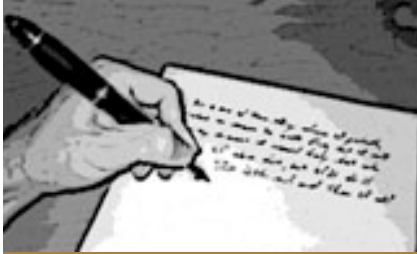


# Publishers & Writers Monthly



## NEXT MEETING

**JANUARY 26, 10:30 AM**  
**SECRETS FOR SUCCESS**  
**IN WORKING WITH**  
**YOUR PRINTER**  
**Marty Gilliland and**  
**Chris Carpenter**

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PWSD is an affiliate of PMA, the Independent Booksellers Association, and SPAN, the Small Publishers Association of North America.

## Bigger IS Better

*Paulette Ensign, Board Member, Membership Chair and Treasurer*

What a year this has been for Publishers & Writers of San Diego, and it's your fault! Membership is twice the size it was a year ago. Typical meeting attendance has also more than doubled. Who ever heard of a professional group having as many as 52 people show up for a Saturday morning meeting in July, for goodness sake? Volunteer participation has more than doubled. And you'll see elsewhere in this newsletter issue many other accomplishments we've shared, not the least of which is this very newsletter! It's increased in quality, size, and depth.

This all means plenty for you. You now have more resources to tap for professional services, ideas and information, and friendship. You can experience better programs and special events because there's a large enough audience to invite more of those good speakers, both locally and from outside our region. Other groups find us worthy partners for larger projects like the joint catalog in the process of development (see last month's newsletter or contact iGerard), and the outreach to even more organizations that we're anticipating for this next year.

The scope of PWSD is broadening in many ways. Your board mirrors the membership in bringing years of experience in the business of both traditional and non-traditional publishing, on local, regional, national, and international levels. All of this variety points to a bigger bottom line in your business and a wider reach for your message.

Thanks for bringing who and what you are to Publishers and Writers of San Diego. This outstanding year of 2007 bodes well for an even bigger and better 2008. May it surpass your wildest hopes, wishes, and dreams as we travel this part of the journey together, bringing the best of who we are to share with each other.

## Writers Round Table Is Back on the Air!

Co-hosted by Antoinette Kuritz and *PWSD's own Bob Goodman*, the show focuses on the business and practice of writing and publishing. Each week, a different guest shares unique insights into writing, publishing, book selling, or some other aspect of the book business. The hour-long show is broadcast on Sign-on Radio, the Internet radio station of the San Diego Union-Tribune.

**Writers Round Table airs every  
Thursday at 3:00 pm,  
at <http://signonradio.sosd.com>**

**Welcome New  
PWSD Members!**  
 Darlene Bauer  
 Roberta Giesea  
 Elaine Masters  
 Julie Shapiro  
 Diane Summers

**Topline****....from PWSD President Andrew Chapman****A Celebration Indeed!**

Well, although I was snowbound and couldn't be there this year, the word from several sources is that our annual year-end celebration and social on December 8 was a success. (See the photos on page 5.) I'm sorry I missed it! For everyone who helped in some way, whether in getting ready or cleaning up, you have my utmost appreciation. And I personally thank Paulette, Karla, and Carolyn for pitching in during my last-minute absence.

**Twice a Winner**

Also, let it be known that we announced the 2007 Member of the Year and the winner of the newsletter-naming contest—and both were **Andrea Glass!**

Andrea was chosen as Member of the Year for her successful efforts in getting publicity for PWSD in local papers, which has led to a significant increase in our membership and our mailing list.

Andrea's winning newsletter name "Publishers & Writers Monthly" was the hands-down favorite with 14 votes out of 51. Here are the runner-up names that received three or more votes, in descending order:

- Publish & Prosper (7 votes)
- Get it Write (6)
- PWSD Pulse (5)
- Verbs & Blurbs (4)
- San Diego Book News (4)
- Booked Up (3)

Congratulations on both counts, Andrea—we truly appreciate all you've done.

