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FALL 2020



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- 2.....Real Estate
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- 4.....Reference
- 7.....Business
- 8.....Writing
- 9.....Best-Sellers

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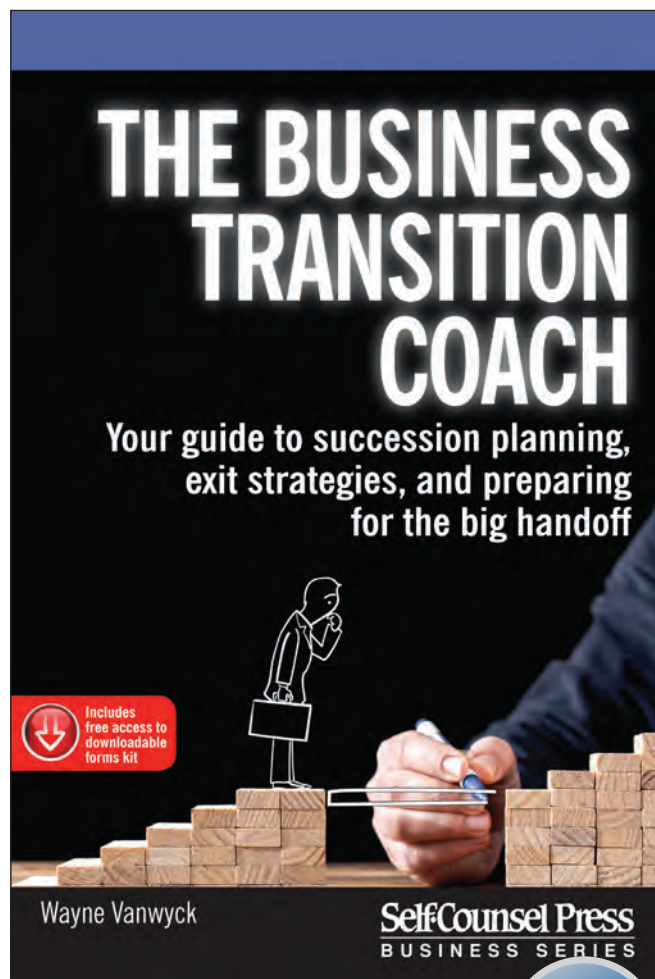
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Printed in Canada.

The Business Transition Coach

Your Guide to Succession Planning, Exit Strategies, and Preparing for the Big Handoff



Wayne Vanwyck

ISBN: 978-1-77040-329-1

6 x 9 • paperback + download • 168 pp.

First Edition: Sept 2020

Retail: \$26.95 CAD / \$19.95 USD

Cat: BUSINESS & ECONOMICS / Management

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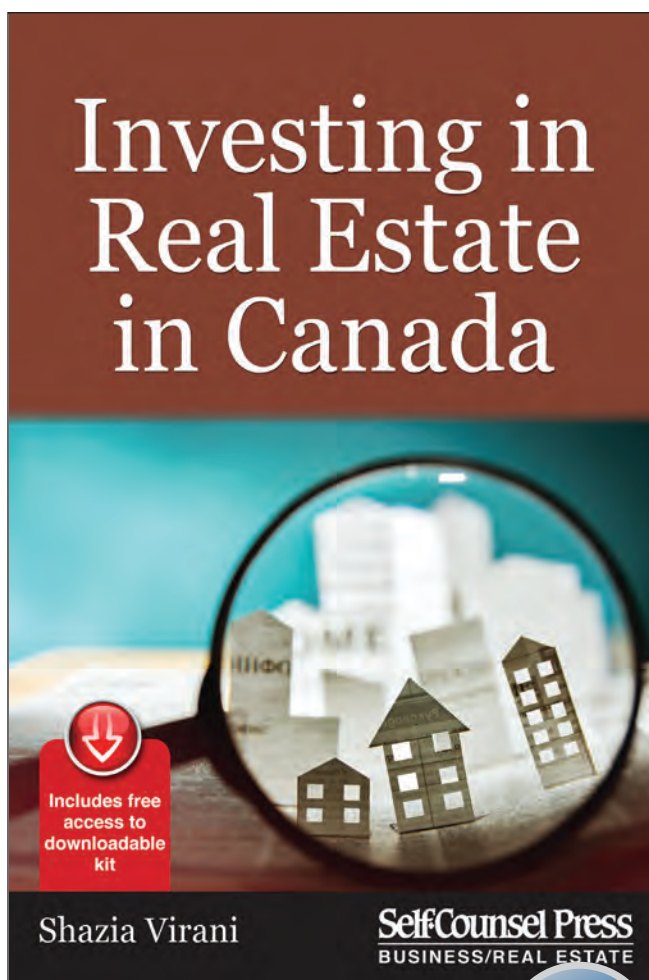
Wayne Vanwyck is on a mission. A leading Business Transition Coach, he is alarmed that literally millions of Boomer business owners intend to retire in the next ten years but only 7 percent of them have a written succession plan. This means a tsunami of business sell-offs is looming on the horizon. Vanwyck points out that business owners who don't plan their business transition now may have to kiss all their creativity, passion, and hard work goodbye as they face a market glutted with businesses for sale and scant few buyers. But he also says that those who do start planning their transition can increase the value of their business, increase their profitability today, and keep their options open. In *The Business Transition Crisis* he offers practical advice for you, including how you can:

- Sort out your personal and professional transition options.
- Prepare your business, your employees, and yourself for transition.
- Build an "A" team of advisors who will make transition easier and more profitable.
- Create a business plan that makes sense now and multiplies the valuation later.
- Take a sabbatical as a test run for retirement.
- Leave a legacy that you can be proud of.

The Author

Wayne Vanwyck is an entrepreneur, trainer, business coach, speaker and writer. Recently he's transitioned away from ownership and now focuses on coaching others who are preparing their business for transition or sale. He is the author of the bestselling book *Pure Selling™*, has written columns for a number of business magazines, and has published over 400 articles on sales, leadership, entrepreneurship, and succession planning. He is also the creator of the *Pure Selling Sales Course*, an internationally distributed program and *The Business Transition Coach Forum™* a process for helping business owners prepare themselves and their business for transition.

Investing in Real Estate in Canada



Shazia Virani

ISBN: 978-1-77040-330-7

6 x 9 • paperback + download kit • 112 pp.

First Edition: December 2020

Retail: \$19.95 CAD

Cat: BUSINESS & ECONOMICS / Investments & Securities / Real Estate

Cat: BUSINESS & ECONOMICS / Real Estate / Buying & Selling Homes

UPC: 0069635403303



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Do you want to grow rich in your sleep? The biggest obstacle to any individual achieving their dreams is their mind-set. You don't make money by just buying and selling real estate, you make money by investing purposefully and knowing where the trends lie in any market.

Shazia Virani, a realtor with a "wealth" of personal experience investing in real estate, explains how Canadians can do just that, in achieving their real estate dreams. Virani, a full-time, savvy, real estate entrepreneur who has successfully been helping her clients buy, sell and invest in real estate for over a decade is a highly accomplished real estate investor herself both in Canada and the US.

This book will show and inspire you how to:

- Grow an empire of assets
- Make money while you sleep
- Leverage your assets
- Diversify your real estate investments
- Retire early
- Make money grow from an average salary
- Have a passive income stream so you can enjoy life

The Author

Shazia Virani's accomplishments and award winning real estate endeavors have made her a trusted advisor and valued Real Estate resource. Shazia has received multiple awards and designations to recognize her expertise including- the coveted RE/MAX Hall of Fame Award, and the Platinum Award over year after year. She is a Luxury Listing Specialist, International Real Estate Specialist, Certified International Trade Professional and has graduated from the University of Western Ontario, and has a post-graduate degree in International Business.

