

Publishers & Writers Monthly



NEXT MEETING

**MARCH 29, 10:30 AM
BOOK PROPOSALS AND
MARKETING PLANS**

Karla Olson

Doors Open at 10:00!

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

PWSD Special Event April 12

Hold this date—Saturday, April 12, 9:00 a.m. to noon—for our next special event.

Keynote speakers:

- **Marcella Smith of Barnes & Noble** flying in from New York City to talk about getting small-press books into their stores.
- **Larry Cox, book reviewer for the Tucson Citizen**, will join us to talk about getting media book reviews.

The seminar will be at the new Encinitas Library near the train station. This will be an exclusive chance to catch these two great speakers in the publishing industry share tons of valuable information. Watch our website at www.publisherswriters.org for further details, but mark the date on your calendars now!

March PWSD Meeting

Best-Selling Book Proposals and Marketing Plans

Whether you are seeking a publishing partner or planning to publish independently, the first step in developing a project should be to write a book proposal, and the most important part of your book proposal is your marketing plan. Karla Olson of BookStudio will share with you strategies for how to determine who your market is, what they want to hear from you, and how you are going to let them know your book is out there. In addition, she will present the tried-and-true elements of a top-notch marketing plan and how to use it to drive the development of your book project.

Location: Encinitas Community Center

Date: Saturday, March 29, 10:30–Noon, Doors Open 10:00

Register: www.publisherswriters.org

All Are Welcome. \$10 Members, \$15 Non-Members

Sign Up Now: PMA-University Is Getting Close

Want to learn more about publishing or enhance your publishing company? Pack your knapsack and attend PMA-University, May 27-29, 2008, in at the Grand Wilshire Hotel, Los Angeles. This year's theme is **Creative Strategies for Growth, Profit and Success**. Don't miss this chance to attend on the West Coast.

Have you been before? Come again. We have full tracks for editorial, publishing, marketing, financial management, and even an advanced track for experienced publishers. Also new this year are Internet courses on social media, blogs, and e-zines.

Want one-on-one time with distributors or publicists? Tuesday features speed-meetings where you can ask your questions. Wednesday and Thursday offer private consultations at two early morning sessions. On Thursday Brian Jud offers a media training course that includes a 5-minute television interview with a 5-minute professional critique and a copy of the video tape

See the course catalog and register at www.thepublishinguniversity.com. Best of all, PWSD is an affiliate of PMA, so members can receive a \$50 discount for the event. Just enter AFF08 when you register.

PWSD Hits Puberty

...Paulette Ensign, PWSD VP–Membership, Treasurer, Board Member

More than merely alliteration. It occurred to me recently that PWSD really is in the throes of puberty. We are about 14 years old and we're having a huge growth spurt. February's meeting had 59 people, more than twice the number in February 2007. Talk about getting up close and personal! Yes, your board is currently exploring alternate convenient meeting space so we have a space to navigate, to display our books and promo info, and comfortably hear the speakers and each other.

People are "hanging out" more, too, as pubescent teenagers are inclined to do. We couldn't get them to leave after the last meeting. Some chatted outside the building while others went to lunch. Don't feel like you are missing the "in crowd"—plenty of informal groups are spontaneously forming all the time.

And boundless adolescent energy! So many ideas about ways we can best serve each other. It started last year when Andrea Glass asked who was sending out meeting notices and willingly took on the task. Krasna Svoboda stepped up to the plate to create this newsletter, and Jim Whiting has provided delightful cartoons for each issue. David Boyne jumped right in and offered to maintain the website. People quietly and graciously pitch in at meetings, setting up chairs or picking up afterwards. Thanks to George (aka Georgibald) Goddard and Andrew N. (Not Chapman) Greb; your efforts have not gone unnoticed.

Other member benefit project ideas are either in the process of being launched or still being considered. It's only a matter of human resources to execute (make happen, not kill) the ideas. Yes, that means you. You can

meet people, participate, and benefit your own business even if you don't attend many/any meetings. Of course we love it when you can make it.

