



# Press Kit

Imagine

Publish

Write

Sell



# Company

The Happy Self-Publisher provides personalized and comprehensive self-publishing coaching, consulting and implementation services for new and experienced writers. Writers turn to The Happy Self-Publisher for assistance with planning and organization in the pre-writing phase, support and guidance while writing the manuscript, education and/or implementation for the final product design and publishing process, plus marketing strategy pre- and post-publication.

We offer workshops on a variety of topics to help writers and aspiring authors overcome writing, publishing and marketing obstacles. Additional tips and information are available through the website and on our social media channels. The company was founded in November, 2014 by Lois Hoffman in Newark, Delaware and serves clients locally and nationwide.

## AFFILIATIONS

- Delaware Small Business Chamber (DSBC)
- Middletown Area Chamber of Commerce (MACC)
- National Association of Women Business Owners (NAWBO) Delaware
- Society of Children's Book Writers and Illustrators (SCBWI)
- Delaware Library Association (DLA)
- Delaware Press Association



## Publishing Coaching

Through the coaching process, Lois works with aspiring authors to bring clarity, focus and direction their book project. With gentle encouragement and strong vision, Lois guides her clients through a series of one-on-one personalized conversations and feedback sessions. She consults with them on a weekly basis for accountability, guidance and support through the writing, editing, design and publication process.

## Writing, Publishing and Book Marketing Strategy Sessions

A Strategy Session is for the times when a writer has a few questions and needs to pick Lois's brain about the process of self-publishing. This 90-minute session meets the writer where they are on the journey and maps out a strategy for removing the roadblocks to publication or overcoming the obstacles to vibrant book sales.

## Book Project Management and Implementation

For writers who have a completed manuscript, The Happy Self-Publisher offers a variety of services to get the manuscript polished, designed and published. Along with strategic partners, The Happy Self-Publisher offers content and copy editing, cover design, formatting for print and ebook, as well as book marketing services.

## Workshops

Lois offers a variety of introductory workshops and multi-session writing and publishing courses. The introductory courses provide an overview of the writing and publishing process while the courses allow participants to put their knowledge into action by brainstorming topics and outlines, zeroing in on their target reader, exploring their desired outcomes and by mapping out their own direction and process.

## Speaking

No stranger to being on stage, Lois engages audiences with inspiration, insight and thought provoking questions. While her smile endears, her animated presence brings the audience closer. She speaks on the topics of writing and publishing and also about juggling work and life to achieve that all elusive balance.



## Lois Hoffman, Owner

Lois Hoffman is a writer, speaker, workshop facilitator, and coach for new and experienced writers. *Write a Book Grow Your Business* is her third book. Her first book on writing and publishing is *The Self-Publishing Roadmap: A step-by-step guide to publishing the book of your dreams*. Combining her life-long passion for teaching with her expertise in self-publishing, Lois founded *The Happy Self-Publisher* to encourage writers to become authors and aspiring writers to put their thoughts on the page. She teaches writers to overcome writing, publishing, and book marketing obstacles through workshops and on her blog at [www.happyselfpublisher.com](http://www.happyselfpublisher.com).

She is also the author of *The Almost Perfect Birthday Party: A sanity-preserving guide to planning a party your child will love*. As a

professional juggler and entertainer, she performs with her husband, Michael, as *The Juggling Hoffmans*. They share the gift of laughter at corporate, private, and community events. Her experience as an event planner and participant in 20+ years of birthday parties led Lois to write about successfully, although perhaps not perfectly, planning a children's birthday party. She has also been published in *Highlights for Children*.

Lois lives with her family in Newark, Delaware where she juggles her creative pursuits with enthusiasm and joy.

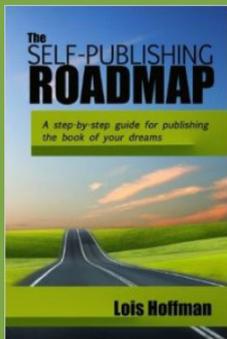
Email your requests for interviews, workshops, school visits, and presentations to Lois at [lois@happyselfpublisher.com](mailto:lois@happyselfpublisher.com).



# Publications

## The Self-Publishing Roadmap: A Step-by-Step Guide for Publishing the Book of Your Dreams

October 2014

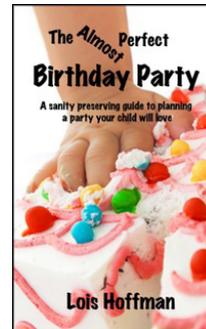


Whether you are a business professional looking to brand yourself as an expert in your field, a first-time novelist dreaming of seeing your name in print, or someone who wants to hand down a treasured family history,

*The Self-Publishing Roadmap* will guide you through each step of the process. This book is designed for those who are new to the self-publishing world in an easy-to-follow format with numerous resources to help you on your journey. The time has never been better to tell your story.

