

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

September 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 (unless otherwise noted).

### **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.com](mailto:lynette@allmybest.com)

## ***Next Meeting***

**Date:** Saturday, September 24, 2011

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

**Location:** Carlsbad Library, 1775 Dove Lane

**Topic:** Niche Publicity and Marketing for Children's Books and All Books—How to Tap Unusual Markets

**Speaker:** Barbara Fisch and Sarah Shealy, Blue Slip Media

Blue Slip Media specializes in publicity and marketing services for the trade children's book industry. In a business climate where publicity and marketing resources at major publishing houses are stretched thin, you will gain from Fisch and Shealy's expertise in crafting effective press releases, target mailing lists, niche and local market outreach, and event planning to create comprehensive campaigns for print and online media. With over 20 years' experience (each!) in the industry, the presenters know the market well and will offer advice to help authors, artists, and publishers to maximize a book's reach.

Please RSVP at [www.PublishersWriters.org](http://www.PublishersWriters.org).

## ***News/Announcements***

### **9/11 Remembered: How Media and Law Enforcement Responded**

The Society of Professional Journalists, San Diego Chapter, marked the 10th anniversary of the September 11 terrorist attacks with a program looking back at the coverage of what was one of the most important news events in recent history.

The program, "9/11 Remembered: How Media and Law Enforcement Responded," was held Thursday, September 8, 2011, at the KGTV Studio at 4600 Air Way, San Diego, California. The program featured reporters who covered 9/11 as well as local law enforcement who responded to the attacks. For more details, visit: <http://www.spjsandiego.org>

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## How to Develop, Promote and Market Your Book with Seminars

Presenter: **Jessie Schwartzburg**

By **Alice Louise Karow**

Our speaker for the August meeting, Jessie Schwartzburg, did a fantastic job, despite having the projector crash so she couldn't use her slides. Her fast-paced presentation included tons of practical tips and information about how to establish yourself (and market your book) as a public speaker.

Her handouts included a list of clubs, conferences, and associations that look for speakers. She's also emailing her slides and "one sheet" tips to attendees who signed her list at the end of the meeting.

What's a one sheet, you ask? It's the one or two pages of information you provide (either in print or via email) to event producers to entice them to book you to speak at their event. Briefly, it should include the title of your talk, subtitle, intro paragraph followed by bullet points, then your bio, photo, press clippings, testimonials/endorsements, a photo/graphic of your book cover or product package; and she advises that you choose your signature colors (no more than 3 colors) and use them! To illustrate, Jessie explained that her colors are pink and green, hence the pink dress she was wearing for her presentation to PWSD!

Speak on a hot topic. How do you figure out what's hot? One way is to take a trip to the nearest bookstore and bring a pad and pen to write down the names of the books that face outward on the shelves. Those are the current hot topics. "How to [fill in the blank]" is always an attractive subject. If your expertise doesn't happen to be in one of those hot topics, you can pick a popular speaker or book and present "How to apply [what's in this book] to [your area of expertise] in your life."

What are the two ways to do a seminar? Self-sponsoring a seminar, where you do all the work and pay for the venue, marketing and third-party events, where you speak on someone else's stage. They organize the event, publicize, sell tickets, and book you to speak. These are the best for people just starting out as a speaker.

You may or may not get paying gigs, but you'll benefit if you can sell products and capture contact info from attendees and testimonials from the event producer. You can even stipulate that the producer purchase a copy of your book for every participant (with the cost then included in their ticket price).

Always participate in helping to market the event you'll be speaking at, or even offer as part of your pitch to event organizers, that you're going to be speaking to a large group where you'll be happy to promote the event, or you'll send an email or include a mention in your newsletter that goes out to 20,000 subscribers.

For more info, visit [www.JessieSchwartzburg.com](http://www.JessieSchwartzburg.com)



If you are planning on attending 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](mailto:lauren@impress-express.com). She's accepting signups for 2011. We're looking for one volunteer a month so we can have each meeting covered.



**By Karla Olson**

I missed you all at the August meeting, but I hear it was terrific. Jessie Schwartzberg helped you learn how to make money as speakers—and more than just from back-of-the-room sales. Sounds like a winning combination to me.

VENUE ALERT: Thank you all for your patience and cooperation with making reservations. We are at the Dove Library again in September, so please make your reservations early. It is so helpful to us in any venue to know how many to plan for. As in August, we will of course accommodate as many people as possible. If we do exceed capacity, we will have to accommodate the reservations first. Thank you in advance for your cooperation.

