

PWSD Newsletter



NEXT MEETING

OCTOBER 27, 10:30 AM

ELLEN GOODWIN

"Book Design Do's and Dont's"

IN THIS ISSUE

FEATURES

"It's the Little Things" **p. 2**

Whiting's World **p. 2**

"What's Wrong With This Picture?" **p. 4**

"A Marketing Plan for Children's Books" **p. 5**

MEMBERS' BOOKSHELF

Carolyn Howard-Johnson **p. 4**

Diane Asitimbay **p. 4**

NEWS & UPDATES

New Members **p. 2**

PWSD & PMA News **p. 3**

PMA Scholarships **p. 3**

A Word from the Editor **p. 7**

MEMBER SPOTLIGHT

Andrea Glass, WritersWay **p. 6**

CALENDAR

Regional Calendar **p. 3**

October Meeting and November Special Event Details **p. 7**

Topline

....from PWSD President Andrew Chapman

In this second issue of our new newsletter, I feel compelled to write how amazed and proud I am at the state of our association.

I've been a member for over nine years (president since 2004), and I'm very excited about what we're creating. And I say "we" because it truly is a collaborative effort to make this group all it can be.

Moving Forward Fast

This year has been marked by the largest average meeting attendances ever. Our membership and mailing list are larger than ever. We've settled into a meeting facility that's proven to be as perfect as can be expected. We've developed a strong core of volunteers. And we're having our first major special event (November 17) in quite a few years. All of this is the result of the dynamic synergy of our members and supporters.

Best of all, it's clear from my perspective that 2008 is only going to be better. Almost two years ago, VP Paulette Ensign and I talked about what it would take to reach "critical mass"—the membership, financial status, volunteers, and other factors necessary to shoot PWSD to the next level. The beginning of the coming year will see us reach that critical mass.

What this means for you is outstanding value for your investment in PWSD. We're already just about the lowest-cost professional association you will find in any industry—but we are delivering more all the time. And as we move closer to the new year, we'll be announcing some great new member benefits for 2008.

Keep watching the website and this newsletter for exciting developments!

Annual Year-End Celebration Party

Come one, come all! As we near the end of 2008, it's time to celebrate our successes for the year. As always, we'll have entertainment, munchies, prizes, and awards—plus plenty of time to get to meet and great other local publishing professionals. Our party is open to anyone and there's no cost. Further details will be posted on the PWSD website (www.PublishersWriters.org) next month.

Many thanks to all of you for helping, in whatever ways big or small, to make PWSD an outstanding association. And if there's anything you think would make it even better, please let me know at Andrew@PublishersWriters.org.

—Andrew Chapman

Don't Miss the October 27th Meeting! RSVP Online Now!



The jump from concept to product is a big one. What you decide will determine how or if your book sells. Do you design your book on your own? Do you hire a graphic designer? Do you go with the design services of a print-on-demand service?

Speaker Ellen Goodwin is a graphic designer and the owner of Ellen Goodwin Graphics. Ellen designs and produces books for local authors and companies. Doors open at 10:30 am.

Paulette Ensign, PWSD Membership Chair & Treasurer

It's the Little Things

PWSD focuses on the business of publishing, helping you circulate your message and make money doing it. Lots of little things provide big benefits for you.

1. **Name Badges** – These little tags let you follow up with someone who sounds like a resource for you (or you want to ask out on a date!) from across the room at a meeting.
2. **PayPal.com** – Pay our little meeting fees in advance online. Leave your checkbook or cash at home.
3. **Online Publicity** – Add your photo, URL, and company info to the PWSD site member directory for not-so-little (and growing) exposure and sales.
4. **Newsletter** – Hardly a “little thing” in effort or in contribution to your success! The newsletter is one more bit of exposure you can get by writing an article, sharing your news, or being profiled.
5. **Meeting News Releases** – One person now sends meeting news releases, increasing our attendance and expanding our resources. This may be how you showed up!
6. **Literature Table** – Display your book, biz cards, and brochures (members only!) at meetings so others can buy, refer, and generally support you.
7. **Morale Support** – Meet people who know about independent publishing, both personally and professionally. Your friends, family, and colleagues may not. That's huge!

Experience the little things and contribute to them. Become a member if you aren't already, and bask in the warmth with us the last Saturday of each month.

Whiting's World



“This rejection slip says ‘We’ll be happy to accept your manuscript as soon as you’re famous.’”

PWSD Welcomes a New Member in September

Neva Sullaway has rejoined our group after a hiatus. Welcome back!

