



A Nurse's Guide to Presenting and Publishing: Dare to Share

By Kathleen T. Heinrich. Sudbury, MA: Jones and Bartlett Publishers, 2008. 472 pages. \$46.95, paperback.

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A Nurse's Guide to Presenting and Publishing: Dare to Share is written for nurses across the educational spectrum, from baccalaureate-prepared nurses to those with doctorates, to inspire and prepare them to present and publish. Through the use of various writing and cognitive exercises, the aspiring presenter/writer is guided through the step-by-step creative process. Kathleen Heinrich's diverse background in psychotherapy, teaching, clinical practice, and public speaking afford her a unique perspective that she incorporates into her work.

Heinrich's "Dare to Share" philosophy underpins the motivational forces at work in this book. Believing that every nurse has a story to tell but may not tell it because of a lack of confidence, skill, experience with presenting/writing, or other factors, Heinrich sets forth to provide those tools to the novice presenter/writer. Dividing her main sections out into the broader categories of "small steps to open creativity," "small steps to present what you do," "small steps to write about what you do," "small steps to cultivate support circles," and "send off," she succinctly organizes her information in a format that is not intimidating to those who may feel that presenting/publishing is an unobtainable goal.

A strength of the book is in its individualization of the reader. It leads the reader on a journey of self-assessment initially, so that one's own learning preferences, presentation styles, and individual qualities for storytelling can be examined. Another strong point of the book is its propensity for detail, which may be especially helpful for aspiring writers and presenters. For the first-time presenter, the author begins with examination of one's challenges as a presenter, and then moves skillfully through every step of the process, including everything from defining the purpose of the presentation, to deciding whether to solo or copresent, to assessing the audience.

The same careful attention to detail is spent in addressing the topic of writing for publication. The author includes

valuable advice spanning the process, from how to write a query letter to how to respond to the peer editor. Of particular interest is her chapter "How to Celebrate Revisions and Thrive on Rejections." Not only is the novice writer mentored through the process from conception of idea through editing, but the aspiring editor is also walked through the process of learning to edit. In this way, this book offers something for everyone who has any interest in either publishing or presenting.

A topic that may have not received much literary attention but is well covered in this publication is cultivating a circle of support. The advantage of surrounding oneself with colleagues who will augment one's creative processes is detailed, as well as how to choose those colleagues who will be of greatest assistance. In this reviewer's opinion, this portion of the book cannot be underrated. This is valuable advice for the many would-be authors and presenters who begin the process with powerful ideas and boundless enthusiasm, only to lose steam when they encounter a portion of the process where they feel overwhelmed. By encouraging beginning writers/presenters to assemble the appropriate peer support group before undertaking their project, hopefully more will be able to see their ideas to fruition.

While the book may be most useful to those who have never published or presented, there are pearls of wisdom that are useful to presenters/writers at any stage of development. In particular, the sections on thinking like an editor when preparing the manuscript and powering up the use of PowerPoint contain information that is useful across the span of experience. Although nurses are the intended audience for the book, it will be useful to most health care presenters/writers regardless of their profession.

The greatest value in this book may well be in its ability to inspire. The author purports that by the very nature of what nurses do every day in caring for patients, they are creative and have something of value to share. That supposition alone may be the "a-ha" idea that will motivate those who have thought about delving into writing or presenting, but are hindered by the falsehood that they have nothing of value to share. This how-to manual is a valuable tool for all who aspire to publish or present.