We have an exciting program in September. Barbara Fisch and Sarah Shealy of BlueSlip Media, a book promotion and publicity firm, will talk about promoting children's books, but also niche books with specific markets. I think this applies to so many of our publisher-members that everyone will learn something useful. Barbara and Sarah worked together at Harcourt, and then started their own company when Harcourt left San Diego. They have years of valuable expertise that they would love to share. I hope you will join us on September 24, 2011.

I'm afraid I will not be attending the meeting, but for a very joyous reason. I will be taking my daughter to college in Oregon! Go Ducks! I will see you all in November when we will finish out the great 2011 program with Annemarie Houghtailing discussing "How to Position Your Self as an Expert." Keep your book top of mind by being the go-to person when the media needs a comment or recommendation. This meeting will be back at the Encinitas Library.

We have had an incredibly exciting program for 2011, and I am starting to schedule speakers for an amazing and valuable 2012 program. What do you want to learn about? If you have topic or speaker suggestions, contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org). PWSD is your group. Your input is welcome!





## 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, 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.

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, with an Extended Listing, your book will also be listed with a book description, author bio, retail source, book cover illustration, author photo, and whether or not you are available for speaking. 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 is going into spam, so if you signed up and you didn't get an activation email, let us know.

If you have any questions, contact me, Karla Olson, at [Karla@sandiego.readlocal.org](mailto:Karla@sandiego.readlocal.org).

## Read Local's Upcoming Events

We're gearing up for the fall street fair events, so be sure to put these dates on your calendar when we will be having Read Local San Diego Local Author Co-op Booths:

September 18.....	Poway Days
October 8 .....	San Diego City College International Book Fair
November 6.....	Carlsbad Street Fair
November 20.....	Poinsettia Festival, Encinitas

I will be sending out registration information shortly, so if you are not already on the Read Local mailing list, please visit [sandiego.readlocal.org](http://sandiego.readlocal.org) and sign up. This is the best way to keep up with events we are organizing.

In the meantime, contact me, Karla Olson, if you have questions: [karla@sandiego.readlocal.org](mailto:karla@sandiego.readlocal.org).



## 25 Tips and Ways to Use QR Codes

By Katie Davis



I thought I'd posted this so long ago! But I'd posted a version of it on my other blog, [eisforbook.com](http://eisforbook.com). But when I got a question about what is a QR code on Facebook, I realized I had to answer it by reposting this here.

So, you have a wonderful site, incredible books, and a content-heavy, info-filled blog. Wouldn't it be great if you could take these things with you everywhere you go and just hand them to people like a business card or brochure?

I'm going to tell you how you can do exactly that. And I'm going to tell you why you should.

2011 [was slated as] the year of the QR code . . . . "QR" stands for Quick Response, and the code is a two-dimension[al] image, kind of like a bar scan. Only different. Pretty soon they are going to be *everywhere*. And they are **perfect** for getting the word out on your app or eBook.

They've been around for a decade in Japan (where they were invented), but they're just starting to edge into the American tech way of life. The cool factor is through the roof on these things. I am *beyond* excited about this stuff! If you still don't get what they are, check out this graphic explanation by the tech-savvy, comic-creating [Daring Librarian](http://Daring Librarian). And if you still don't get it, don't worry, it took me awhile too. Keep reading.

**A Daring Librarian Comic Tutorial: QR CODES AT-A-GLANCE**

**WHAT THE HECK ARE THEY?**

**A Quick Response Or (QR) code:**

- Is a Two-Dimensional or 2D bar code
- Can be scanned by smart phones, barcode readers, or iPod touch G4
- Designed Matrix-style (vs. vertical lines) which can hold much more information (see cool fact!)
- Can contain images, website links, & text messages

**Cool Fact!**  
A QR code can store up to 7,089 numerical characters or 4,296 alphanumeric characters! This is compared to a standard UPC barcode, which uses only 12 digits, all of them numbers.

