Build your brand
with technical writing!

Kathi Kellenberger

Editor and Advocate
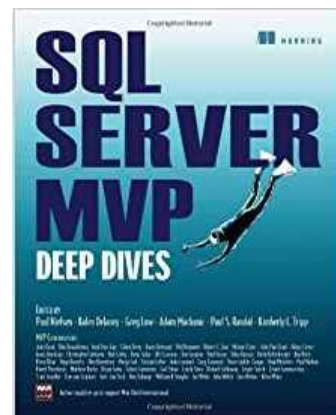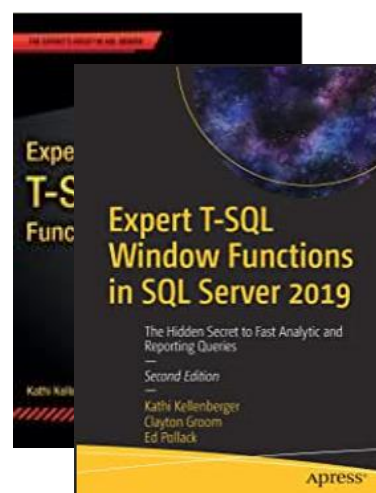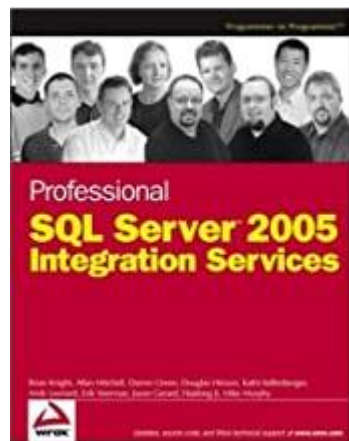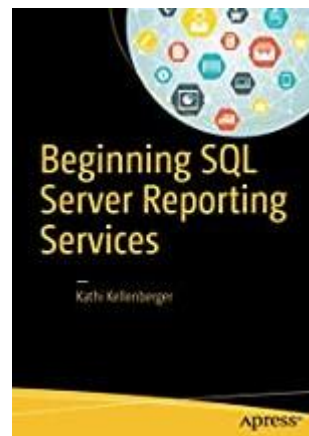**Redgate Software**

in /Kathikellenberger

🐦 @auntkathi

W http://auntkathisql.com

Lifelong learner
Teacher

Co-leader of WIT
2008 PASSion award
winner
Data Platform MVP

Beginning T-SQL

Beginning T-SQL SECOND EDITION

Beginning T-SQL THIRD EDITION

THE EXPERT'S VOICE® IN SQL SERVER

Kathi Kellenberger and Scott Shaw
Foreword by Paul Dane

QUICKLY MOVE BEYOND BEGINNER STATUS WITH THIS STEP-BY-STEP APPROACH TO LEARNING T-SQL

Apress®

Beginning
**SSRS 2012
Joes 2 Pros®**

A Tutorial for Beginners to Installing,
Configuring, and Formatting Reports using
SQL Server Reporting Services

Joes 2 Pros

Kathi Kellenberger
Tony Smithlin, Rick A. Morelan
Sandra Howard, Lori Stow

Beginning SQL
Server Reporting
Services

— Kathi Kellenberger

Apress®

MALATHI MAHADEVAN

**DATA
PROFESSIONALS
AT WORK**

Apress®

Programmer to Programmer™

Professional
**SQL Server® 2005
Integration Services**

Brian Knights, Allan Mitchell, Darren Green, Douglas Hinson, Kathi Kellenberger
with a foreword by Erik Veerman, Jason Gerard, Haidong B. Mike Murphy

Wrox

A LET HER FINISH SERIES

**VOICES
FROM THE DATA
PLATFORM**

**Expert T-SQL
Window Functions
in SQL Server 2019**

The Hidden Secret to Fast Analytic and
Reporting Queries

Second Edition

Kathi Kellenberger
Clayton Groom
Ed Pollack

Apress®

**SQL
SERVER
MVP
DEEP DIVES**

Paul Nielsen · Kalen Delaney · Greg Low · Adam Machanic · Paul S. Randal · Kimberly L. Tripp

MANNING

Are you a writer?

- Book
- Article
- Blog
- Documentation
- Email
- Social media

Are you a writer?