One last thing is about the family that loves and supports this teenager. A winning formula has happened while we've been growing: a lot of terrific people have come and stayed. It was started 14 years ago by Bob Goodman, one of the most giving people on the planet. It was re-affirmed in a note from one of the newest members, Richard Rosenblatt: "I want to tell you how very much I enjoyed the meeting. The openness and friendliness was unusual; and I doubt I have ever attended as rewarding a meeting."

Your caregiving guardians of this phase are Andrew Chapman, Karla Olson, Carolyn Fox, and yours truly, each doing the part that's ours to do. Come hang out with us. We have a great time helping each other move to the next stage of the publishing journey.

Paulette

PWSD Volunteer Opportunities

...Karla Olson, Board Member

Help make our organization even better than it already is, and have a good time doing it. Here are a few ways you can help out with PWSD. To step up to the plate, or for more information, contact Karla Olson at (760) 840-9552 or karla@bookstudiobooks.com. Thanks for your help!

Outreach: Talk about PWSD at the other groups you belong to! Writers and Publishers show up everywhere! Let people know what a great group this is, when our meetings are, and that they are welcome to join us.

Outreach Coordinator: A contact person who will keep track of where word is getting out and support the effort with information and materials.

Independent Publishers of the Southwest Catalog: PWSD liaison for the joint marketing catalog of PWSD/Publishers Alliance of Los Angeles (PALA/Arizona Book Publishers Association (ABPA). Help plan and coordinate PWSD involvement in this terrific opportunity to jointly market our books online and in a catalog distributed to bookstores, libraries, book fairs and more throughout the Southwest region.

Karla

Whiting's World



Recap of February Meeting

...Jan Nast, PWSD Member, www.ms-mom.com

A capacity crowd was on hand to hear Tricia Van Dockum give expert advice on book publicity, and answer many questions from the listeners. This recap can hit only a few of the highlights.

Publicity, Tricia told the group, is any kind of marketing exposure—radio, articles, reviews, seminars, interviews—that is free. Promotion, on the other hand, refers to paid types of exposure such as mailings, advertising, and flyers.

The Challenges of Independent Publishing

Independent publishers face several specific challenges, not the least of which is their image. To many buyers and media reviewers, independent publishing means “self-publishing,” which means (to them) poor quality, poorly designed and produced, high error counts, iffy inventories and distribution, and no returns. There’s a perception that self-publishers aren’t committed to their books. We all need to reinforce the difference between independent publishers, who have their own imprint, and the type of self-publishers who have a negative (but not always deserved) reputation among those who could help with publicity.

Book Publicity Ideas

- **Get Reviewed.** Print reviews are a key strategy for any publisher—you get the credibility of the reviewer, with no advertising cost (unless you go for paid reviews such as Kirkus).
- **Stay Tuned In.** Keep an eye on publishing trends and new books. Read Publishers Weekly. Young adult books, for example, are hot right now.
- **Literary Blogs.** If you can’t get print reviews yet, try online alternatives such as literary blogs or subject-focus blogs. Just Google literary blogs to find long lists of such opportunities. And Google Alert can send you email alerts to let you know who is showing an interest in your book.
- **On the Air.** For authors who interview well, radio (broadcast or Internet) can reach more people than almost any other medium. And you may get an interview even if nobody has reviewed you in print yet. Best of all, most radio interviews are done by telephone, so the whole country is accessible. (See *Sidebar*.)
- **Specialized Newspapers.** Independent publishers have trouble being reviewed by large papers such as the *Union Tribune*. Try community newspapers, niche papers, or special-focus publications like *Army Times*.
- **Bookstore Events.** Getting these may not be easy for independent publishers. At a minimum they will want to know who your contacts are and whether you can fill the seats with people you know. They’ll also be concerned about your ability to deliver and whether you will accept returns. (Ed. note: See *Andrew Chapman’s article on book events for authors in the February issue of PW Monthly*.)
- **Libraries, Local Book Clubs, and Book Fairs.** These venues are often more open to local authors than bookstores, and you can bring books to sell. Libraries will usually post notices and send out flyers, but again you may need to fill the seats. Some book clubs are at bookstores, and many books these days include reader guides and discussion questions.
- **Author and Book Websites.** Excellent, whether you are an independent or published by a traditional publisher.