**Looking for Like-Minded San Diego Groups**

We are seeking the names and website addresses for publishers-authors-writers groups in San Diego. Some examples are San Diego Writers/Editors Guild (SDWEG), Romance Writers of America San Diego (RWASD), and the San Diego Professional Editors Network (SD PEN).

In 2008, we'll begin a campaign to reach out to these other groups in an effort to cross-build membership, share news, and generally help and promote each other. If you know of any groups that fit this category, let me know at Andrew@PublishersWriters.org—and be sure to send me the group's name and website. And keep in mind, you may know of a group that has many authors but isn't an "authors group," such as the National Speakers Association San Diego chapter. We'd like to know about these groups as well.

**Our Best Wishes to You This Holiday Season!**

Lastly, on behalf of my fellow board members—Paulette Ensign, Karla Olson, and Carolyn Fox—we wish you and your families a safe, peaceful, and relaxing holiday season.

Thank you for your support of PWSD. We look forward to creating a successful and prosperous 2008 together.

*-Andrew Chapman*

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## Upcoming PWSD Meetings and Speakers

**January 26, 2008: Secrets for Successfully Working with Your Printing Company**

Guest Experts: Marty Gilliland and Chris Carpenter.

Join printing professionals Marty Gilliland and Chris Carpenter for a discussion of how to make the best decisions for your publishing business, work well with your printer, and get the final product that you want.

**February 23, 2008: Achieving Traditional Book PR**

Resident Expert: Tricia Van Dockum

**March 29, 2008: Creating Best-Selling Book Proposals and Marketing Plans**

Resident Expert: Karla Olson

**April 26, 2008: Field Trip to Borders Books****May 31, 2008: Open Group Discussion and Q&A****June 28, 2008: How to Get Your Book into Libraries****July 26, 2008: Protection and Legal Aspects of Your Intellectual Property****August 30, 2008: Open Group Discussion and Q&A****September 27, 2008: Audio and Video Podcasting for Authors and Independent Publishers**

## November Special Seminar: How to Be a Successful Author Without a Major Publisher

... by Tricia van Dockum

*Our event with Jerry Simmons and Debbie Allen on Nov. 17<sup>th</sup> was a great success, with a lot of good information shared by both. Here's a recap of some of the highlights from each presentation.*

### Jerry Simmons

With his experience as V.P. of sales for Time Warner Group, Jerry first gave a clear overall picture of the traditional publishing process, stating that publishing is definitely a business and books are a product. Publishers are always seeking new products, but they are also looking for a sure sell. That's why it is tougher than ever to break into traditional publishing—most mainstream publishers don't risk developing new authors like they used to.

Jerry talked about the two worlds of publishing—traditional and independent—and stated that there are more opportunities in the marketplace than ever before to publish a book and have control over it. The key is to understand your marketplace and know your competition. Jerry shared some invaluable pointers that are critical in helping to make a book a success.

**Know the marketplace.** Bookstores are your laboratory. What are people reading? What's selling? How

is it being packaged? Be aware of other authors and titles in your genre of writing.

**Separate yourself from the others.** There are a lot of books published every year. Find something new and different about your book that you can offer to readers that sets you apart from other books in your genre.

**Be proactive.** Figure out ways to generate your own publicity, or hire a publicist to help you gain exposure and readership for your book—whether it is reviews, radio/TV interviews, speaking events or online attention.

**Know what your goals are.** What are your hopes for the book? Develop and follow a plan and have realistic expectations as you go along.

Jerry's newest venture is the launch of his new website [www.NothingBinding.com](http://www.NothingBinding.com), the gathering place for the independent writing community.

His personal website is [www.WritersReaders.com](http://www.WritersReaders.com).

### Debbie Allen

The "Shameless Success Expert" believes in marketing and promotion, and it shows. Her mantra is "Never underestimate the power of the media." Once you've written your book, it becomes a product and a marketing tool to get your name out there in the public eye. In her presentation, Debbie shared her top five strategies for self-promotion and for Internet marketing.

