



Don Bosco

Founder, Super Cool Books

www.SuperCoolBooks.com

**HOW SOCIAL MEDIA
TURNED ME INTO
#KIDLITDADDY**

All this really happened
to me.

Decision vs Discovery

Don't trust any experts
until your books are sold.

My Story

What Worked

Quick Lesson

Q&A



S O C I A L M E D I A & M E

AUTHOR



GET IT RIGHT

IMAGINING THE PAST

Don Bosco makes up stories, but tries to get the historical setting right.

Whether he is writing about the adventures of a young detective who lived in Singapore 100 years ago in his *Sherlock Hong* series or the tales of three Singaporean kids who travel back in time in *Time Talisman*, Singaporean author Don Bosco looks closely at information to make sure he gets his history right.

Q: You were not around 100 years ago, so how do you know what Singapore was like then?

A: I read a lot about Singapore's history during my A-Levels, as well as throughout my time in university. Those textbooks and readings gave me a good sense of the major events and different time periods in Singapore's past. I still refer to some of them. Especially the books by Constance Mary Turnbull, which every student of Singapore history must read at some point.

I also bought a book titled, *Singapore Through 19th Century Photographs* by Jason Toh. Not only does it have lots of fascinating photos from as far back as the 1860s showing the development of Singapore, it also has short biographies about some photographers who worked here, which inspired some of the characters and incidents in my stories.

Q: Isn't it enough to rely on just one history book? Why do you search through different sources?

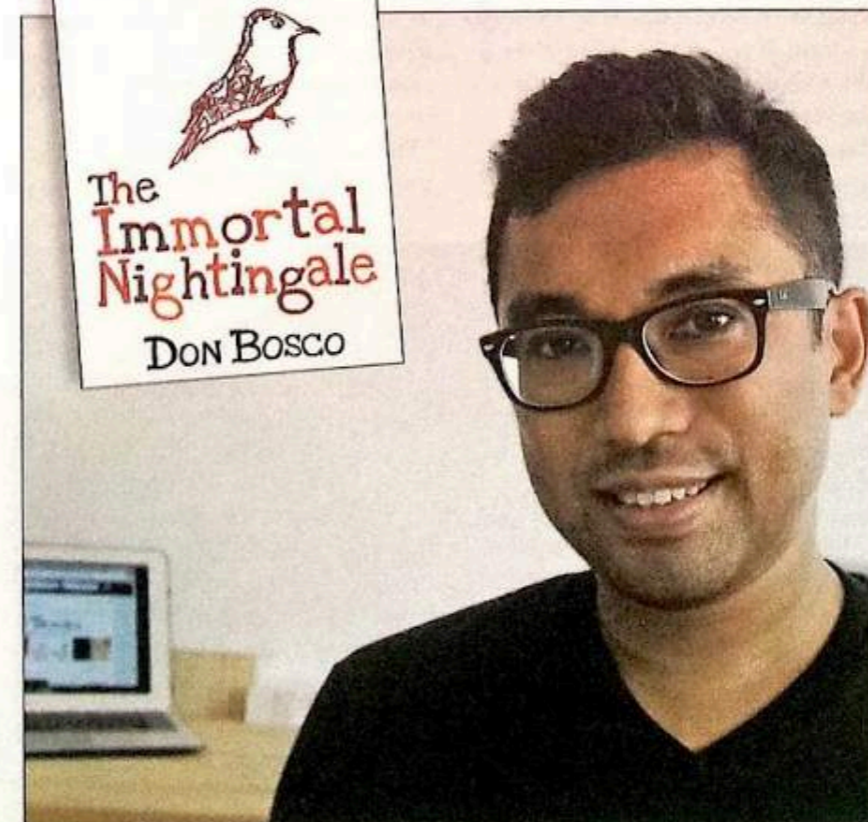
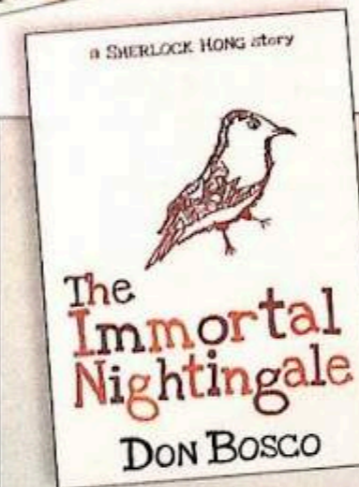
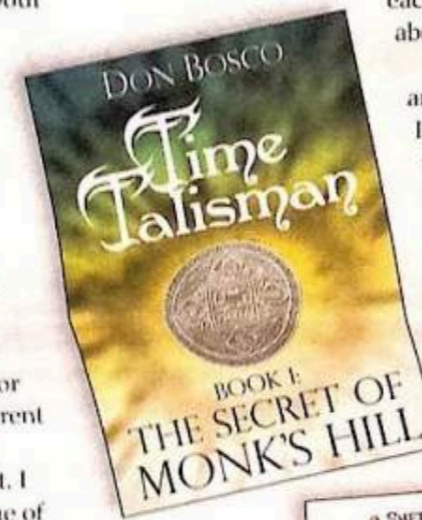
A: Most of the information sources have similar content, but once in a while, I would come across some unusual fact, like an intriguing anecdote about an amateur drama production, a fight between dock workers, or an interesting new

textile business that was launched. This would inspire cool plots and character ideas that were quirky, yet based on historical accounts. So I use many different sources to find unusual anecdotes.

Q: How do you know which sources to trust?

A: Before I use a piece of information, I check that it is supported by at least three different academic sources. It is also useful to find out more about each writer's background, to know how much professional experience each one has in writing about the topic.

For my *Sherlock Hong* and *Time Talisman* books, I realised readers might want to look up some of the background details, so I drew from reputable sources on Singapore history that are also easily accessible. The best example of this is National Library



DON BOSCO always checks historical facts.

Board's Infopedia website (<http://infopedia.nl.sg/>), where each article has a list of references so students can go look up the original sources.

Q: There so many websites around. Can you tell if they are giving you the correct facts?

A: Simple errors are easy to spot. If you check enough websites, you might get a sense of what the correct date should be, or the right way to spell a name, because the odd error will stand out.

Sometimes, it is not so easy to tell fact from error. You might know the popular story of Sang Nila Utama, the legendary prince from Palembang who visited this island about seven hundred years ago and saw a lion which inspired him to name it Singapura, or Lion City. Throughout my childhood, I took this to be a fact because I saw it in a few history books.

But lately, thanks to the internet, I've discovered zoological insights that suggest there were no wild lions in these parts, and that the animal would more likely have been a tiger, or perhaps even a masked palm civet. The internet makes it easier to be aware of such discrepancies.

LEARNING FROM DON BOSCO

Don Bosco is a fiction writer. Readers expect him to use his imagination. So, it may surprise you to discover how careful he is to get facts right.

Like many fiction writers, Mr Bosco does not invent every single thing in his stories. He places his made-up characters and plots in the real world. His job would be easier if his stories were set in present-day Singapore. Instead, the background for his tales is the past. Fortunately, he can count on different historical resources and his **information literacy** to get it right.

- The Infopedia website is a good starting point. Each article gives you information about important events, people and places. Go to <http://infopedia.nl.sg/>
- Refer to history books written by experts, including text books.
- General knowledge can be useful. For example, information about Malayan wildlife helped Mr Bosco rethink the legend of the "lion" city. So, you can find out more about Singapore even in sources that are not directly about Singapore.

TWO SUPER SITES to visit:

- <http://infolit.nl.sg/index.php/students/> for fun facts on information literacy;
- <http://eresources.nlb.gov.sg/index.aspx> for your projects and assignments.

QUIZ

Answer three simple questions and you may win a \$10 POPULAR voucher. If you win, your whole class gets token gifts as well! Submit your entry at <http://www.whatsup.sg> (go to "GET IT RIGHT"). Open to all students below 18 years of age.

GET IT RIGHT is brought to you by What's Up in partnership with the Information Literacy & Outreach Department of the National Library Board.

PARENT



made in Singapore

BukuGuru

free minibooks free activities free worksheets
to start your book club & creative writing group! **BETA**

membaca itu seru
tunjukkan kreativitas mu dalam kreasi fiksi

yuk, bagi bagi pengalaman sukses kreasi kamu!