Tricia Van Dockum Talks to a Packed House

Leverage Internet Articles and Interviews

...PWSD member Gerry Rose,
www.integritysd.com

Last Saturday I had the pleasure of participating in the audience of Tricia Van Dockum at PWSD. One of the media suggestions Tricia offered was to use the radio for publicity.

This has been an excellent medium for me, coupled with writing a monthly article. Every month, I write an article on how to attract the right prospects and generate more referrals, which is published at www.TheBlendMagazine.com. Then every six weeks I am interviewed on their Internet radio talk show. The articles and the interviews are also archived for future reference on their website, with links to my website.

As we all know, it is a numbers game. Get in the game with an article and radio interviews.

Working With a Publicist

Book publicists work for large and small publishing houses, and often with individual authors. Basic starting points the publicists will ask a new client include (1) who the books buyers and readers are; (2) who the author’s connections are in the media, with relevant organizations, or through previous books; (3) what distinguishes this particular book from similar ones; and (4) what the goals and the budget are for the project?

The publicist will then design a proposed campaign and budget. A typical publicity project is 3–4 months, which may be added on to whatever publicity a larger publishing house may provide. Publicists work on monthly retainers in most cases, rather than hourly rates. And you’ll need to supply 50 or more copies of your book for publicity use.

Book publicity always comes back to who you know. Publicists are paid for their knowledge, their time, and their ability to keep up a momentum, but most of all for their connections and relationships.

Member's Bookshelf: Carl Nelson

PWSD MEMBER PRESENTS LATEST NOVEL!

"*Madam President and the Admiral* is a powerful, unforgettable political military thriller about a woman president who sends her lover to war against China. An excellent read for men and women." —Lionel Van Deerlin, Former U.S. Congressman, professor emeritus of journalism, San Diego State University, and columnist for the *San Diego Union-Tribune*.

"Let me play this back," President Cass said as she scanned her advisors. "Russia and China are poised to fight over a border dispute and an oil pipeline. If war breaks out, they will need to replace that oil. They expand by taking the Spratly Islands, then take control of the mid-East oil trade route and risk a world war? China fights Russia and takes us and Taiwan on at the same time? None of it makes sense." She took a deep breath. "I have followed China and this is out of character. For goodness' sake, China was our ally during WWII."

A sequel to Nelson's earlier novel, *Secret Players*.

Order: 1-800-519-2465, or go to www.newcenturypress.com (ISBN: 978-1-890035-66-2) \$16.95

Member's Bookshelf: Alexis Ahrens



New parents are tired, overwhelmed, and often unsure about how to do their best with a helpless new baby. Though babies need very little, anticipating those needs correctly can mean the difference between a screaming baby and a good night's sleep.

Baby's Little Log Book helps parents keep track of the details of their baby's schedule. Its simple page-a-day layout makes it

easy to notice patterns and trends so parents can feel confident as experts on their own baby. *Baby's Little Log Book* also has a section on each page for jotting down milestones, moods, medications and more. This handy book makes a thoughtful and practical gift.

For more information or to order your copies, visit www.littlelogbook.com. Mention PWSD in your order and receive free shipping. Ten percent of all profits from *Baby's Little Log Book* are donated to Autism Speaks, an organization aiming to change the future for all who struggle with autism spectrum disorders.

Alexis is a write-at-home mom, naptime entrepreneur, and PWSD member living in La Mesa.



NINE NICHE NETWORKS to Navigate for Mastering Marketing Milestones ...Gerry Rose, www.integritysd.com

1. Develop a Defining Statement

Develop a statement to use when someone asks you what you do?. Make it tell what you actually do (not just your title), who your target market is and two results you deliver.

2. Target 25

List 25 people who bring the world to you and send them something of value every 30 days—a book, expo tickets, an article with a cover letter, an e-book, or a telephone call. Invest no more than four hours a month and \$75 in total.

