

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

January

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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10 a.m. to 12 noon on the last Saturday of each month (except November and December), at the Encinitas Library (540 Cornish Drive, Encinitas, CA) or the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas), unless a different location is announced.

**Membership** is \$37 a year plus \$10 per meeting for members. Non-member meeting fee is \$15. For information and to RSVP for meetings, visit us online at [www.PublishersWriters.org](http://www.PublishersWriters.org).

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Closing date for newsletter contributions is the **18th day of the month for the next month's issue**. Send contributions to newsletter@publisherswriters.org

If you would like to sign up for a **member profile**, contact Lynette Smith at lynette@allmybest.com

Next Meeting

Date: February 4, 2012 (January Meeting)
Time: 10:00 a.m. to 12:30 p.m.
Location: Encinitas Library (540 Cornish Drive, Encinitas, CA)

“Maximize Your Online Presence”

Presented by
Jeniffer Thompson

To start off the new year, on February 4th, 2012 Jeniffer Thompson of Monkey C Media (www.jenifferthompson.com, www.monkeycmedia.com) and author of the book, *Website WOW, Turn Your Web Site Into Your Most Powerful Marketing Tool*, is going to share her knowledge of how to maximize your online presence.

She will discuss SEO and Facebook and will introduce the new Google+, and talk about whether we should all jump on the bandwagon.

Publishers & Writers Meeting Programming First Quarter 2012

We are putting together some great programming for 2012.

As you've already read above, Jeniffer Thompson's February 4 presentation promises to be super.

Then, on February 25, we will reveal everything you need to know about making a book trailer—how to, how much, how long, etc.

On March 31, we've invited David Wogahn to come back and bring us up-to-date on the ebook revolution. It's a great line-up for an exciting year in publishing!

If you have topics or speakers you would like to see this coming year, please email your suggestions to President Karla Olsen at karla@publisherswriters.org and we will see when and where we can have them present.

President's Message

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**LOOKING FOR A NEW
CONTENT COORDINATOR!
WILL YOU HELP?**



If you plan to attend one of our monthly meetings, please help out and volunteer to write the **recap** for this newsletter.

Contact Lauren Castle at lauren@impress-express.com. She's accepting signups for 2012. We're looking for one volunteer a month so we can have each meeting covered.



By Karla Olsen

The Annual PWSD Holiday Party was the perfect wrap to the 2011 season. Terrific to see so many familiar faces celebrating their accomplishments in publishing, and awesome to welcome new writers and publishers ready to explore the fascinating world of publishing. We hope to see you again! Thank you all for your contributions to Traveling Stories (www.Travelingstories.org). It was a fun time!

We've got fantastic programs scheduled for the upcoming year, beginning with our own Jeniffer Thompson, of Monkey C Media, talking to us about how to optimize Facebook for book marketing, and telling us whether or not we need to pay attention to Google+. She'll also offer hints and tips for optimizing your website, and any other online marketing trends we need to pay attention to.

Please note that the January meeting is actually in February—on February 4, to be exact. We will meet in the Encinitas Library Community Room on February 4. Doors open at 10:00 a.m.

We continue to have challenges with booking a space for our meetings. **Please be sure to check the website or watch for the email notices for the location of each meeting.** We will have our regularly scheduled February meeting on February 25, 2012, at the Encinitas Community Center on Balour and Encinitas Blvd. This terrific meeting is on book trailers: whether you should have one (YES!), how long it should be, how to make it, and more.

In the coming months we have planned an ebook update from David Wogahn, product development from Pam Hendrickson, how to work with an agent with Kevan Lyon of the Marcil Lyon agency, and much, much more. There's so much to learn about this business, and we are bringing in the experts to let us know the secrets! We hope you will join us!