**PROMOTE YOUR SOCIAL NETWORK!**

**THERE'S AN APP FOR THAT!**

**Visit the App Store or Marketplace & Download a Free QR code or barcode scanner app**

**SCAN & LAUNCH!**

**A QR CODE GENERATOR**

**ENCODE:**

- URL
- TEXT MSG
- PHONE #

**QR CODES FOR WIKIS, REVIEWS & BLOGS!**

**Uses in the Library & Classroom**

- Paste in or post **Book Reviews**
- **Treasure Hunts** -w/text clues!
- **Digital Dewey Discoveries** (scan QR code below & for more info)
- Link to **Interactive Book Reviews!**
- QR Code **Question of the Week** Wallwisher, Poll Daddy, or Google Form the answer - Win a Prize!
- **School YouTube Channel**
- **Promote your blog or wiki**
- **Ask a Trivia Question!**
- Link to **Databases!**

Comic by Gaymeth Jones [thedaringlibrarian.com](http://thedaringlibrarian.com) - Twitter follow me: [@gaymethjones](https://twitter.com/gaymethjones) - Creative Commons Share Alike  
TO READ THE WHOLE BOOK POSTING WITH MORE IDEAS & CREATIVE COMMONS PHOTO CREDITS GO HERE ->

## What are the steps to start using QR codes?

**Step 1:** Decide what you want to promote. Your eBook? App? Book? Site?

**Step 2:** Create a code. Here is the code that I made for my book trailer which, as I revealed [previously], I *forgot* to print on my new cards! I created this code using the free online service [Kerem](#), which uses color:

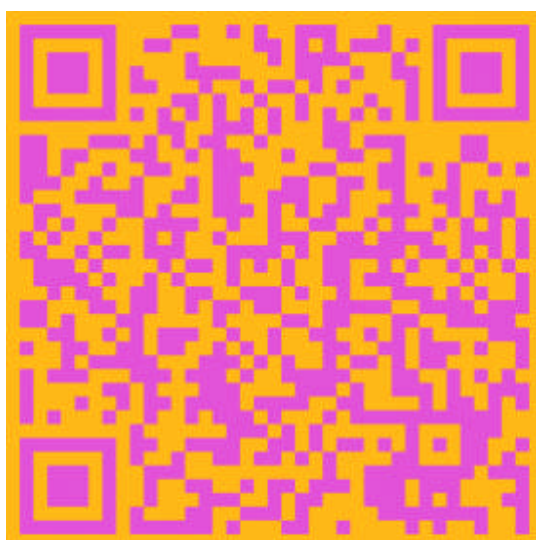


**Step 3:** Your target audience, having downloaded a free scan app such as [Qrafter](#) (which was created by Kerem), scans code (aka points at the code via the app in his or her device) to reach the destination you have chosen through your code.

### Ideas for destinations

**Idea #1: Information.** Say you wrote a book called *Elephants in the Wild*. Your QR code could lead a person to a video showing...guess what? Elephants in the wild. Or to a downloadable activity sheet you created on your site for teachers.

**Idea #2: Promotion.** Scan this and you'll be taken to a video I made:



**Idea #3: Connection.** Imagine you're on a plane, winging your way to someplace fabulous. If you're anything like me, you will have the good fortune of being seated right next to a teacher who will be thrilled when you hand her your card with a QR code on it that leads straight to your "Freebies for Teachers" page on your website.

**Idea #4: Excitement.** Do you have a back-listed book you want to give a little lovin' to? Create a scavenger hunt for your readers in which they follow the clues provided with consecutive QR codes you've created—the winner gets a free signed copy!

### Where can you use QR codes?

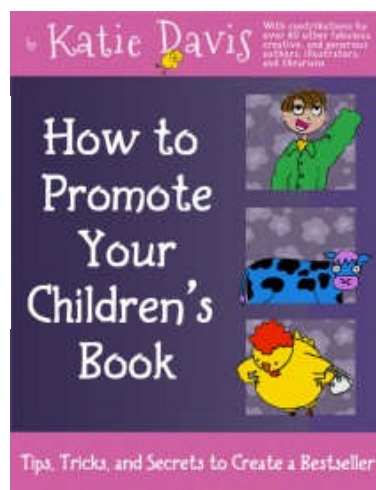
- Temporary tattoos to give out at ABC conferences (that is, ALA, BEA, NCTE, etc.)
- Stickers
- Business cards
- On a tee shirt
- Magnets
- Name tag
- Printed *in your book*
- On your brochures
- On your site
- In your email signature

### What is the call to action?

- Buy your book
- Take a survey
- Join your mailing list
- Direct people to your fan page
- Watch your book trailer
- Get to your site
- Win a contest
- Learn more about your book's subject

Jeff Korhan (soon to be a guest on the "Brain Burps About Books" podcast) wrote a fantastic explanation of QR codes in this great [article](#). I also love this [listing of articles](#) on using QR codes in education.