3. Contact Your Database

Create a 650-word article every 30 days that has to do with your core business. Send it by email to all those who can send you clients or customers, or who might become or have been clients or customers. Always include your biography and contact information (addresses: mailing, email, and Web).

4. Speak Up

Make a short presentation or give a seminar every month to clients, prospects, or people who can send you clients or customers. Always open with a defining question, include 3-4-minute-long stories, and close with a move to action.)

5. Network with Your Defining Statement

Use your Defining Statement at a networking event every month. Engage people in conversation by asking questions

that qualify them as your target market, people who can send you business, or people who are direct links to your target market (power partners)

6. Go to Business Shows or Expositions

Take a booth at a show or event where your target market will be. Offer something of value that includes giving of your time, energy, and creativity to winners that you will choose. Then create a call script that congratulates winners.

7. Promote Your Website

Make your website proactive so people go there because you sent them, rather than stumbling on it via keywords or Google searches. Revise your content at least every 6 months with changes that increase traffic or give a new offer. Give downloads that start building relationships, and follow up.

8. Write a Book(s)

Create a book or a booklet from articles you've written, or an original work that relates to your business. Offer it on your website, at speaking presentations, and through other distribution sources.

9. Benchmark Your Performance

Measure your successes. Anything worth doing is worth writing down. Before using any of these strategies, write down a number as a result goal. Then discover the delivered value of your action; over time this will help you decide what strategies work best for you.

Book Printers Are Not Ordinary Printers

Andrew Chapman, www.askthepublishingpro.com

As I was about to fly off to speak at the annual PMA Publishing University in New York last May, I wondered how quickly some new author would show off her new book to me, and I'd have to decide how to break the news.

What I'm referring to is the horrible production quality of some of these books—nearly always a self-published or print-on-demand product. Often the design is bad, too, but I'll just focus on print production.

What it comes down to is, book printers are not ordinary printers, and book printing is not ordinary printing. It's possible, but not likely, that a "regular" printer will produce your book well. At the very least, you'll pay more than you would to a true book printer.

Producing a book involves a number of skills—printing, imposition, trimming, binding, and more. If any one of these goes wrong, your book may be headed for the recycling bin. True book printers possess two things: (1) the skills to do all aspects of the job, and (2) the equipment to do them in house. It's this second item that causes non-book printers to charge more because they have to send parts of the job out to be completed.

However, it's the skill set (or lack thereof) that causes the problems. Going back to my anticipated event at the PMA conference, I fully expected to see a book (or books) with bad cover colors, crooked bindings, uneven page printing, cheap paper stock, blank pages, or any combination of these and more.

I won't go into the technical details as to why these things happen; it may be a lack of experience, knowledge, quality control, or equipment. You can easily end up with a book that no store will buy, no distributor or wholesaler will carry, and no media will review or publicize. Your readers may be more forgiving, but they may also return the book. And all in all, your credibility will suffer.

The key is to ensure you use a true book printer—and there are only about 90 in the entire U.S. You'll want to get price quotes from several around the country, not just near your area, because estimates can vary quite a bit. Two good lists of book printers can be found at www.aeonix.com and www.parapub.com. You'll also find a good print quote service at www.selfpublishing.com that will generate quotes immediately based on your book's specs. Your designer will need to provide you these specs, if you don't know them.

A lot of authors are trying "print on demand" (also called "publish on demand" or "self-publishing service") companies. These include Author House, Infinity, Book Surge, and iUniverse. When you use these services, they contract with the printer and take that process out of your

hands, for better or worse. While the legitimate services in this area of publishing serve a valid purpose for many authors and books, I still urge caution when using them. As with any service that works in volume, they can be prone to error. Sure, that rate may be low, but if your book is in that small percentage, it's no consolation. Two things will help you stay out of the error margin.