PMA News

Last month, we mentioned the BookExpo 2008, which will be held at the Wilshire Grand Hotel in downtown Los Angeles, May 30-June 1.

Publishing University

This means Publishing University will be right in our backyard!

PMA presents information-packed seminars developed and lead by industry leaders, who share ideas and applications you can use in your day-to-day business to assist you in improving and enhancing the profitability of your publishing company. According to PMA, "If you to want meet bookstore buyers, a select library crowd, catalogers and other premium type buyers, and a select

grouping of foreign rights licensing agents, this is the show you must attend."

This will be a grand celebration in honor of PMA's 25th birthday.

Benjamin Franklin Awards

2008 is also the 20th anniversary of the first Benjamin Franklin Awards.

These awards recognize excellence in independent publishing, both in editorial and design. Awardees are recognized at a gala event at Book Expo America.

Attendees can expect some announcements and surprises during the event, as well as the



information, networking, and excitement that Publishing University always offers.

Upcoming PMA-Online Seminars:

October 17, 2007, 11:00 am PST

Subject: Book Design

Presenter: Kathi Dunn

November 14, 2007, 11:00 am PST

Subject: Building Better Budgets: How to Use Them to Improve Your Bottom Line

Presenter: Marion Gropen

Watch for more PMA news following the Board meeting early next month.

PMA News from Bob Goodman

Regional Events

Monday, October 15, 6:30 PM

SAN DIEGO WRITERS / EDITORS GUILD "Four Corners Workshop"

Participants may choose two of the four 30-minute workshops: fiction, nonfiction, memoir, and poetry. SDWEG is a group of writers and editors dedicated to improving their skills and helping each other. Non-members welcome (\$5 donation required).

Location: Joyce Beers Community Center in the Uptown District Shopping Center, between 10th Avenue and Vermont

Information at www.sdwritersguild.org

Friday evening, November 2 and Saturday all day, November 3

HOT TOPICS FOR PUBLISHING SUCCESS

Learn what it takes to Design, Promote and Market Your Book!

National speakers from PMA-The Independent Book Publishers Association.

Panel sessions, handout materials, vendor booths, Friday evening networking.

Location: Scottsdale Chaparral Suites Resort, Scottsdale, AZ

Registration savings until October 15th. Special Conference Hotel Rates, too.

Register online at www.AZBookPub.com Information call 480-897-3380

Friday, November 2 - Sunday, November 4

LA JOLLA WRITERS CONFERENCE

Open to writers and publishers at all levels of experience. Offers lectures and workshops that emphasize the art and business of writing. Distinguished faculty of writers, publishers, agents, and editors.

Location: Paradise Point Resort and Spa on Mission Bay

Information at www.lajollawritersconference.com or 858-467-1978

Friday November 17, 9 AM to 1 PM

PWSD Special Event: How To Be Successful Without A Major Publisher

Information-packed seminar brings to San Diego **two publishing experts** who are on the leading edge of this publishing revolution. In this exclusive engagement, they'll teach authors exactly how to outdo the big New York publishers. \$97 fee. **Space is limited!**

Location: Encinitas Community Center, 1140 Oakcrest Park Drive

Information and Registration at www.PublishersWriters.org

Scholarship Available for PMA University 2008

PMA-The Independent Book Publishers Association (of which PWSD is an affiliate) offers a PWSD member one scholarship each year to its University.

PMA University is a three-day conference preceding BookExpo America in May, offering a wealth of seminars on nearly every publishing topic imaginable.

Stipend + Travel

The scholarship affords the recipient complete tuition (a \$700 value) and a \$500 travel stipend.

The 2008 PMA University is in Los Angeles, which means the travel stipend will cover a lot more for one of our members than when airfare is required. Also, because the University will not be in L.A. for another few years, this is your most convenient opportunity to attend until the next decade.

For more details on the conference, go to the PMA website at www.pma-online.org.

For more details on the scholarship and how to apply, email Andrew@PublishersWriters.org.

The Members' Bookshelf

Just Out: No Perfect People, Please! by Diane Asitimbay

Culturelink Press is delighted to announce its November 1 release of *No Perfect People, Please!*, an illustrated collection of humorous poems about 26 children and their not-so-perfect personalities.

The children's book of verse is written by local author Diane Asitimbay and illustrated by local artist Jim Whiting.