#### Top 5 Strategies for Self-Promotion

1. **Learn to promote yourself.** Even if it's difficult for you, do it anyway. You'll get better at it the more you do it.
2. **Change your belief system about yourself.** There are things you can do that you never thought you could—if you get rid of the old insecurities and belief systems that hold you back from taking risks.
3. **Be passionate about what you have to offer.** Enthusiasm about your product will create enthusiasm in others.
4. **Your book can be a vehicle to other opportunities.** Speaking opportunities, book festivals, other writing ventures, etc.
5. **Develop relationships.** Networking is always a good thing to do. You never know what can evolve out of those relationships.

#### Top 5 Strategies for Internet Marketing

1. **Create a press release about your book.** Have it distributed to various sites on the web. PR Newswire was one suggestion of how to get it disseminated.
2. **Advertise on the web.** Via newsletters, banners, or appropriate organizations' websites.
3. **Search engine optimization.** Create keywords that will cause your website to rise to the top of the search. Also, always use emotionally rich copy and eye-catching design on your website so people will be drawn to it.
4. **Articles.** Write articles pertaining to topics that are in your book that appropriate websites might want to pick up and post.
5. **Joint venture.** Get to know other authors who might want to team up with you in doing a joint venture, whether it is speaking opportunities, appearances, writing another book together, etc. Try to attach your name to people who are well known in their field.

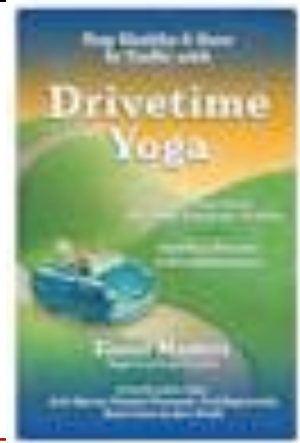
Lastly, Debbie encouraged all of us to get our "ask" in gear. If you don't ask, you'll never know how many opportunities you're missing in your own backyard. Debbie's websites are [www.debbieallen.com](http://www.debbieallen.com) and [www.salesandmarketingsuccess.com](http://www.salesandmarketingsuccess.com).

## Members' Bookshelf



Yoga benefits in the convenience of your car! No pretzel poses here. DRIVETIME YOGA is a series of safe, small, easy stretches and adjustments for drivers and their passengers. The book and CD features techniques to release stress from driving, combat Road Rage and tone muscles.

Drivetime Yoga was developed by Yoga Teacher Elaine Masters, with Julie Garner, Ergonomic Consultant and Physical Therapist. Elaine tells us, "These last five years have been a crazy journey with self publishing and all that entails, but I'm enjoying the ride..."  
Website: [www.drivetimeyogo.com](http://www.drivetimeyogo.com).

Jerry Simmons: *Why Do I Need an Editor?*

Whether the work is fiction or nonfiction, an editor can see things in a manuscript that are hard, even impossible, for a writer to see. Editors are professional readers. They're objective and unbiased. It's very difficult for writers to see their creation objectively, to see what's there and what isn't.

Editors are a safety net. There are a lot of pitfalls for a manuscript. Let's take a draft of 100,000 words, which has about 750,000 keystrokes. Each keystroke is an opportunity for error. An editor will make sure that the mechanics measure up and the text conforms to current standard usage.

Below the surface, writing is made up of ideas. A book should be based on a single premise, each chapter should support that premise, each paragraph should support the chapter, and each sentence should support the paragraph. At this level, tangents and lost leaders can add confusion.

In fiction, you'd be surprised how many manuscripts have no clear protagonist or antagonist. Where does the story engine start? Where does it slip into neutral? Is there meaningful progression? How's the pacing? Do we have a goal established? Is it powerful enough to keep your reader caring?