First, make sure you use a reputable service. Check with local authors to see who's happy with whom; check with local writers' groups, or check with PMA (www.pma-online.org), Small Publishers Association of North America (www.spannet.org), or a similar large-scale publishing association. Second, be diligent in making sure they do a good job and hold them to it. Carefully review proofs and sample copies, and don't sign off anything you're not fully happy with. If you feel unsure about your ability to review for print and production quality, you can enlist the help of a book shepherd or publishing consultant. (Type these terms into a search engine to find one.)

Authors allow poor quality printing for five reasons:

1. The author is naive. Learn what makes a good quality book and accept nothing less, or enlist help.
2. The author is afraid to say anything. Remember your success is on the line. You owe it to your book to defend its life.
3. The author doesn't do her part. Don't shoot yourself in the foot. You get proofs for a reason, so pay adequate attention to them.
4. The author is so happy to see the book come to life that he has blinders on. Don't let your excitement blind you to problems.
5. The author used a bad printer or publishing service. Please, take the time to find a reputable one.

One of my goals as a publishing expert and educator is to make sure everyone's book gets the chance it deserves. We live in a truly unprecedented era when anyone can become a published author. True, that puts some garbage out there. But by and large, from my experience, there are a lot of great ideas and genuine wisdom to be found in the books of "no name" authors. I hate it when books are put down just because they're self-published or done through a POD service. But to be fair to the detractors, many times the bad rap is earned. Ultimately, it is up to us to make sure our books are the best they can be in all ways. Only then will the tenacious stigma of author-published books lose its grip.

PWSD Bulletin Board

Welcome New PWSD Members!

Alexis Aherns
Lauren Castle
Camille M. Cloutier
Vivian Eisenecher
Marilyn Froggatt
Anna Marie Kelso
Richard Rosenblatt

And Renewing Members!

Diane Asitimbay
Lucy Eskeland &
Celeste Bailey
Darlene Fahl-Brittian
Karen Slevinske
Carol Sveilich

Get Double Exposure for Your Book News

When you send in your news to *PW Monthly*, you get double exposure through our information sharing arrangement with our fellow e-zine SDWriteWay. Let us know at editor@publisherswriters.org.

And if you have books on Amazon, send information to Sam Warren, editor@SDWriteWay.org, for posting in his Local Authors Bookstore.

GREETINGS FELLOW PWSD MEMBERS!

I invite all PWSD members to take advantage of a Like Wow! So Totally FREE Ad! on the new website WORDsd.com. Your FREE ad can include one image (jpg or gif only, no larger than 200x200 pixels), 50 words of description, and links to your website and/or email address. Just email your image and text for your ad to: editors@WORDsd.com. If you would like, I can copy your 50-word PWSD Member listing and place it on WORDsd.com.

DAVID BOYNE!

WORD
san diego

The Online Resource for All Things WORD in San Diego

PWSD Members Get a FREE ad for all of 2008!
WORDsd.com

CALL FOR CONTRIBUTIONS

Therapists, Social Workers and Psychologists needed for short interviews or input on a new book project focussed on men and women who live with depression and anxiety disorders.

If you are willing to respond to a few questions by email and would like to be quoted in this publication, please contact author and PWSD member Carol Sveilich at: writefaceforward@yahoo.com.

Thank you!

No Perfect People, Please! Wins Award

Diane Asitimbay's recent book of children's verse, illustrated by Jim Whiting, (Culturelink Press, Nov. 2007) won an Honorable Mention for Children's Books at the London Book Festival sponsored by DIY! Diane performs 11 of her poems in the audio CD that comes with the book, and she plans performances for local schools and libraries this year. Diane is also the author of *What's Up America*.

...

If you'd like to review the book, call Diane at (619) 501-9873

...

Read the full story in the "News" section at www.publisherswriters.org

PWSD Bulletin Board

**Closing Date for
the next issue of
PW Monthly is
April 7th!**

Theater Review Writer Needed in North County

The SDWriteWay eZine has a Theatrical Review section. We have it covered in central San Diego, but could use some writers to review theaters up north. This is a great opportunity for those who love the theater as they get free passes and good seats in the house. There is a directory of all the theaters in the county you can click on from the Theatrical Review section. Contact Sam Warren, editor@SDWriteWay.org.