**Katie Davis** is the author/illustrator of nine books for children and one eBook for adults called [How to Promote Your Children's Book—Tips, Tricks, and Secrets to Create a Bestseller](#), available at [Katedavis.com](#).



# Marketing Your Book Is in Your Hands

By Flora Morris Brown, Ph.D.

[www.abookin90days.com](http://www.abookin90days.com)  
[www.blogtalkradio.com/florabrown](http://www.blogtalkradio.com/florabrown)  
[www.coloryourlifepublished.com](http://www.coloryourlifepublished.com)

New authors are usually surprised to learn that they must market their own books, but it's true. Whether you choose traditional publishing or self-publishing, the marketing of your book is in your hands. For this reason, I ask my new clients if they want their story "told" or "sold."



An author who wants to write a memoir, a family cookbook, or other personal information with the plan to share it only with family and friends may not be interested in distributing her publication widely or even selling it. This author may not be as concerned about marketing.

For the author who wants to sell and have his book distributed to the reading public, however, marketing is essential. This holds true whether you go with a traditional publisher or self-publish.

Marketing your book is in your hands and begins as soon as you decide to write it. If you are self-publishing you are free to market aggressively, whereas writing under a traditional publisher may limit some of your choices, such as the title, cover design and publication date. As soon as the title and cover design are decided, however, you should begin announcing your book to the world.

This can feel awkward, even scary, since you are not finished writing the book at this stage. But since marketing a book can take a lot of time and effort, you must get started right away. You definitely don't wait until the book is finished or published to start the marketing.

Yes, announcing your upcoming book to the world before it is finished will give you heart palpitations, but it will also give you great motivation to stay on task.

Marketing your book requires finding your target audience, telling them about it, building their anticipation and persuading them to buy it. Doing this early in the writing process helps you sharpen your focus on your target reader and refine the message you are creating for them.






**As you are writing your book, carve out time in your schedule to start marketing right away. Here are eight important steps.**



1. **Buy your book title as a domain.** Domains are very affordable, as low as \$10 a year or less. The dot com extension is most popular, so go for that one first. If your exact title is already taken, think of a very close variation, or buy it as dot net.
2. **Set up a website and/or blog,** and put your book up for sale at a prepublication price. To do this you will need a hosting company. Be sure to select a major hosting company that has 24/7 telephone tech support, because website and domain problems like to pop up while you're working on a project in the middle of the night.

In the beginning there is no need to pay a webmaster a huge sum to set up a fancy website. A number of companies, especially your hosting company, have simple websites that even a computer novice can set up in a short amount of time. You can get fancier when you've earned profits.

Setting up a blog is even easier than setting up a website, and again, you can get help from the tech support of your hosting company with this.

3. **Create a way to capture the names and email addresses of every visitor to your website.** The easiest way to do this is to give away tips, a free report, or a free audio message. The contact information you gather in this way becomes your database. With these names you can begin sending announcements, promotions, and information about your book as it progresses, and definitely an announcement when it is available for sale.
4. **Begin posting articles on your blog** at least once a week on your book subject. Your blog posts will share tips, reflections, and other content that readers will find of interest. The best articles are the ones that solve a specific problem for your readers/subscribers.
5. **Read other blogs in your area of expertise.** Make it a regular practice to see what your fellow bloggers are writing about, and take a few moments to leave relevant comments on their blogs. When you do this, you also leave the URL to your website or blog so that readers can follow you if they are intrigued by your comment.
6. **Now add your website** and blog URLs to your email signature, your business card, and your stationery.
7. **Begin submitting articles** in your area of expertise to article directories. Be sure you offer a giveaway of tips or some other short writing of **value** in exchange for collecting the name and email addresses.
8. **Line up interviews** with online radio talk shows. Many online radio hosts are eager to support authors.     

# EBook Publishing and Digital Media Marketing: Hot Topics, Observations and Highlights

By David Wogahn

Sellbox Digital Media Publishing Services

[www.sellbox.com](http://www.sellbox.com)

The month of August had a few news items worth noting and one book release that might interest a few of you.