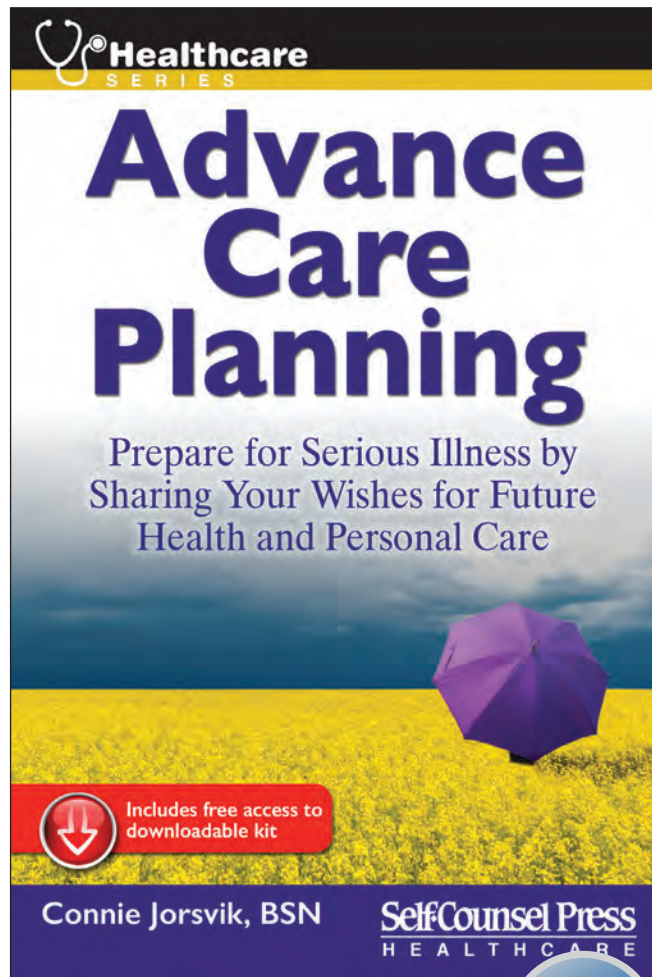
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Your First Home: For Condos and Houses

978-1-77040-095-5 | paperback | \$19.95 CAD

Advance Care Planning

Prepare for Serious Illness by Sharing Your Wishes for Future Health and Personal Care



Connie Jorsvik, BSN

ISBN: 978-1-77040-325-3

6 x 9 • paperback + download kit • 168 pp.

First Edition: May 2020

Retail: \$26.95 CAD

Cat: HEALTH & FITNESS / Health Care Issues

Cat: MEDICAL / Caregiving

UPC: 9781770403259



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Whether you or someone you love is facing or nearing the natural end of life due to disease or old age, or you're involved in any kind of eldercare role, *Advance Care Planning* will serve you as you journey through serious and complex illness in our fragmented and complex healthcare system.

Advance Care Planning is about those discussions regarding future health care that all adults should be having, no matter their age or health – and is at the core of being an empowered patient and caregiver. This book breaks down each step of the process in plain language and provides questions and suggestions for readers to work through as they discover their own values, beliefs, and preferences for care.

Author Connie Jorsvik has accumulated many real stories of why we need to know about advance care planning, and the difference it can make in quality of life and having what could be termed a "good death." She teaches you how to talk to physicians and future decision makers, and get vital documents completed. Every single Canadian needs this information: Jorsvik has been a pioneer in getting the how-tos out the public and continues her quest with this book.

The Author

Connie Jorsvik, BSN was a registered nurse for 25 years. She spent 3 years as a specialty recruiter at the largest health authority in BC, and 5 years as a health insurance broker specializing in critical care and long-term care insurance. Since 2013 Connie has been the sole proprietor of Patient Pathways, the largest independent healthcare navigation and advocacy business of its kind in western Canada. The cornerstone of her business is Advance Care Planning: planning ahead through conversations and documents for serious illness and end-of-life.

