

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

April 2011

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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 Community Center, 1140 Oakcrest Park Dr., Encinitas.

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

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**Closing date** for newsletter contributions is the **last day of each month**. Send contributions to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org)

If you would like to sign up for a **member profile**, contact Lynette Smith at [lynette@allmybest.net](mailto:lynette@allmybest.net)

## Next Meeting

**Date: Saturday, April 30**

**Time: 10 a.m. to 12 noon**

**Location:** Encinitas Community Center, 1140 Oakcrest Park Dr.

**Topic:** "Red Fire Book Branding: How to Create a Sizzling Brand That Sells Your Book"

**Speaker: Liz Goodgold**

**Please Note: This meeting is NOT at the Encinitas Library!**

The secret of branding is for people to remember you and your book the first time they hear about it. You need to create flawless recall so your book will sell like wildfire. Branding Guru Liz Goodgold presents a hands-on, entertaining, informative talk on how to create a sizzling book/author brand. You will discover:

- How to build an empire, not merely write a book
- The insider's view on creating a proprietary vocabulary that builds mindshare
- How to write killer articles and subject lines that attract customers and the media
- The secrets to a 7-second hook and saying goodbye to the 30-second elevator pitch

Speaker and author Liz Goodgold is a fiery redhead with over 20 years' experience in marketing and branding. She's the author of *RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life and DUH! Marketing.*



## President's Message

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

By Karla Olson

Who says San Diego doesn't have seasons? Spring is finally in the air! Even though we are getting some April showers, flowers are blooming everywhere, and things feel fresh! We are so lucky to live in such an amazing and beautiful place!

I'm very excited for our speaker this month. I've been hearing terrific things about Liz Goodgold and her marketing and branding expertise for years. I'm so excited to finally hear all she has to impart to our community. Remember, the meeting this month is at the Encinitas Community Center on April 30.

Then May is our always popular and informative Open Forum meeting, where you get to bring your questions to the collective wisdom of our vastly experienced group. There's so much going on in publishing these days that I am sure it will be a particularly lively discussion. Start jotting down your questions now. We also welcome sharing best practices and new ideas. That meeting is May 28, and it is also at the Encinitas Community Center.

April 18 is the deadline for submission to the 2<sup>nd</sup> Western States Independent Publishers Catalog of Books. This year it is a collaboration between PWSD, Publishers Association of Los Angeles, and Book Publishers Northwest (Seattle area). We are scheduled to have the catalog available for the Christmas buying season, starting in September, and it will be distributed to bookstores and libraries in all three metropolitan areas. This is a great opportunity to gain wider exposure for your book in a classy and professional looking catalog. Please see the article on page 4 for details.

If you want to learn even more about the current trends in the publishing industry, think about attending Publishing University, IBPA's annual conference in New York City, right before BookExpoAmerica.

For more information and to register, go to <http://ibpapublishinguniversity.com>

*Karla*



## Read Local Cooperative Street Fair Booths

We are continuing the Read Local initiative to gain more exposure for local authors with our schedule of cooperative street fair booths. On April 10 we had great days in Encinitas and Poway. I know the authors love hanging out together, and the community loves learning about authors living nearby.

Timeslots are \$25 each, a fraction of the cost of a booth, and you are welcome to bring your book early or leave it after your shift so it is available to consumers all day.

We have two more events scheduled for this spring. At the time of this writing, there is one more spot available, from 8 to 11, for the Carlsbad Street Fair. This is one of the best attended festivals in the county and is fun and fruitful.

We also have a booth for two days at the Fiesta Del Sol in Solana Beach on June 4 and 5. With music, food, and crafts, this is a popular affair.

Please email [karla@sandiego.readlocal.org](mailto:karla@sandiego.readlocal.org) for more information or timeslots available.

## Read Local Directory Now Open for Submissions

Do you want more exposure for your book? Are you interested in speaking opportunities and media coverage in and around your home town? Check out Read Local, which features a database of local authors in San Diego and beyond. Searchable by zip code, town, and metropolitan area, the Read Local Directory is just the place for book buyers, librarians, producers, and reporters for micro-publications (think *The Coast News*, *Rancho Santa Fe Review*, or Patch.com) to find local authors who are of interest to their readers/buyers/viewers. Already we've had Read Local authors featured on *San Diego Living* and in local publications. In addition, we've coordinated Read Local booths at street fairs throughout the county, which increases exposure for you and your book.

However, you have to be in it to win it. It is easy to submit your information to the Read Local Directory. Just visit [www.readlocal.org](http://www.readlocal.org) and click on Join Us.