Editors also look to characterization. Is it real? Does it work? Are the people believable, likeable, redeemable, detestable? Are they multifaceted? How does the point of view work? Is it stable? Does it shift? Why? What

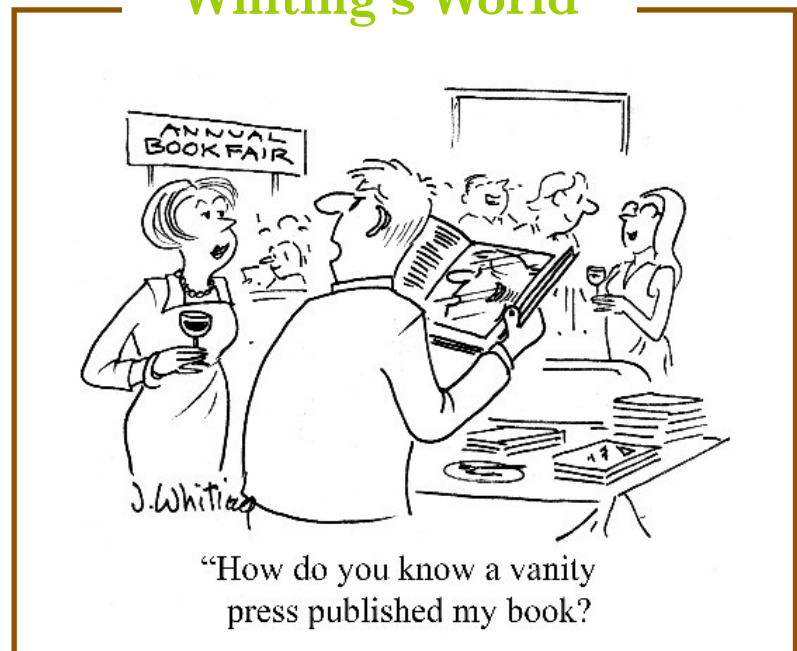
about the dialogue? Does it sound real? Does it sound like it belongs to the character who speaks it? How about setting? Are the people anchored in time and place? What does the setting do for the story?

If the piece is informative nonfiction, an editor can detect whether the facts are being released in a timely manner, allowing for base knowledge to grow and develop naturally. The editor will (a) look for a logical sequencing of information to make sure the delivery works, and (b) check that the material is comprehensive enough to cover the promised thesis, or lingering questions still need to be addressed.

An editor's job is to help the writer create a satisfying experience for the reader—the foremost hope of any book.

*With permission from [www.readerswriters.com](http://www.readerswriters.com)*

## Whiting's World





From Carolyn Howard-Johnson

**LA Times / UCLA Book Fair Promo Ops**

*You are invited* to participate in the LA Times/UCLA Festival of Books booth, April 26 and 27, 2008, or any of the value-added programs aligned with the fair. The book-signing portion of the fair requires that you attend, the others do not.

Authors' Coalition will again be sponsoring a double booth that focuses on making a hum-drum fair into a sizzling success.

Last year we opened the fair booth to authors who live outside the LA area. That worked very well. Such participation includes the catalog, the slide show, and the CD offering. Those of you without travel budgets may like to know that we will

have booths at other venues throughout the USA and throughout the year, including Veterans Week in Branson, MO.

All the AC programs are designed to cross-promote. Thus, you get from them the power of working in tandem with other authors and their contacts.

You can be:

- Part of our CD program, in which 1,000 or more readers receive info on your title, your bio, and your favorite review of your book.
- Part of our catalog program, where more than 500 bookstores (primarily independents) and book-related press receive information on your book.

• Be part of our slide program, a cross-promotional program that starts with the fair but that we work for the entire year.

• Part of our first-ever tote promotion program.

And, of course, if you can be in LA in April, you can be a featured, signing author.

Please let me know of your interest immediately. All programs are limited, some to preserve their effectiveness and some for simple lack of space.

Happy, happy writing and promoting and, yes, EDITING, too.

Carolyn Howard-Johnson,  
HoJoNews@aol.com



*PWSD  
Holiday  
Social  
2007*

# PWSD Bulletin Board

## Member News from Tim Barger

Tim Barger and Thomas Lippman gave a presentation at the Library of Congress that was broadcast on Book TV.