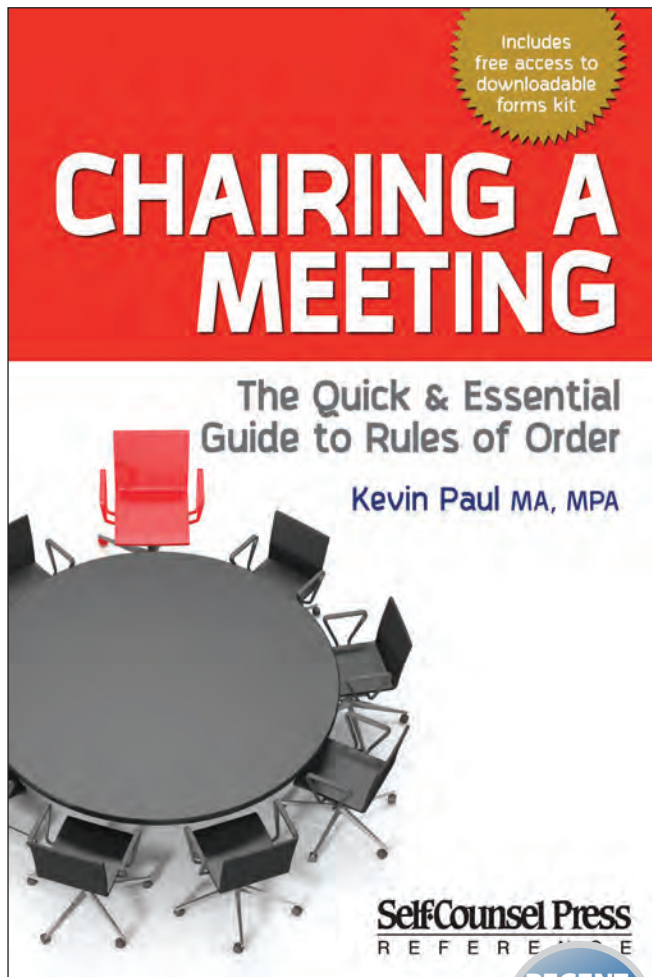
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Your Child's Voice: A Caregiver's Guide to Advocating for Kids with Special Needs, Disabilities, or Others Who May Fall through the Cracks

978-1-77040-304-8 | paperback | \$17.95 CAD

Chairing a Meeting

The Quick and Essential Guide to Rules of Order



Kevin Paul, MA

ISBN: 978-1-77040-324-6

6 x 9 • paperback + download kit • 90 pp.

First Edition: April 2020

Retail: \$19.95 CAD / \$14.95 USD

Cat: REFERENCE / Etiquette

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Do you need help running meetings? *Robert's Rules of Order* — the rules of order used to run formal meetings — can be confusing and intimidating. This concise guide simplifies the rules and makes it easier to keep meetings on track. It is intended for people who have little to no experience running meetings, and as such, is written clearly, without unnecessary jargon or obscure references.

The basic concepts, skills, and information discussed throughout this book are applicable to virtually any type of meeting, large or small.

Chairing a Meeting is a quick read that can help you, no matter your background, become a more effective chairperson or organizer.

The Author

Kevin Paul, MA, began his professional career teaching study skills at the University of Victoria. He has been a student services professional for more than 20 years and has talked with thousands of students about what it takes to be a successful learner. Currently, he is president of Kihon Learning Systems, a company dedicated to helping students of all ages achieve success in their studies.

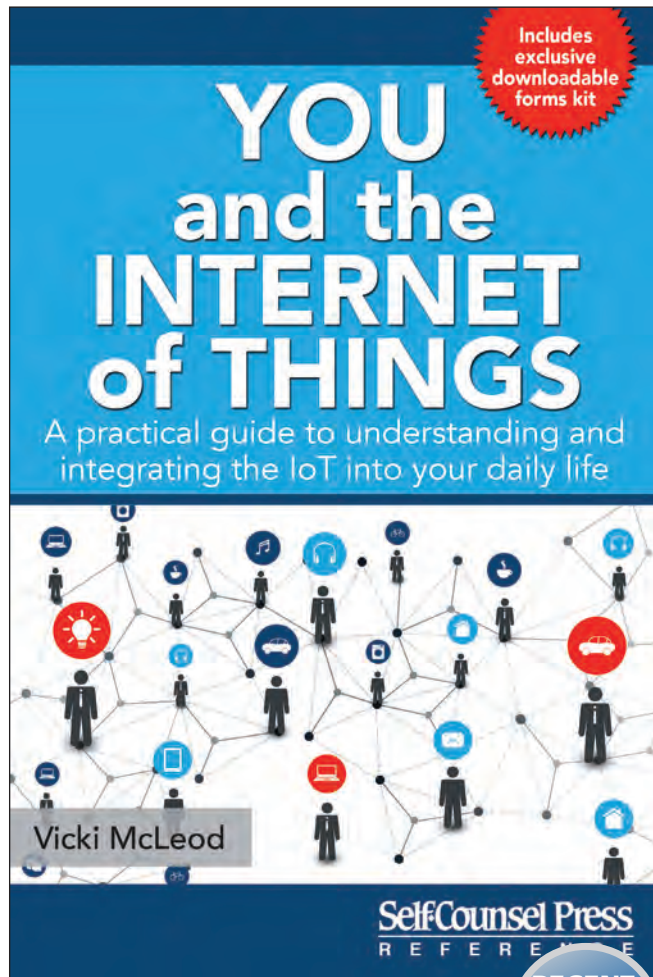
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Study Smarter, Not Harder

