

MY DEADLYBOOK ABOUTME

NEWS UPDATE

Edition 1, 2019

NAIDOC Week Book Launch

My Deadly Book About Me was officially launched at Townsville's NAIDOC Deadly Day Out held at Riverway Parklands on Friday 12th of July 2019.

Author Michelle Tyhuis celebrated the occasion with lead sponsor Althea Projects - who proudly shared their stall for the special launch event.

CEO of Althea Projects Paula La Rosa and her staff provided invaluable support on the day – promoting the book to members of the local Aboriginal and Torres Strait Islander community and with various organisations.

There was an overwhelmingly positive response to My Deadly Book About Me, with many promises from people to get in contact in the future.



Above: Althea Projects CEO Paula La Rosa & author Michelle Tyhuis

During day an amazing \$1,300 worth of books (20 copies) were raffled and given away to people who visited our stall. Nearly all of the announced winners collected their books on the day - the remaining going back to community.

The day was a great way to start our journey - thank you to all who showed their support.

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Major Sponsors help bring My Deadly Book About Me to life

My Deadly Book About Me became a reality as a printed publication thanks to major sponsors Althea Projects and Family Emergency Accommodation Townsville (FEAT).

In June 2019, Althea Projects and FEAT joined together to provide sponsorship support of \$10,000.

Their support paved the way for the first 400 copies of My Deadly Book About Me to be printed and distributed, an online marketplace started, and other significant publishing milestones to be achieved such

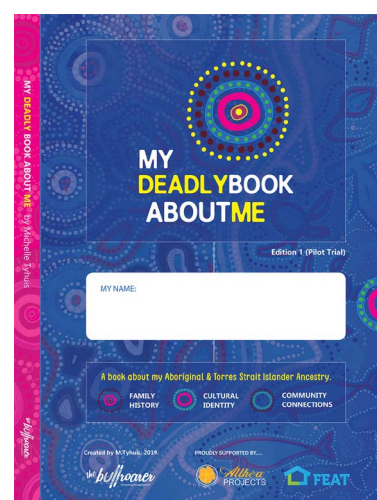
as trademark registration and our special launch event. To find out more about our sponsors, please visit their websites.



www.altheaprojects.org.au



www.feat.org.au



My Deadly Book About Me is a 78-page cultural resource by Michelle Tyhuis from Townsville, QLD.

<https://mydeadlybookaboutme.com.au>



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First Customers of My Deadly Book About Me

Are you wondering who was the first to buy My Deadly Book About Me?

It actually wasn't one individual, but an organisation purchasing on behalf of many!

The very first order for My Deadly Book About Me came from Act for Kids in Townsville in late June, 2019. The organisation ordered an amazing 40 books of which they shared 10 with Act for Kids in Mackay.

Within one week, Act for Kids in Cairns, Gold Coast and Toowoomba also ordered My Deadly Book About Me – 65 books in total!

This is incredible for the children who will receive the cultural resource, as they will find a greater connection to their culture, family and community as they yarn to family and do their own research for years to come.

If your organisation would like to order the book for First Australian clients, please reach out to Michelle via mobile 0411 503 801 or send an email to mydeadlybookaboutme@gmail.com.

About 'Act for Kids'

For over 30 years, charity organisation Act for Kids has helped thousands of Australian children and families with free therapy and support services. They provide this to families who have experienced, or are at risk of child abuse and neglect. To find out more, please visit: www.actforkids.org.au

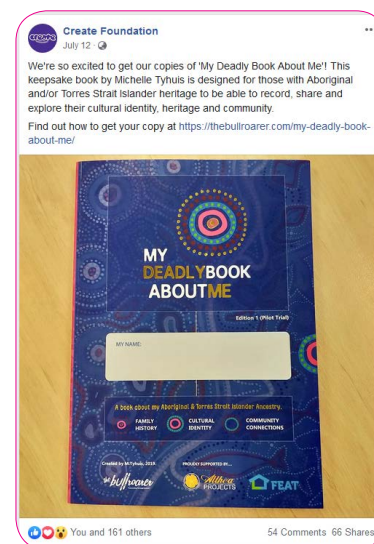
Books for young people with an out-of-home care experience

CREATE Foundation in Brisbane were officially the second customer of My Deadly Book About Me, placing an order for 15 books.

