

# Tips for turning your story into a self-published book

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Everyone has a story in them. And with the profusion of home computers and printing programs, getting that story out has never been easier.

A graphic designer for more than a decade, I've witnessed this amazing growth in self-publishing first-hand. Because of increasing demand, I started a second business solely devoted to helping would-be authors turn their publishing dreams into reality – and I have a few tips for budding authors.

Whether it's fact or fiction, memoir or how-to, there are a few basics to keep in mind when putting pen to paper (or fingertips to keyboard).

**Write what you know:** There's no better way to connect with readers than to share your knowledge passionately.

**Know why you write:** In order to determine your style, format and design, think about not just who you're writing for, but *why*. Maybe you're an expert in your profession and a "how-to" offers another potential revenue stream. Or maybe you want to pass along a legacy to family members or provide valuable history for museum archives. Your reason matters.

**Get the right (write?) advice:** If you're unsure where to begin, how to market or any steps in between, contact someone in the business. They'll help you decide what you can do yourself and what you need help with. At The Writer Connection, we offer all the services necessary to turn your thoughts into a book, including book and cover design; ghostwriting, proofreading and editing; ISBN and printing; and even marketing.

Finally, **don't rush it**. The beauty (and curse) of publishing is its permanence. If you're going to do it, spend the time to do it right.

*Linda Graceffo is the owner of The Writer Connection. For more information, visit [www.selfpublishingresources.ca](http://www.selfpublishingresources.ca) or call 250.871.3323.*