**How should you use social media tools** like Twitter, Facebook and blogs? What works? What doesn't? It seems everyone has an opinion, and often those opinions are based on personal experience, rumor, or a lucky break. A new book called *Zarella's Hierarchy of Contagiousness* by Dan Zarella takes a fact-based approach to understanding social media. It is short, but filled with practical advice like when to tweet, what words work best, when to send emails and how to maximize the effects of blog posts. He also explains the how and why of ideas going viral. <http://amzn.to/oQdiBH>

The Borders Bookstore bankruptcy was probably the **top retailing story in August**. The oversupply of printed books temporarily hurt Barnes & Noble stores, but their digital business reported a 140% increase in sales. It looks like their Nook reader and eBook business is gaining some traction against Amazon, which is good news for authors and publishers. <http://bit.ly/p1dbcc>

**Shevi Arnold is like a lot of us**—toiling away for nine years dreaming about a deal with a major publisher, but now trying to make sense of the new e-publishing world. This is a thorough and well-presented comparison of traditional publishing vs. Indie e-publishing. <http://bit.ly/nmVLCo>

July's top story—an **author's eBook sales experience, eBook cover designing and how an unfinished book shot to #1** even though it won't be released until 2012—didn't make the July newsletter cut off. Check it out here instead: <http://bit.ly/n1moa4>

If you have questions about eBook publishing, you are invited to sign-up to attend our monthly Meetup: [www.meetup.com/kindle](http://www.meetup.com/kindle).

Do you have an eBook for sale? If so I am interested in speaking to you about your experience. It's a chance to get some free market research and more marketing for your book. Contact David Wogahn, [david@sellbox.com](mailto:david@sellbox.com) or (760) 814-1416.



## Bob Lundy and Elizabeth Yahn Williams

aka *Hither & Yahn, Partners-in-Rhyme*  
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[www.HitherAndYahn.com](http://www.HitherAndYahn.com)



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

**Bob/Elizabeth:** We are both poet-playwrights (with produced community theatre productions) who enjoy the writing and performing parts of our craft equally. We also take pleasure in aspects of editing and book design—especially when doing our poetry-to-art books.

Bob has a special interest in political satire and science fiction.

Publishing critics describe Elizabeth’s poetry as “reflective, whimsical, and humorous” and as assertive “with a smile”.

**PWM:** What first attracted you to these fields of interest?

**Bob/Elizabeth:** Both of us have been writing all our lives.

Elizabeth’s elocution lessons with Frieda Frazier in Columbus, Ohio, required her memorizing A. A. Milne at six years of age.

Bob read Ray Bradbury and Ogden Nash with his mom at breakfast before he enrolled in school.

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

**Bob/Elizabeth:** Our *Hither & Yahn* performances probably reflect that both of us have a history of community theatre acting and directing.

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

**Bob/Elizabeth:** Elizabeth has been a member of PWSD since it was called San Diego Publishers Alliance around the mid-to-late '90s. She received a SDPA-PMU grant in 2000 that helped her convert from writing into publishing and fathered further fellowships as well, including one in Canada and another in France.

With three years as a PWSD member, Bob enjoys the group's presentations on marketing, book design, and technology.

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

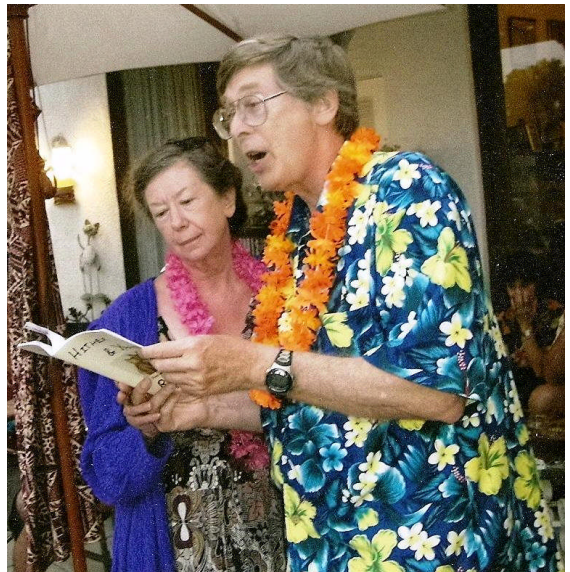
**Bob/Elizabeth:** We have an on-going series of *Hither & Yahn* chapbooks that we publish on demand for occasional readings; and, of course, we script some of our own projects.