Each kid has a funny tongue-twisting name that begins with a letter of the alphabet and reflects a personality trait. From Brad Bradhurst

the Braggart to Yolanda the Yacker, children will see themselves in the characters in this book and they'll laugh at how friends and family hilariously cope with their behavior.

An audio CD containing eleven poems performed by the author comes with the book. Asitimbay's funny accents and sound effects will have both younger and older kids splitting their sides.

Diane Asitimbay
www.culturelinkpress.com



The Members' Bookshelf

From Red Engine Press: The Frugal Editor by Carolyn Howard-Johnson

There are gremlins out there determined to keep your work from being published, your

book from being promoted. Resolved to embarrass you before the gatekeepers of your success, they lurk in your subconscious and the depths of your computer programs.

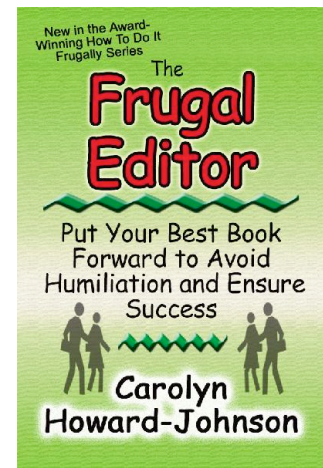
Whether you are a



new or experienced author, *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success* will help you prepare whistle-clean copy (whether it's a one-page query letter or an entire manuscript) to those who have the power to say "Yea" or "Nay."

The Frugal Editor is the second in the How To Do It Frugally series, following the award-winning *Frugal Book Promoter*.

Just released, the book reached Amazon's top ten list in its category (editing) in presales. Available from Amazon.

**What's Wrong With This Picture?**

by **Jerry D. Simmons**
www.writersreaders.com

The market for book sales is shrinking, and yet more publishers and authors are struggling to get a piece of a smaller retail pie. The biggest publishers are putting the squeeze on their customers [bookstores] for more space, above and beyond their already 85% market share, and yet everyone wants in. What's wrong with this picture?

Publishers and authors must realize that bookstores and retail booksellers are not their only market for books. In fact, these brick and mortar depots are

beginning to sell more non-book products as individual title sales decline. Where is the innovation in book marketing?

Independently published authors should focus a minimum amount of time and money on the pursuit of retail shelf space. There is a better way! The specialty market is actually bigger than the traditional bookseller market, and growing. However, finding the pockets of readers who buy books is difficult, because the market is highly fragmented.

The future is the Internet and I don't mean that one big giant whose name begins with the letter "A". I'm referring to the creation of your own

online market, exclusive to the Independently published book. Book marketing is not difficult, but playing the by the rules of the big publishers is futile. Stop and refocus your time and energy.

Breaking into an old established industry like publishing is difficult at best. The cost is enormous, and there are no guarantees. Join me in creating your own market, an online presence dedicated to the Independent book. Market this community as a place where readers can find books not available in bookstores. This is the best opportunity for Independent books to realize substantial sales.

A Marketing Plan for Children's Books

By **Kathe Gogolewski**

As a retired classroom teacher, I found myself gravitating toward the classroom to sell my book, *Tato*, a fantasy adventure for middle grade readers. I had been selling the book to one person at a time, branding myself in slow motion. I wanted to see if I could step up that process and still enjoy myself.

Target Your Buyers

I used my knowledge of what would appeal to busy teachers: A teacher-friendly guide to supplement the book with someone to demonstrate the lessons inside sounded like it would do the trick. I also understood that grants for teachers are plentiful, and if I could ghostwrite a grant, I would be able to pay for myself, a class set of books, the guide and some educational materials to boot.

I set to work writing the guide. Since there is magic in *Tato*, I included science experiments to explain certain illusions in the story. I added language arts activities that tied in with the story. I downloaded California Content Standards for Science and Language Arts for 4th and 5th grade, and tied in as many as I could.

Administrators are big on standards, so I was prepared to discuss them. They are also big on serving students learning English as a second language. Both these additions turned out to be fortuitous. I now had an integrated language arts and science program to present for a unique author visit to schools.

Locating Grants

Next, I had to locate grants. I knew that once I greased this wheel, the rest would be easy. These wonderful gems, called Teacher Mini-Grants, are all over the USA. Awards are usually \$500. Even \$500 is enough for a class set of books and an honorarium for me. Best of all, the application only needs a two or three page form with basic information about the project and proposed budget.