And last but NOT least,

**SAVE MARCH 9 & 10 IN YOUR CALENDAR FOR
IBPA Publishing University in
SAN FRANCISCO!**

I just found out that this year IBPA's Publishing University is moving to San Francisco (it's usually in New York) and to March (it's usually in June). This is to accommodate all the West Coast publishers who would like to attend. I don't have a lot of information yet, but I do know that it will be held March 9 and 10 at the Sheraton Fisherman's Wharf Hotel. For more information, go to <http://ibpapublishinguniversity.com/>.

This is one of the best publishing conferences in the country, and is great for publishers—*independent or otherwise*—just starting out. There is also an expert track for those who have been at it for a while.

Also, IBPA will be extending scholarships to affiliate members. I am still waiting for information and will send it to you as soon as I get it. If it is the same as other years, there will be a possibility of awarding two scholarships to the conference. You must be a current PWSD member, and you will submit an application. The scholarship is for free attendance at the conference. You will also need to do a presentation to our membership about what you learned at PubU, and write an article for the newsletter. Please do not apply if you have been awarded the scholarship in the past.

I will send along information as soon as I get it.

Let's Talk About Your Web Site

By Jeniffer Thompson

“How do I sell more books online?” This is a common question, but what authors should be asking themselves is “How do I talk to my audience?” Speaking to the needs of your buyers is the key to successful Internet marketing.

Of course the only way to have an intelligent conversation with someone is to know your subject *and* the person you're talking to. If you know your readers, then you know what makes them tick and you know how to reach them on a deeper level. This will give you the ability to write captivating copy that, much like a conversation, leads your potential buyers. This is the strategy of creating a sales funnel. It is necessary to create this funnel, because you can't say everything on your home page—instead, use carefully chosen verbiage to engage, pique interest, and funnel your readers deeper into your site and toward your call to action.

Think of your home page as your chance to sell your benefits. The Internet has made it easier than ever to find exactly what you need, when you want it—now. People are looking for instant gratification, which is why most buyers will decide within less than a second whether to continue browsing your site.

Your first goal is to engage interest. The saying, “People judge a book by its cover” is also true for your Web site. Internet surfers are a discriminating group—they will judge your Web site based on the initial feeling they get when they land there. Without even knowing it, they will have made a decision about your site and consequently your books. Before you begin your conversation with your potential buyers, consider the way in which you present your information—that is, the look and feel of your site.

Ten years ago people were impressed if you had a Web site, and five years ago people expected you to have a Web site. Today people expect a professional, well-designed site that is easy to

navigate and, of course, they expect value. With so much competition, if you don't deliver, your readers will look elsewhere.

Never underestimate the power of a simple palette—avoid using too many colors. Avoid clutter. When overused, your eyes get tired. If you overwhelm your readers with too many visuals, they may lose interest without even knowing why. Don't distract your readers; draw them in and make the sale.

Think of your color choice as the foundation for your project. It is a huge part of your branding—the engine that drives the vehicle. As you research your audience, choose your colors appropriately; choose something your audience will respond to.

Color evokes emotion; it sets the tone and creates a mood, it stimulates and/or it suppresses. Color reaches people on a subliminal level. Color can cause us to make radical decisions; it can affect our buying, call us to action, or sedate us. Color can make us feel hot or cold, happy or sad—in many ways, color drives our impulses.

For example, the right shade of yellow can produce a sensation of sunlight and warmth, but just a slight change in shading can cause a feeling of nausea. Research has shown that school children get higher grades when their study rooms are decorated in yellow. Yellow is a stimulant—it is the first color the eye is drawn to. For this reason, yellow is a great color to use if you want to draw attention to something; however, when it is overused it will fatigue your reader. Blue and green are soothing and restful colors known to have healing powers and instill a feeling of trust.

Next, as you begin to conceive the idea for your site, think of your home page as a magazine cover. Create a feeling that your audience will relate to—sell the benefits of your book. Always remember the WIIFM factor: What's in it for me?

Imagery will often speak louder than words. If you feature successful people—happy, healthy, attractive, active people—your visitors will associate your book with success. Imagery is an integral part of your site and can draw people in or, conversely, turn them away.