CREATE Foundation are the national consumer body representing the voices of children and young people with an out-of-home care experience including those in foster care, kinship care and residential care.

CREATE Foundation shared 2 of the books with their office in Townsville, which we personally delivered - and the remaining 13 were posted off to Brisbane.

It was heartwarming to see CREATE's Facebook post on July 12 when the books arrived in Brisbane - 64 comments and 66 shares is a wonderful show of support for the book.



Above: CREATE Foundation's Facebook post about us!

Special note: CREATE Foundation have been working with Michelle Tyhuis for a number of years - utilising her skills as an artist and graphic designer.



[www.facebook.com
/mydeadlybookaboutme](http://www.facebook.com/mydeadlybookaboutme)



[www.instagram.com
/mydeadlybookaboutme](http://www.instagram.com/mydeadlybookaboutme)

Socialise With Us

You can keep up with the latest news and information by following My Deadly Book About Me on social media.

Our Instagram and Facebook accounts started in mid June to raise awareness of the upcoming book launch and release and have continued to be an invaluable marketing tool.

People who are interested in sneaking a peek inside the book can visit our Instagram page to see a short video of the author flipping through the new book.



MY DEADLYBOOK ABOUTME

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Book Distribution & Delivery

My Deadly Book About Me has been travelling across Australia safely thanks to Australia Post and our new courier company Fastway Couriers.

100% of books have arrived at their destination thanks to our extra protection of Signature on Delivery.

However, the first few weeks of distribution have led to some significant improvements in our ordering, packing and posting processes.

We now happily use Fastway as our preferred courier company, after experiencing some teething problems with Australia Post.

We also switched to local supplier Tropical Packaging instead of continuing with Australia Post for our important packaging materials.

Customers can opt for faster delivery times through Fastway by providing a physical mailing address (not a PO Box).

Important Trademark Registration

On 29th of June, author Michelle Tyhuis contacted IP Australia and commenced a Trademark Registration Application for My Deadly Book About Me.

The trademark will serve to protect the intellectual property rights associated with the brand name 'My Deadly Book About Me' used to sell the book as a product of Tyhuis' small business, The Bullroarer. According to IP Australia, the My Deadly Book About Me trademark is awaiting examination and a report is expected to be issued on 30 December 2019.

My Deadly Book About Me travelling across Australia

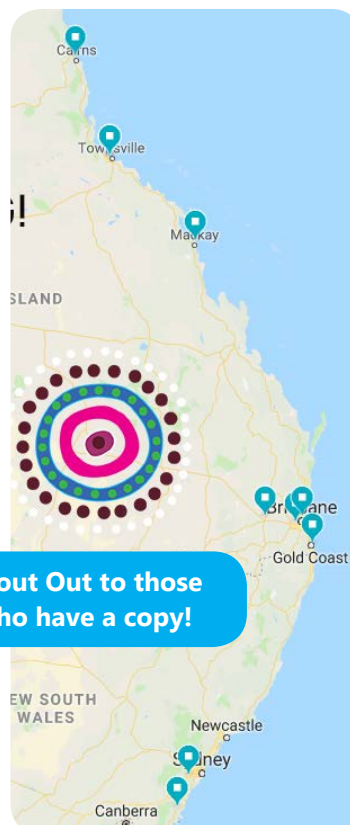
Up to 31st August, 276 copies of My Deadly Book About Me have been delivered to people across the country!

Here is a snapshot of where My Deadly Book About Me has travelled to:

- Queensland - 225 Books.
- New South Wales - 43 Books.
- Victoria - 3 Books.
- ACT - 1 Book.
- South Australia - 3 Books.
- Western Australia - 1 Book.