978-1-77040-218-8 | paperback | \$29.95 CAD

You and the Internet of Things

A Practical Guide to Understanding and Integrating the IoT into Your Daily Life



Vicki McLeod

ISBN: 978-1-77040-323-9

6 x 9 • paperback + download • 144 pp.

First Edition: April 2020

Retail: \$22.95 CAD / \$16.95 USD

Cat: COMPUTERS / Internet / General

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UPC: 069635403235



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Advances in sophisticated artificial intelligence and machine learning, automation and augmented reality mean the Internet landscape is undergoing massive change. It's no longer only about accessing information via electronic devices like laptops, smartphones, and tablets. From toasters to transit systems, we are now in the age of the Internet of Things, where interconnected devices and objects are fully networked and communicate data back and forth.

These devices and objects learn from these data exchanges and can adapt and respond to our personal needs and preferences. From smart houses to smart cars, from cashless banking to wearable sensors that gather personal health data — the Internet of Things is a network of items integrated with nearly all aspects of daily living, impacting health, home, transportation, shopping, travel and entertainment. Soon, everything will be “smart” and connected.

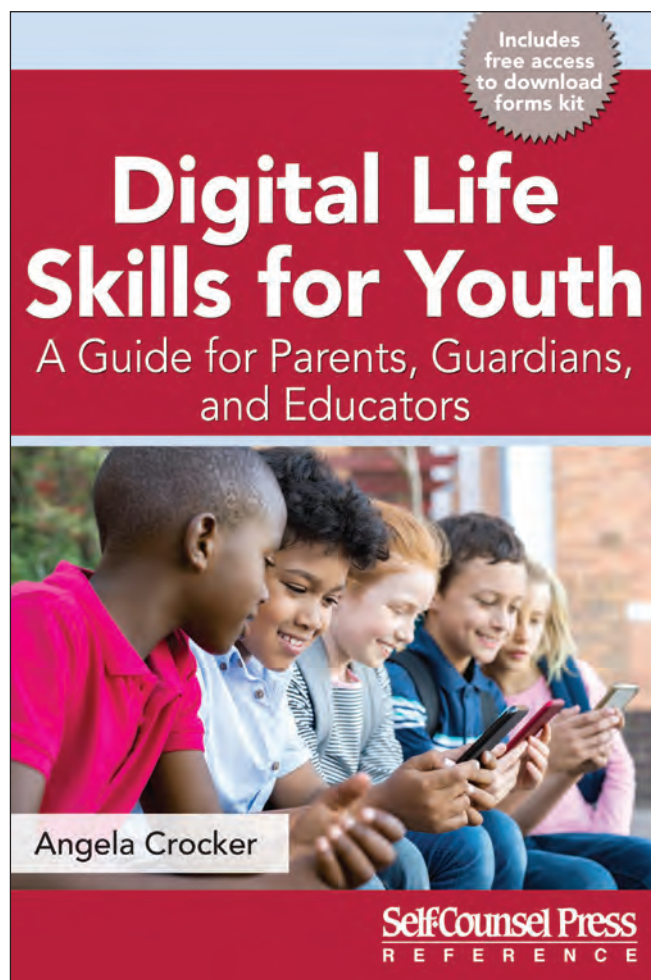
What does this mean for you? *You and the Internet of Things* is a guide to understanding the way soon-to-be common technologies affect your daily life and how to use these technologies for increased safety, security, convenience, and quality of life. If you are a mainstream user of technology, part of the sandwich generation, or a baby boomer trying to navigate the IoT age, this book is your roadmap.