There are two levels of submission at this time. With a free Basic Listing, your book will be listed under four categories: author name, title, location, and genre. For just \$25 for one year you can have an Extended Listing, in which your book will also be listed with a description, author bio, retail source, book cover illustration, author photo, and whether or not you are available for speaking engagements. This is all the information book buyers, librarians, and other media people need to feature you and help you sell your books.

Go to [www.readlocal.org](http://www.readlocal.org) today and check it out. Please note that some of the activation emails sent after you have registered have been going into spam, so if you signed up and you didn't get an activation email, let us know.

In addition, we are planning this year's schedule of Read Local street fair events. If there is a street fair in your area, please let us know right away, and we will check into costs and availability.

We are also open to any ideas you have as to where authors can be featured. If there is a cultural event or festival that you think would be even better with local authors, let us know.

Thanks for your help!

If you have any questions, please don't hesitate to contact Karla Olson at [Karla@sandiego.readlocal.org](mailto:Karla@sandiego.readlocal.org).

## Not too late to get into the 2011 Western States Independent Publishers Catalog of Books

Catalog deadline is **APRIL 18.**

It's time once again to join with publishers throughout the Western United States in a new independent publishers catalog of books.

Three IBPA affiliates—Publishers Association of Los Angeles (PALA), Publishers and Writers of San Diego (PWSD), and Book Publishers Northwest—have joined forces to produce a Western States catalog that will be available both online and in hard copy and will be distributed through affiliate members to libraries and to booksellers throughout the West Coast. Libraries and bookstores are expressing ever-increasing interest in supporting local and regional publishing.

This coalition publication will highlight the breadth, depth, and quality of the current independent publishing boom, and your books will be part of it!

To view the current catalog, please click on this link or paste it into your browser: <http://pa-la.org/documents/pala-catalog-2010.pdf>.

Take advantage of this terrific opportunity to get more exposure for your books. Joining forces with other publishing affiliates will give your books the much broader exposure they deserve.

This is a tremendous marketing opportunity at a terrifically affordable investment. Cover art will be printed in full color, and each book will be featured in its appropriate category, with a cross-referenced index.

The catalog spaces are 6 per page and approximately 4 x 3.5 inches. The cost of joining this marketing effort is minimal: \$45 for the first book, \$25 for each additional book.

Signing up is easy. Please click on this link, or paste it into your browser: <http://tinyurl.com/CATALOGform>.

Fill out the simple online submission form, which includes the following information: title, subtitle, author, description (approximately 30 words—200 characters or less), category (from a drop-down menu), binding, ISBN, trim size, price, number of pages, publisher, distributor information, URL, etc.

You will upload your cover art of approximately 1.5 x 2.25 inches at 300 dpi.

When your listing is complete, you will see a page with your information. You will have an opportunity to edit it, and when it is complete you can click the button at the bottom of the page, which will send you to the PayPal page. PayPal accepts ALL credit cards. *You do not have to be a member of PayPal.*

*PayPal is our preferred method of payment*, but if you need to send a check, please make out a check to PALA, putting "CATALOG" on the memo line, and sent it to Publishers Association of Los Angeles, P.O. Box 8728, Calabasas, CA 91372.

Remember, listings may be submitted **ONLY** via the online submission form, and the form cannot be transmitted unless it is completely filled out.

No submissions will be accepted by email or snail mail.

The deadline for catalog submissions is April 18, 2011.

**IF YOUR LISTING FROM LAST YEAR IS THE SAME FOR THIS YEAR**, you will not have to resubmit the information. If this is the case, please email Gary Young ([artsy12@earthlink.net](mailto:artsy12@earthlink.net)) and he will give you instructions for the simplified payment process.

PLEASE NOTE: *This catalog is open to CURRENT MEMBERS ONLY.*

This is a great way to GIVE YOUR BOOKS THE ATTENTION THEY DESERVE! Sign up today!

If you have questions, please contact the following:

PALA members: Gary Young [artsy12@earthlink.net](mailto:artsy12@earthlink.net)

PWSD members: Karla Olsen [karla@bookstudiobooks.com](mailto:karla@bookstudiobooks.com)

Book Publishers Northwest members: Tom Masters [bpnwnews@aol.com](mailto:bpnwnews@aol.com)

## FAQs

**1. Can I view the final version of my listing for approval?**

Yes. It will be emailed to you and you will have a few days to send in an approval or correction.