My Deadly Book About Me is yet to reach the Torres Strait Islands, Tasmania and Northern Territory.

To our deadly new customers - thank you for being the first to order!



Shout Out to those who have a copy!

Visit the official website

The My Deadly Book About Me website, <https://mydeadlybookaboutme.com.au> went live in late June in the lead up to our launch event.

Created with Wordpress and hosted by NetRegistry, the website has been an invaluable online marketplace for new and existing customers of My Deadly Book About Me.

Visitors to our website will find details about the author, what's inside the book, copyright restrictions and important consumer information.



MY DEADLYBOOK ABOUTME

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Our book now listed with National Library of Australia

The National Library of Australia (NLA) allows people to search their rich and diverse collection for Australian cultural and heritage resources.

As a self publisher, it is important to include My Deadly Book About Me in the national collection alongside other publishers books.

On the 18th of June, we submitted Prepublication data to the NLA in anticipation of receiving our first ever printed publication in early July, 2019.

On the 6th of July, we posted one copy of My Deadly Book About Me to NLA in Canberra, ACT, which is the 'legal deposit' required by the

National Library of Australia.

We are still waiting for NLA to officially record their receipt of our posted copy, although tracking has shown it arrived in Canberra successfully.

Once this is recorded, visitors to NLA in Canberra can request My Deadly Book About Me to read in-person in their viewing room.

According to the listing, My Deadly Book About Me is an official Copyright literary work of 2019 – with copyright status up until the year 2089! In this year, book author Michelle would be an incredible 109 years old.

To view our catalogue listing,

<https://catalogue.nla.gov.au/Record/8049939>



A catalogue record for this book is available from the National Library of Australia

Books for our Community...

Over \$4,000 worth of My Deadly Book About Me publications have been donated to individuals and key stakeholders across the country throughout July & August.

This is part of My Deadly Book About Me's initiative to use a percentage of profits to give back to individuals and families in need.

The donated books included copies provided to our sponsor organisations, the NAIDOC Giveaway, and books given to Indigenous community members.



Now accepting payment by
CREDIT CARD!



Simply visit our website:

mydeadlybookaboutme.com.au/buy-now/

About the book's ISBN & Barcode

If you look on the back cover of My Deadly Book About Me you will notice our barcode and special 'ISBN' number is the bottom right corner.

We purchased our ISBN number with barcode on the 7th of June in preparation for the first print run of 200 books.

Why bother having an ISBN or barcode?

Book publishers have an ISBN number on their book to help establish and identify the book as belonging to a certain publisher and as its own unique edition.

The ISBN number will help effectively market My Deadly Book About Me to booksellers, libraries, universities, wholesalers and distributors.





MY DEADLY BOOK ABOUT ME

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Koori Mail Newspaper article, in Edition 707.

Appearance in Koori Mail

In mid-August, it was super exciting to see a half page article about My Deadly Book About Me in the Koori Mail Newspaper.

In mid-July, Michelle Tyhuis spoke with Koori Mail journalist Nick Paton about her journey self-publishing and launching the vital cultural resource with

the support of Althea Projects and FEAT in Townsville.

Paton's newspaper article appeared in the edition released on 14th August.

To read the article, see Edition 707, page 33. More information can be found online.

Koori Radio's Black Chat to interview our author on-air

Author Michelle Tyhuis is looking forward to chatting with DJ Lola Forester from Black Chat about My Deadly Book About Me.

BlackChat broadcasts on Koori Radio 97.3FM weekdays from 9am to midday. The station is located in Sydney, NSW, but broadcasts nationally via the National Indigenous Radio Service.

On Monday 9th of September, Michelle will be on the program to talk about her deadly book.



Lola Forester, Koori Radio

<http://programs.kooriradio.com/blackchat/>

Get in touch via Snail Mail



On the 16th of June, we opened an Australia Post Office PO Box for My Deadly Book About Me.