## The Almost Perfect Birthday Party: A sanity-preserving guide to planning a party your child will love

October 2013



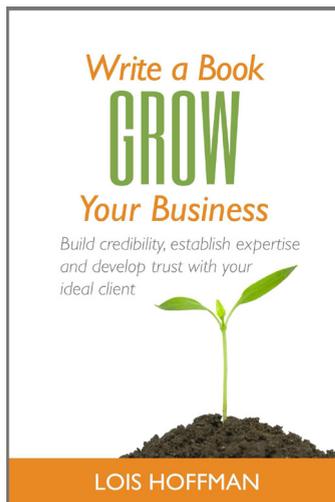
If you are faced with planning a birthday party for the first time or are trying to make up for the party that went terribly wrong, get easy to follow guidelines for everything from invitations to goodie bags. This guilt-free guide helps take the guess and the

stress out of planning for both you and your child. Sometimes almost perfect is perfect just the way it is.



# New Release

## Write a Book Grow Your Business



Business moves fast and gaining social proof is just too slow. You are tired of yelling to be heard in a crowded marketplace and feel like people don't know or appreciate your knowledge or expertise. You want to make a difference in people's lives and struggle to get help to the people that really need you. There

has to be a better way to get customers, the ones that are best served by the work you do and the ones that best serve your business. The advent of self-publishing opened the doors to entrepreneurs at every stage and to business professionals at any level who have knowledge to share or a unique view of their area of expertise to unleash on the world. Find out how writing a book will help you grow your business.

## Contributor to...

Cat and Mouse Press  
monthly newsletter

Contributor to SCBWI  
regional blog

Contributor to Carnival  
of the Indies



## What do most aspiring authors want to know?

There are many questions the aspiring author wants to know depending on their starting point. Someone new to writing wants to know how the publishing industry works and how their book will fit in. Most are curious about the money they can make. A seasoned writer wants to know why they should self-publish instead of going through traditional channels. They also have questions about the nuts and bolts of the publishing process. The published author always is looking for ways to stand out and sell more books and also find a way to make their next book better.

## What is the most important thing to do if you want to write a book?

It's really important to know why you are writing a book and what you hope to achieve as a result of writing it. Someone who wants to scale their business approaches a book quite differently than someone who is using it as a tool to help clients through a process without any intention of selling the book. The other important thing to know is your target audience. Knowing who will read it (hint: it's not everyone) and what you hope they do or experience as a result of reading it enlightens the entire writing process.

## Who are the people that are most successful writing books?

Those who understand that writing a book is a business. They understand that successful authors work hard at developing their craft, sit down often to write and promote it with intention and vigor. The authors who succeed set out goals for the book and surround themselves with the best people to make their goals come to life.

## What is the best piece of advice you could give to someone who is just starting out on a writing journey?

Read. A lot. Read the best authors in your industry and other authors you admire. Make writing a priority by putting it on your calendar each week. Whether it is 15 minutes or 5 hours, a scheduled writing time puts intention into action. Plan for tomorrow. Plan a weekend retreat to envision your business and life purpose and determine how writing a book brings life to your goals. Dare to do something that takes time and effort and failure and sacrifice. In the end, your business will be better and you will have found that elusive joy.

## How did you get started writing and publishing?

As a long-time children's performer and mother of two, I began writing children's picture books. I wrote a lot of poetry when I was younger and picture books, while not always rhyming, carry a rhythm that I find uplifting. As the economy faltered and the children's book industry took a hit, I set my sights on other types of writing. I attended a business workshop whose featured speaker touted the ability write a book in a weekend. As a writer, I knew it couldn't possibly be a good book, but I went anyway.

After 9 months of writing, researching and editing, I finally published my first book, *The Almost Perfect Birthday Party*. After publishing the book, fellow writers asked how I self-published it. I set out to write a few notes, but a few notes turned into a few pages and a few pages turned into a book! As I got to the end of the book, I realized that I didn't want to just tell people how to write and publish a book. I wanted to teach them and coach them. At that point, The Happy Self-Publisher was born. I wanted people to feel the joy that I felt the first time, and the second time, I held my book in my hands.



# Testimonials

“Thank you for your incredible help in prepping and formatting my book for publication on Kindle Direct Publishing. Your book was helpful in getting me started in the process but I found I was overwhelmed and needed your direct intervention to complete the many and complicated tasks required by the publisher. **I would recommend your service to anyone considering publishing a book** on Amazon or any other publishing format.”

~ *Tom Garvey, Author, Many Beaucoup Magics*

“Lois’s introductory workshop is phenomenal. It is full of great content, strategies, resources. **Powerful!** A must attend for anyone who is wants to be or has ever thought about being an author.”

~ *Bob “Bobby G” Biss*

“I had the joy of working with a book coach, Lois Hoffman, who was committed to my success. She gently prodded and nudged me towards what I said were my goals. Her enthusiasm and encouragement infused me with confidence. **Lois held my hand every step of the way until I held my 1st book, *Embracing Autumn*, in my hand.** If you are ready to write a book don’t travel the road alone. Lois Hoffman will be your ready companion until you are finally a published author!”