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#DADs for Life

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Don Bosco

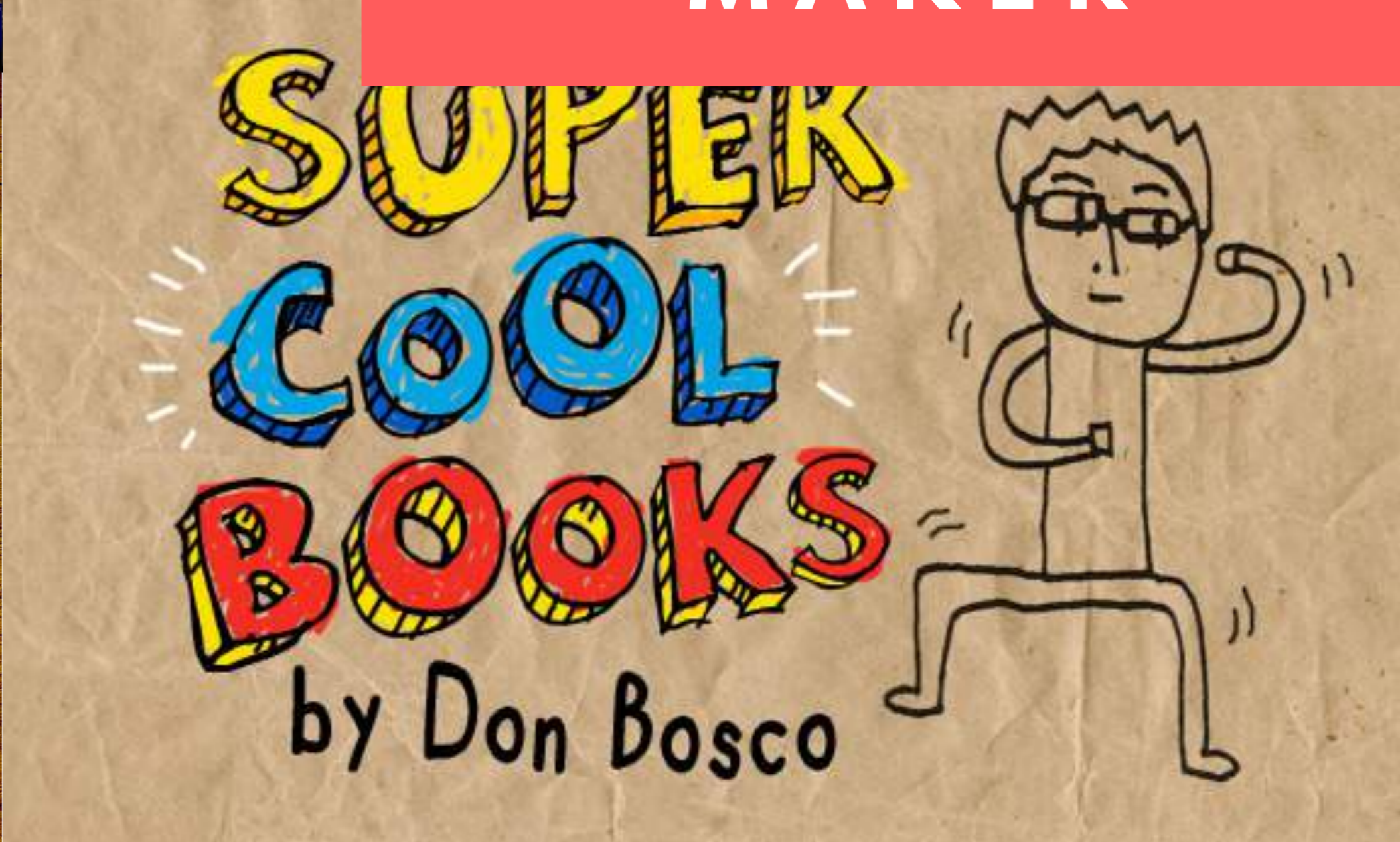
Don Bosco writes and publishes his own books. He and his wife, Linda, have two sons, Mark, 9 and Luke, 6.

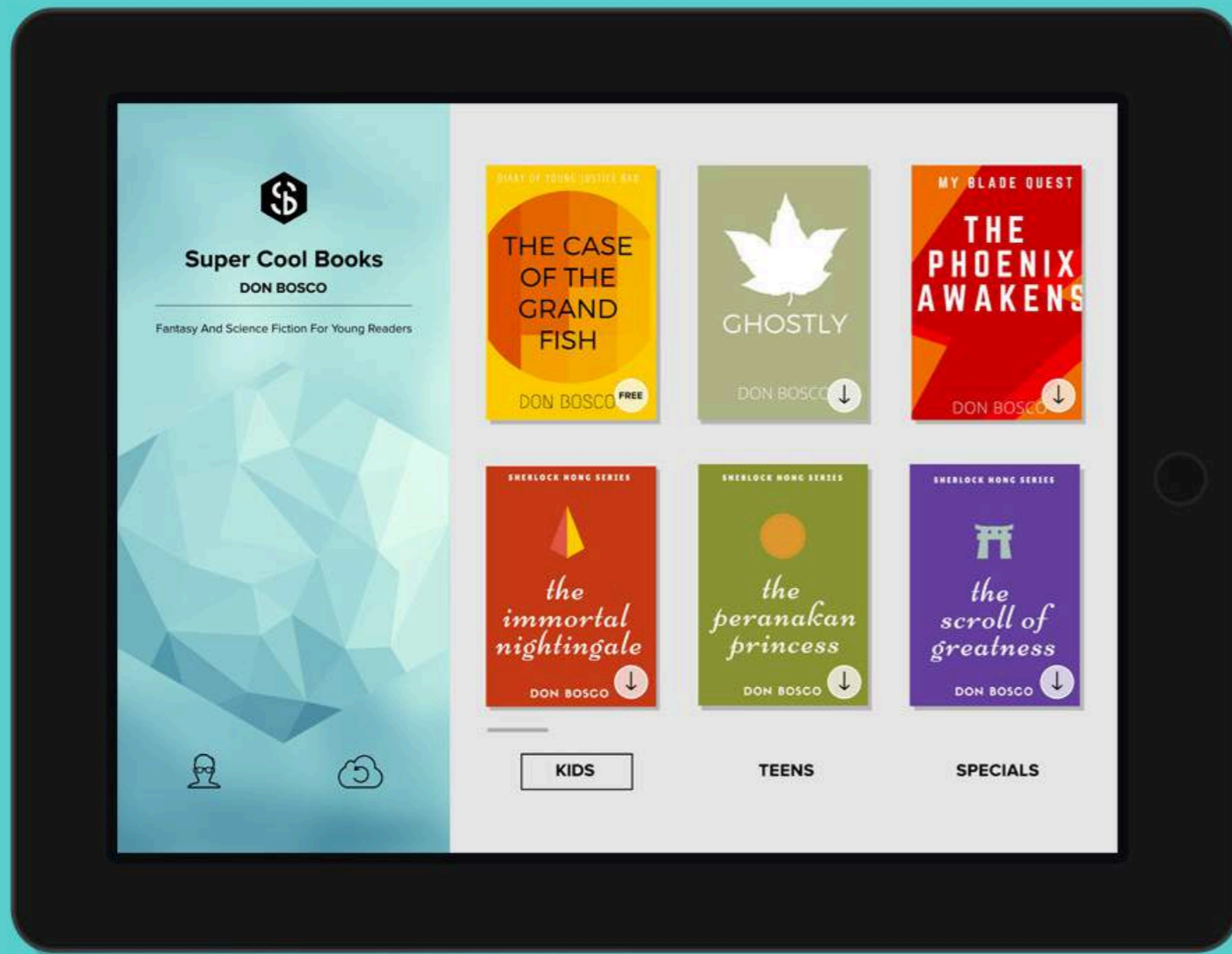
Visiting the Bosco family home for the first time, we saw little hint of the usual trappings and comforts of first world living. For one, there was no television set, and there was minimal storage space in the form of cupboards and wardrobes, and interestingly, a few large picture frames were hung on the wall, devoid of any photos or paintings – simply left empty.