In 1955 novelist Wallace Stegner was commissioned to document the history of the company that helped develop the oil industry in Saudi Arabia. But when he submitted his manuscript to Aramco in 1956, Stegner was notified that the book would not be published. Over 50 years later, thanks to Tim, the book is in print in the US for the first time.

Tim Barger is the publisher of Selwa Press; his father, Thomas Barger, was the CEO and President of Aramco.

Tim writes to say that the talk he gave in Washington is now available at <http://heinekendraughtkeg.com/index.php?friendid=52645>.

"It's pretty long," Tim says, "but Tom Lippman has some great comments." We suspect Tim does, too!



## New eZine in Town

PWSD isn't the only group publishing an electronic newsletter. Sam Warren writes to say there's a new eZine and website for all San Diego county writers and publishers. Go to [www.SDWriteWay.org](http://www.SDWriteWay.org). where you can subscribe to the monthly publication and calendar of writing events by all organizations countywide.



## NEW PWSD WEBMASTER EMAIL

Drumroll, please! There is now an email address for members to send anything and everything to be uploaded to the website.

[webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org)

Anna Olswanger wrote:

[www.Host-a-Jewish-Book-Author.com](http://www.Host-a-Jewish-Book-Author.com) is now live.

This new site lists Jewish book authors worldwide, searchable by name, location, or genre. Each listing includes the author's city, book titles (up to four), lecture topics, areas of travel, along with contact information.

This is not a booking agent. It is a clearinghouse for JCCs, Federations, synagogues, book clubs, libraries, bookstores, and others who want to arrange visits and signings with authors. Authors themselves decide on the contact information to be listed on the site. They can choose their publicist, publisher, speakers' bureau, the Jewish Book Council, themselves, or anybody else. Each listing contains links to buy books.

If any of your authors would be interested in participating in Host-a-Jewish-Book-Author.com, please ask them to contact [anna.olswanger@verizon.net](mailto:anna.olswanger@verizon.net).



# Q&A

**Diane Y. Welch**

**[www.dianewelch.com](http://www.dianewelch.com)**



***When you introduce yourself, you say that you are a full-time mom and a part-time writer. Why is this an important part of how you present yourself??***

Hold on a minute—the washing cycle just ended and I need to put in a load! OK, what did you ask? Well the honest answer is I just want to be honest. To be an effective mom, I need to be involved in their lives, around and accessible. Working as a freelance writer from the comfort—albeit cramped—of my living room, I can keep a beady eye on my kids, attend conferences, help with homework, and keep my teenagers out of mischief. That’s important to me. Writing is my “grown up” connection that keeps me sane while I navigate the complicated challenge of raising four healthy kids.

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

I began writing professionally in 2003. As strange as it may sound, my career found me. In a nutshell, I found myself writing for a community newspaper, which led to writing for the San Diego Union-Tribune (the 5th-largest circulation paper in the nation), which led to my first book in 2006. I have not self-published, as the momentum of what I was already doing opened doors for me. My first book, a pictorial history of Encinitas published to celebrate their 20 years of cityhood, came as a direct result of a local history column I write for the U.T. This turned out fantastically, because as we all know, every new door that opens may lead to another.

***What are you working on now?***

I’m so glad you asked. I’ve been led to another local history book—this time one about the Del Mar Fairgrounds. It’s been an amazing project from start to finish. I pride myself on getting the true skinny on historic facts, and while researching this I discovered we have Jim Franks to thank for its very existence. I hadn’t a clue who he even was until I started digging deeper. Then I began to track down his living descendants; “desperately seeking” Joanne, his granddaughter. I found her, and the upshot is we have some fabulous vintage family photos for the book, which will be dedicated to the soon-to-be-famous Jim Franks. The book will be released in May 2008 and will be marketed with the opening of the new fair season.