With orders coming in electronically, the PO Box enables customers to pay via Money Order or Cash.

The PO Box is a great asset to have for our small business, as it also provided additional protection for confidential, fragile, or bulky items sent to, or ordered by us.

To send mail, please post it to:

PO Box 158, Thuringowa Central QLD 4817.

NEW! Free slip-on book covers

To help protect and preserve the quality of My Deadly Book About Me books, every book that is ordered from September 2019 will be encased in a highly durable clear plastic slip on cover.

This is provided free of charge to our customers as a way of saying thank you for sharing in our journey!

*While stocks last.

Subject to change.

BULK ORDERING

There is a discount provided to individuals and organisations who order 10 or more copies of My Deadly Book About Me.

This wholesale price does not include postage and handling.

To bulk order, customers need to fill in an order form and request an invoice which will include the book price plus postage and handling. If you specify payment by credit card, we will trigger an email Payment Request for the final amount owing.



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Australia's Deadliest Family Tree Poster

We are excited to announce the arrival of 'My Deadly Family Tree' poster by Michelle Tyhuis.

This huge A1 sized poster is inspired by the family tree found inside My Deadly Book About Me.

It has been created for you to record the details of your family members, reaching back to your Great Great Grandparents.

There is also room to record your family and extended family's traditional languages, and a handy list of places to contact to continue your family history research.

On sale for only \$20, postage included. My Deadly Family Tree poster can be ordered online by visiting our website, and go to /buy-now.



My Deadly Family Tree Poster is 594mm x 841mm.

Retail Price: \$20,
includes postage Australia-wide.

My Deadly Book About Me User Guide (Coming Soon)

A special My Deadly Book About Me User Guide is currently in development, to assist educators and carers support individuals to get the most out of their My Deadly Book About Me.

The user guide will contain insight and practical information, and will be available as a digital copy with online support included.

By using the guide, teachers and



The Poster is suitable for all ages.

carers can find great links and further information to support their cultural engagement.

The My Deadly Book About Me User Guide will be available in September. Price is yet to be advertised.

More information is coming soon. Follow us on social media to stay informed.

DISPLAY YOUR POSTER WITH PRIDE

The family tree poster is designed to be hung up at home, either in a common living area or in your bedroom as a reminder of your strong family connections.

After you fill it in, laminate the poster to protect it from the elements. It will be easy and fun to take with you to special family events as a yarning point.

For My Deadly Book About Me tips, see page 7.



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How to Order with Us...

Ordering My Deadly Book About Me and the My Deadly Family Tree Poster is simple. Download the order form from our website or email to request a copy.

ORDER FORM

Fill in the Order Form and email it to us to initiate your order.

PAYMENT

Pay via credit card or direct deposit, using the detail on the Order Form.

CONFIRM

We confirm your order via email, and assist with payment if required.

DESPATCH

You'll receive a tracking number when your order is despatched.

Your order will arrive carefully wrapped, and with your invoice included. See our website for terms and conditions. If you have any questions, email mydeadlybookaboutme@gmail.com



78-page A4 book
\$65 each, postage included.



Large A1 Poster
\$20 each, postage included.

MAJOR SPONSORS' GET BOOKS

A combined thirty copies of My Deadly Book About Me were shared with both Althea Projects and FEAT, our sponsor organisations, in late July.

The books are part of the sponsorship agreement – and will be shared with clients of both organisations.

Another 30 books will also be donated to both organisations in our next print run.

It's an honour to share the books with you!

How to use & protect My Deadly Book About Me

My Deadly Book About Me is a special cultural resource that is designed to help you explore, record and share aspects of your family history, cultural identity and community connections.

Created by Michelle Tyhuis, the 78 page book aims to strengthen cultural connections and bring about improvements in overall health, wellbeing and wellness.

There are six chapters inside the book, each with a set of special worksheets that are to be filled out after yarning with family and community members about your family history.

