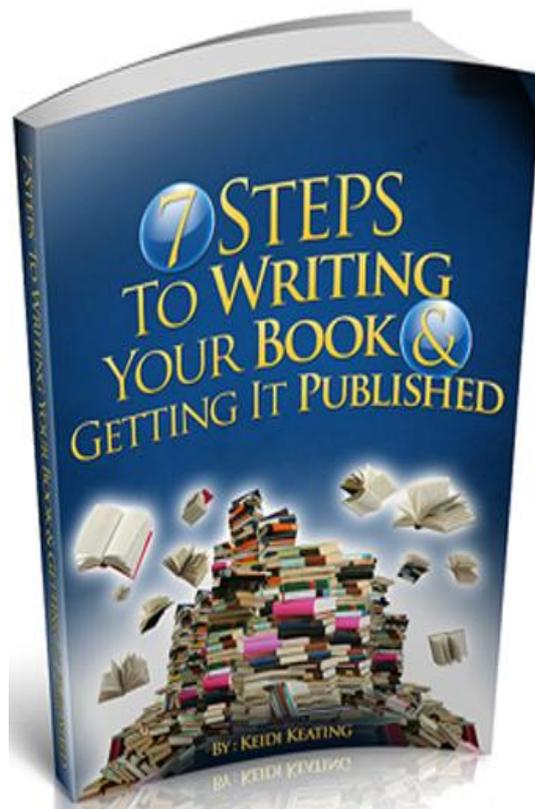


7 STEPS TO WRITING YOUR BOOK AND GETTING IT PUBLISHED

**Tried & tested guidelines on
how to write your book and get
it published...**



By
Keidi Keating (Your Book Angel)
<http://www.YourBookAngel.com>

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About the Author (Keidi Keating)



My passion for writing began at the age of four when I regularly sprawled myself on the kitchen floor, armed with a notepad and pen. Even at that age I wrote dozens upon dozens of short stories, including a series.

Throughout school I was constantly the top of my class in English, and I passed my exams with an A*, falling within the top 5 per cent of the country.

After leaving school I joined Journalism College, passed all my exams, and got a job as a reporter on my local newspaper. I found that I was doing a lot of interviewing but not nearly enough writing, so I left the newspaper after a few months to fill a copywriter vacancy in London. For six years I wrote the newsletters, magazines, and websites for a range of high-profile companies. Then I got itchy feet again, this time in a bigger way!

I'd had enough of the dreary, cold weather in England, so I moved to Malaga, Spain to seek the sun! After a few months of uneventful job searching, a great opportunity landed in my lap to re-launch a popular magazine aimed at the expat population living in Spain. After a lot of hard work, I tripled the pagination of the magazine within two years, and then grew it into other regions of Spain via my franchise business model.

In the meantime, I wrote my first book, landing a publishing deal a year later. More recently, I self-published my first self-help title, called *The Light: A Book of Wisdom*. It contains chapters by 22 luminaries, including internationally bestselling authors Neale Donald Walsch, Don Miguel Ruiz,

and Barbara Marx Hubbard. One year after its launch, I sold the foreign rights to 8 publishing companies in countries including China, Russia, Spain, Czech Republic, Greece, and Slovenia. I also sold the English language rights to a publisher in the USA, plus the rights to my next book, *Experiences of the Light*.

I'm currently writing my fourth book, *The Light: A Book of Knowing*; volume two in a trilogy of Light to help people awaken their Divine inner spark and shine at everything they do. I look forward to seeing this book in print, and writing many more books in the future. I also look forward to helping other people, like you, to get their books published!

My online writing, publishing, and book marketing business is called www.YourBookAngel.com, and it's designed to help motivate aspiring writers, and bring their books to Light through my writing, editing, critiquing, coaching, and publishing services. I hope you find the time to visit my webpage and discover more!