I chose the San Francisco Bay Area, my former stomping grounds, to start my search for grants. I knew they were plentiful there. Sure enough, I locked into the East Bay Community Foundation and the Palo Alto Partners in Education (PIE). Both are private grant sources. The East Bay Foundation awarded \$500 per teacher, and PIE awarded up to \$1,500.

I've written about 20 educational grants in my career, and have only been turned down once. Applications are usually short, because the people who offer them know that teachers are too busy for time-consuming research.

Most school districts have mini-grants available for teachers. For a private grant, do a Google search for Teacher Mini-Grants in your area and see what you can find. Also, look for industries, banks or other organizations—such as Kaiser, Chevron, banks, credit unions, women's clubs, and Rotary or Lions' Clubs—that often award yearly grants to teachers.

"Selling" the Package

After I found grants I liked, I approached teachers in two school districts, and instantly found seven takers. That was the easiest part of this whole venture. I dare anyone to find a teacher to say "no" to this: "I will come into your classroom and demonstrate a lesson with your students from my students' guide while you observe. I will present lessons that will engage and motivate your students. I will also write the grant that will pay for me and a class set of books for your kids!"

The process in each district was different. In the West Contra Costa Unified School District, the teachers felt that they didn't need the approval of their administrators, so I dealt with them exclusively. In another school district, the teachers were interested, but wanted the stamp of approval from their principal, who then sent me to the Elementary

Education Director. I was glad I'd done my homework on the State Standards! The director was very enthusiastic and gave me the go-ahead to write the grants.

I wrote four grants for seven teachers based on their input—(the teacher interviews lasted no more than ten minutes). After I'd finished writing the grants, I sent them back to the teachers, who signed and sent them in. There was nothing left to do but wait.

Successful Launch

There is no guarantee, of course, but I was relatively confident that the grants would come through, and they did.

Class sets of my book were ordered for each classroom, plus a teachers' guide for every teacher, and an honorarium from each class for me.

Two classes received science materials for the experiments. For the other classes, I brought non-consumables with me, so that the children could perform the experiments under my direction.

By the time I finished performing for each class, the teachers had made my book part of their core curriculum. I also now have letters from many of the children, plus class books of stories that they wrote while I was with them. These tributes alone made the trip worthwhile.

You can see pictures of the children performing the experiments at <http://tristudio.com/TEACHERS.html>.

I'm happy to answer any questions—just email me at kgogolewski@sbcglobal.net.

Tato will be available in late 2007 from a new publisher, Red Engine Press, at www.redenginepress.com. The Teacher's Guide is available to interested parties from me at: <http://www.TRI-Studio.com>.

Q&A

Member Spotlight: Andrea Glass, Writers Way



Your Writers Way tagline says “Ghostwriting & Copyediting.” How did this business develop? What are some of your specialties?

I “officially” became a writer when I won a neighborhood poetry contest at age five, and I went on to write music, lyrics, and short books. In the 1980s, I reviewed a play for a writing class, found I loved reviews, wrote video reviews for the *Entertainer*, and got paid! I parlayed my clips into a freelance gig for Encinitas Magazine, and then expanded to writing for individuals and small businesses. Now, I primarily write and edit books, eBooks, articles, press releases, newsletters, website content, and blogs.

Some subjects I’m partial to are business, marketing, holistic health, personal development, spirituality, and animals. However, the list of books I’ve ghostwritten or edited covers subjects from auto repair to options trading! How do I feel about seeing someone else’s name on a book I’ve written? Great! I get to share the creative process and see the completed book, yet I don’t have to be concerned about selling. And I love it when the checks arrive!

Have you self-published a book? How did you make this choice and how has it turned out?

I’ve written more than two dozen books for myself and others, and self-published a dozen of my own books. A few of my titles include: *All About Hybrid Cars*, *Discover the Magic of Living Your Dream*, and *My Daily Success Journal*. A book I ghostwrote on auto repair won the San Diego Book Award in 2001 for “Best How-To Book.” Self-publishing is convenient and affordable, but selling continues to be a challenge. All of a sudden, you have boxes of books in your garage and your car, and the race is on to move them! I think the secret is in knowing your readers, knowing how to find them, and showing them your book will make a difference in their lives.

I’m excited about new electronic publishing potentials. Many people still don’t get the value of eBooks and blogs, but it’s a new focus area for me. I teach a webinar online with a partner about how to write eBooks and other “information products” for passive income.

Have you had a book published recently? What are you working on now?

