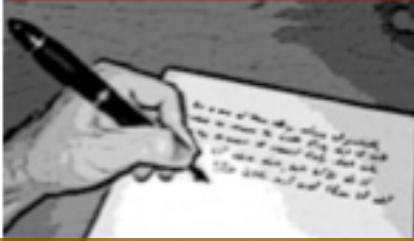


Publishers & Writers Monthly



NEXT MEETING

OCT. 25, 10:30 AM

PANEL: DO YOU REALLY NEED AN EDITOR?

Doors Open at 10:00!

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PWSD is an affiliate of IBPA, the Independent Book Publishers Association; SPAN, the Small Publishers Association of North America; and SPAWN, the Small Publishers, Artists and Writers Network

Do I Really Need An Editor?

Many people contribute to a successful book, however, one person is often overlooked—the editor. A great editor can turn a good book into a great one. A bad editor, or no editor at all, can turn a good book into a disappointment.

Unfortunately authors and publishers don't always appreciate what an editor can do for them. More than just checking spelling, punctuation and grammar, editors contribute to the making of great books at all stages of manuscript development. They assert their influence from the inception of the idea and organization and structure of the manuscript to crafting powerful metaphors and commanding prose, checking facts, cross-checking references, enforcing house styles, making sure page and line breaks are proper and verifying page numbers.

If you are involved at any level of book production, you'll want to attend this meeting's panel of expert editors. They'll tell you everything you need to know about what editors do and how you can use them to your best advantage, as well as answer all your questions about book editing such as:

- Do I need an editor, or can I polish my manuscript myself?
- How do editors work, and how do they charge?
- What are the different types of editors?
- How do editors and authors work together?
- How do I choose the best editor for my book?

About Our Panel of PWSD Experts

Bob Goodman packages, edits, and consults through his company, Silvercat, and publishes memoirs and books about writing memoirs through Silver Threads. He is a board member of the Independent Book Publishers Association, a faculty member of the La Jolla Writers Conference, and a founder of PWSD.

Andrea Glass of WritersWay (www.WritersWay.com) specializes in copyediting and ghostwriting books, e-books, e-courses, articles and other information products, and marketing materials for individuals and businesses. Her primary areas of expertise are personal and professional development.

Lynette Smith owns ALL MY BEST Business and Nonfiction Copyediting (www.AllMyBest.net). With more than 20 years' experience, she focuses on the details—grammar, punctuation, spelling, consistency, and clarity—to help authors get the results and respect their writing deserves.

October 25, 2008, 2008 PWSD Meeting

PWSD Monthly Meeting

Panel of Experts: Do You Really Need An Editor?

Doors open at 10:00 a.m. at the Encinitas Public Library.

Program 10:30 a.m.–12:00 p.m.

\$10 members; \$15 non-members.

Register at www.publisherswriters.org.

***PWSD Hosts Special Seminar on Digital Delivery,
November 15, 2008, 10:00 a.m.–2:00 p.m.,
at the Carmel Valley Library • Lunch is Included***

Important! Note change of time and venue!!

Early-bird discount admission = \$67 until October 31

Admission after October 31 = \$87

PWSD will be hosting a half-day seminar and luncheon on Saturday, November 15, that will teach authors, writers, entrepreneurs, and other content creators how to sell and deliver their products via the Internet.

The featured speaker will be Dush Ramachadran, a vice-president of ClickBank.com, a Colorado-based company that facilitates storage, delivery, and transactions for online products.

While much has been made of big-name e-book readers such as the Amazon Kindle and Sony's Reader, an ever-increasing number of content creators are quietly but profitably using independent services, such as ClickBank, to sell and deliver their digital intellectual property—books, booklets, music, audio books, video, and more—direct to consumers.

“Just as in the music industry, authors and entrepreneurs are discovering they can sell direct to their 'fans' a lot easier than they realized,” says PWSD president Andrew Chapman. “Plus, there's no inventory to deal with -- sales are made and the money is directly deposited into your account. It's like mail-order on steroids without the hassles.”

Industry statistics reveal that this model is growing, both in profitability and acceptance by the public. According to the International Digital Publishing Forum, wholesale revenues from electronic books in the U.S. grew an impressive 548% in five years—from \$5.8 million in 2002 to \$31.8 million in 2007—and remember, that's only for e-books.

Now is the time to get into the digital-publishing game, and this seminar will teach you exactly what you need to know to get going right away! You'll walk away with a complete understanding of how you can set up your digital products to be sold online. This is literally the way to make sales and have money automatically deposited in your bank account while you relax on the beach!

