



# Lois Hoffman

## Self-Publishing Demystified



### What people are saying

“Lois is a dynamic and fascinating presenter! She is very skillful at explaining concepts in fun and interesting ways while expanding your understanding and perception.”

~ *Beth Keil, NAWBO Delaware Program Chair*

“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*

**“Thank you, Lois! 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*

“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*

## About Lois

Lois Hoffman is the owner of *The Happy Self-Publisher* and author of *Write a Book Grow Your Business* and *The Self-Publishing Roadmap*. She is a writer, speaker, workshop facilitator, and coach for new and experienced writers.

## WITH OVER 20 YEARS OF PERFORMANCE EXPERIENCE

as a professional juggler, she brings her enthusiasm to the stage to engage and delight audiences. She specializes in helping aspiring authors find their “creative magic” while inspiring them to pursue their publishing dreams with unabashed determination.

There's More! »

## Write! Publish! Sell!

Unlock the mystery to the wonderful and wacky world of writing... Introducing aspiring authors and bloggers to the wonderful and wacky world of writing, self-publishing, and marketing a book. Explore the changing landscape of writing and discover how you and your book fit in.



## Write a Book, Grow Your Business

If you're tired of yelling to be heard in a crowded marketplace and feel like people don't know or appreciate your expertise, learn how writing a book will help you expand your influence and grow your business.

## Blog Your Book

Discover how to write a book one blog post at a time or organize what you've already written and turn it into a marketable book. Unlock your expertise and share your "magic" with new audiences.

## Juggle Your Way to Better Book Sales

Got too many balls in the air? Discover how the mindset of a juggler will make your book a flying success.

## Hire Me!

Lois Hoffman

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*Visit me @*

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

## SOME OF MY CLIENTS

NAWBO Delaware  
Delaware Small Business Chamber  
Middletown Area Chamber of Commerce  
Inspiration Space  
Newark Arts Alliance  
Rotary events  
PERK Academy  
City of Newark  
New Castle Library  
Rehoboth Beach Library  
The Lab School  
The Palette & The Page  
Get Life Coaching  
Unitarian Universalist Fellowship of Newark  
*You?!*