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Bringing your Book to Light

For more information about me as an author go to:
www.KeidiKeating.com

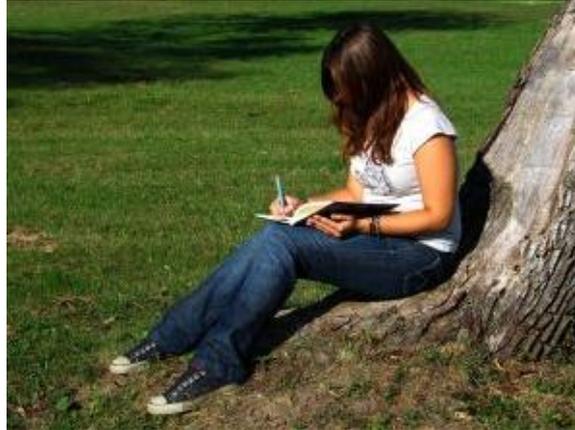
For more information about my editing, publishing, and book marketing business, go to: www.YourBookAngel.com

For more information about my 26-week online writing course, go to:
www.WriteYourBookMasterclass.com

For more information about my 6-week live webinar Enlightened Writing Course, go here: <http://www.yourbookangel.com/enlightened-writing-course/>

Introduction

Writing a book is an enjoyable, rewarding process, and getting a book published is a big dream for many. But even though the majority of people have a great idea for a storyline, more often than not they lack the knowledge and skill to transform that idea into a finished book. Now's your chance to finally write your book and perhaps more importantly, to get it published and sold to the reading population. Follow Your Book Angel's step-by-step guide...



The seven essential steps to writing your book and getting it published are:

Step One – Brainstorming Your Idea

Step Two – Growing Your Idea

Step Three – Developing Your Characters, Setting, and Plot

Step Four – Writing a Story Plan

Step Five – Writing Your Book

Step Six – Editing Your Book

Step Seven – Sending Your Manuscript to Publishers and Agents

Step One – Brainstorming Your Idea



While you may believe that the idea you thought of while sitting on the train is the best thing since sliced bread, it's not a wise idea to devote yourself whole-heartedly to it until you have engaged in some serious brainstorming.

The best way to do this is to take a sheet of paper and write your idea in the middle, then think of as many related ideas as possible. Write these around the edge of your main idea. Just jot down the first things that come to mind. Try not to pause between ideas, or spend time contemplating them in any great depth. Think of it as picking them up, dropping them on to the paper, then moving on to the next one. Spend about half an hour or so fully immersed in this method of brainstorming and you'll soon find that you're in the flow. The ideas will rush to your head and you may even have trouble stopping them after your half an hour is up!

Next, take some time to review each of your ideas and see if they spark any follow-on ideas or sub-ideas. This is a very powerful way of developing existing ideas and coming up with new ones, which you may not have thought of otherwise. Once you have completed these two exercises (which I advise doing in one sitting) you will have a much clearer picture about whether the idea you have chosen is the right one.

Step Two – Growing Your Idea



Now it's time to grow your idea so that it has enough roots, branches, and leaves to result in a book! Your idea is currently just a seed. Now you must plant that seed and spend some time watering and feeding it, just like you would a real seed. Only when you give the seed your undivided love and attention will it begin to grow. Don't view this step as a quick exercise like step one. It is well worth some extra time and effort.

So just how do you water your idea seed? Well it's actually easier than it may seem. If you're thinking about filling a watering can and tipping it over your paper then you're completely off-track! It's all about focus. Our minds are capable of great things. Scientists have discovered that the average human only uses 5 per cent of our brain's potential. That means there's a huge 95 per cent which remains untapped. That is a significant fact, and it reveals that there is plenty still to discover about the human brain.

I've found that the best way of developing an idea for a plot or storyline is to hold the idea in my mind and focus on it unfailingly. I'm not suggesting that you think of your idea and only your idea ALL of the time. That would be impossible, as we each have tens of thousands of thoughts each day. But what you can do is allow your idea to sit at the back of your mind and engage a degree of consciousness about it whenever possible.