- Book
- Article
- Blog
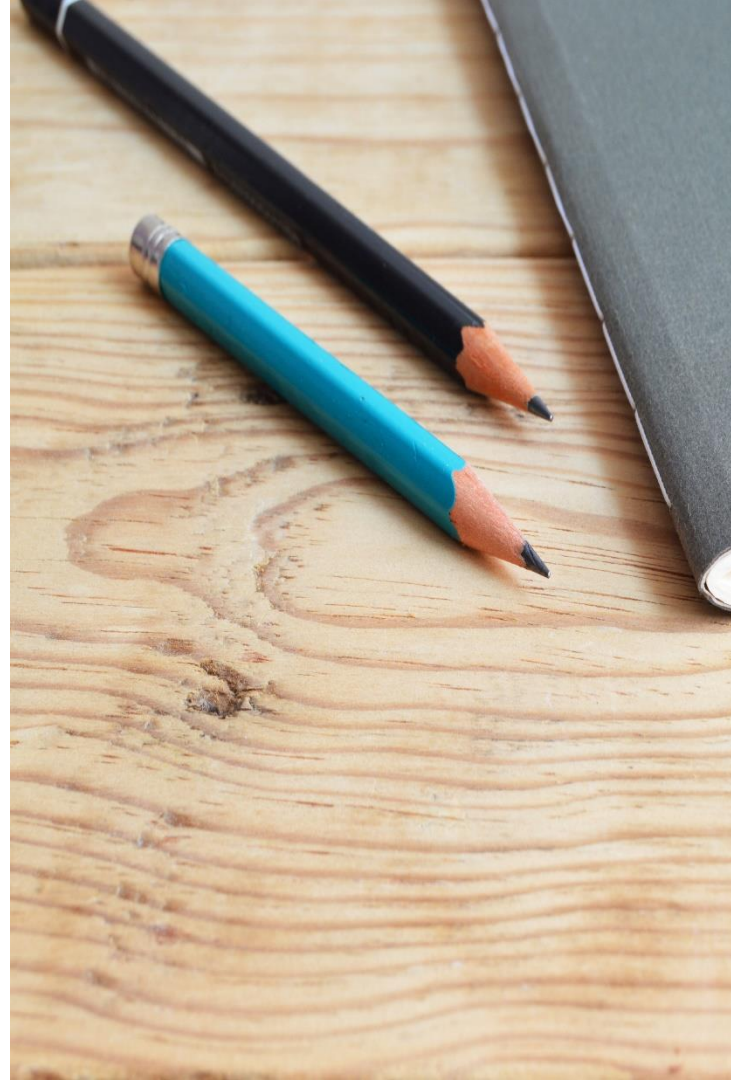- Documentation
- Email
- Social media

Why write?

- Establish your brand
- MVP/SQL celebrity
- Career opportunities
- Give back
- Learn more
- Not to make money ☹

PASS

How to get started

- Start blogging
    - Problems you have solved
    - Things you have learned
    - Things you want to learn
- Put writing on your calendar!

Photo by **Skitterphoto** from **Pexels**

Blogging

- Free sites like WordPress/SQL Server Central
- Domain names are inexpensive
- Promote posts on social media
- You are in control
- (Check with your company!)