Don explained that it had taken his family quite a few years to achieve a living space that is geared towards the constant creation and recreation of



MAKER





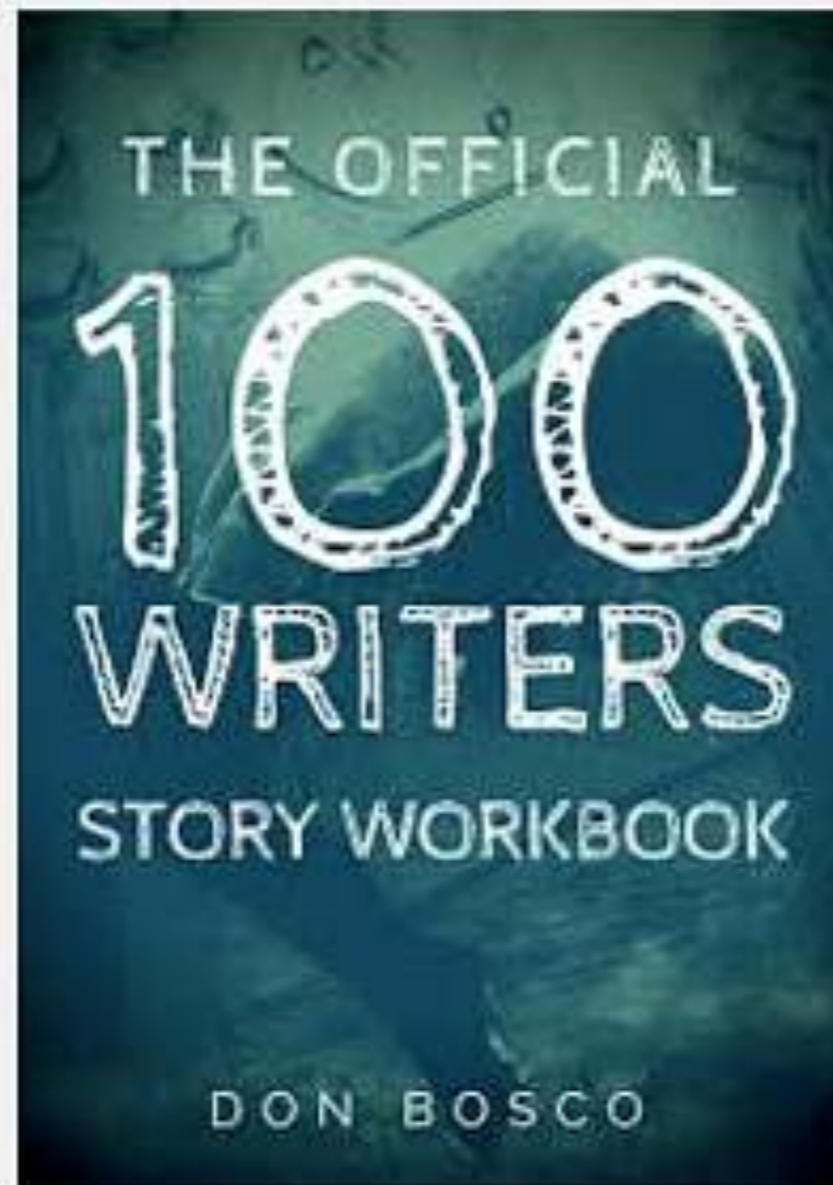
EDUCATOR



KEEP CALM AND UPLOAD E-BOOKS

A FIRST-TIMER'S GUIDE TO DIY E-BOOK PUBLISHING

DON BOSCO



NAME: DON BOSCO

ALIAS: SUPERHERO

SUPERPOWER: USING STORIES TO AWAKEN THE AWESOMENESS IN YOUNG READERS



Swipe Right For DIGITAL WITH DON BOSCO

Don Bosco saves the day with his relentless belief in transmedia storytelling! His stories have been adapted from print to ebook to app. In his talk 'Using Digital Content to Improve Your Fiction and Engage More Readers' under the session 'Swipe Right For Digital' hosted by Tusitala, Don shares his insights and experiences about how going digital affects the creative process.

4 June 2015, Thursday
Function Rooms 1 & 2 of Drama Centre
NLB Level 3

Saad and Wendy : 9:00 - 10:00
Don Bosco : 10:30 - 11:30
Eric Huang : 12:00 - 1:00

Tickets at <http://bit.do/swipe>

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DIGITAL PUBLISHER



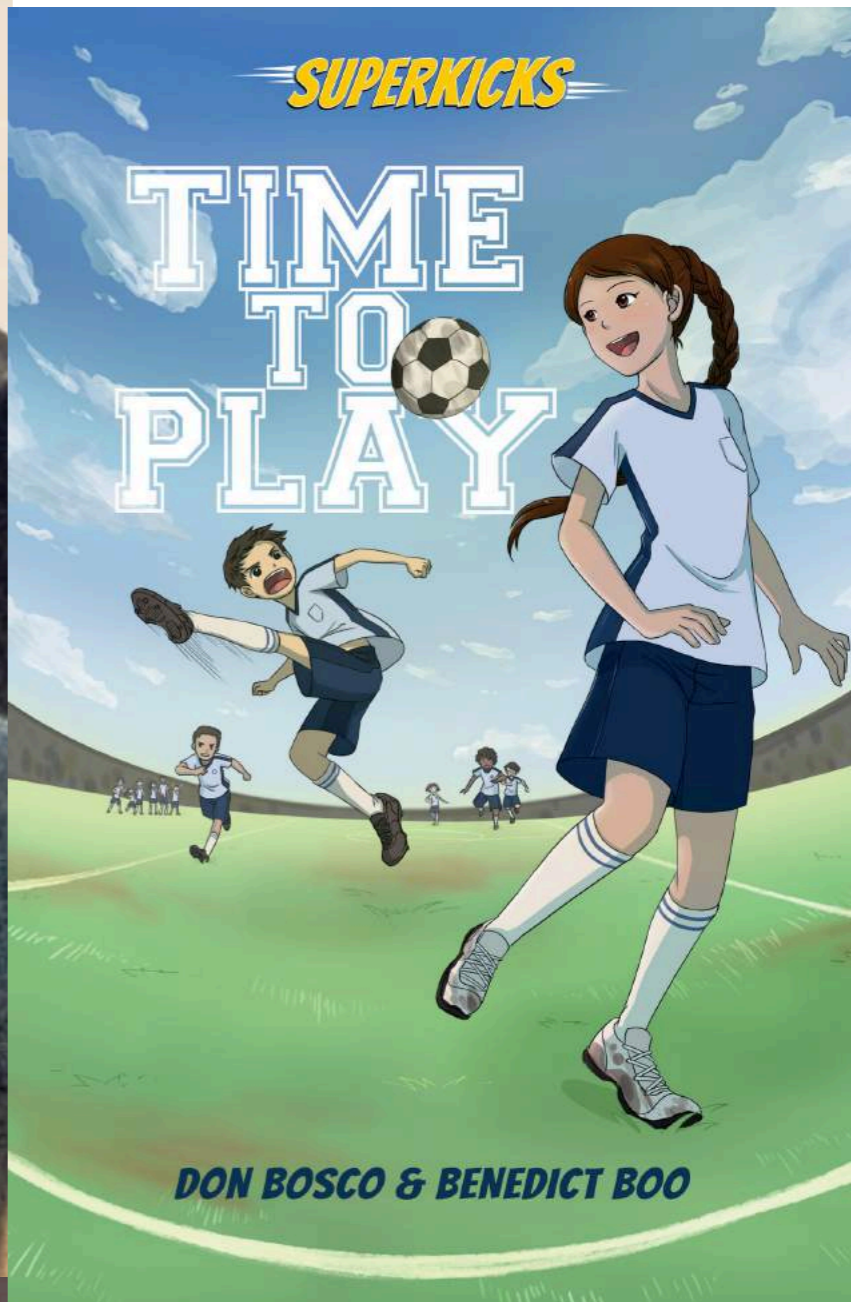
SG AUTHOR

ASIAN STORIES



FUN AND THRILLS!






