

## Foreword

I have had the pleasure of being part of I C Publishing from the early stages—when the traditional publishing world was being turned on its proverbial head. Drove of people were finding that they could publish their own work, without having to break through the tough walls of the big publishing houses, where a manuscript may or may not be read, let alone selected for publication. Self-publishing meant by-passing the roadblocks of agents, expensive print runs, costly marketing and long timelines.

The good news was self-publishers had total control over seeing their hard work go from head to computer or paper, to scrubbing and polishing the content, to wrapping it in a glossy cover, printing however many copies they wanted, and finally, proudly holding their beautiful book in their hands. The not-so-good news, however, was the quality of the final product was often low. The truth is, there are a lot of people, with a lot of good, impactful stories that need to be told; important information that needs to be shared. But when critical steps such as truly good editing, proofreading, permission to use copyright material, citing sources properly, and creative cover art and design are skipped, or done poorly, the message the author intended to share, is just not heard by the readers.

The vision Sheri had for I C Publishing was to bridge the gap between authors struggling to publish their work themselves, and the remote chance of being published traditionally. The relatively new and progressive partner publishing alternative was emerging. The concept of providing professional and quality publishing services to authors, and ensuring the author was an integral part of the entire process, solved the problem. An author could now be confident that their best voice was going to be heard by the reader.

*Do You Have a Book In You?* is the result of Sheri's years of experience in helping many, many authors experience the joy of producing high quality, successful books. She takes the complex publishing industry, and captures the essentials that authors need to know to bring their own important stories to an audience that wants to hear from them. Sheri and the team at I C Publishing work hard to support their authors, so that the excitement and anticipation that is felt at the start of the process, is maintained throughout. When the book rolls off the press, or is cracked open in an e-reader, we know we have produced a superior caliber product, and something to be proud of.

The world of publishing is ever-evolving, and I C Publishing will be there with the latest tools to help authors publish their stories. But what will not change, is Sheri's promise to "meet authors where they're at," and I C Publishing's commitment to quality publication.

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