The Author

Vicki McLeod is the founder of Main Street Communications Ltd., a strategic planning and communications firm based in Greater Vancouver, Canada. In 2013, Main Street was shortlisted by Small Business BC as one of the Top 5 Online Marketers in the province. McLeod is an RBC Women of Influence nominee as a Canadian Woman Entrepreneur of the Year for 2014 and 2015. She was honored as 2014 Business Leader of the Year in Main Street's home community of Maple Ridge, BC, Canada. She's the author of *#Untrending*, a local newspaper columnist, and a TEDx speaker. She is the coauthor of Self-Counsel Press title *Digital Legacy Plan*.

Digital Life Skills for Youth

A Guide for Parents, Guardians, and Educators



Angela Crocker

ISBN: 978-1-77040-314-7

6 x 9 • paperback + download kit • 152 pp.

First Edition: September 2019

Retail: \$21.95 CAD / \$16.95 USD

Cat: EDUCATION / Computers & Technology

Cat: COMPUTERS / Security / Online Safety & Privacy

UPC: 069635403143



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Digital skills are foundational too. In this digital age, how do you protect kids on the Internet? Things have changed so much in the last few years. Dangers lie in social media and within apps. The use of these tools runs the risk of safety loss/cyberbullying, addiction, and a loss of personal connection and community.

The thing is, we need to live in the new reality and teach our kids how to do that too. This book teaches skills for living online and with technology; digital life skills for parents and educators to use to help kids. It covers document management, version control, malware, cyberbullying resistance, digital etiquette, and avoiding addiction to gaming.

This book identifies current problems and offers real-world solutions and guidance. The author has an M.Ed. in education technology. She writes with authority about the realities for teachers in the classroom, the technology demands of curriculum, the conflicts with parents' expectations, and the affordances of technology that do good! Add to that her personal experiences with kids and technology and she speaks not only as an expert, but from the heart.

The Author

Angela Crocker, M.Ed. has been described as a pioneer of ethical social media, a business savvy digital goddess, and an information organizing superhero. A thought leader on online communities, digital decluttering, and content planning, Angela works as an author, speaker, and instructor to help businesses and individuals plan, communicate, and engage through digital media. An accomplished teacher, Angela has created and presented numerous college-level courses, custom workshops, and one-on-one tutorials.

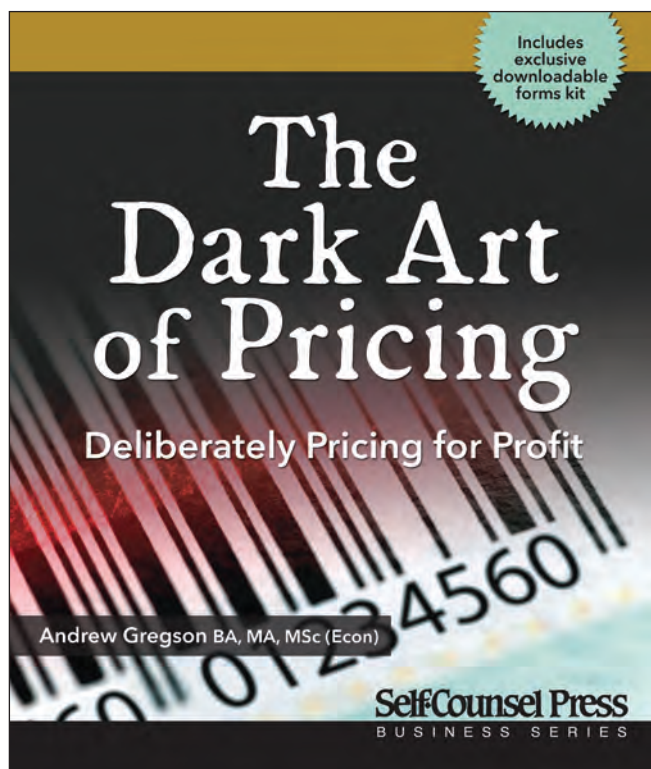
Related Title

Digital Legacy Plan

978-1-77040-310-9 | paperback | \$19.95 CAD

The Dark Art of Pricing

Deliberately Pricing for Profit



Andrew Gregson, BA

ISBN 978-1-77040-315-4

8 x 10 • paperback + download kit • 144 pp.