**HOW TO
FRANCHISE
YOUR STORY**

Don Bosco
www.SuperCoolBooks.com



INCUBATOR

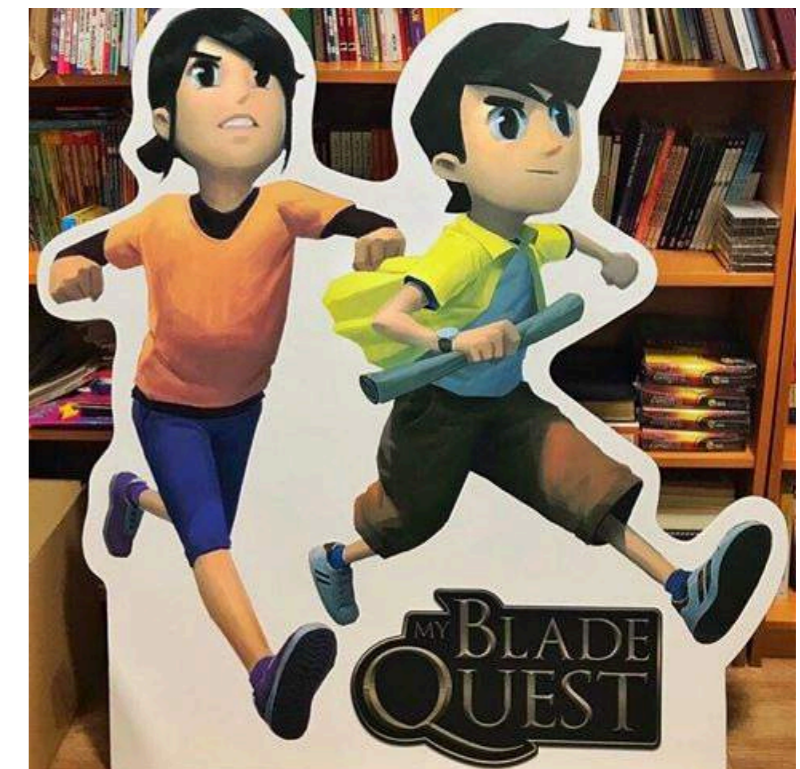
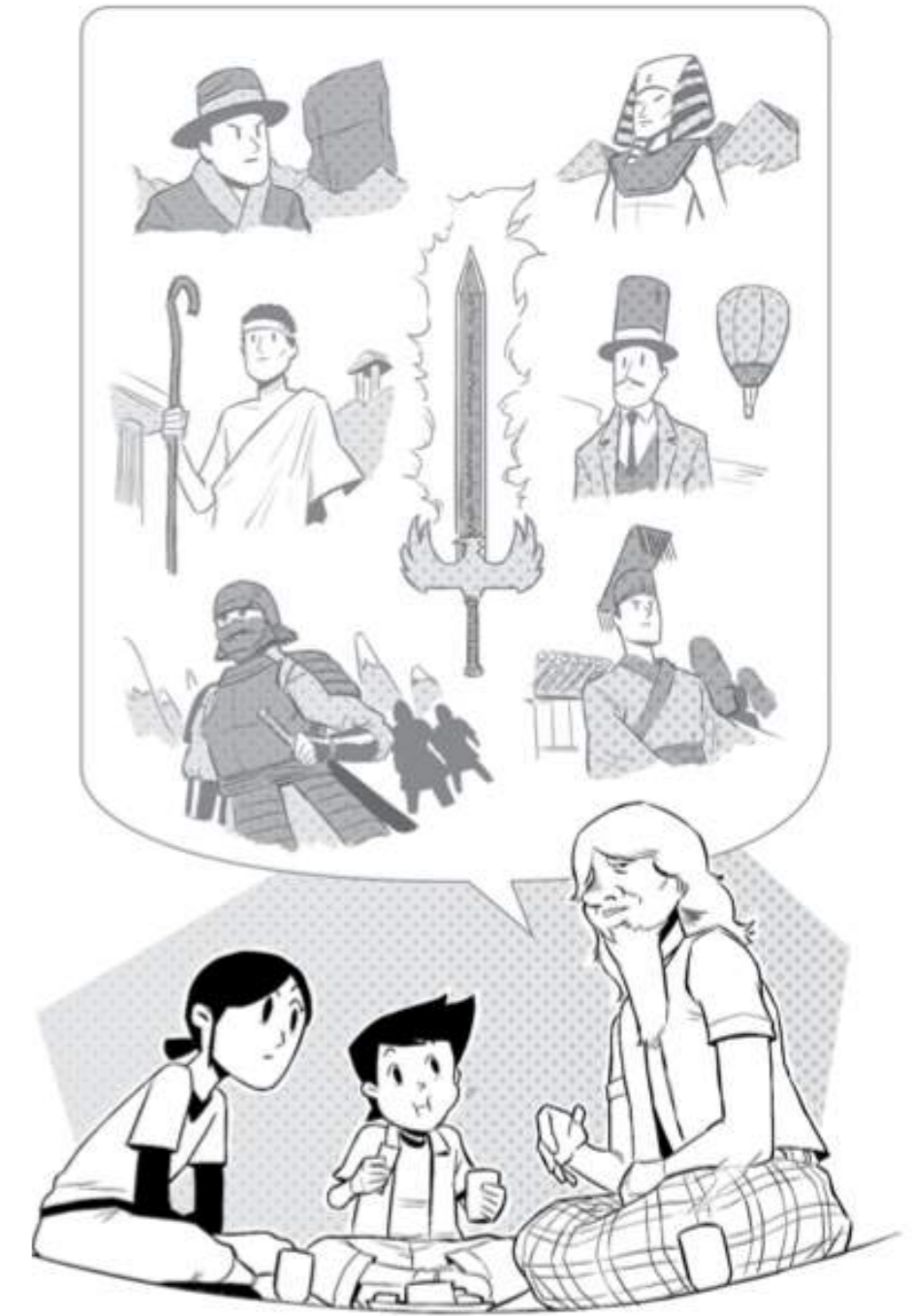
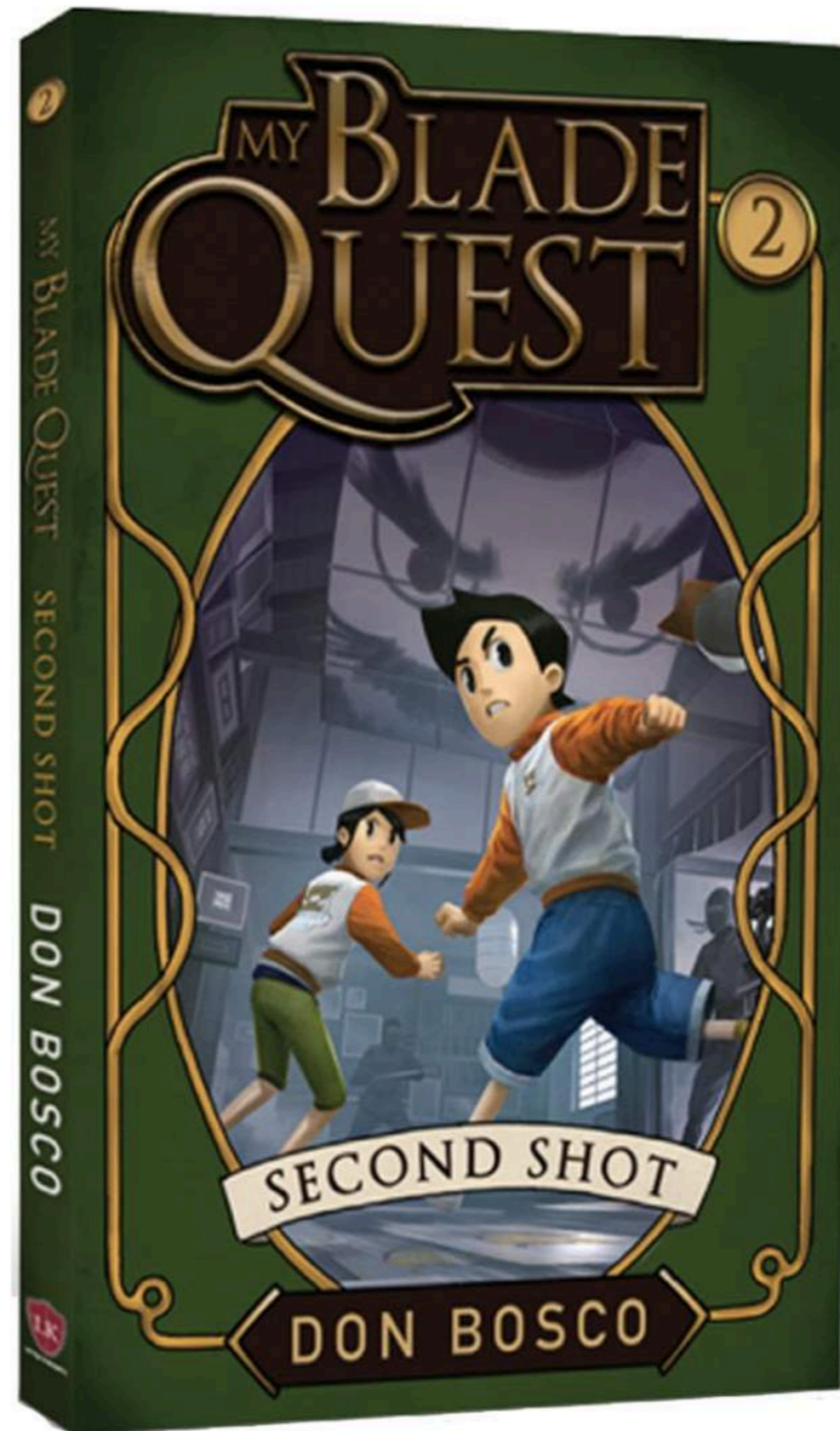
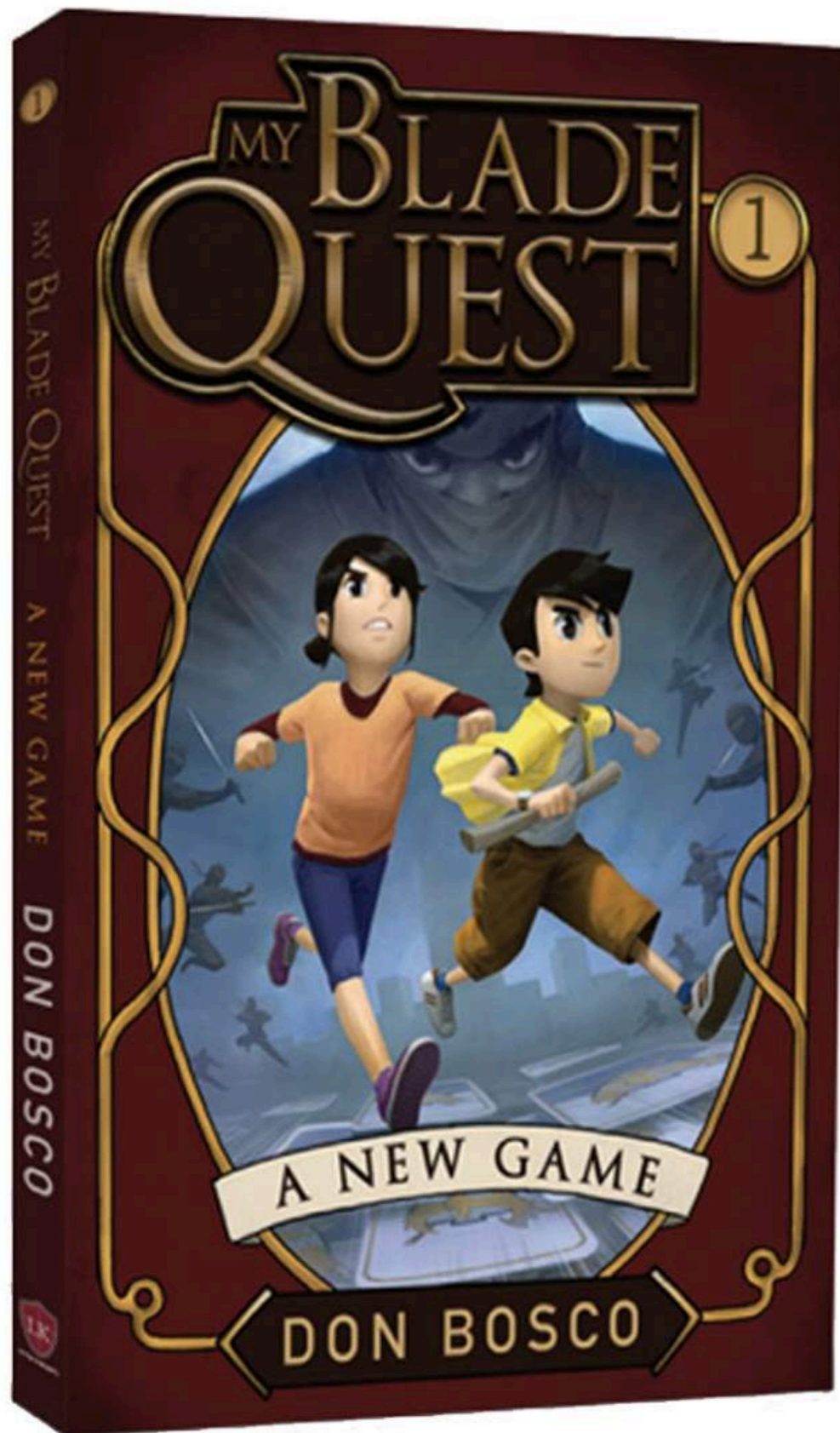