Carolyn Howard-Johnson Sells An Amazon "Short"

Honorary PWSD member Carolyn Howard-Johnson writes to say her Amazon Short, **The Great First Impression Book Proposal: Everything You Need to Know to Sell Your Book in 20 Minutes or Less**, was just published.

Carolyn says she wrote the book because most writers hate, despise and loathe learning to write book proposals. The book is \$0.49 and can be found at www.amazon.com/gp/product/B000/G605U/ref=cm_arms_pdp_dp.

Ed. note: Members interested in book proposals are also reminded to come to the March 29th PWSD meeting!

Diane Welch's Galleys Sent to Press

After two months of intensive sleuthing, Diane and Paul Welch sent the galleys for their groundbreaking pictorial history book on the Del Mar Fairgrounds to press last month. The book will launch this spring.

Diane is a PWSD Member and local historian, known countywide for her articles published in the San Diego Union Tribune. "It was exciting to track down the father of the Fairgrounds and his living descendants," said Diane. "His daughter and granddaughter were thrilled that I was retelling this long lost history. It was gratifying to lift Jim Franks' past accomplishments out of the shadows and into the light."

The book will be published by Arcadia Publishing as part of its popular Images of America series and will be available at major book stores and online at www.dianewelch.com.

HOLLY HUNT SELLS NEW BOOK

Congratulations to Holly Hunt, who received formal acceptance for publication of her forthcoming book, **Emotional Exorcism: Expelling the Four Psychological Demons that Possess Us**.

The publisher is Praeger Publishers, a division of Houghton Mifflin Harcourt. Holly estimates the book will be released in late 2009 or early 2010. She is the author of **Essentials of Private Practice: Streamlining Costs, Procedures, and Policies for Less Stress**, which was published by W.W. Norton in 2005.

Contact Holly at www.EssentialsOfPrivatePractice.com.

JANNINE CORTI PETSKA SELLS STORY

PWSD member Jannine CortiPetska sold an Italian Medieval short story to The Dark Castle Lords. Titled **Knight's Desire**, this historical romance will be available as an e-book. The release date is to be announced—Jannine will provide the status on her website, www.jcortipetska.com.



Jannine is also the author of **Rebel Heart**, which was a 2007 Aspen Gold finalist.

Q&A

Andrew Chapman
www.askthepublishingpro.com



Tell me how long you've been involved with PWSD.

I don't remember exactly—I joined sometime in 1998, back when it was the San Diego Publishers Alliance and Bob Goodman was running the show. So, it's been 10 years-ish. I first heard about the group from Paulette Ensign. I'd moved out here in late 1997, having just earned my Bachelor's degree (in Writing and Publishing), and purchased Paulette's program. She suggested I attend a meeting—I think I joined right away.

Bob Goodman invited me to take the reins in late 2003 and I was officially president as of January 1, 2004. As for why, it seemed like a good way to raise my publishing profile in San Diego and nationally; I wanted to give back to the group, and I could sublimate some of my fantasies of being a benevolent dictator. Also, perhaps most importantly, Bob was concerned that no one would be able to keep the group going, and I didn't want to see it fold.

Where did you move from?

I grew up in Arlington, Virginia, across the Potomac River from Washington, D.C. You know, the place with the National Cemetery and the Pentagon. But it's also famous for producing Katie Couric, Sandra Bullock, Shirley MacLaine, and Warren Beatty. None of them came from my high school, though. Our only famous graduate was a serial killer. Maybe I'll be my high school's first famous good graduate?

What are you up to these days in your own business?

My book, *Rock to Riches: Build Your Business the Rock & Roll Way*, co-authored with Lee Silber, is due to the publisher (Capital Books) this month. It'll be published this summer. I'm converting my successful booklet (thanks, Paulette!), *How to Earn Straight A's in College*, to an audio book. I'm increasing the amount of voice-over work I'm doing. And I've decided to extend my winter stay in Idyllwild indefinitely.