First Edition: September 2019

Retail: \$29.95 CAD / \$21.95 USD

Cat: BUSINESS & ECONOMICS / Small Business

UPC: 069635403150



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What if you could keep your pricing more or less the same and double your bottom line tomorrow by innovative use of pricing strategies? With few exceptions, most businesses use an outdated approach to pricing their goods and services. Whether they sell manufactured items, wholesale, or retail or even provide financing, the conventional wisdom surrounding pricing was created in the late sixties and early seventies and is now outdated.

The conventional wisdom is built upon following the lemmings, built on fear that customers will leave you if you charge too much, built on ideas that you can buy market share by being the low-cost provider, built on notions that need to be swept away. Successful companies are finding ways to break that mold.

This book invited the reader to take an innovative look at their pricing strategy. You have been to sales training, correct? And you have paid attention to doing the job right, the first time? Well sales and marketing are the promise to the customer. Operations is the delivery of that promise. But pricing makes or breaks a bottom line.

The Author

Andrew Gregson, BA, MA, also has an M.Sc. in Economics. He has more than 3 decades of business experience as a senior manager, consultant, and business owner and he has worked in the wholesale, distribution, manufacturing, and service sectors all over North America and the UK. Andrew is a profit engineer and pricing expert. His advice is based on being a former business owner and entrepreneur. Andrew is also the author of *Pricing Strategies for Small Business* and delivers pricing talks to universities, colleges and businesses.

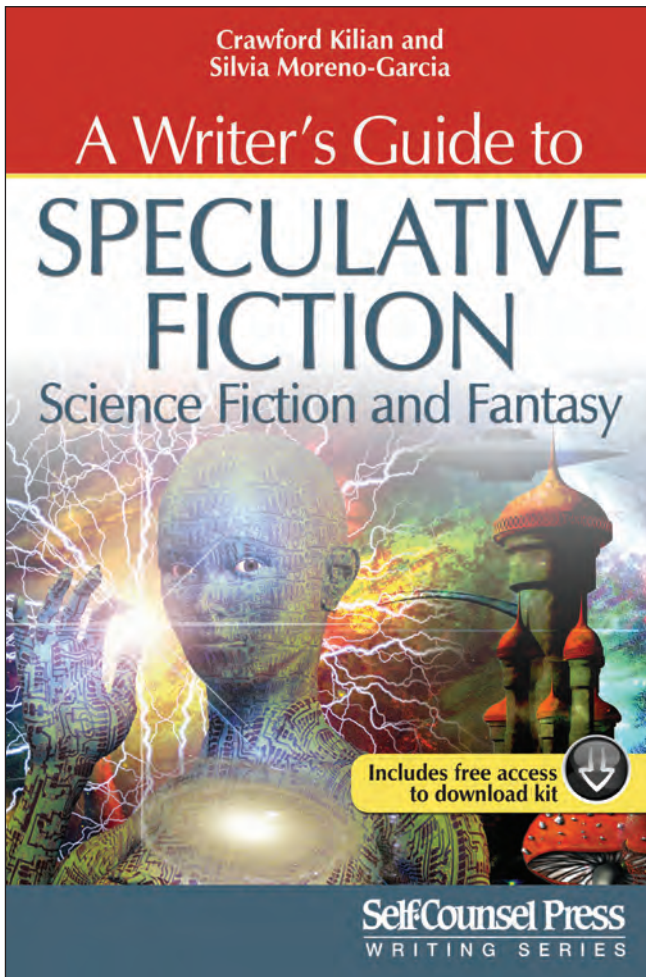
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Pricing Strategies for Small Business

978-1-55180-797-3 | paperback | \$18.95 CAD

A Writer's Guide to Speculative Fiction

Science Fiction and Fantasy



**Crawford Kilian and
Silvia Moreno-Garcia**

ISBN: 978-1-77040-316-1

6 x 9 • paperback + download kit • 168 pp.

First Edition: October 2019

Retail: \$26.95 CAD / \$19.95 USD

Cat: REFERENCE / Writing Skills

UPC: 069635403167



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Speculative fiction is an umbrella genre enveloping the ever-expanding genres of science fiction and fantasy, and best-selling science fiction and fantasy authors Crawford Kilian and Silvia Moreno-Garcia come together in this book to show writers how to craft believable worlds and plausible characters, and ultimately, how to craft good stories. Their hands-on, practical, put-the-book-down-and-start-writing advice speaks to new and emerging authors of science fiction and fantasy. They offer more than pep talks and success stories; they explain genres and how to bend and blend them, and give concrete suggestions on how to overcome the inevitable problems writers face, such as self editing, writing plausible characters, and building a plot without writing formula fiction.

