

Preface

Most of us have at least one book in us. I hear it all the time. If you think you do and you can't stop thinking about it, keep reading.

My purpose for penning this book is simple. I was in your shoes a number of years ago. I had written and compiled my first book, an anthology called *Hearts Linked by Courage*. Although I knew a few people in the industry such as a cover designer, a VA for authors, and someone who could typeset professionally and print source for me, I often felt unsure, and sometimes even overwhelmed. I also didn't fully comprehend the stages, how long they took, and the *dos* and *don'ts* in each.

What I did know though, was that I had decided not to pursue the traditional publishing route, mostly because I was very ready to begin this path, maintain creative control, publish my book, and share it.

Shortly after I self-published *Hearts Linked by Courage*, several colleagues came to me in hopes I could help them do the same with books they wanted to write and publish. Initially, it seemed a very natural segue to add self-publishing support to my coaching and mentoring practice. Over the years I had done a lot of marketing, writing, and editing under this umbrella. However, the universe seemed to have another plan. Every time I turned around, there was another person inquiring about the kind of assistance I could provide; better yet, could I simply "publish" for them?

I continued to explore the possibilities and do as much research as possible. My wonderful assistant, Kim Leitch, was instrumental in this process, as was Heidi Lawrance, a long-time colleague and seasoned expert in book production.

Soon, I realized that this was going to be the next chapter of my career, coaching, mentoring, and supporting authors. Even though I still provide individual mentoring to business owners and entrepreneurs on occasion, something I will always love, most of my time is spent hands-on with our author clients taking them through all the necessary steps and choices in the production and publishing process.

I am grateful daily for the expert team that has evolved with me at I C Publishing. We are all so inspired, engaged, and committed to bringing our clients' work to life as if it were our own.

So here we are today, imparting all that we have learned and continue to . . . to help you do the same.

Think of me as your personal writing and publishing coach. I am going to take you on a journey here. In each chapter, I will share with you a part of the creative, production, publishing, and promotion process.

Here is what you can look forward to reading about: Where to Start, Selecting and Working with an Editor, Design and Marketing, E-Book or Print, Blogging and Social Media, Book Releases/Signings/Virtual Tours . . . and much more.

Whether you'd like to take this journey with me proverbially speaking as you peruse these pages for exactly what you need, or with my team and I at I C Publishing, I wish you inspired creativity, meaningful success, and the courage to blaze your own trail like only you can.

Warmest regards and happy writing,
Sheri Andrunyk
Publisher, Speaker, Author, Mentor