Magicienne
A novel



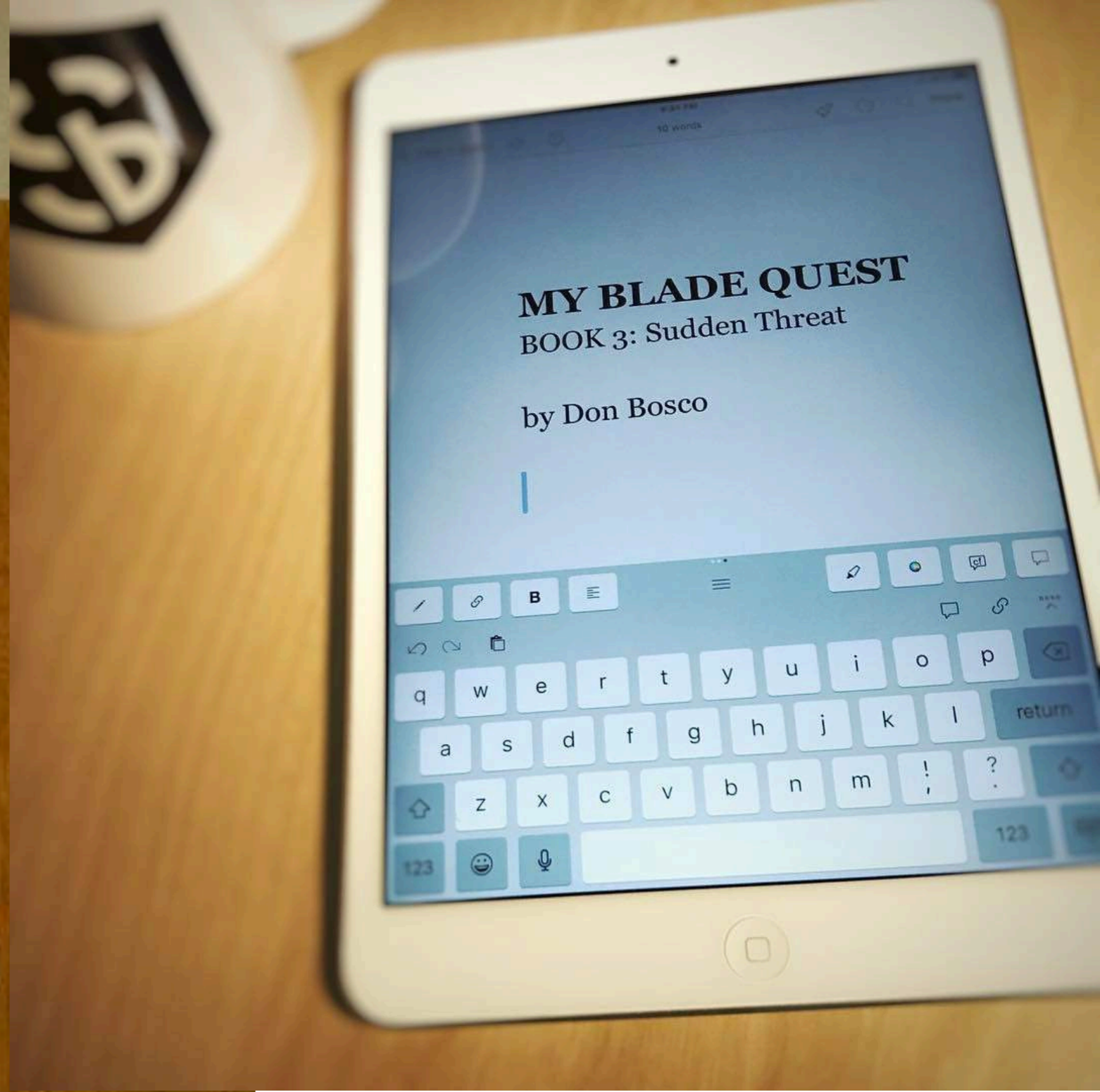
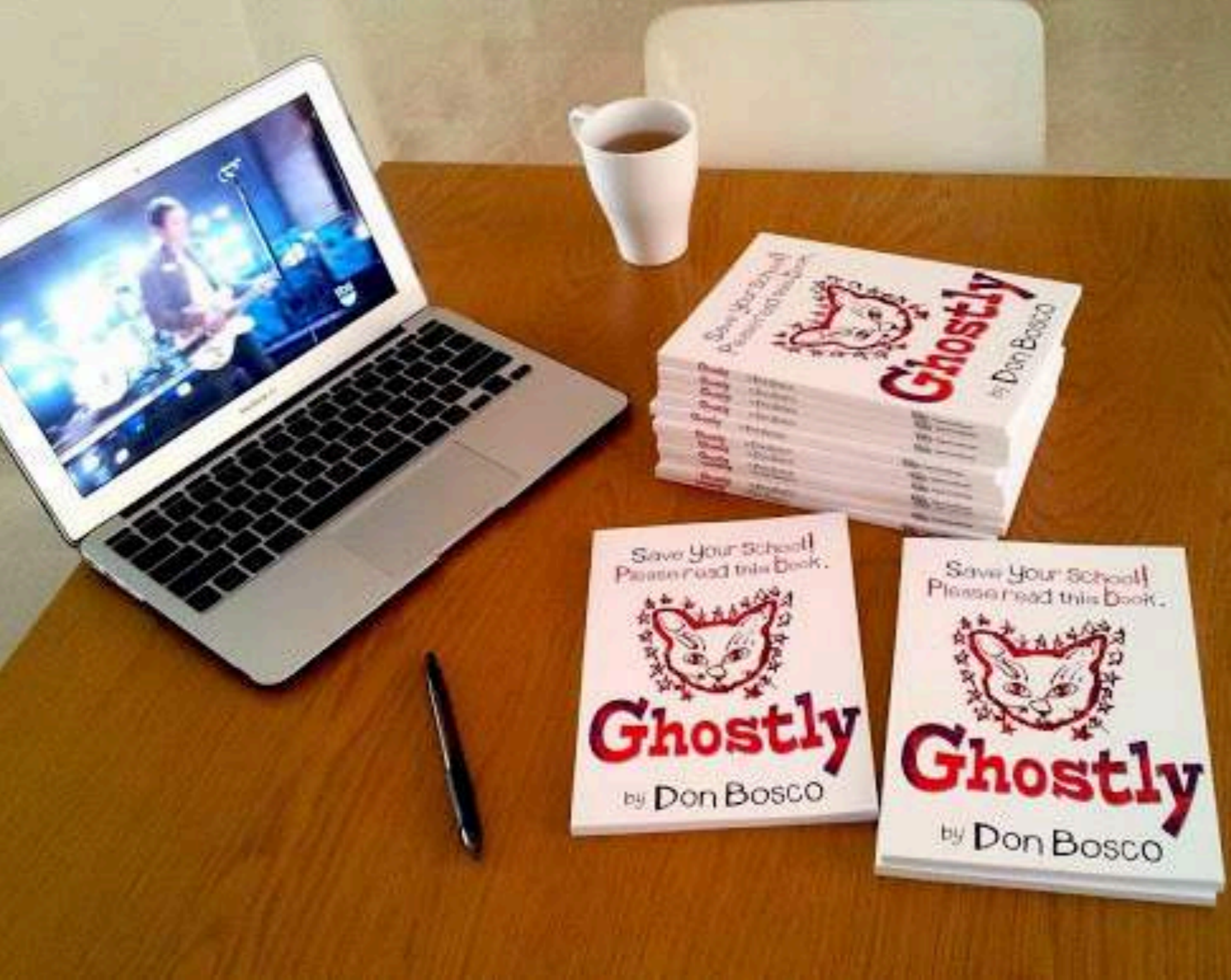
Ning Cai & Don Bosco