After a few days of this extra thought energy your idea will begin to grow and branch into other directions. Perhaps ideas for specific characters will emerge, a strong opening scene, or a new twist to your story. You don't have to understand how this works exactly, but the best way of describing it is by considering what happens when you take a magnifying glass and hold it in position over a leaf on a sunny day. If you keep the magnifying glass in the same place for a period of time the sun will start to burn the

leaf. However, if you move the magnifying glass around, the leaf will not burn at all. This illustrates the way our thought energy works. It's all about focus.

If you get into the habit of thinking about your idea at night when you are lying in bed and about to fall asleep, you will dream up some amazing spins to your storyline. The dream state is so powerful for these kinds of exercises that some authors have been known to deliberately wake up every 40 minutes to record their dreams on paper, resulting in some truly excellent storylines. Just remember to keep a notepad by the side of your bed so you can write down the ideas as soon as you wake up. If you don't do this then you run the risk of forgetting the ideas as the day progresses. Most people tend to forget their dreams within the first half an hour of waking up, so it makes sense to write them down quickly.

Another trick to helping your idea grow is meditation. This doesn't have to mean sitting cross-legged in the middle of a field chanting mantras and looking like an oddball. Meditation simply means relaxing, taking a break from the stresses of daily life, and allowing your mind to become still. Many people still hold the belief that to meditate you have to be a Zen monk, or some kind of spiritual master. But that is not the case. Anyone can meditate, and writers who meditate tend to come up with better ideas, plus they are able to stay more focused on what really matters – getting their book written.

How to Meditate

Sit on the sofa, or on the floor if you prefer, and close your eyes. Inhale deeply through your nose, and as you exhale through your mouth visualize and repeat the number three, three times. Repeat this once more, but as you exhale visualize and repeat the number two three times. And one more time, visualizing and repeating the number one three times on the exhale. This should be enough to instigate the process of relaxation. Then simply still your mind and try to refrain from allowing thoughts to enter. At first you will find this very difficult. Your mind will feel like a child who keeps running away. The trick is to build up the amount of time you spend meditating each day gradually. Don't expect to meditate for half an hour on your first attempt. If you can manage just five minutes at first, that's perfect. Once you have mastered five minutes you can then aim for eight minutes, and from there on, all the way up to half an hour.

I'd recommend finding the time to meditate every single day until your book is fully written. The benefits meditation provides to us and our minds

is simply amazing, and since I started meditating two years ago I now do so three times a day without fail.

Before meditating, ask yourself a question you need the answer to about your book. Try to be specific as the real power of this exercise is in the question itself. For example, you might have the general idea for your book decided, but you are wondering how it is going to begin. Ask yourself this question, 'Please reveal to me the best way of starting my book.' There's no need to say this question out loud. It's fine to say it to yourself.

Once you've asked the question try and forget about it. Don't dwell on it or consciously search for the answer. The answer will come, and probably when you least expect it. I have found that answers enter my head at the most unlikely of times, completely out of the blue.

Step Three – Developing Your Characters, Setting, and Plot

The idea for your book is what we might call the theme. It is a good idea to always have this theme somewhere where you can see it to remind yourself what your book is really about at its deepest core. Let it act as a focal point to drive your writing in the right direction.

The theme is an important element of any book (this is also the marketing angle for later when you come to seeking a publishing deal), but it's the finer details, such as the characters, setting, and plot, which really engage the reader and bring your book to life.

Devising characters for a story is a fairly simple process. Most writers tend to use elements of the people they know, or have known in the past. Make a note of your key characters; the ones who play a significant role in your story. Think about their personality traits and their physical appearance. I would advise taking some time to really immerse yourself in your characters.

One exercise I find very useful is the question and answer technique. Use this technique with your characters to reveal further layers of their persona.