NOTE CHANGE OF TIME AND VENUE!! The seminar and luncheon will take place from 10:00 AM until 2:00 PM at the Carmel Valley Library, 3919 Townsgate Dr, San Diego, CA 92130.



**Featured speaker
Dush Ramachadran**

Friendships, Business, and Publishing

...PWSD Paulette Ensign, VP-Membership and PWSD Treasurer

The more that Publishers and Writers of San Diego grows (now 116 members), the more friendships and business relationships are developing. It's natural that like-minded people are finding each other, to exchange ideas about all kinds of things, some more directly related to publishing than others. And there's no predicting what comes out or what's useful in what context.

It's not uncommon for a number of members to collaborate on a project with a particular client, since each member has a different body of knowledge and expertise. Several members have a regular lunch date following the monthly PWSD meeting. They support each other's publishing success and exchange ideas about life in general. It wouldn't be surprising to learn there are a number of these after-meeting lunch groups. Other members co-present workshops, teleclasses, or other speaking

engagements. Referrals for various resources get exchanged all the time.

The monthly meetings have averaged 60 people in attendance for over a year. Between these face-to-face gatherings, the online discussion listserv, the Membership Directory on the PWSD website, and this very newsletter, you have a choice of ways to connect with people who can and will contribute to your success.

Keep letting people know what you're looking for and what you've got to offer. And keep inviting people to come along with you to meetings. It could be one of the best gifts you ever give a friend.

Paulette

PWSD Carlsbad Street Fair Booth Organizing Meeting UPDATE

**Please Attend a Teleconference Call
10:30 a.m., Saturday, November 8.**

We will have an organizational meeting to plan our PWSD Booth at the Carlsbad Street Fair, to be held May 3, 2009. This street fair attracts 100,000 visitors. For just \$20, you can have an hour of time at our booth to sell your books. If you want to sell for more hours, you can buy more hours.

This is not only a nearby fair where you can sell your books; it gives you practice hand selling your books. Our fellow member Annette Fix, author of *The Break-Up Diet: A Memoir*, wrote an excellent article on hand selling in her October 1, 2008 blog entry, <http://annettefix.wordpress.com/>

George

**Please email me at
ggworker@pacbell.net
for instructions on how to call in.**

Whiting's World



"Can we dispense with character development and cut directly to the denouement?"

September PWSD Meeting Recap

September's PWSD Monthly Meeting featured an excellent presentation from Mike Rounds on podcasting, the latest trend in making information available to the public. Mike Rounds is a professional speaker and a published author with over 100 "How-To" books, audios, and videos in distribution. Check him out online at www.RoundsMiller.com.

Mike started by defining the key ingredients for developing a good podcast:

- Lots of content
- Authenticity—including what you know about AND can talk about
- Enjoyment—including what you LIKE talking about
- Creation of value for the audience

"Don't charge anything for the podcast," Mike cautioned, "but do plan to make a profit indirectly." Podcasts are a good way to showcase your skills and knowledge and promote yourself and your business.

Mike recommended three simple steps in creating an audio production:

1. Develop a script. This is critically important, although it need not be a word-for-word narrative.
2. Make the recording
3. Edit your first take. Don't go "direct to tape."

He went on to offer some specific suggestions about space, software and hardware requirements for podcasting, including the following:

- A quiet room
- A good microphone
- Royalty-free music and sound effects
- MP3 audio software such as Acoustica (\$25) or Mixcraft (for Windows)
- Podcast Studio production software (for Windows)

He then went on to demonstrate the use of Acoustica software to capture a voice recording, align it with a music clip, and sequence several audio tracks at once.

For video podcasting, a neutral space with blank walls works best, and good lighting is essential. Mike recommended \$40 halogen lights from Home Depot. In terms of equipment, the key item is a video recorder. Mike believes that the short video recording capabilities of most of today's digital cameras is sufficient quality for podcasts posted on such sites as YouTube. He recommends using external microphones, however, rather than the internal mics built into cameras.

The steps in producing a video podcast are similar to those for producing an audio show: scripting, recording, and editing the recording.

Once your podcast is the way you want it, it needs to be posted on the web. Mike cautions that, "Viewers are

fickle. If you are podcasting regularly, stick to your schedule. It only takes one visit with no new content for your audience to leave you." He also advises sending out notices each time you publish a new podcast.

The podcast is a form of advertising for you. It lets people know you are there and brings you residual business. "A little gentle upselling is okay, as long as it's not the whole focus of the podcast."

Many more details are included in the audio recording of this very informative session. Audio is available from the PWSD website

Download Audios at

www.publisherswriters.org

Sidebar on Mac Software

Mike's software recommendations were only for Windows users. What about Mac users? After all, podcasting is named for the Apple iPod, and iTunes is the largest distributor of podcasts in the world, for both Macs and Windows.