AUTHOR





CRAZY
BUT
TRUE



**SOCIAL MEDIA =
Ideas + Time**

Buku Guru

made in Singapore

free minibooks free activities free worksheets

to start your book club & creative writing group!

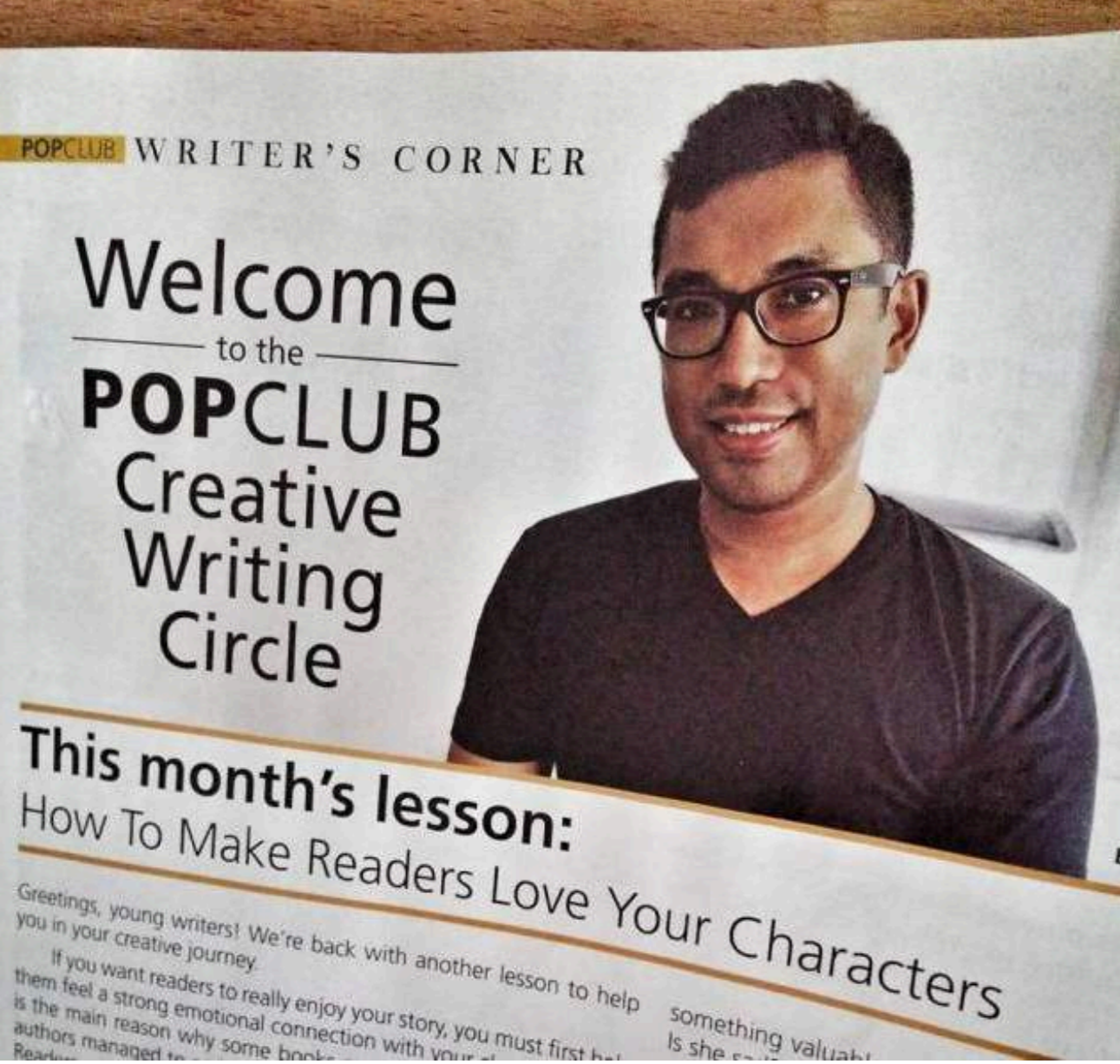
BETA



membaca itu seru

tunjukkan kreativitas mu dalam kreasi fiksi

yuk, bagi bagi pengalaman sukses kreasi kamu!



POPCLUB WRITER'S CORNER

Welcome to the POPCLUB Creative Writing Circle

This month's lesson: How To Make Readers Love Your Characters

Greetings, young writers! We're back with another lesson to help you in your creative journey. If you want readers to really enjoy your story, you must first help them feel a strong emotional connection with your characters. This is the main reason why some books are so successful. Authors managed to...