**2. Will I receive any hard copies of the catalog?**

Yes, but you will have to pay for the shipping and handling. We have budgeted this catalog as low as possible, and since few people request a hard copy, we have not included that cost in the figure that you have to pay.

**3. How can I see the finished product?**

The PDF version of the catalog will be posted online immediately upon completion, and you are encouraged to view it and place it on your website, as well as disseminate it to your contacts.

**4. How can I view a PDF version of the current catalog?**

Go to <http://www.pa-la.org> and click on the catalog image near the top of the page.

**5. When is payment due, and how may I pay?**

It is due immediately upon receiving the approval of your listing. If you are using PayPal, we must receive your payment immediately. If you are paying by check, we must receive payment within one week of approval notification.

**6. When will the catalog be completed?**

We anticipate a finish date of Labor Day.



2010 CATALOG OF BOOKS

**Book Marketing:  
How My Book Transformed Me from DUH! to TA DAH!**

**By Liz Goodgold**

In 1998, I unveiled my new company, The Nuancing Group, a brand consulting firm to focus on the nuances of branding. I moved from Chicago to San Diego with a detailed business plan, a trademarked name, and a unique point of difference. In fact, I had everything right except one essential ingredient: clients!

To satisfy that need, I immediately embarked upon a crusade of ruthless self-promotion. I started pitching to reporters the wild components our company considers in creating brand names. Within four days, I had hooked a reporter. My story and photo appeared on the front page of the *San Diego Business Journal*. Within two hours of the publication's reaching subscribers, my phone started ringing. And, by week's end, I had signed a massive project with HNC Software, now part of Fair, Isaac, the FICO score company.

If one article could bring prosperity, I thought a continuous stream of publicity could command business success. Moreover, if Mr. Blackwell or Joan Rivers could get plenty of press kvetching about wardrobes, we could garner as much interest in the business world by analyzing the worst marketing missteps of the month. Voila! The *DUH! Marketing Awards* e-newsletter was launched. In February 2001, the first newsletter went out as a cut-and-pasted Word document to all 300 members of my database. We hit the jackpot! *Brandweek* was interested in reprinting the *Awards* and the broadcast media starting calling, including CNN.

Although the media called, it wasn't sustainable. I appeared on TV as "creator of the DUH! Marketing Awards," but I couldn't seem to be the "go to" person for the media about marketing. I hoped that adding "author" to my credentials would change that perception.

I started compiling the best of the DUH! Awards together in 2005, and the book was finally published in July 2006. I thought this book would change the world. I thought it would change my world. I mailed the book with a press release to over 100 publications with an out-of-pocket costs exceeding \$4,000! I received a total of zero responses and zero reviews. I finally learned a key lesson: publishing a book isn't news unless it's about a wizard named Harry Potter. But, you can use the book to comment upon the news and build your reach and reputation.

By October 2006, I was tying my book into every conceivable marketing event in the news. Within one month, I had made over 50 TV and radio appearances. Within one year, it would climb into the hundreds. Most importantly, my reputation was established. TV translated into revenue. Radio translated into speaking assignments, and speaking assignments propelled sales of the book. I then turned every speaking gig into an opportunity to record the speech and package and sell it as well. By 2007, I moved from selling one book with an average sale of \$29.95 to selling "marketing toolkits" with an average sale of \$199.95! Today, that figure is up to \$399.00. My speaking fees doubled, and I was able to sign my next book on personal branding with a major publisher within 10 days of submitting a proposal. As I look back, my only regret is that I didn't publish the book sooner. Sometimes "done is better than perfect" is a perfectly appropriate strategy.

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Liz Goodgold is a branding expert, speaker, and the author of *DUH! Marketing* and the forthcoming *RED FIRE BRANDING: Creating a Hot Personal Brand So that You Have Customers for Life*. You can learn some of her branding secrets by signing up for her free *Hot Topics* newsletter at [www.redfirebranding.com](http://www.redfirebranding.com) or reach her at [liz@redfirebranding.com](mailto:liz@redfirebranding.com)



## Member Profile

Rev. Claudia Mulcahy  
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**PWM:** In what aspect of publishing or writing are you involved or interested?

**Claudia:** In 2008 and 2009, *Creative Thought Magazine* published 22 of my monthly devotional writings, along with my photography; three of those photos became covers for the magazine, which has 10,000 subscribers. In 2008 I self-published two workbooks: *Spiritual Living*, *Practical Living* and *Welcoming Wealth*, which I use in my Welcoming Wealth workshops and Budgeting Parties. I presented “Welcoming Wealth” at an international conference, and I travel for my various workshops and speaking engagements. Currently, I present the Welcoming Wealth workshops at Carlsbad Parks and Recreation and at San Dieguito Adult School in Encinitas, California. The Budgeting Parties are shorter and simpler; they involve smaller groups of 5 to 10 participants, such as at wedding parties, birthdays, or neighborhood gatherings.