My pipeline is often full with books I’m ghostwriting or editing—everything from a book about real estate investing to one about alternative healthcare. But I’m also working on my own book about “Inner Space.” I consider that the real final frontier—the dimension where we are all connected.

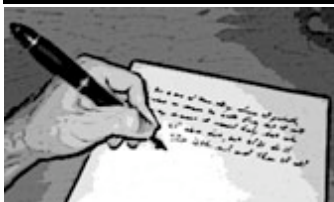
What’s worked well for you in marketing and selling your work?

For me, the joy is in creating, writing, and editing—not marketing and selling! I get most of my commercial work from referrals and networking. I build my reputation by being professional and doing what I say I will. I also blog, do social networking online, and send out articles all over the Internet. If you Google my name (“Andrea Susan Glass”), you will get over 2,000 hits!

I’ve learned there’s no one-size-fits-all way to sell books. The strategies that produce results for one author and one book don’t necessarily apply to another author, or even a different book by the same author. Every book needs its own campaign, customized to its subject, its author, and its target readers. And you need to be prepared for a certain amount of trial, error, and even disappointment as you refine your marketing strategies over time.

How has PWSA helped you? Any advice for the other members?

In PWSA I’ve formed a network of professionals—many are now friends—and we refer business to each other, share ideas and solve problems. What I like best is connecting with others facing the same challenges. Writing is easy! Publishing is getting easier! Marketing is a challenge! Selling is a learned art! You have to know who you are, who your readers are, and how to reach them. Otherwise, there’s not a lot of profit in book publishing. Then do what you love and are good at. If you hate public speaking, do radio shows from the comfort of your home instead. Stick with your strengths, be clear about how your book benefits your readers, and enjoy yourself!



Publishers & Writers of San Diego

PWSD Special Event, November 17, 2007, 9 PM–1 PM

How to Be a Successful Author Without a Major Publisher

In the 21st century, the most successful authors aren't necessarily those signed with major publishers. With the confluence of Internet marketing, digital printing, online sales, and other current factors, it is entirely possible to achieve best-seller status on your own—and authors are doing it.

This information-packed seminar brings to San Diego **two publishing experts** who are on the leading edge of this publishing revolution. In this exclusive engagement, they'll teach authors exactly how to go up against "Big New York Publishing" and beat them at their own game.

Register today to reserve your seat. Space is limited!

This special event, hosted by Publishers & Writers of San Diego, will take place at the Encinitas Community Center, Saturday, November 17, from 9 am to 1 pm. The fee is \$97. For more information, go to www.PublishersWriters.org or email Andrew@PublishersWriters.org.

Don't forget!

- Register for the special PWSD event on November 17th.
- RSVP for the PWSD meeting on October 27th.

Register online at www.publisherswriters.org

And now, a word from your editor . . .

Newsletter Naming Drama Continues . . .

Many thanks to all who have sent in names so far. **The deadline for new entries is October 31st.** We will publish all entries in the next issue and you will have until November 30 to vote on your favorite! The winner will be announced at our annual PWSD Party, December 8th. Mark your calendars now.

YOUR Contributions Wanted

Many thanks to all who contributed to this issue. Don't be left out! Please share:

- News and Events
- Personal stories, articles and tips
- Your new book releases!

We also need volunteers to write summaries of upcoming meetings. Please write to me to get on the list for your turn.

Finally, who wants to be in the "Member Spotlight"? Send me an email and get on this list; we only have twelve spots each year!

November Issue Deadline

The November issue will be coming out on or about November 10th, so the due date for next month's newsletter is **November 2nd.**

Krasna Svoboda, Editor

OCTOBER 27

PWSD MEETING

Book Design Do's and Don'ts
Guest Expert **Ellen Goodwin**

To register for the meeting, go to
www.publisherswriters.org

PWSD OFFICERS

Andrew Chapman

President
andrew@achapman.com

Paulette Ensign

VP-Membership, Treasurer
paulette@tipsbooklets.com

Karla Olson

Board Member
karla@bookstudiobooks.com

Carolyn Fox

Board Member-at-Large
proofforconsequences@yahoo.com

OCTOBER CONTRIBUTORS

Diane Asitimbay
Andrew Chapman
Paulette Ensign
Andrea Glass
Kathe Gogolewski
Bob Goodman
Carolyn Howard-Johnson
Jerry Simmons
Jim Whiting

Krasna Svoboda, *Editor*
e-mail: krasna.writer@mac.com

To Subscribe:

Visit the PWSD Website:
www.publisherswriters.org

Publishers & Writers of
San Diego