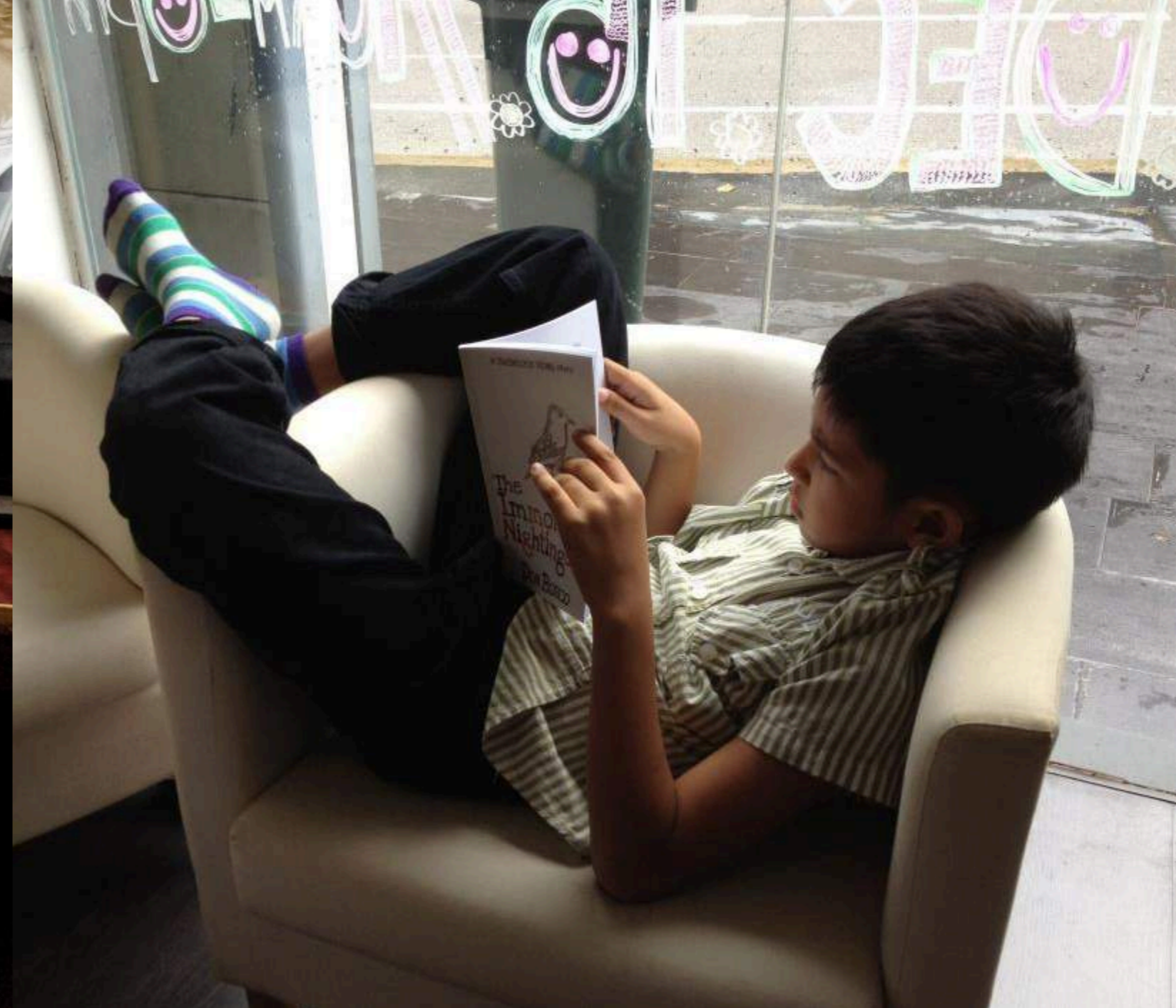
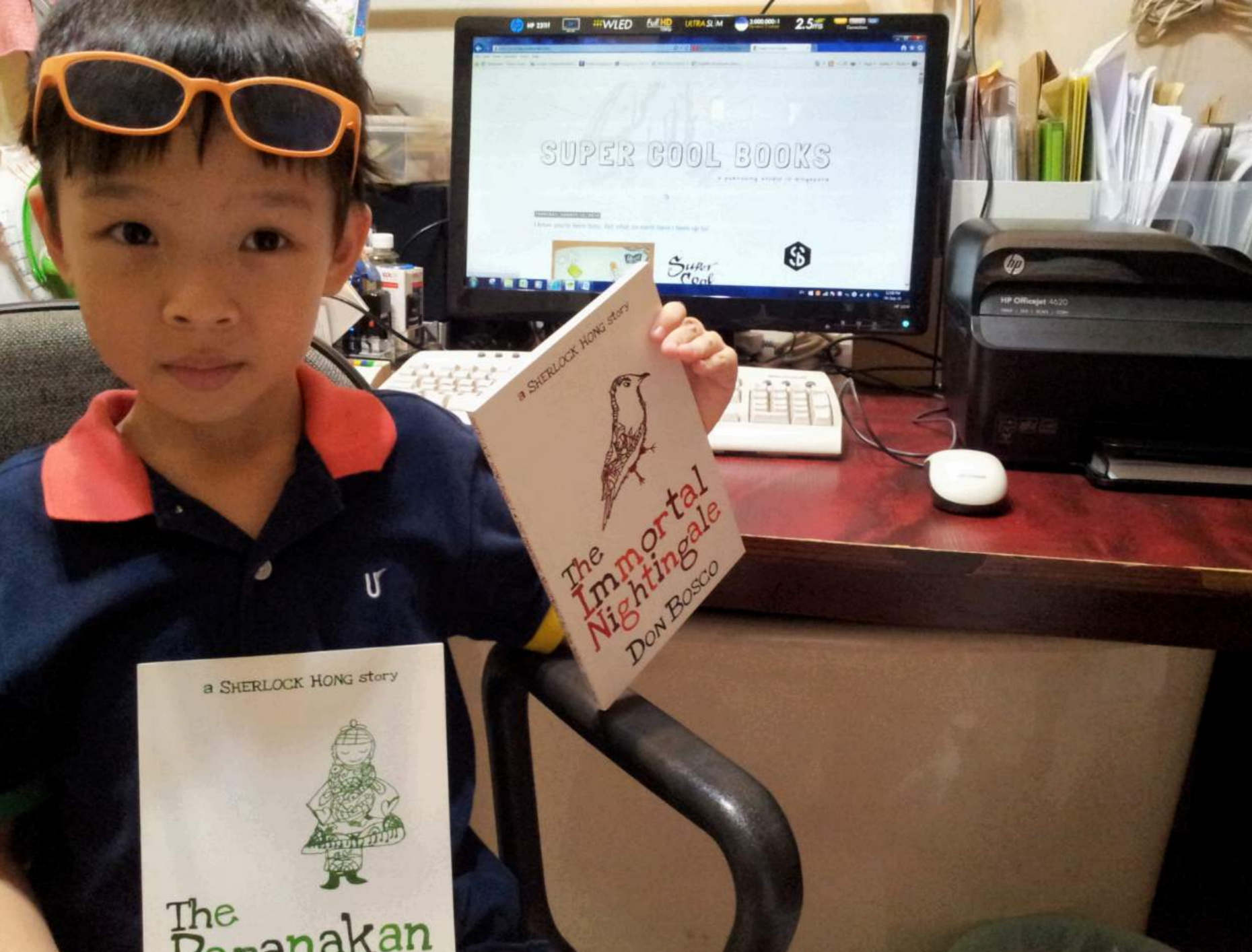


IMAGINE ALL THIS

HOW TO WRITE YOUR OWN STORIES

DON BOSCO

SOCIAL MEDIA = If it works, recycle and then sell it



**S O C I A L M E D I A =
F a n s + h a b i t s**

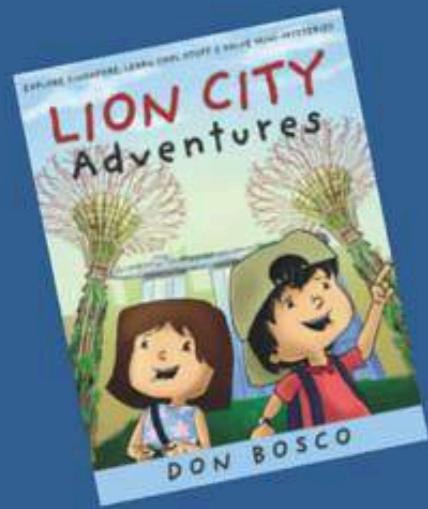
“They don’t just come in as readers, they also want to live in your fictional world.”

@SUPERCoolBOOKS

**SOCIAL
MEDIA =
Fun**



"Being a parent has made me aware that children see the world differently. To them, this whole island is like an alien kingdom, full of strange things to discover. Every time they step out, they expect to encounter something new. I tried to reflect that sense of hope and wonder in this book."