What lately makes news is our annual series published by the Escondido Arts Partnership, *Summation: The Merging of Art and Poetry*, with its first two books as San Diego Book Award Finalists in the category of Anthology. The anthology is a work of "ekphrasis," in which poetry is written to a variety of artistic media.

Most recently we're doing an ekphrastic work for Carlsbad's Phantom Gallery, where the public is invited to our publication party on Thursday, October 27th from 5:30 to 7:00 p.m.

We've also got a new anthology release, *The Clipboard Jungle: Homeowners Gone Wild!* with a publication date and party from 7:00 to 9:00 p.m. on Friday, November 18, at Gallery 204 (204 Main Street, Vista, CA 92084) for the monthly meeting of the Vista Village Idiots' Literary Society. If readers have questions on this, they may write us at [joyinpoetry@yahoo.com](mailto:joyinpoetry@yahoo.com).

Bob continues to have new poetry published by *Analog Science Fiction*.



Elizabeth has a small new picture-book release this Fall that features the animal art work of her sister, Marion Wong, entitled *When Art Speaks....*

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

**Bob/Elizabeth:** We each believe success requires passion, perspiration, and perseverance.

PWSD offers valuable collaborative opportunities. For example, we've been cameo characters in a film project with PWSD member John Wolf that has the

working title of “Creative Collaborations,” and we often contribute articles to his *Fox and Quill* online newsletter.

Both PWSD’s chairs, Bob Goodman and Karla Olson, have been keynote speakers at Oceanside Library’s National Authors Day that we co-emcee for North County Authors and Poets. Other members, such as Tony Vianna and Lois Winsen, often participate in this. Our fourth annual event is all day on Saturday, November 5, 2011, from 9:30 a.m. to 3:30 p.m.



Would you like to appear in a **member profile**?  
If so, contact Lynette Smith at  
[lynette@allmybest.com](mailto:lynette@allmybest.com)

*PWSD Member Events & Announcements*

**Welcome, New PWSD Members:**

**Lisa Rothstein**, Copywriter & Self-Help Author, La Mesa, CA  
**Jessie Schwartzburg**, Speaker & Author Consultant, San Diego, CA  
**Debra Simpson**, Content Strategist, Carlsbad, CA  
**Elin Stebbins Waldal**, Encinitas, CA  
**Sherri Walker**, Carlsbad, CA

**Congratulations on joining PWSD!** Just remember you need to sign up to get on the mailing list ([www.publisherswriters.org](http://www.publisherswriters.org)) and you need to contact the webmaster to get your listing in the directory ([webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org)). Also, remember to sign up for the PWSD Yahoo Group message board ([www.groups.yahoo.com](http://www.groups.yahoo.com)); type PWSD in the group search box) to stay in touch.



**HOW TO WRITE A NONFICTION BOOK IN 90 DAYS, EVEN IF YOU’RE AN ORDINARY PERSON AND HATED HIGH SCHOOL ENGLISH (Interactive Workshop)**  
**Thursday, September 29, 2011, 6:00 to 8:00 p.m.**

**Flora Morris Brown**, author, speaker, publishing coach, and radio host, will dispel the myths that are holding you back and explain “How to Navigate the 7 Steps to Profitable Publishing.” You’ll even learn how to start earning money before your book is published. Fee of \$99 includes a 32-page workbook with a resource section. Workshop held at the Titan Student Union, California State University, Fullerton; preregistration required at <http://www.abookin90days.com>.





## CHARACTER BUILDING COUNTS BOOK AWARDS

**Nesta Aharoni** announces she is launching a new company, "Character Building Counts Book Awards." CBC Awards celebrates honorable living by recognizing and awarding fiction and nonfiction books that deliver a character-building message. Authors receive the acclaim they deserve while CBC Awards promote character development in children and adults. Visit [www.CBCAwards.com](http://www.CBCAwards.com) to learn more about the awards. CBC Awards is seeking judges. If you can volunteer judge (by reviewing and scoring incoming books), please let them know. They accept books in many categories, from children's and juvenile to adult fiction and nonfiction. Being a judge looks good on a résumé and is a great way to contribute. You can receive as many or as few books as are comfortable. For more information, call 760-729-7222 or visit [www.CBCAwards.com](http://www.CBCAwards.com).