When it comes to writing sales copy for your home page, studies show that headlines and bullet points are the first text a person will read. People will discriminate against your other copy if those initial bullets do not pique their interest. It's sort of like reading the headlines in a newspaper before you decide to read the articles.

An effective method for selling your online message is the use of a Read More tag; news organizations use this method to draw people in; plus it's a great way to funnel your audience deeper into your site. Offer an engaging headline, a powerful opening, and a Learn More or Read More tag that your reader must click before getting the whole story. As a sales method, this can be very effective because your readers will decide which message interests them most and make the decision to learn more or move on to a different area of your site. This is a way to lead your readers without overwhelming them.

Speaking of copy, avoid running your words all the way across the screen—narrow columns are easier to read and less likely to fatigue the eyes of your reader. Also, sans-serif text is easier on the eyes, mostly because those little squiggly edges like you see on a Times New Roman font make for difficult reading on a light-emitting computer screen. A Web-safe, sans-serif font like Helvetica or Verdana is the best option for Web text.

Typical web surfers read a site from left to right, in a Z-like fashion. For this reason, the upper left side of the screen is, by default, your most powerful real estate. Use this space for your most powerful message. The bottom right side of the screen is the last place a person will look; however, you can lead the eye by using color and imagery. Think of your home page as a road map—you are guiding your reader with nuggets of pithy information, but you are not telling the whole story—at least not right away. A cluttered home page will fatigue your reader.

Once you have implemented these methods, your home page will sing. The rest of your site should follow suit. Be clear and concise. Offer a call to action on every page so making a decision is easy for

Ten Bright Ideas to Freshen Up and Maintain Your Web Site for 2012

By Jeniffer Thompson

As another calendar year passes by, it's time to look around your site and clean out the cobwebs. Here's a list of maintenance items to think about:

1. Renew your URL: make sure you know when to renew your account. Not sure? Look it up here: www.whois.net. Also, take note of when your hosting is due; if you've changed your email in the past year, you may not get your renewal notice.
2. Is your copyright up-to-date? People will often see if your site is updated and current by checking your copyright date. If you're stuck back in 2004, your audience may wonder if you are still in business. Your audience will take you as seriously as you take yourself.
3. Are you blogging? Make the commitment. Once a week is enough to make a world of marketing difference.
4. Prevent bad links at <http://validator.w3.org/checklink>; not only do bad links annoy your readers, but they stop the search engine crawlers dead in their tracks—when a crawler hits a bad link, it backs out of your site and moves on.
5. Add new images: www.iStock.com is a great source for inexpensive images.
6. Track your traffic to see where people are coming from, where they land, what they do on your site and from which page they leave.
7. Offer monthly coupons that can be downloaded from your Web site (notify your audience through Facebook).
8. Update your media page: Do you need a new author headshot? Is your one-sheet up-to-date? Do you have any interviews or reviews you can add to your site? Can you write a press release about any exciting new happening in your company like a new assistant, an exciting event, or a new office location?
9. Create an author interview video for your Web site—video is a powerful way to extend your reach and touch your readers profoundly.
10. Join Facebook, Twitter, Google+, Digg.com, and LinkedIn—all great ways to network and increase your visibility.

your audience—this will increase your conversion rate. Keep your content and your copyright up-to-date, and offer a privacy policy—this will instill trust.

Lastly, offer consistency throughout your site. If the navigation of your site changes as people move from page to page they will be less likely to find what they are looking for on a second visit. If you have a large number of Web pages, consider using a sitemap so readers can quickly and easily navigate the content of your site. Your site's look and feel should also be consistent—a break in a visitor's experience is likely to cause confusion.

In closing, always think of your Web site as a place to begin a conversation with your buyers—the last thing you want is for that conversation to become stale. A dynamic Web site with fresh new content will keep the conversation going and keep your readers coming back for more!