For example, let's say there is a heart surgeon in your book called Doctor Lockbottom. Think about what you know about him already. For example, he is a patient man at work, but incredibly impatient with his wife and family. He can't bear having free time and he gets up at 6am every morning, even on his days off. If your mind starts to go blank at this point, now's the time to use the Question and Answer technique. In this case, it would begin like this:

Question: Why is Doctor Lockbottom impatient with his wife and family?

Answer: Because he lives and breathes his work, even in his spare time.

Question: Why does Doctor Lockbottom live and breathe his work, even in his spare time?

Answer: Because he thinks his only mission on Earth is to save other people's lives and he lives in the detail of his surgery so that he never makes a mistake on the operating table.

Question: Why does Doctor Lockbottom think his mission on Earth is to save other people's lives?

Answer: Because he nearly died as a child and someone saved his life so now he feels he has to return the favour to others.

Only stop when the answer comes to a natural conclusion, like the above. You could continue to find out why / how he nearly died as a child and why he feels he has to return the favour to the others, but remember that you have to stop somewhere, as tempting as it might be to continue!

The better you get to know your characters before you begin writing your book, the easier you will find it to write in a way which does your characters justice.

Too many writers fall into the trap of including one dimensional, cardboard cut-out type characters in their manuscripts. Remember that even the nastiest of villains has a good side, and even the nicest of heroes has a bad side. Try and write about all layers of your character, but take care not to do this in a clumsy way. Be clever and use the senses to lead readers into learning more about a particular character. For example, maybe a particular smell in the hospital takes Doctor Lockbottom back to the day he found himself on a hospital bed as a child.

You can use the Question and Answer technique in the same way when it comes to your plot / storyline too. If you've come to a natural block with the progression of your story ask yourself a few 'why' questions and the answers will soon come flooding in!

Developing a setting is also an important consideration for each scene of your book. Ask yourself the following questions:

- What time period is your book set in?
- What country?
- What is the landscape like?
- What is the weather / temperature like?
- What are the people like?
- What's the state of the nation and the people as a whole?
- Is your book / scene set during any events of historical significant, eg a war?
- What sights, sounds, and smells are all around?

Mould the setting of each scene of your book to suit the storyline / plot. For example, let's say the opening chapter of your book involves a coach crash where lots of people die. Would it be suit your story more to have the crash

happen in a dramatic setting, such as the French Alps, or a very small setting, such as a mountain village in Spain? What images do both of these settings bring forth in your mind?

Once you have detailed information about your characters and your plot / storyline you're ready to take step four.

Step Four – Writing A Story Plan



Writing a story plan is not something that all writers do before they begin writing their book, but I have found that it acts as a great guide and stops me from veering off the plot, which is a common mistake of writers.

It's easy to form a storyline, and unlike the exercises above it doesn't take too much time.

Simply make a list of each chapter and what will happen within that chapter in bullet points. If you have one do this on a white board and stick it on the wall directly above your desk, or somewhere you can easily see it from where you tend to write.

I add to this by writing the theme of my book in capital letters at the top of the whiteboard as a constant reminder to stay on track.

You may find that the chapter order of your book changes as you write, but that's fine. You can rub out and re-write sections of your story plan whenever the need arises. The idea of the story plan is to act as a guide – it's not set in stone.

There's nothing worse than finishing one chapter and trying to begin another only to be met with a total blockage about what is going to happen. The story plan will stop these blocks from occurring and allow your writing to flow with ease from one chapter to the other. You will find yourself getting more writing done in a day and your book will be finished in a much shorter time period.

Include the following points in your story plan:

- The chapter number

7 Steps to Writing Your Book and Getting it Published

- The characters which will feature in the chapter and view point (we'll cover this more in the next step)
- The setting or settings of the chapter
- Time of day / night
- Key points of the story development (remember to include hooks whenever possible)

Step Five – Writing Your Book



Now it's time to knuckle down and get your book written. Time is an important factor to consider at this point, as it's a big blockage for many writers. In my coaching work, the amount of people who say, "I just don't have time to write," is really quite astounding.