Aunt Kathi's SQL Server Home

Learn SQL Server from your favorite aunt!
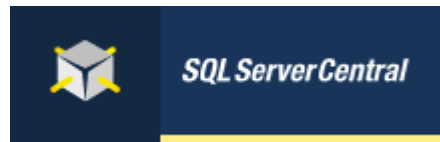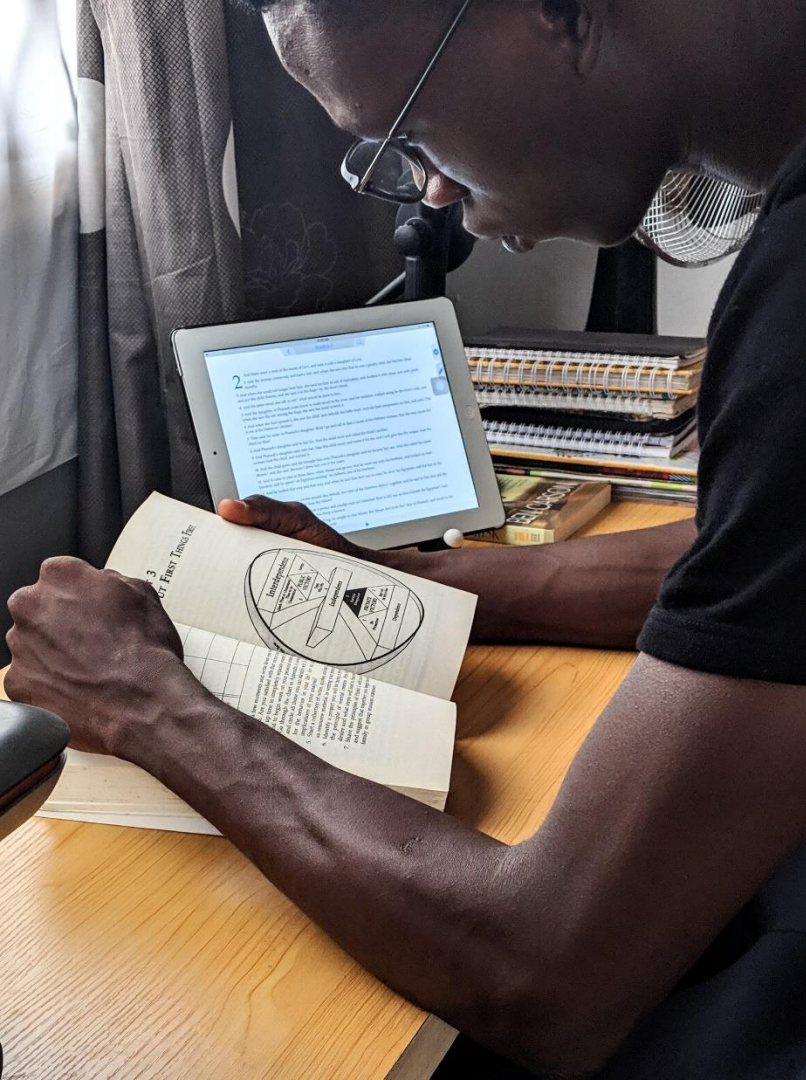

PASS

Articles

- Often reviewed
- Less control
- Sometimes you get paid
- Easier than books
- Turn a presentation into an article
- But might lead to a book!

DATABASE JOURNAL
The Knowledge Center for Database Professionals

Simple Talk
Articles & opinion

MSSQLTips.com

SQL Server Central

PASS

Getting involved with a book project

- Write articles and blogs first!
- Network with authors
- Start by contributing one chapter
- Deadlines
- Less control
- Ultimate bucket-list item

Photo by **Oladimeji Ajegbile** from **Pexels**

PASS

$$$$$$$$$

Publisher vs. self-publishing

Publisher

They are in charge

Project management

Editors / artists

Marketing / publicity

Printing / e-books

Royalty advance

Self-publishing

You are in charge

You have to figure everything out

May need cash up front

Self-publishing companies

Might make more money

PASS

kindle **direct publishing**

Bookshelf | Reports | Community | KDP Select

(i) **CreateSpace is moving to Kindle Direct Publishing**
If you have books on CreateSpace, move them to KDP in three steps. After you move your books, learn how to complete common tasks on KDP.

Create a New Title

+
Kindle eBook

+
Paperback

✓ **Book Content:** You can upload a manuscript, or use our free creation tools to create children's books, educational content, comics, and manga. Get started with Kindle content creation tools.

✓ **Book Cover:** You can use our online Cover Creator, or upload a cover of your own. Creating a great cover.

✓ **Description, Keywords and Categories:** Tell readers about your book and help them find it on Amazon.

✓ **ISBN:** Get a free ISBN to publish your paperback. Kindle eBooks don't need one. More about ISBNs.

See all Getting Started tips ›

Your Books

Sort by: Last Modified ⬍   Filter by: All ⬍   🔍 Title, status, etc.   **Search**

31 Days of SSIS with SQL Server 200...

By Jason Strate

Kindle eBook
LIVE ▾
Submitted on October 5, 2012

$2.99 USD
View on Amazon ▾
ASIN: B009LTQBAO

KINDLE EBOOK ACTIONS
Promote and Advertise   ...

+ Create paperback   Link existing paperback

Why offer multiple formats? ▾

PASS

Writing tips and tools

- Grammarly
- Avoid choppy short sentences
- Avoid long, run-on sentences
- Avoid using the same word multiple times in a sentence or paragraph
- Avoid switching voice or tense
- Articles and book chapters are more formal than presentations or blog posts

PASS

DEMO

Fix a writing sample

Offer

- Introduction to Apress
- Write for Simple Talk

Kathi.Kellenberger@red-gate.com

Mention this presentation

Auntkathisql.com