Jeniffer Thompson is the author of the highly acclaimed book, *Website WOW, Turn Your Web Site Into Your Most Powerful Marketing Tool*. She is a co-founder of *Monkey C Media*, a full-service design house offering author services: Web sites, custom Facebook pages, book cover design, photography, and branding development.



Member Profile



Lily Birmingham

San Diego, California

858.740.0993

lbirmingham@san.rr.com

<http://fearless-girls.com>

PWM: In what aspect of publishing or writing are you involved or interested?

Lily: I write and fully illustrate children's books for elementary school children.

PWM: What first attracted you to it?

Lily: I have many fun stories about growing up in Taiwan, and I want to share this Chinese culture with people. Regarding Chinese culture books, many are published for preschool, but few are published for elementary school level. I therefore want to write for elementary school children. I also want to portray how I really grew up around 1960, not the stereotypical old Chinese stories. My childhood was fun in its own ways. I like to paint, so doing the illustration is part of the fun and challenge for me.

PWM: Did you previously have related experience in writing?

Lily: I had an engineering career with Lockheed Martin Corporation for over 25 years, and I wrote many professional reports and proposals.

I published my first book, *The Adventures of Fearless Girls (from Taiwan)*, in July 2011. More information can be found at my website, <http://fearless-girls.com>

PWM: How long have you been a member of PWSD, and what role has the organization played in your success?

Lily: I have been a PWSD member for six months. The monthly meetings allow me to connect with other writers and publishers and to attend lectures to learn what's new in the industry. In this electronic age, I realized I need to get my book into eBook form. Through PWSD I found the contact to help me with my eBook.

PWM: What are you working on now?

Lily: I'm working on my second book. It's titled *The Adventures of Fearless Girls (during Chinese Holidays)*. This book follows the same girls from my first book, *The Adventures of Fearless Girls (from Taiwan)*.

We can find out what the elementary school girls do with their parents during the Chinese holidays. While there are many legends and traditions to follow, the girls always have other fun adventures with their friends, related to the holidays, and they learn along the way. This book will also have charming, full-page illustrations.

PWM: What guidance or lessons learned can you offer the members?

Lily: Illustrated children's books need to be in the public libraries. The libraries often want to see review comments and order hardcover books from their established accounts through Baker & Taylor or Amazon. Some libraries will not set up events for an author until the author's book is already in their circulation. To get the book into their circulation, some have standard submittal rules.

- Many credible reviewers (such as *School Library Journal*) do not review self-published books or books that have already been published; or one of these reviewers has to be the first to review your book (as is true of Booklist). I did not know about book reviews before I published my first book. I now know to get reviews before I release the book.
- I self-published my first book. Even though both hardcover and soft-cover versions are available through my publisher, only the soft cover version is available through the open channels such as Baker & Taylor, Amazon, and Barnes & Noble. The contract did not indicate that limitation, and I found that out when the first library wanted to order hardcover books. I now have a dilemma: The libraries can't order from Baker & Taylor or Amazon, because they want hardcover, so I have to find a way to fulfill the needs myself.

The best way to promote children's books is through schools and libraries. Reading or telling stories from the book with some crafts will get good attention. Typically, one quarter to one third of the people who have listened to me at the event will buy my book.



*Would you like to appear in a **member profile**?*

If so, contact Lynette Smith at

lynette@allmybest.com



Read Local News

Please save the date, February 25 (after the PWSD meeting): The La Mesa Library is having a centennial celebration, La Mesa Readers and Writers Fest! Part of the celebration will be a book festival, and all Read Local authors are invited. I will send out more information soon, so keep an eye open.

If you haven't signed up for the Read Local Directory of Local Authors, I encourage you to do so today. This is a great way for people—readers, yes, but also booksellers, librarians, producers, event planners, etc.—to find you. For more information, go to www.readlocal.org.