After some gentle questioning and digging deeper, together we divulge that they do in fact have the time. The issue was just using their time in the best way possible to fit in writing. For many this involves getting up an hour earlier, or going to bed an hour earlier than usual. For others (especially women in their 40s and 50s) it involves forgetting about cleaning the house every single day and using that time to focus on writing instead.

Distractions are another issue of most writers, especially if they live in a household with children, or they have elderly parents / relatives to look after! There are also ways around this, such as letting your children, partner, or relatives know how important writing is to you and ensuring they understand not to distract you during 'writing time', which could be an hour or two each afternoon or evening.

During 'writing time' any issues your family have will have to wait until later. Be sure to honour this time yourself too – take the phone off the hook, forget about checking your email or social networking sites, and use your time wisely to achieve as much as possible.

Once you have decided on where you are going to write, you have eliminated all potential distractions, and have decided how long you will spend writing each day, you are ready to begin! Stick your story plan somewhere you can see it with ease and use that as a guide on your journey ahead.

At this stage you should be aware of the following:

- The theme of your book

- The target market of your book (age range aimed at)
- The genre of your book (what category it falls into. For example horror, comedy, crime, spiritual, etc...)
- Whether it is fiction or non-fiction
- The desired outcome of your book – this means whether you are looking to land a traditional publishing deal, you want to get your book self published, you want it to be an international best-seller, or you are just writing it for the benefit of close family and friends. Also think about ways in which you can help to sell your book, via workshops, seminars, business deals, and so on. It is wise to consider how you could use your book to grow your business.

The main ‘writer’s tools’ you’ll need throughout the course of writing your book are:

Dialogue – All good fiction books contain dialogue and plenty of it. Sometimes I read pages and pages of narrative, without any dialogue to break up all that heavy reading matter, and I find myself yearning for it. Remember that all people (and as such characters) speak differently – they use different words, have different accents, and such like, so bear that in mind when writing dialogue. Non-fiction books don’t tend to include so much dialogue, but examples and exercises are always useful additions.

Characters, including layers – See step three for more information about how to develop your characters.

Point of view – This is a common trap that most new writers fall into so pay attention! Each chapter should focus on the point of view of one character and should contain limited author narrative. The point of view should not jump between multiple characters, as apart from anything else this makes for a confusing read.

Setting and atmosphere – Take the time to describe the setting and atmosphere of each scene of your book. Let the reader see, hear, and feel where they are in your book, engaging the imagination fully.

Show don’t tell – This is without a doubt the toughest tool for writers to get their heads around. The trick is to not simply reel off information about a character, as narrative for example, but to reveal that same information via their thoughts, feelings, expressions, or actions.

Use of adjectives – As you probably already know, adjectives are describing words. They are a great addition to any story for the purpose of

adding detail. However, it might surprise you that many writers overuse adjectives, and the result is a story which doesn't flow well. I often take one paragraph of a writer's text, strip it of all the adjectives, and have them add only a few adjectives – a sprinkling if you like. Think of it as baking a cake. If you use too many ingredients the result isn't so tasty as if you had only used a few. It's the same when it comes to adjectives and your book!

Use of metaphors and similes – These are either overused or underused by writers. Some writers feel the need to cram as many into each paragraph as they possibly can. This way they lose their effectiveness. Other writers seem to forget about their existence at all. Also, try not to force your metaphors and similes, as otherwise you run the risk that they don't make much sense. Let them ebb and flow naturally, like the tide. If you have to sit there pondering one for a while then simply drop it and move on with your work. Metaphors and similes tend to work just as well in both fiction and non-fiction books.

Peaks – When it comes to fiction books, it's important that your story contains enough peaks to keep the readers attention. Where else can you add a scene, which creates tension, fear, or surprise? If you can create enough peaks, then aim for the end of each chapter. They are better known as hooks – see next point!

