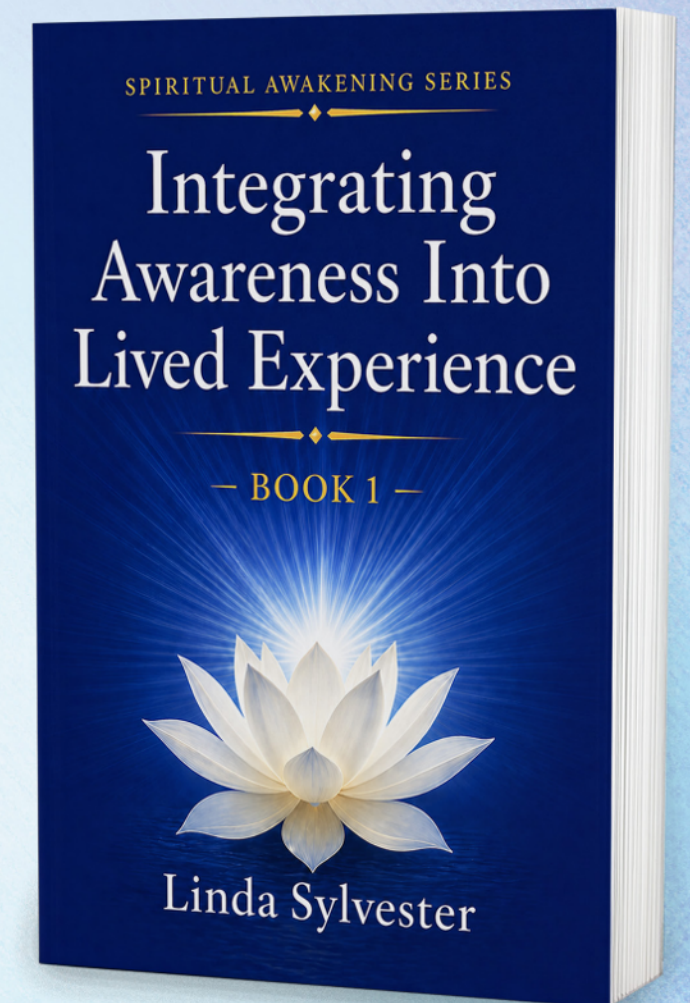
A path of
awareness.
A practice of
embodiment.
A return to yourself.

*What if awakening isn't something you reach...
but something you learn to live?*

In *Integrating Awareness Into Lived Experience*, Linda Sylvester offers a grounded, compassionate guide to awakening as a lived, embodied practice - not a distant ideal.

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- ✦ Awakening beyond the mind: presence, perception, and inner knowing
- ✦ The body as a gateway to awareness and integration
- ✦ Energy, emotion, and the patterns that hold you
- ✦ Moving through fear, resistance, and uncertainty with compassion
- ✦ Living in alignment from insight to embodiment
- ✦ Practical tools, reflections, and practices to support your awakening journey
- ✦ What it truly means to live with greater presence, clarity, and coherence



*A book for seekers, healers, and
anyone ready to live with greater presence,
integration, and purpose.*

This is not about becoming someone new.
It is about returning to what has always been present –
and learning how to live from that place with clarity,
coherence, and trust.



LINDA SYLVESTER is an author, the founder of Sonic Reiki™ and a Reiki Master Teacher with over four decades of experience in health and wellness. Her work bridges energy, awareness, and lived experience, guiding individuals into deeper coherence within the body and everyday life.

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families restore connection, discover
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restore meaningful relationships, and create a legacy of
heart, humanity and lasting impact.

HELPING PEOPLE DISCOVER PURPOSE,
RESTORE RELATIONSHIPS, AND LIVE
WITH GREATER COMPASSION.

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in Jenet Russell

“You are not here
by accident.
Your life holds meaning.
Your story holds purpose.”

THE DIVINE APPOINTMENT

Discovering Why You Are Here

A Journey of Purpose, Heart and Humanity

JENET RUSSELL

COMING SOON • STAY TUNED • A BOOK THAT COULD CHANGE YOUR LIFE

Tammy Adams



My life has always been guided by a deep desire to teach, support, and walk alongside others on their journey of self-discovery. At the heart of my work is a simple truth: every individual has brilliance within them, yet many struggle to fully embrace it.

Why?

Because unresolved experiences, what we often fail to recognize as grief, quietly shape our lives.

We tend to associate grief with death or major breakups. If those have not occurred, we assume grief does not apply to us. But this limited definition keeps many people stuck, unaware that loss takes many forms: unmet expectations, life transitions, missed opportunities, or changes in identity.

Over time, the intensity of these experiences reduces. Intellectually, we tell ourselves we have “moved on” or “we are over it”, but what often remains are the buried unresolved emotions influencing every thought, behaviour, and our overall sense of well-being.

These unresolved emotions can:

- limit our capacity for joy
- contribute to anxiety, overwhelm, and insomnia
- impact our decisions and relationships
- keep us attached to past experiences

Grief itself is not the problem. It is a normal, natural, and necessary healing process. Our Western culture has taught us otherwise, as we have learned to avoid or suppress our unresolved emotions.