I went to the Apple store to check up on the latest software, and sure enough, it all comes installed on every Mac sold these days. The suite of software is called "iLife" and it includes all the elements you need:

- Garage Band is a full featured audio production package comparable to Acoustica.
- iMovie is all the video production software most users ever need.
- iDVD can write Power Point slides, audios, videos, and text files, with integrated directories, onto DVDs.

One nice feature of these elements is that they are tightly integrated to work together—a big plus for most of us. And of course, you can post your podcasts on iTunes as well as your own websites.

Krasna Svoboda

PWSD Bulletin Board

PWSD Board Member Paulette Ensign Launches New Website

Paulette Ensign has launched a new website at www.PublishingProsperity.com with a line-up of talent and resources that can't be beat to help you create and sell more of your books and other publications.



*Congratulations,
Paulette!*

Welcome New PWSD Members!

*Kathi Burns
Jacqueline Castle
Michael Garrow
Mary Holle
Nicholas MacConnell
Greg Spencer*

**Closing Date for
the next issue of
PW Monthly is
November 9th!**

Writers and Artists
YOU'RE INVITED
DAY OF THE DEAD PARTY

RSVP 760 944 0586
edcoonce@bergenbugle.com

Saturday, Nov. 1 - 4 pm
463 Summer View Circle
Encinitas, CA 92024

**Collective Story Project
Group Painting
Refreshments**

INVITATION
The WORDSD
Day of the Dead
Anti-Social Writers and Artists Party!

Saturday, November 1st 4pm—?

Directions/RSVP: 760-944-0586 or
email to: editors@WORDSD.com

Join in a Collective Story Project
and Group Painting

Wine—Beer—Refreshments—food
Stuffs—Dead People



September PWSD
Speaker Mike Rounds

Kept Everyone's Attention With
His Talk on Podcasting



Gerry Rose Audio Available

Gerry Rose—business consultant, President of Integrity Networking Solutions, columnist for the Success Express, and PWSD member—recently co-hosted a two-hour online session on Blog Talk Radio.

YOU can listed to the entire program at:

[http://www.blogtalkradio.com/the-success-express/
2008/10/10/the-success-express-business-and-career-
radio](http://www.blogtalkradio.com/the-success-express/2008/10/10/the-success-express-business-and-career-radio)

Q&A

Gerry Rose
gerry@integritysd.com



Who is Gerry Rose?

Part 1: Gerry's Version

I'm a coach and consultant to businesses, helping them attract the right prospects and generate more referrals. I'm the author of a book series, *Unlimited Prospects, Unlimited Referrals*, and of two e-books: *101 Tips for Unlimited Prospects* and *101 Tips for Unlimited Referrals*.

I was born in New York City and grew up in Kingston, NY. I graduated from the Storm King School, and from Rochester Institute of Technology with a degree in engineering. I've worked as an engineer for 3M, Ralston Purina, and Boise Cascade. Today I own INTEGRITY Networking Solutions in Oceanside, California, where I live with Lynne, my wife of 31 years.

Who is Gerry Rose?

Part 2: Gerry's 1976 Corvette's Version

Gerry worked and lived in upstate New York, Georgia, Minnesota, and Toronto, Canada while he worked for those Fortune 500s—meanwhile I shared Gerry with Porsches, a 1967 Chevy SS Malibu, and a sailboat. I was shipped to Oceanside in 1991, but Gerry didn't start his own business until 1994—selling business benefits to the self-employed.

I've had two rear end replacements and just about every other kind of replacement, too. I may have been rebuilt, but he kept me my original Saddle Beige color with Buckskin interior.

Who is Gerry Rose?

Part 3: Gerry's Friends' Version



Gerry in a thoughtful mood at a recent PWSD meeting.

Gerry learned a strong work ethic from his father, the owner of a wholesale/retail bakery for more than 30 years. At age 13, Gerry learned to get up at 2AM so he could fry doughnuts in the family business. He carries this forward in all that he does today.

He has won numerous awards for helping people in communities where he has lived and worked. He personally built three nonprofit networking organizations, one comprising 64 members in a community of 3400. His book series, *Unlimited Prospects, Unlimited Referrals* has received outstanding reviews in the business community.

Gerry is a networking dynamo with more than 20 years' experience directing business owners how to grow their businesses. He spends much of his time meeting other business professionals in San Diego, Riverside, and Orange counties. Gerry's personal and professional mission is to "help people help themselves." Helping people help themselves is his single guide to choosing how to invest his professional time..