## HOMEOWNERS ASSOCIATION ANTHOLOGY

*Writers sought by new and last extended deadline: Tuesday, September 20, 2011*

*Publication and party: Friday, November 18, 2011, 7:00 to 9:00 p.m.*

**Bob Lundy and Elizabeth Yahn Williams** seek writers for *Hither & Yahn's* forthcoming Homeowners Association anthology, with a working title of ***Homeowners Gone Wild***. Its publication and party will be held on November 18, at the Vista Village Idiots' Literary Society in Gallery 204 on 204 Main Street in Vista. The book will be dedicated in memory of Magee Park's Poet Jim Allen. Guidelights Productions will accept for review up to three poems/essays/stories on Homeowner's Associations or related landlord-tenant topics under 300 words each. Various views are welcome. All submissions should be original; and if they have any prior publication, credit should be given that publisher and the author must state (s)he retains the sole rights for the HOA anthology to republish the work. Anthology publisher reserves editing rights. All chosen authors will receive a free anthology at the reading. Entries should be sent in .doc/.docx to [JoyInPoetry@yahoo.com](mailto:JoyInPoetry@yahoo.com).



## WRITING NONFICTION (Class, 5 Sessions)

*(Monday evenings, September 12 through October 10, 2011, 6:30 to 9:00 p.m.)*

**Andrea Glass** will teach "Writing Nonfiction" at MiraCosta College, 1 Barnard Drive, Oceanside. The classes are held in room 1038, and cost is \$90 for the 5-week class, which will take aspiring authors through the book planning and writing process, with in-class instruction and time for writing and feedback. Check out the class on page 46 of the [catalog](#) or call 760-757-2121 for more information.



## WHICH COMES FIRST: MARKETING OR EDITORIAL? (Meeting Presentation)

*Thursday, September 15, 2011, 6:30 p.m.*

"Which Comes First: Marketing or Editorial?" **Karla Olson** will answer this question at the next meeting of San Diego Professional Editors Network as she shares her success strategies for building marketing opportunities within a book without compromising the author's voice or message. Karla will teach us to identify media hooks, articulate highlights and benefits of a book, and design a strategic publishing plan. She will recommend promotional materials, update us on the editorial effects of today's evolving publishing business, and share samples of her work. As founder/president of Read Local, a marketing coalition for authors, founder of BookStudio, LLC, a publishing consultancy since 2005, and current president of Publishers and Writers of San Diego, Karla is uniquely qualified to address the balance between marketing and editing in today's publishing world—a topic that couldn't be more timely or relevant to our work. Meeting will be held at the Joyce Beers Community Center, 3900 Vermont Street, across from Trader Joe's. Free to members of SD/PEN; \$10 for nonmembers. More information at <http://www.sdpen.com>.



PWSD Members,

Please send your member news to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org) by the last day of the month so we can fill up these pages with book releases, book signings, radio shows, workshops, or anything else about you and your book!

## Events & Resources for the Publishing & Writing Community

### **SOCIAL MEDIA MARKETING BOOT CAMP (Online Conference and Workshop)** **September 27 to November 15, 2011**

Produced by MediaBistro, SocialTimes, and AllFacebook. Join social media trailblazers Gretchen Rubin (*The Happiness Project*), David Meerman Scott (*Real-Time Marketing & PR*), Lisa Aragon (*Double Dutch*), Harry Gold (*Overdrive Interactive*), Jason Boog (*MediaBistro*), and many more. Discover how to use social media tools and create effective content strategies to build your fans quickly and increase your business. Create and implement a social media strategy, track results, and get feedback from advisors and peers. Price: \$499, or register before September 8 at \$399. For event details, visit: <http://www.mediabistro.com/socialmediamarketingbootcamp/>. For more information or help registering, email [learn.info@mediabistro.com](mailto:learn.info@mediabistro.com) or call 212-547-7890.

### **21<sup>ST</sup> CENTURY BOOK MARKETING (Symposium)** **October 14 through 16, 2011**

Arielle Ford & Mike Koenigs host this one-of-a-kind event where you'll learn from the publishing industry's most renowned book marketing experts and meet with the world's top professionals. Topics include secrets for attracting traffic and building your list; explode your book sales with non-profit and corporate sponsorship; how PR is changing in the 21<sup>st</sup> century; high-tech marketing using blogs, podcasts, and video blogs; transform you book into a profitable product empire; how to get booked in the media and nail the interview once you get there; and much more. General Admission ticket is \$495; bring a guest for only \$100 more. