

Meet Author Jo Linsdell



Jo Linsdell writes about Italy, pregnancy and parenting, marketing (She LOVES social media) and the writing industry.

Linsdell enjoyed writing since she could hold a pen in

her hand but officially started her writing career in 2006. Since then, Linsdell has worked for numerous clients around the world and won a few awards along the way too. She has also published several books including the popular 'Italian for Tourists' phrasebook.

What are some jobs you've had in your life? Have they influenced/inspired your writing?

I've always loved to try new experiences and that's reflected both in my work experience and writing. I've done a bit of everything from credit controller to receptionist to shop assistant to tour guide. My work experience is as varied as the genres I write.

One of the first jobs I had when I moved to Rome was for a company that produced publications for the dental industry. I learnt a lot about formatting and other behind the scenes skills there. Later on I had a job writing research articles for the Neurology department and there I picked up knowledge about researching, submitting queries, and the submission process in general. It was after that job that I started taking my writing seriously and had my first freelance article published. Soon after I published my first book.

Can you share some writing experiences with us?

My first book was [Italian for Tourists](#), an English-Italian phrasebook covering only the words and phrases tourists actually need during their visit to Italy.

My second book was [A Guide to Weddings in Italy](#) which I wrote following my own wedding here in 2006.

I've also published several e-books including a collection of poetry.

Tell us briefly about your book and what you feel is the most important topic/sub-message you share.

I wrote *Out and About at the Zoo* for my 4 year old son after taking him to the zoo for the first time. Spending quality time together with my kids is one of the most important things to me and I love watching them discover the world. They are already growing up so fast and these first years are so special.

The book is a fun way to discover different animals and something about them but it also highlights the joy of quality family time together.

Like all authors, you have had your fair share of rejection letters. You obviously did not let the letters deter you. How did you keep your determination without getting discouraged?

I've actually been very lucky in that I've not really had to deal with rejection. I'm sure it will happen one day and will probably be upsetting to a certain extent but it's only an opinion. For every no there will be yes's. It's just a case of sending the right piece, to the right place, at the right time.

It has been my experience, some things come quite easily (like creating the setting) and other things aren't so easy (like deciding on a title). What comes easily to you and what do you find more difficult?

With *Out and About at the Zoo* the text just seemed to flow and didn't take me long at all. The illustrations were the hard part. I studied art and design in college and so drawing up the sketches was easy but making them digital and print quality was not. This was my first time using a graphics program and I had no idea about transparencies, layers and embedding. It was a real learning curve for me.

Please describe to us your relationship between you and your editor. What makes an author/editor relationship a success?

I don't have a fixed editor and so for *Out and About at the Zoo* had three friends from the writing industry read over my manuscript. All three have years of experience and I trust their judgment.

I think for a successful author-editor relationship both need to be clear on the goals of the book, the idea and the vision of how it should be. Communication is key.

What inspired you to write?

I wrote *Out and About at the Zoo* after my 4 year old asked me why I hadn't written a book for him yet. I figured he made a good point and so wrote the book inspired by our recent trip to the zoo.

Do you consider yourself a born writer?

I can't imagine doing anything else. I've always loved writing. Creative writing classes at school were one of my favorites. In my teens I wrote poetry as a way of venting my feelings and since then have explored various different genres. I don't think I'll ever get tired of writing and have enough ideas to keep me busy for many years.

Who is your favorite author and what is your favorite genre to read?

My reading tastes are as varied as the genres I write. I read anything and everything. Some of my favorite authors are Oscar Wilde, Dean Koontz, Sophie Kinsella and Freya North. My favorite genres at the moment are chick-lit and crime/mysteries.

Is there any particular book that, when you read it, you thought, "I wish I had written that!"?

All the books in the shopaholic series by Sophie Kinsella. I had the pleasure of meeting the author (real name Madeleine Wickham) at the International Literature Festival in Rome this year and she is a very talented writer.

Have you ever suffered from writer's block? If yes, how did you 'cure' it?

I don't give myself the chance to have writer's block. I always have more than one project on the go at once so that if I don't feel inspired for one I can work on the other.

Have you had any training to become a writer?

I regularly take part in online writers conferences, webinars and workshops to learn new techniques and re-enforce my knowledge and skills.

What type of books do you mostly write?

So far I've published mainly non-fiction work and although I'm currently working on a non-fiction book about social media, I'm going to be concentrating on children's literature and chick-lit for my next projects.

Does your family and friends inspire any of your books, characters, or plots?

Definitely. My son played a major role in the whole process of creating *Out and About at the Zoo* right from word go.

A Guide to Weddings in Italy was written following my own wedding and Italian for Tourists when numerous friends told me I should write a guide to the Italian language.

Tell us about your writing space.

I do most of my writing on my laptop and so sometimes work from my sofa others from my bed. My favorite place to work is out on my balcony though.

Is there anything you'd go back and do differently now that you have been published, in regards to your writing career?

If I could go back, I'd start my writing career sooner.

Do you do first drafts on a computer or by hand?

I brainstorm and make lots of notes by hand and in the case of my children's books sketch out a paper version by hand first. For longer projects I draft directly on the computer.

What is your creative process like? What happens before sitting down to write?

A lot of pencil and paper note making. I'm pretty sure only I can make sense from it all as I write down anything that comes into my head and doodle little sketches here and there.

Do you do a lot of research for your books?

Yes both for my non-fiction and my fiction books

although the approach I have is different depending on the genre I'm working on. Even when no research is needed on the topic of the book, I always do some exploring into the current trends of the market. I think it's important for writers to be aware of what their competition is doing and what books are popular with their target audience.

What voice do you find most to your liking: first person or third person?

Again, it depends on the project I'm working on.

Do you participate in competitions? Have you received any awards?

I'm won several awards for my blogs and was listed on the Literary World Who's Who in the writing industry in 2009.

What advice would you give to a new writer?

Set yourself some goals that you want to achieve, both long term and short term. It will give your career direction and help keep you motivated.

Do you have any book signings, tours or special events planned to promote your book that readers might be interested in attending? If so, when and where?

I'm currently doing a 3 month long virtual tour to promote the release of *Out and About at the Zoo*. The full tour schedule can be found at the website <http://www.jolinsdell.com/id20.html>

Out and About at the Zoo can be purchased from:

Amazon.com

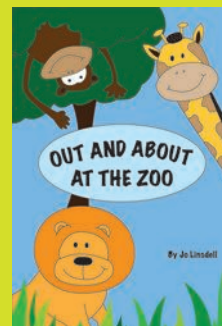
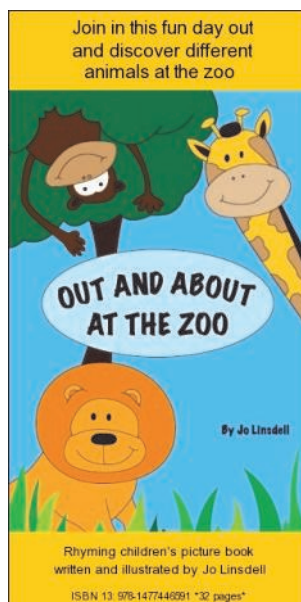
Amazon.co.uk

Amazon.it

CreateSpace.com

You can find more information about this book, me and my other writing projects at my website <http://www.jolinsdell.com>

I thank you for taking the time to share with my readers about being an author.



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About the Book:

Jo Linsdell picture book *Out and About at the Zoo* is a rhyming picture book with colorful pictures showing children a fun day out discovering different things in the world around them. This first book in the 'Out and About' series is a wonderful introduction to a day at the zoo for children young and old.

Linsdell, also the illustrator, has created pictures so adorable it makes you want to hug each animal in the book. Both the pictures and the text will entice a child's wonder and excitement during a day at the zoo.

You can purchase books at any local, on-line, or SFC bookstore.

[Click here to visit the SFC bookstore](#)

The World of Ink Network has joined in helping to tour author Jo Linsdell's first book from the 'Out and About' series of rhyming children's picture books, *Out and About at the Zoo*.

You can find out more about Jo Linsdell's World of Ink Author/Book Tour at <http://tinyurl.com/7jml423>