With a combined nearly 50 years of experience, Kilian and Moreno-Garcia save writers time, energy, and grief by showing them how to master the craft of storytelling and how to market their stories as successfully as possible. Their invaluable advice persuades readers to go beyond their, and others', expectations of market and genre, pushing them to be better writers, and to add their own unique storytelling voices into the growing speculative fiction arena.

The Authors

Crawford Kilian has been teaching and writing online since the 1980s. Kilian has published over 20 books as well as hundreds of articles both in print and online. He is a contributing editor of *The Tyee.ca* and runs numerous blogs. His Self-Counsel books include *Writing for the Web*, *Writing Science Fiction and Fantasy*, and *Sell Your Nonfiction Book*.

Silvia Moreno-Garcia is the author of *Signal to Noise*, named one of the best books of the year by BookRiot, Tordotcom, BuzzFeed, io9, and more; *Certain Dark Things*, one of NPR's best books of the year and a Publishers Weekly top ten; the fantasy of manners *The Beautiful Ones*; and the science fiction novella *Prime Meridian*.

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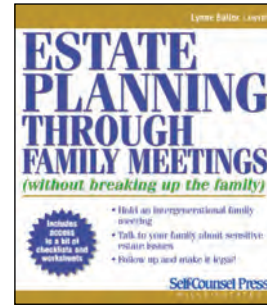
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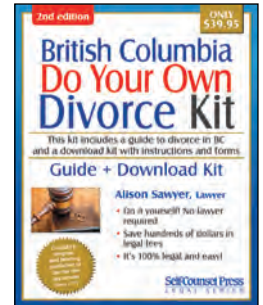
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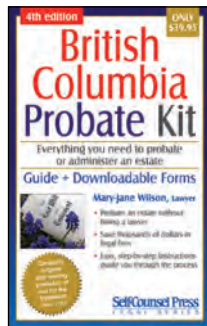
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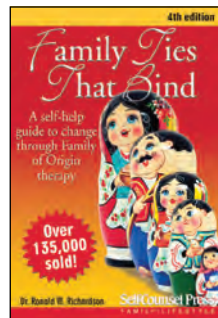
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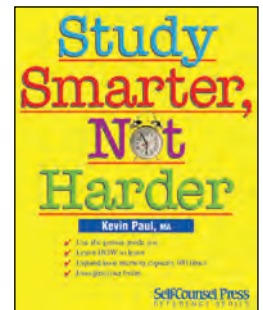
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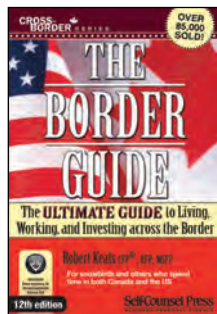
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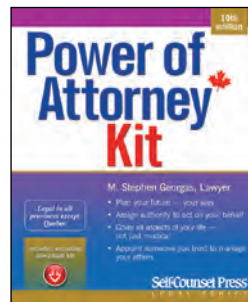
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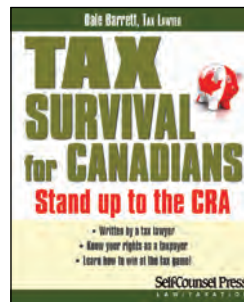
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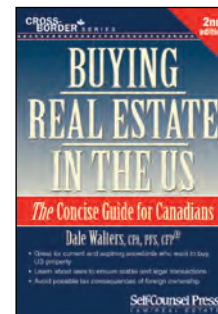
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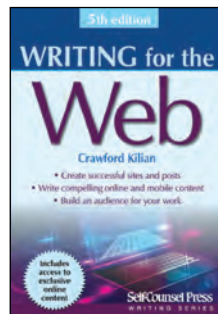
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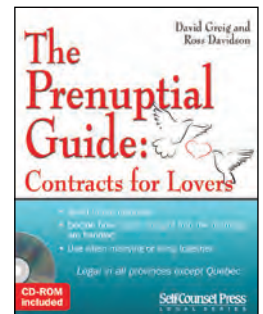
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