I’m currently in search of an agent for my completed manuscript, *Stage Three, Exit Right—Tips for Women Newly Diagnosed with Breast Cancer and Those Wanting to Help*. I take the approach, “Here’s the flashlight; there’s the path.” I never refer to cancer as a fight, struggle, battle, or war, but rather remind the reader to stay in conscious gratitude for people, events, and things. This 275-page book walks the reader through the two-year process from denial through reconstruction. It’s written as a story, with each chapter starting off with tips—some for her, some for others. There are over 120 tips and 60 photos of the two-year process. *Stage Three, Exit Right* shares raw moments and humor while lightly weaving a spiritual edge throughout.

**PWM:** What first attracted you to writing this latest book?

**Claudia:** In 2009 I was diagnosed with breast cancer. Every two weeks, I’d send email updates to a handful of friends and family. The list grew, and so did requests for my writing a book. I had no interest in writing a book about cancer. Two people saved my updates, and three kept inquiring about a book. The tipping point was during a few “chats” with Spirit. I felt guided to follow through after being nudged. I’ve learned God whispers, then gives a nudge, then a tap, then a two-by-four. I like to think I’ve become enlightened enough to avoid the whack! I’ve also been given positive feedback from a nurse, as well as from a friend of the family who’s undergoing treatment for lung cancer. That friend is in Kansas and is the first person in the U.S. to be on a certain trial drug. When I learned of her diagnosis, I grabbed my first draft of just the tips—you know, scribbles and all—and sent them to her immediately. Even though she has lung cancer and I’m writing from the experience of breast cancer, she says the tips have been helpful and she enjoys the humor.

**PWM:** Did you previously have related experience in these areas?

**Claudia:** Not with cancer. I kept getting urged by people to write a book—even by those I didn’t know. They liked how and what I shared. Then, in talking with and listening to Spirit, I felt guided to follow through on what others had asked me to do.

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

**Claudia:** I've been a member for a year and really enjoy this group. I love the business focus of PWSD. When I've taken the time to get to know people in this group, I learn there is so much talent and wisdom within!

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

**Claudia:** Seems like everything. Welcoming Wealth workshops locally and in Los Angeles. I'm also in the proposal stage for three workshops in Arkansas. The time to search for a book agent is here, while looking into publicists, etc. This past January I began a blog for Spirit and Money Matters. My next blog site will be for *Stage Three, Exit Right*. In May, I'll have my fourth and final surgery (reconstructive). Whoo-Hoo!

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

**Claudia:** As far as guidance, I don't believe in forcing writing. It's already within you. It just needs some shaking up sometimes. Go out in nature. Ask for guidance—ask your cat or your dog, if that works for you! I believe strongly in being nice to ourselves. Talk nicely to and about yourself. Act “as if” you're a great author (or other title you give yourself). What you can believe, you can achieve.

I've learned I'm not as good at networking as I'd like. There are 30 minutes before and after each meeting for networking. A lot of us aren't using that time to learn about each other. I'd love a meeting on the topic of effective networking.

I was just telling someone about the “God breadcrumb trail” put before me. In the summer, a minister called me and said every time she thought of me, another woman came to mind. She felt I should meet this woman. We met, and that woman gave me the number of Andrea Glass, who invited me to PWSD. At my second meeting, someone came up to me and invited me to a critique group. See the breadcrumbs? Be open to guidance, and follow through if it resonates. As Ralph Waldo Emerson put it, “Get your bloated nothingness out of the way of the Divine Circuits.” That's tough sometimes!





**Welcome, New PWSD Members:**

Lisa Monaco-Gonzales, Children's Book Writer, Carlsbad  
Valerie Jonas, Non-Fiction Writer and Graphic Designer, San Marcos  
Marla Markman, Non-Fiction Editor and Book Coach, Corona  
Denise Middlebrooks, Editor, San Diego

**Barbara Field** has been named Regional Manager of The Op-Ed Project: [www.theopedproject.org](http://www.theopedproject.org). Featured by Katie Couric on CBS, this initiative teaches women to write op-eds with the goal of becoming thought leaders. Over 80% of op-eds in the *New York Times*, *Washington Post*, and *Wall Street Journal* are still written by men. Seminar participants will have access to mentor/editors after taking the course. The seminar is scheduled on Saturday, May 21, at UCSD and is limited to 20 participants. Register on the site or email [bfield@ucsd.edu](mailto:bfield@ucsd.edu) for more information.