Things to remember about My Deadly Book About Me:

- It is for an individual to take ownership of, and to protect.
- The blank left page is for adding photos or other information relating to the page opposite.
- Yarning with family and community representatives is key to filling out the book.
- The information you collect should be about your family, and your spiritual cultural connections.



MY DEADLY BOOK ABOUT ME

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Our major milestones

Here are some of the significant milestones of the My Deadly Book About Me journey so far:

October - November 2018

Author and creator Michelle Tyhuis starts drafting and rewriting My Deadly Book About Me on paper and in word document form. SNAICC's cultural framework helps ground the research and writing.

November 2018

The word document version of My Deadly Book About Me is finalised, ready for editing. The document is shared with a third party for the first time.

January 2019

My Deadly Book About Me is ready for review as a professionally designed 80-page book! It now has its own identity and brand, for the upcoming sponsorship drive.

February to May 2019

Holding on to hope - over four long months we approach hundreds of organisations via email, phone and face-to-face meetings seeking vital sponsorship support. Our goal is \$10,000.

End of May 2019

Long-time client of the author comes on board as a major sponsor. Althea Projects CEO commits to \$5K support so that the book can still be released during NAIDOC Week in six weeks time.

Proudly supported by:



Early-June 2019

The book undergoes final proof-reading and editing stages, and is specially prepared for printing. Extra time is put into special gold lettering on the cover.

Second Major Sponsor FEAT join our journey, kicking in another \$5K, helping us reach our goal! Michelle makes last minute changes to the book to include FEAT, and sends it to our printer who will print the first 200 books.

While the book is at the printer...

A marketing campaign is kicked off to publicise the upcoming book launch and a pre-order sales opportunity.

Mid-June 2019

My Deadly Book About Me joins cyberspace - the official website goes live not long after joining Facebook and Instagram social media communities.

We start advertising for Pre-Orders and get the first book order from Act for Kids, Townsville. They order 50 books!

Late-June 2019

We start the trademark registration application process to protect the book name 'My Deadly Book About Me.'

Early July 2019

Our first 200 books arrive back from the printer! We get busy sending out the first orders and preparing the books for the launch event stall and giveaway.

Mid July 2019

The Launch event at Townsville's Deadly Day Out on 12 July 2019. 20 books are given away to event attendees.

Our first media interview - with Koori Mail newspaper. Journalist Nick Paton interviews author Michelle for Edition 707.

Mid July 2019

We open a PayPal account to start accepting credit card payments, and join MYOB to streamline our invoicing.

Late July 2019

Our second print run of 200 books is back from the printer!

August 2019

Sales of My Deadly Book About Me continue, with many coming in via PayPal.

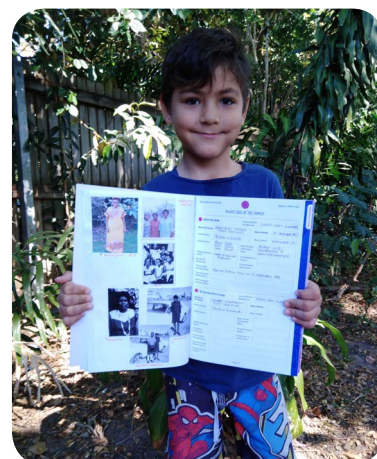
Courier company Fastway start delivering our books to new customers, with faster times. Yay!

My Deadly Family Tree Poster is produced and goes to print in preparation for September 2 release.

We start offering a free slip on cover for My Deadly Book About Me orders taken from mid August - protecting the book for years to come.

Major discussions are underway in New South Wales with Catholic Education, to include My Deadly Book About Me as a curriculum resource for all First Australian students. Aunty Robyn Presdee is proudly representing us - thank you for your dedication & passion!

Our journey continues!



Pictured right: Yarramundi Tyhuis-Perkins, 6, shows what the blank side is for in My Deadly Book About Me.