



## NORTH STAR BOOKS

SINCE 1992

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**Brenda Avadian, MA** is the author of nine books and writes over 100 articles annually, including for U.S. News HEALTH. She speaks nationally and writes mostly about caregiving for people with dementia and decluttering.

As a publisher for almost 25 years, her analogy between writing / publishing and family is frequently cited.

### Birth of a Book

Conception – the moment you realize you’re going to be a book author

Gestation—honing your ideas into a saleable manuscript

Birth—the moment your published book is released to the world

### Marriage of Co-Authors

Wedding—the moment you commit to collaborate on a book

Book spouses—who you are as you work together

### Raising Your Child / Book

Parenting—once your child is born the *real* work begins.

If you thought writing the book was a lot of work, it adds up to only about 5% of the total effort. The other 120% goes toward raising your child / book to be strong enough to contribute to our world. You could hire a nanny to raise your child, but you still need to be involved.



**Brenda Avadian, MA** founded North Star Books in 1992 in order to bring to market a humorous career development book while many were packing a parachute. *Drive North in Your Career* gave readers a safe and FUN alternative *on land*. The book was even approved by a CHP officer who requested Brenda’s autograph and a donation. ;-)

North Star Books titles have been translated in German, Korean, Slovenian, and Spanish. They are available in print, e-book, and audio. North Star Books, a micro publisher, works with savvy entrepreneurial authors who want to help raise children (books) who will touch the lives of 10,000+ people.

Avadian offers a 360-degree view of the publishing industry as the author of nine books (traditional and self), publisher, and book reviewer. She served on the board of the Independent Book Publishers Association and is a member of the Publishers Association of Los Angeles.