***The Books, The Bus, and The Banter!***

**Saturday, April 30, Los Angeles Times Festival of Books, USC campus, Los Angeles.** Oceanside publisher Thorn Sully of *A Word with You Press* has leased a booth at the festival. He will be heading up early with fellow authors David Boyne, Dr. Don Hanley, Elizabeth McCall, Isabelle Rooney, and Pulitzer Prize winner Jonathan Freedman. He's negotiated a great price for a luxury tour bus to take book lovers to the festival and bring them home at a cost of just \$40 per person, which includes coffee and continental breakfast on the way up, junk food on the way home, and maybe some open mic readings to pass the time. The L.A. Times Festival of Books is a writer's and reader's dream come true. Hundreds of authors selling their books, great speakers and special events taking place, and most of them free. This will be perhaps the most inspiring day in your writing career. Last year 140,000 people attended. It's a great way to spend the day, buy books, see and hear famous authors and innovators, network, and visit your friends at the booth of *A Word with You Press*. Reservations must be paid in full before the event by sending a check for \$40 made out to *A Word with You Press*, 802 South Tremont Street, Oceanside, California, 92054. Tickets are refundable with notice of cancellation given by April 20, the date at which the checks will be deposited. Estimated departure time is 8:00 a.m. Saturday, April 30, returning to Oceanside by 7:00 p.m. Actual times may be adjusted dependent upon traffic considerations. You can gather early (7:00 a.m.) for coffee and donuts at the clubhouse before boarding. Send an email to [thorn@awordwithyoupress.com](mailto:thorn@awordwithyoupress.com) for details and visit <http://events.latimes.com/festivalofbooks/general-information> for more info on the event.

## **Events**

**Monday, April 25**, 6:30 to 8:30 p.m. **The San Diego Writers/ Editors Guild** will have its monthly meeting. Gered Beeby, former Guild President (2003), novelist, and screenplay author, will present his topic, "Fortress Hollywood: One Writer's Journey." This introductory talk will discuss many aspects of this highly structured form of drama. He will also touch upon some of the realities in dealing with any major business. Beeby completed his first script, "The Bottle Imp," in 2004. An adaptation of Robert Louis Stevenson's classic tale, this story has had a few big-screen productions. The most recent was the 1917 silent version by a fledgling Paramount Studios. Beeby has also adapted *Dark Option*, his novel of industrial espionage, into a suspense/thriller script. He is currently preparing a new screenplay about the power of faith and redemption. All meetings are on the 4<sup>th</sup> Monday of the month (except this month) and are held at the County Health Facility, 3851 Rosecrans Street in the Sports Arena area. See the website for directions. [www.sdwritersguild.org](http://www.sdwritersguild.org).

### **Global eBook Awards Taking Submissions**

Dan Poynter has opened submissions for his global eBook awards. Now through June 30, 2011 (midnight, Pacific Time) you can enter your book in the awards. eBooks must have been released anytime before July 1, 2011. The Global eBook Awards are open to authors, publishers, illustrators, and photographers. The contest is open to English language eBooks from authors, publishers, illustrators, photographers, self-published or traditionally published, regardless of company size. The site does not yet say who the judges are, but it does say that "eBooks are evaluated as objectively as possible with scores on several items. Judging panels will consider cover design, content quality, layout when not straight text, originality, etc." Finalists will be announced July 20, 2011. The award ceremony will be held in Santa Barbara, CA, Saturday, August 20, 2011. [Follow this link to enter.](#)

UPDATE: Entry fees

1–3 entries: \$59 USD each. Normally authors, the copyright owner.

4 or more titles: \$49 USD each. Normally publishers, the ISBN owner.

## **Resources**

*If you hear of an event or discover a valuable resource for publishers or writers,  
please send it to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).*

*From the Editor, Andrea Glass*

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](http://www.PublishersWriters.org) for membership information and the home page to sign up for this newsletter.

**The closing date for newsletter contributions** is the **last day of each month**. Send your contributions to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).

Would you like to appear in a **member profile**? If so, contact Lynette Smith at [lynette@allmybest.net](mailto:lynette@allmybest.net). Lynette is **taking signups for June, July, and August** of 2011.

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](mailto:lauren@impress-express.com). She's accepting signups for 2010. 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!**

*Newsletter Team*



**Andrea Glass**

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