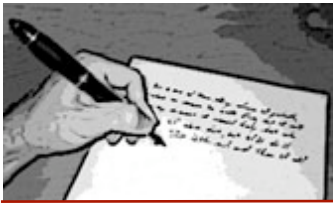
I love voice-over work. I've been doing it semi-professionally for years and finally decided to get more serious. You know, get an agent, send out a demo CD and all that. I've got a couple regular clients, and I just finished a big online learning program. It's a natural extension of my professional speaking. For gigs like the online learning program, the similarity is in delivering the material clearly in a good voice, and for gigs doing character voices and commercials, the similarity is in being entertaining, lively and engaging.

How has PWSD changed in the past decade?

We are a higher-level group now, I think. I mean that the group is more formal (though we try to keep an informal feel) and the membership is more professional. When I first started, we had more hobbyists and now we have more professionals. I'm not disparaging writing or publishing as a hobby—most of us have been there, including me, and we certainly welcome them to PWSD. I'm just characterizing how the group has changed in terms of the people.

Last question: Why Idyllwild? A big change from downtown San Diego, isn't it?

I like both places, perhaps equally. It's very peaceful up here. No traffic lights. You can walk everywhere. You feel like you know everyone. You have to get your mail at the post office. It's quaint. But it's not a hick town; it's very progressive. There are many artists, authors, actors, and musicians up here. The Idyllwild Art Academy is nationally prestigious. There's an internationally acclaimed jazz festival in the summer. And yet, none of that quite captures why I like it so much. But the city vibe is great, too. Eventually, I'll have a place here and in downtown San Diego.



Publishers & Writers of San Diego

From the Editor

CLOSING DATE FOR THE NEXT ISSUE IS APRIL 7.

I'm always on the lookout for Regional Calendar Events and news tidbits about major developments in your own publishing life that you'd like to share, as well as information on other groups of publishers and writers in the area. Hey, I just like to hear from you.

And don't forget to brag about your latest releases in the Members Bookshelf. Our newsletter subscriptions are growing—many non-members also subscribe—so this publicity for your books goes farther each month!

Krasna

Events of Interest

Tuesday, March 11, 2008, at 5:00 p.m.

Teleseminar: The Top 5 Book Marketing Techniques

Jon Kremer will talk about Amazon, blogging, author websites, and more and will answer questions.

Information: [www.everythingyoushouldknow.com/recommends/John Kremer](http://www.everythingyoushouldknow.com/recommends/John_Kremer)

Friday, March 14, 2008, at 6:00 p.m.

Presentation: Don't Tick Off the Gatekeeper: Your First Marketing Offense

Carolyn Howard-Johnson will speak at the Advanced Toastmasters Platinum meeting.

Location: Camille's Sidewalk Cafe, 43901 15th Street, Lancaster

Information: dana@danalamon.com or 661-949-7423

Monday, March 17, 2008, at 6:30 p.m.

Free Lecture: Publishing 1-2-3

Speakers Laurie Gibson and PWSD/PMA member Bob Goodman will follow a manuscript as it travels from the writer to the reader. Find out how publishing works and who has influence along the way.

Location: Mission Valley Branch Library, 2123 Fenton Parkway

Information: 858-573-5007

Saturday, March 22, 2008, 10:00 a.m. to 1:00 p.m.

Seminar: How to Be Your Own Editor

Instructor Midge Raymond.

Information: www.sandiegowriters.org

Monday, March 24, 2008 at 6:30 pm

The San Diego Writers/Editors Guild Monthly Meeting

Self-publishing, Print-on-Demand and E-Books. Panel discussion plus Q&A. Non-members welcome.

Location: Joyce Beers Community Center in Hillcrest

Information and a map: www.SDWritersGuild.org

Saturday, March 29, 2008, at 2:00 p.m.

Play: Tales from the Far Side of Fifty

Former PWSD member Lonnie Hewitt has written and produced this play, which features 14 women aged 56 to 84 sharing their life stories.

Location: Star Theatre, 402 N. Coast Highway, Oceanside

Information: FSF2info@yahoo.com

NEXT MEETING

MARCH 29, 2008

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