Gerry has been involved with The Trinity House for over two years. Each year Gerry "Sleeps Outside" during The Trinity House yearly "Sleep Out Saturday for the Homeless Phenomenon" where participants actually sleep outside to raise the awareness of homelessness. A strong advocate of the homeless, Gerry's heart toward the work of The Trinity House led him to donate a great deal of time and services.

Gerry is a Distinguished Toastmaster, a member of Toastmaster International, and has chaired numerous chambers of commerce and non-profit organizations.

WANNA BE AN AUTHOR? LEARN HOW: FREE!

**AT O' SIDE'S CIVIC CENTER LIBRARY'S SALUTE TO
NATIONAL AUTHORS' DAY, SAT., NOV. 1ST**

"So You Want to Be an Author!" sets the theme for the City of Oceanside's Celebration of National Author's Day at the Civic Center Library's Community Room (330 N. Coast Hwy) on Sat., Nov.1, 2008, 10 am to 3 pm.

Book-ended by authors' readings, the day will feature a publishing panel addressing such subjects as:

- How Can You Fit into Today's World of Publishing?
- Write in Your "Right" Style
- Resources for Writers at Your Library and in Your Community
- Create Your Publishing Platform through Contests
- Translating for Our Global Oceanside
- Success Secrets for Working with Your Book Printer
- How to Create Your First Marketing Plan

Participants will pull expertise from such prominent North County groups as **Publishers and Writers of San Diego** with its founder, book consultant **Dr. Robert Goodman** as keynote speaker. PWSD panelists also include marketer **Karla Olson** and editor Lois Winsen. Chaired by PWSD and NCAP member Elizabeth Yahn Williams, a Partner-in-Rhyme with Bob Lundy, the poetic team of *Hither & Yahn*, will explore the collaborative process with artist Marion Wong, and composer-director David Lewis of the San Luis Rey Chorale. Also featured are poet Marjorie Stamm Rosenfeld and Rose E. Magyar, an editor of Mira Costa's first student-written book and MCC profs Teresa Gonzalez-Lee and Marie Giordano and UCSD's Edith Jonsson-Devillers. Between readings Andy Wong will provide musical interludes.

Contact Author Mary Lenore Quigley of **North County Authors and Poets** to book a place at an authors' table: qtwoink@sbcglobal.net.

For more info, E-mail JoyInPoetry@yahoo.com or phone Anna McElroy at (760) 435-5630.



Publishers & Writers of San Diego

CLOSING DATE FOR THE NEXT ISSUE IS NOVEMBER 9.

Events of Interest

Saturday, October 25, PUBLISHERS AND WRITERS OF SAN DIEGO.

10:00 a.m. Doors Open for Networking

10:30 a.m.–12:00 p.m. Program: Panel of Experts: Do You Really Need An Editor?

Information/registration: www.publisherswriters.org

Location: Encinitas Public Library

Monday, October 27, 6:30 p.m.

The San Diego Writers/Editors Guild Monthly Meeting

Program: Larry Edwards speaks about writing in the mystery genre.

Location: Joyce Beers Community Center in Hillcrest

Information and a map: www.SDWritersGuild.org

Saturday-Sunday, November 8–9

IBPA Publishing University

The IBPA/IPNE (Independent Book Publishers Association/Independent Publishers of New England) Publishing University.

Location: Highlander Inn, 2 Highlander Way, Manchester, New Hampshire

Information: <http://www.ipne.org/forms/pub-u-brochure.pdf>

Saturday, November 8, teleconference at 10:30 a.m..

Organizational Meeting for a PWSD Booth at the Carlsbad Street Fair

See article on Page 4 of this issue of *PW Monthly*.

Information: ggworker@pacbell.net

Saturday, November 1., 10 am to 3 pm.

Oceanside Library celebration of National Author's Day. Book-ended by authors' readings, the day will feature a publishing panel addressing key aspects of publishing. Participants will pull expertise from such prominent North County groups as Publishers and Writers of San Diego with its founder, book consultant **DR. ROBERT GOODMAN** as keynote speaker, marketer **KARLA OLSON** and editor Lois Winsen. Chaired by Elizabeth Yahn Williams.

Location: Oceanside Library Community Room

Registration for a place at an authors' table, qtwoink@sbcglobal.net

Mark the Date: February 15-21, 2009

Publishing at Sea cruise and book marketing workshop aboard a Royal Caribbean ship to Mexico. Speakers: Dr. Judith Briles, Eric Kampmann, Dan Janal, Katherine Carol and Brian Jud. More information to come.

NEXT MEETING

OCTOBER 25, 2008

Members & Non-Members

Welcome—Register at

www.publisherswriters.org

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