Hooks – As described above, hooks usually fall at the end of a chapter and they have the reader wondering what is going to happen next, rather like a film has the viewer sitting on the edge of their seat!

Writing tense – Decide what tense you're going to use at the beginning of your book and try to stick to it! It's ok to look ahead or backwards some times, but try not to make a regular habit of it. Also, decide whether you are writing in the first person or the third person and don't change half-way through your book.

Adverbs – These are the bane of any good writer. They tend to pop up all over the place in the work of beginner writers. But they simply aren't necessary and they ruin the flow of your book. For those who aren't sure what adverbs are, they're the annoying words which usually follow 'said'. For example: 'Doctor Davies said knowingly,' or 'Joseph hugged his wife lovingly.' Ugh! They make me squeamish.

Use of anything but the word said in dialogue – Another deadly peril of beginner writers is the way they think there's something wrong with using the word 'said' too much. They try their hardest to scatter their text with

any word but the word 'said,' even though 'said' makes the most sense in almost all cases. Alternatives which tend to crop up include 'replied,' 'answered,' 'stated,' 'whispered,' The word 'said' could be used in all these circumstances. Think about how else you can get across the way something is said, without having to replace the obvious.

Step Six – Editing Your Book



Once you have finished writing your book you will no doubt feel really good about yourself. And so you should. Not many people have the guts to start writing a book in the first place, and out of those only a small percentage run the whole race and actually finish writing their book. But even though you will no doubt feel like celebrating (and by all means do so), the journey is still not totally over.

Now that you have the first draft of your book on paper, it's a good idea to print out the entire manuscript and shut it away in a drawer for at least 12 weeks. Some of the best known writers in the world (including Stephen King) do this so that when they pick it up again the writing is fresh in their minds.

During this 12 weeks you could always start a fresh writing project if you wish, or you could simply have a break from writing, to refresh the mind completely. It's really up to you.

When the 12 weeks is up, sit yourself in a relaxing atmosphere with a red pen at the ready! As you read through your manuscript try not to be too attached to every sentence, or even every scene. You need to put yourself in the position of a publisher or a literary agent, who requires nothing but perfection.

Editing your words is the easy part of a second draft. Just consider what words aren't needed in your work and delete them. As a general rule, if you can cut it out then do so! This will help to speed up the story and stop readers from yawning into your book and wishing it was over so they can move on to the next. Bear in mind that a second draft is usually a first draft minus ten per cent.

You will also find the need to restructure some of your sentences and change some of the vocabulary. You could also review the number of metaphors and similes you have used, plus take a look at your use of

adjectives. Spelling, punctuation and grammar are also important factors, especially if you are going to send your manuscript to publishers and agents in the hope of landing a book deal.

At this stage many writers (even the most experienced) pay for a professional edit and critique of their work to establish potential inconsistencies or problems in the storyline and writing. This is always a good idea as it can be very difficult to take an outsiders point of view with your work.

Once you have received your critique back be prepared for the worst. It's not all going to be complimentary, as that isn't the point of a critique. Be tough and feel a sense of gratitude for the problems that have been identified. After all, any points you go on to solve will only make your story stronger and irresistible to a potential publisher or agent.

Work through the changes one by one. You may need to completely rewrite some scenes, write out certain characters altogether, or add extra layers to them. This can take some time, but don't give up. If you've got this far then you must see it through to the end! In some cases you may even need to totally rewrite your book from start to finish.

Note: If you'd like to hire a professional editor to edit your book then see Your Book Angel's editing services here:

<http://www.yourbookangel.com/book-editing/>

Step Seven – Sending Your Manuscript to Publishers and Agents



Even when you can finally throw your arms in the air and announce to friends and family that you've finished your book, your task still isn't completely over!

You might be surprised how many writers quit at this stage. After travelling so far along the book writing road, their limiting beliefs about how good their book is step in. As a result, they shut their sweated-over manuscript in a drawer and forget about it for months, or sometimes years on end. What a waste of all that time, effort, and talent!

