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LOCAL AUTHOR PENS USEFUL GUIDE TO GETTING PUBLISHED

by Larry Johnson

Issaquah's Kim Pearson finally decided she should do exactly what she was telling others to do – write a short book about her business that answered the questions she was always being asked.

In Pearson's case, the business is writing.

So, she wrote a book about how to write a book.

The result, called "You Can Be An Author, Even If You're Not A Writer," was just published by her own company, Primary Sources.

"I get asked the same questions all the time, over and over again," said Pearson, who teaches college writing, ghostwrite for others and coaches businesses whose employees need writing skills.

"I always tell them that one of the best ways to promote their own business is to write a short book that answers the questions they're always being asked," she said. "So I figured that since I tell them that all the time, maybe I should do it myself."

If you're one of those folks out there who subscribes to the theory that everyone has a book just waiting to burst forth, you might want to pick up a copy of Pearson's little book.

It won't break your bank, it won't take you much time to read, and it's full of sage nuggets about both the act of writing and the business of writing.

The book is \$6.95, and available at her web site at www.primary-sources.com.

Among Pearson's points:

- Write for a target audience.
- Be sure YOU are sufficiently interested in your own subject to sustain the effort.
- Writing isn't easy, but it's a lot easier if you enjoy it.
- Not everyone is a writer, even if everyone does have something worth saying. If you're not, don't force it or frustrate yourself. Hire a ghostwriter.
- Ghostwriting isn't cheating. It's analogous to hiring an architect to design your new house.

Pearson also offers a number of tips about the writing business, including her take on how much a ghostwriter should earn, book design and the relative merits of traditional publishing versus self-publishing.

Pearson does a lot of the latter, and argues that especially in the case of non-fiction, there shouldn't be a stigma attached.

I agree, especially in the case of a book like this, in which she has something to say and says it well. Why wait for Random House to come knocking at the door?

In any case, after more than 20 years in high-tech, Pearson, 55, is doing what she wants.

"I'd always wanted to be a writer, ever since I was a little girl," she said. "I started helping family members write memoirs, and then I got a call from a friend of family member to help her with a memoir, and I wondered if there was a market for that kind of writing. There is."

From Dan Poynter, Author of *The Self-Publishing Manual*:

Non-fiction authors have information, writers have editorial skills. Often they are not the same person so collaboration is needed to get a well-written book to the reading public. Pearson's book explains this process well. Follow Kim's three steps and get that book out!"

From Jan B. King, Founder of Ewomen Publishing Network

"Kim Pearson's experience as a writer and ghostwriter has led her to write an invaluable book to really explain ghostwriting as a viable, legitimate and respectable option for those who want help in transforming their ideas into the printed word."

From Dr. Kevin Ross Emery, author of several books including *Managing the Gift: Alternative Approaches for Attention Deficit Disorder*:

"Author or want-to-be-author, this is one of those necessary books to have for both reading and referencing. I wish it had been out before I wrote my first book."

From Amanda Murphy, leading business coach and co-Author of the best seller
Create the Business Breakthrough You Want: Secrets and Strategies from the World's Greatest Mentors:

"Kim's book condenses a seemingly overwhelming topic into an amazingly simple and clear guide. Everything you need to know is right here. Anyone who wishes they could write a book should read this one. Don't even think about starting your book without reading *You Can Be an Author, Even If You're Not a Writer!*"