***How about marketing and selling your work?***

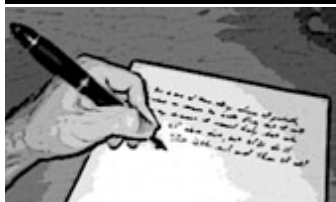
The axiom that editors need content is still true. As a freelance writer I continue to contribute to the Union-Tribune and the San Diego Ranch Coast News group of papers. It’s a perpetual treadmill, but I’m being published. I have a new column, “Welch Whispers,” published in the San Diego Rancho Coast News. The column directs readers to my website. My Encinitas book is a perennial seller, since history books don’t really date. It’s available at local Barnes & Noble stores and on my website, but because it’s a local book there’s no reason to market it further afield. For my new project, a biography on architect Lilian J. Rice, I am planning a nationwide tour to promote the fascinating story of her life and work. I have an agent who is interested; if that doesn’t pan out, this would be a perfect project for self-publishing.

***How has PWSW helped you? Any advice for the other members?***

Writing is lonely. I’m thrilled that I found PWSW and that I can talk and network with other lonely writers and still not spend too much on gas! I’ve had the pleasure of profiling two PWSW members (Paulette Ensign and Carol Sveilich) for one of the newspapers I write for. I was inspired by both of their stories, as I always am by those I write about.

Advice for members? Hmmmm..., one piece of sage advice from my writer’s point of view is to follow your dream and never give up, but remember that writing is a business. A balance of heart and head is required to navigate both the creative and business aspects of this profession. Most importantly, as you journey down this exciting path, remember that writing is introspective, but life’s realities continue, and at the end of the day it’s our relationships with our loved ones that really matter.





# Publishers & Writers of San Diego

And now, a word from your editor . . .

## My New Year's Resolutions



I don't really have any New Year's resolutions—they're so last century. But if pressed, I'd admit that I want to see PWSD become THE "go-to" source of support, information, and mutual business for all of our growing number of members. Even more than it is now!

The interval between now and the January issue is shorter than usual due to the holidays, so our next issue will be short as well.

### THE CLOSING DATE FOR THE NEXT ISSUE IS JANUARY 8.

We need four kinds of input right away:

1. **Member's Spotlight.** We only have room for twelve of these a year. Please nominate someone you think we should know better. Maybe yourself?
2. **Members Bookshelf.** Look at your publishing timetables and send me a heads-up about any books that you have coming out this year. There's room to feature everybody's books—make me add pages for them!
3. **Calendar Events** and any **news tidbits** about major developments in your own publishing life that you'd like to share. There's never enough time at meetings to hear from everybody. Do it in the newsletter!
4. **411 on our fellow groups** of publishers and writers in the area, See Andrew's request on page 1.

*Happy Holidays, Krasna*

## Regional Events

**January 23, 2008, 7:00 pm EST**

### Publicity: Writing Press Releases that Work for You

This is SPAN's Marketing Monthly™ Webinar. Speakers are Brian Jud with Antoinette Kuritz. PWSD is an affiliate of SPAN, the self-publishing and independent book publishing trade association.

Information: [www.spannet.org](http://www.spannet.org)

**January 25-27, 2008**

### SDSU State Writers Conference

Whatever your level of skill and experience, the SDSU Writers' Conference will help you improve your writing and increase your publishing savvy. Meet top-level editors, agents, and professional writers of fiction, nonfiction and screenwriting. The links on this page will provide information about our 2008 conference. Location: Doubletree Hotel in Mission Valley. Fee \$365 until January 2.

Information: (619) 594-2517

Registration: <http://www.ces.sdsu.edu/writers/registration.html>

**January 28, 2008, 6:30 pm**

### San Diego Writers/Editors Guild Meeting

Taryn Fagerness, literary agent from the Sandra Dijkstra Agency, will talk about a day in the life of a literary agent and the do's and don'ts of approaching an agent.

Location: Joyce Beers Community Center, 1220 Cleveland Ave., San Diego

Information: [www.sdwritersguild.org](http://www.sdwritersguild.org)

## DECEMBER 8

### PWSD PARTY

Members & Non-Members

Welcome—Register at

[www.publisherswriters.org](http://www.publisherswriters.org)

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