When grief is unprocessed, the body and mind attempt to bring it to our attention. This may show up as:

- repetitive thoughts or “looping” stories
- recurring patterns or situations
- brain fog or difficulty focusing
- emotional or physical exhaustion

Many people are taught directly or indirectly, to treat emotions as problems, that they are a distraction to manage. As children, we knew how to process our emotions, then we watch, listen and experience how those we love and respect process loss and we embrace their examples without realizing they are not helpful. We adopt coping strategies that encourage suppression rather than expression.

Our emotions are not signs of weakness but rather they are signals to understand.

They are not interference, they are information.

Anger may signal that a boundary may have been crossed

Sadness can reflect something meaningful has been lost, missed, or unmet.

Seeing emotions as data allows us to become curious about them instead of attempting to shut them down.

“What might this be trying to tell me?” rather than “How do I ignore this uncomfortable feeling?”

One commonly misunderstood framework is the “five stages of grief,” originally introduced by Elisabeth Kübler-Ross. By her own instruction the “five stages of grief” were designed for the dying and were never meant to support the living after loss. While valuable when used as intended, it was never meant as a universal roadmap for healing after loss. Yet it has become one of the most widely accepted models, often leaving people feeling confused when their experience doesn’t fit into the model.

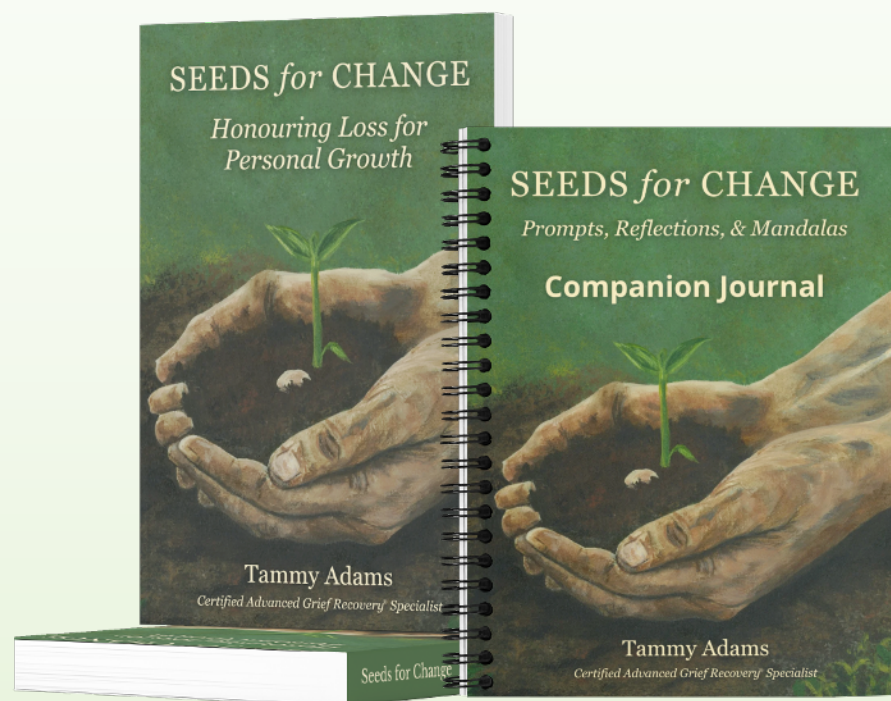
At our core, we long for authenticity. Yet when we deny our emotions, we distance ourselves from who we truly are.

What is missing today is not strength or resilience, it is awareness within a safe space.

When we create space to acknowledge and express our emotions, something powerful happens. Not only do we reconnect with ourselves, but we also give others permission to do the same.

This is the intention behind SEEDS for CHANGE: Honouring Loss for Personal Growth.

Seeds for Change: Honouring Loss for Personal Growth



This book is designed as a year-long journey of self-discovery, offering:

- 52 theme-based articles
- daily journaling prompts to personalize each theme

- creative exercises, including mandala colouring pages, for deeper reflection

However, you are in charge of your personal journey, and the book can be experienced in several different ways:

- as a structured year-long process
- as a collection of insights to read at your own pace
- as a reflective tool to explore how each topic may have influenced you in a personal way

For those supporting someone through loss, it can also serve as a meaningful and practical gift, offering an avenue toward understanding.

This book is not intended as the final step in healing but rather it is the beginning. Its purpose is to bring awareness to what may have been buried for years. Meaningful change can only happen once we recognize that something within us is ready to shift.

While important, awareness alone is not the final step. At the back of the book, the reader will find clear next steps for those who feel ready to move from awareness into deeper healing. The reader is not left with the familiar question, “But now what?”

We cannot change what we are unaware of. By honouring the losses we have experienced, we open the door to growth, authenticity, and a more peaceful way of being.

Tammy Adams is a Certified Coach Practitioner and an Advanced Grief Recovery Method Specialist®, supporting individuals across Canada through online services. She also holds certifications in Personality Dimensions™, is a Reiki Master, a Mindfulness Master Practitioner, and she has earned a degree in Human Services. Tammy’s work focuses on helping individuals better understand emotional loss, build self-awareness, and move forward with greater clarity and compassion.

To learn more about Tammy’s work or explore her publications and services, visit:

<https://intuitiveunderstanding.com>

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