~ *Donna Duffy, CEO and Founder of 3E Marketing Solutions and Author of *Embracing Autumn: A Motivational Field Guide for Midlife Women Entrepreneurs**

“There was **so much information!** Can’t wait for more workshops to learn more!”

~ *Kimie Ranken, Co-Owner, The Gallery at 122 Main*

“Thank you Lois! **This workshop is the best yet.** You are precise, concise, and extremely informative. All of my questions were answered.”

~ *Schalea Sanders, Author, The Gift of Teaching*

“Outstanding introduction that has **kick-started my enthusiasm for finishing a project** that has lingered on and ready to see the light of day!”

~ *Robanne Palmer*

“Lois is a wonderful presenter. She was clear and concise in her presentation, handled distractions with grace and was **cheerful and engaging.**”

~ *Karen O'Lone Hahn, Author, Millicent and the Faraway Moon*

“I was **very pleased** with all of the info you divulged! I had no idea that I could achieve this! Thanks so much!”

~ *Patricia L. Reese*

“Lois Hoffman **knows her “social media stuff.”** She leads a great workshop that allows for discussion, sharing, and questions. I learned so much and am encouraged.”

~ *Patti Paulus, Co-Owner, The Palette & The Page*

“Helpful, informative and **non-judgmental** advice! Thank you; I enjoyed the workshop and meeting you!”

~ *Anne Groo*

“Your workshop was **very, very informative** on the publishing aspect of getting from idea and writing to the finished product.”

~ *Edmund Lincoln*

“I thought Lois was very **knowledgeable, personable, and sincere** in her passion to help people. Easy to follow.”

~ *Debbie Gill*



# Digital Artwork Download



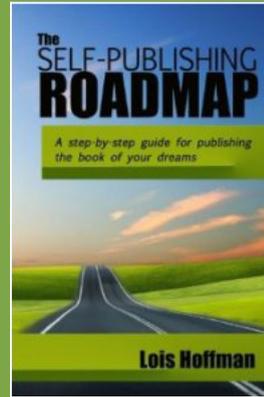
Logo

Low Res  
High Res



Headshot

Low Res  
High Res



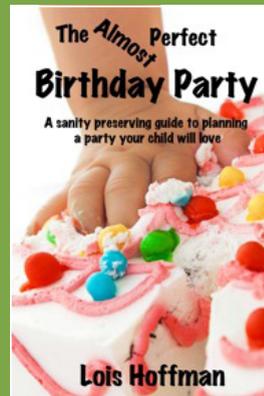
*The Self-Publishing Roadmap*

Low Res



*Write a Book Grow Your Business*

High Res



*The Almost Perfect Birthday Party*

Low Res

## Other Pics

### The Juggling Hoffmans Logo

<http://www.jugglinghoffmans.com/wp-content/uploads/2014/07/juggling-hoffmans-headerlogo2.png>

### The Juggling Hoffmans Headshot

<http://www.jugglinghoffmans.com/wp-content/uploads/2016/01/JugglingVerticalPortrait.jpeg>

## Website, Social Media and Book Links

### Website

[www.happyselfpublisher.com](http://www.happyselfpublisher.com)

### Blog

[www.happyselfpublisher.com/self-publishing-blog](http://www.happyselfpublisher.com/self-publishing-blog)

### Facebook

[www.facebook.com/happyselfpublisher](http://www.facebook.com/happyselfpublisher)

### Twitter

[www.twitter.com/loishoffmande](http://www.twitter.com/loishoffmande)

### LinkedIn

[www.linkedin.com/in/loishoffman](http://www.linkedin.com/in/loishoffman)

### The Self-Publishing Roadmap

<http://www.amazon.com/dp/1501078232>

### The Almost Perfect Birthday Party

<http://www.amazon.com/dp/1493501879>

## Press

### Interview with Dana Dobson, Dana Dobson Public Relations

<https://youtu.be/haEBgvVIN6I>

### Interview with Joe Rychalsky, Career Expert and Owner of JoeWoo.com

<http://www.blogtalkradio.com/joewoo/2015/08/26/the-career-expert-live-with-juggler-and-publisher-lois-hoffman>

### Article in the Newark Post and Cecil Whig

[http://www.newarkpostonline.com/news/article\\_034843fe-fe5e-50dd-8d81-10ad29466571.html](http://www.newarkpostonline.com/news/article_034843fe-fe5e-50dd-8d81-10ad29466571.html)

### University of Delaware Messenger

<http://happyselfpublisher.com/wp-content/uploads/2016/02/Between-The-Covers-UD-Messenger.jpg>

# Contact

**Lois Hoffman**

[lois@happyselfpublisher.com](mailto:lois@happyselfpublisher.com)

302-419-7289

34 Oklahoma State Dr.

Newark, DE 19713

The **Happy**   
**Self-Publisher**  
*publish.smile.repeat*