We love to hear about street fairs in your area. Let us know about a great event in your town or neighborhood, and we will look into hosting a booth for Read Local authors. Thanks for your help.

We had a great event for Shop Local Saturday at Warwick's in La Jolla. In fact, it was so good that we are talking to Warwick's about doing a Local Author Saturday every couple of months. If you would like to know more, please visit www.readlocal.org and sign up for the Read Local mailing list. That's our best way of communicating.

Here's to a great 2012! *Thanks for supporting Read Local and Read Local San Diego! For additional information, be sure to visit www.sandiego.readlocal.org. And don't hesitate to contact me if you have questions: karla@readlocal.org.*

PWSD Member Announcements & Events

Welcome, New PWSD Members:

Doris Elaine Sauter, Oceanside—publisher of fiction and non-fiction writers,

A. E. Marta, Vista – Fiction Writer

Kaia Van Zandt, Solana Beach, dharmakaia@yahoo.com—historical novelist and copywriter

Stephanie Brookshier, brookshi@gmail.com

Bozena Marcelic, boska2m@yahoo.com—romance novel writer and poet

Congratulations on joining Publishers and Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing. You all have made a wise investment. While there are many benefits to being a member of PWSD, you'll need to take the following two steps to optimize your membership:

- Subscribe to PWSD at www.PublishersWriters.org. This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
- Enjoy a spot in the Membership Directory with PWSD. Go to www.PublishersWriters.org to promote your business by sending your photo and a blurb of no more than 50 words to Webmaster@PublishersWriters.org.

You'll also enjoy these additional benefits of membership:

1. Monthly meetings, held the first 10 months of the year (usually on the last Saturday), that offer educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
2. Our monthly electronic newsletter, *Publishers & Writers Monthly*, containing information about local, regional, and national publishing activities, including news from your annual holiday social event that provides a time to socialize with members and new prospects;
3. Discounts on national membership dues for Independent Book Publishers Association (www.ibpa-online.org), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
4. An opportunity to stay in touch with other members by signing up for the PWSD YahooGroup (www.groups.yahoo.com) (type PWSD in the group search box); and
5. Regional collaborative marketing efforts.

Let us know if you have any questions or comments about your membership with PWSD, or any ideas to improve upon our mission. Again, welcome to PWSD.

Karla Olson, President, PWSD
Jeniffer Thompson, Web Design, PWSD
Antonio F. Vianna, Treasurer/Membership, PWSD

Member Events

EBOOK PUBLISHING: PLANNING, CONVERTING & MARKETING EBOOKS

Wednesday, February 15, 2012, 6:30 p.m.

David Wogahn will be speaking to the Publishers' Association of Los Angeles (PALA) on the topic of eBooks at its February meeting in West Los Angeles. He will present a state-of-the-market overview, including current hot topics. Other topics include planning and design considerations unique to eBooks, how to simplify the conversion process, conversion services, eBook distribution channels, and eBook-specific marketing options. For details visit www.pa-la.org or else contact David Wogahn directly at 760-942-4227 or via his website at www.sellbox.com.

FREE TALK ON WRITING AND PUBLISHING YOUR EBOOK

Wednesday, February 22, 6:30–7:45 p.m.

Come to the Encinitas Library (540 Cornish Drive) to learn how to write and publish your eBook. Local award-winning author, ghostwriter, copyeditor, and instructor, **Andrea Susan Glass** (www.writersway.com), will show attendees what eBooks are, how to select the best subject and audience, and how to write, format, and publish a quality eBook. If you're an individual, entrepreneur, retiree, coach, consultant, speaker, trainer, or anyone else who wants to write an eBook for pleasure, profit, or promotion, you'll learn what it takes to move from idea to published eBook! Rewards can include sharing expertise, spreading a message, teaching a skill, or generating income. For more information, call 760-753-7376.