This step is one of the most critical of the seven. You simply must spend a little more time putting together a synopsis and market plan, and identifying some publishers and agents to send your manuscript to.

A couple of good resources to mention at this stage are:

The Writer's & Artist's Year Book, by A&C Black – This lists publishers and agents in alphabetical order, together with their contact details, submission guidelines, plus what genre of book they deal with. It's pretty easy to go through each listing and determine whether they are a good match for your book.

<http://www.firstwriter.com> – This is a great resource if you're an avid internet user, but it doesn't come for free! It costs around 50 dollars for one year's membership, and you can log on and use the search facility to find the right publisher or agent for you. I highly recommend this website.

It's always a good idea to check out a publisher's or agent's website before you send them an email or post them your manuscript. Get familiar with their working ethic and their submission guidelines. Call them one by one if possible and find out exactly who to send your manuscript to. At least that will give you peace of mind that your letter won't end up stuck on someone's desk never to be opened.

Along with your writing sample you should also prepare and send the following to prospective publishers and agents:

- An introductory / query letter
- A synopsis
- A CV
- An outline of the market
- A book blurb

Introductory / Query Letter – This will most definitely be read so take the time to write a good one! Include such information as what kind of book you want to publish, whether you have completed the book or not, and some details about your personality. One side of the page is plenty – any longer and you run the risk of boring the reader. And one last tip, begin your letter well, as the first 11 words are absolutely crucial...

Synopsis – If you have written a fiction book then share what kind of book it is and what genre it sits within. Do not describe the plot in chapter by chapter order. Instead, sum it up in a nutshell, without going into the back story. Like the covering letter, aim for no more than one side of an A4 sheet of paper.

If you have written a non-fiction book say what the competition is and why your book is different. Include facts, figures, and other interesting detail about the subject of your book.

CV – Don't just print off the CV that you used to apply for your latest job. Most of the information on it won't be relevant to writing and getting your book published. Rewrite your CV focussing on your strengths of character and any writing achievements or press interviews that you have experienced. Publishers seek authors who are willing to get stuck into the promotion of their book and who possess the necessary traits to make a good job of it.

Outline Of The Market – Again stick to one side of an A4 sheet of paper for this. Include what kind of book you have written, your qualifications to write it, how the book differs to others focused around the same subject, and the kind of person you believe will purchase your book.

Book Blurb – This is the writing on the back of a book, which usually propels readers into making a decision about whether to buy your book or

not. It should tempt the reader into wanting to know more immediately, without giving away how the book ends.

Once you have all this ready, then start sending off your manuscript excerpt and supporting documents to relevant publishers and agents. Good luck!

Self Publishing

The other option, which is becoming more and more popular right now, is to have your book self-published.

The beauty of this method of publishing is that you stay in full control throughout the whole process, and when your book begins to sell, you don't just receive a measly 5-7 per cent of the profits (your royalty), but a rather tasty 100 per cent!

If you're interested in self publishing take a look at the range of [publishing services and marketing services](#) I offer.

Summary

I hope you have enjoyed reading this ebook. Now that you know the seven steps to writing a book and getting it published, all you have to do is follow them and very soon you, too, will be a successful published author!

Wishing you the very best of your luck with your writing...

Love, Light, and Blessings,

Your Book Angel

xxx

P.S. If you're having trouble getting started writing your book, then get a copy of my ebook, [Ready Steady Write: How to prevent stumbling in the starting blocks](#).

P.P.S. Or, if you'd like to take your learning one step further, then my 26-week online writing, publishing, and marketing course, might appeal, [The Write Your Book Now Masterclass](#).

P.P.P.S. And for those who are completely dedicated to the ultimate writing and publishing success, there's my 6-week live webinar writing course, [The Enlightened Book Writing Course](#), where you'll get three chapters of your book written, plus an outline for the rest of your manuscript. You'll also have a 1 in 15 chance to win a fabulous publishing deal.

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