DON BOSCO
author of the
Lion City Adventures series

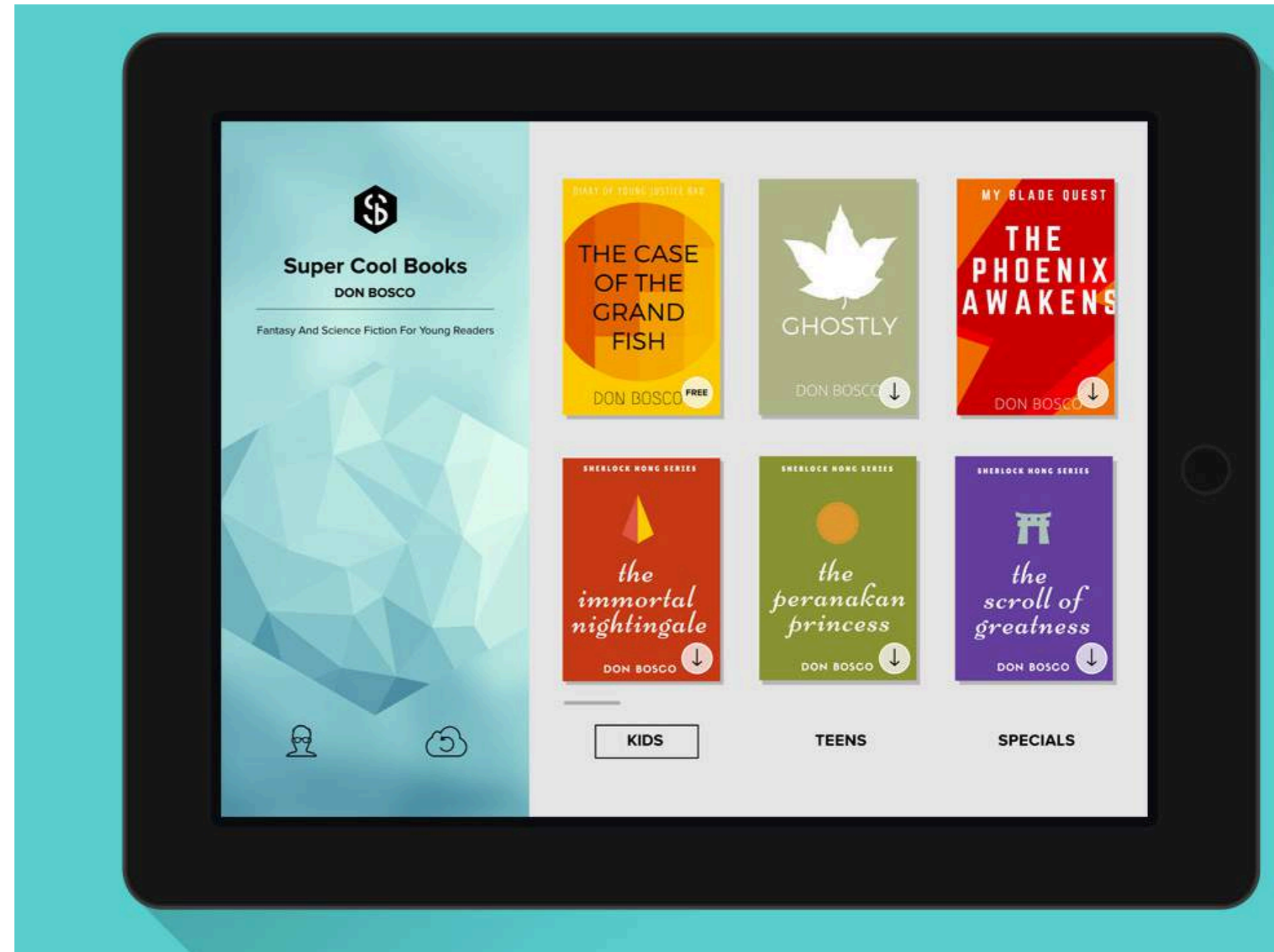
"I loved the small library in my old school. Dusty hardcover books, peeling and yellowing but with tough spines that still held the pages together."

DON BOSCO

#KidLitDaddy

@SuperCoolBooks

S O C I A L M E D I A =
L o v e t h e g e n r e

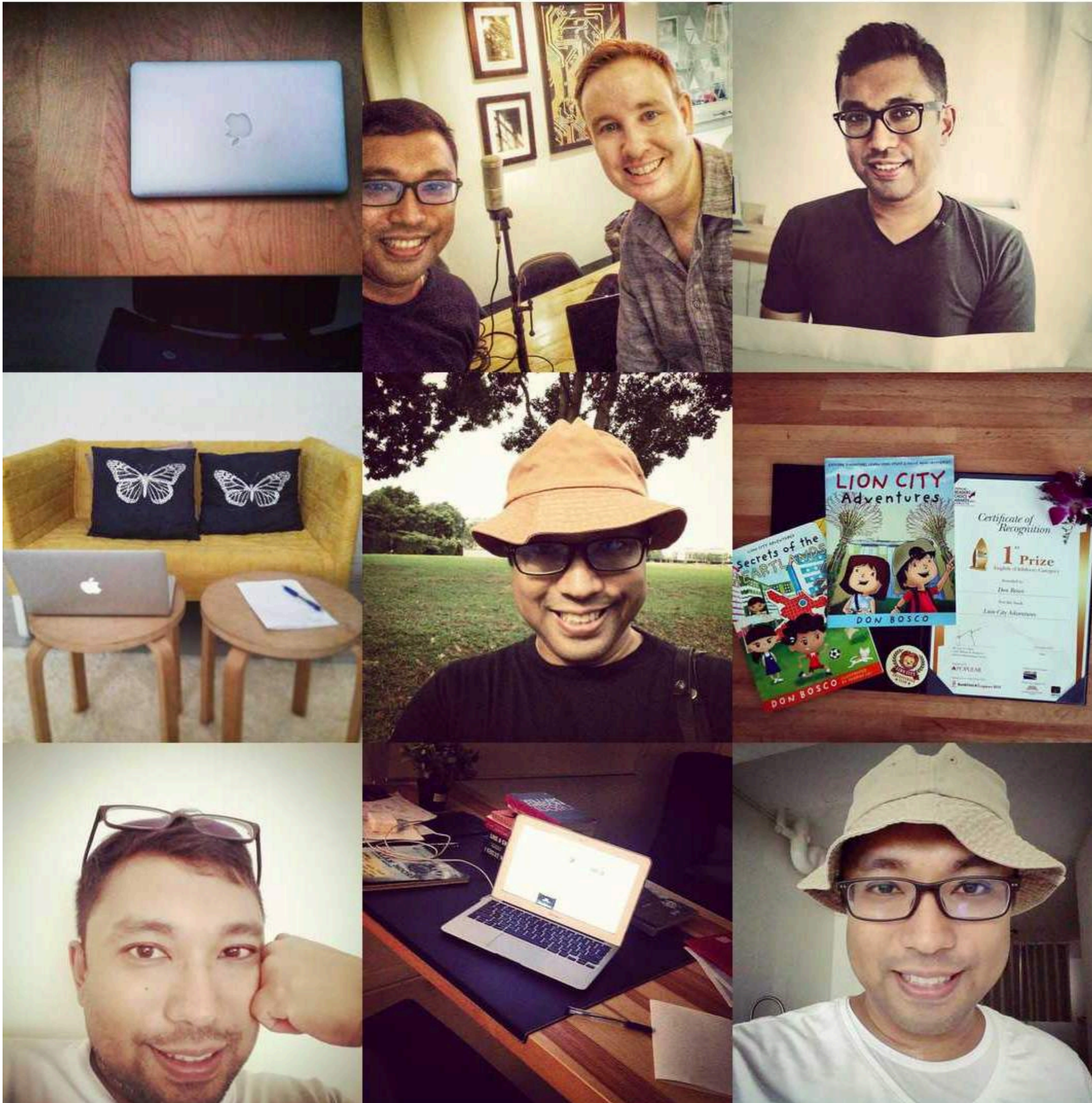


**S O C I A L M E D I A =
A n a l y t i c s**



supercoolbooks

2015 best nine on Instagram #2015bestnine



SOCIAL
MEDIA =
Time + Ideas

ME

I d e a s

T i m e

A n a l y t i c s

P h o t o s

F a n s

F u n

R e c y c l e



**Q U I C K
L E S S O N**

bigger audience
sell books faster
have more fun

Buying follows habits

“Don't try to sell cheeseburgers to vegetarians.”

What's the biggest conversation?

Keep it real, or it won't grow

Grassroots vs Astroturf social media

MY BOOK (title + description)

CONVERSATION (main point)

FAN HABIT (Who + buys where + when)

An awesome blog or Instagram post to celebrate the genre or conversation angle:

Double this awesomeness:

Add icing:

ME

I d e a s

T i m e

A n a l y t i c s

P h o t o s

F a n s

F u n

R e c y c l e



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