Events & Resources for the Publishing & Writing

Events

2012 SDSU WRITERS' CONFERENCE

Friday–Sunday, January 27–29

Sharpen your pencils, grab your manuscripts, and head to the 28th Annual SDSU Writers' Conference. This year the conference includes additional consultation and advanced reading appointments, and the appointments have been expanded from three to five. This program is offered in multiple terms. Conference fee is \$399 through January 3; price does not include consultation appointment or advanced reading appointment fees. After January 3, the conference fee is \$435; price does not include late consultation appointment fee. Consultation fees are separate. Full details about the editors and agents for this conference are available on the website, and you will definitely want to read up before deciding whom to meet with or whom to have read your manuscripts. Go to <http://www.ces.sdsu.edu/writers/> for more details.

SAN FRANCISCO WRITERS CONFERENCE

Thursday–Sunday, February 16–19

Location is at the Mark Hopkins Hotel. Keynote speakers are Lisa See (*Snow Flower and the Secret Fan*) and Lolly Winston (*Good Grief*). Editor Alan Rinzler will join as one of the keynote speakers. Cost: \$595 in advance and \$696 at the door. The conference features how-to sessions, panels, and workshops taught by well-known authors. For more details go to www.sfwriters.org/

2012 HAY HOUSE WEEKEND WRITER'S WORKSHOPS

February 25–26 Los Angeles, California

April 28–29 Denver, Colorado

June 9–10 Asheville, North Carolina

October 13–14 New York, New York

Writers will have an opportunity during 2012 to attend one of these four Writers' Workshops sponsored by Hay House. The Writers' Workshop, spanning Saturday and Sunday, will give you the combined wisdom of more than 50 years of writing and publishing experience in four information-packed sessions, including workshops with author Cheryl Richardson, a #1 *New York Times* best-selling author; Reid Tracy, President/CEO of Hay House; and Lisa Fugard, best known for her critically acclaimed novel, *Skinner's Drift*, named by the *New York Times* as a notable book. Other guest speakers will include Louise Hay, Wayne Dyer, Doreen Virtue, and more. Go to www.hayhouse.com for more details.

READERS & WRITERS FEST

Saturday, February 25, 2012 (after the PWSD meeting)

As mentioned in the Read Local News on page 7, the City of La Mesa is commemorating its 100th birthday in 2012. In celebration, four organizations (Friends of the La Mesa Library, the La Mesa Library, Kiwanis Club of La Mesa, and Read Local San Diego) are organizing a READERS & WRITERS FEST. Published authors and publishing vendors are invited to participate. Authors, you can sell your books at the event for a \$10 donation. For more details, contact Glenna A. Bloemen at 619-743-5192 or gab11853@aol.com.

RE:WRITE CONFERENCE:

“RETHINK YOUR PLATFORM. TURN CONTENT INTO PROFIT, AND SEIZE THE FUTURE”

Friday–Sunday, March 2–4

Attendees will experience topics that include how to create an experience for writers that addresses the primary concern they face: *How can I earn a living with my writing?* Location: Towne and Country Inn Resort (500 Hotel Circle North, San Diego, California 92108). For more information, visit www.rewriteconference.com or email cara@thefeddagency.com

Resources

Check out this great publishing blog: www.pw.org – Poets & Writers Magazine



If you hear of an event or discover a valuable resource for publishers or writers, please send it to newsletter@publisherswriters.org by the 15th of the month.

From the Editor

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, Web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of www.PublishersWriters.org for membership information and the home page to sign up for this newsletter.

The closing date for newsletter contributions is the **15th day of each month**. Send your contributions to newsletter@publisherswriters.org.

Would you like to appear in a **member profile** within this newsletter? If so, contact Lynette Smith at lynette@allmybest.com.

Would you like to help out by taking notes at our monthly meeting and **writing up the meeting recap** for this newsletter? If so, contact Lauren Castle at lauren@impress-express.com. She's accepting sign-ups for 2012. We're looking for one volunteer a month so we can have each meeting covered.

Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing Community!

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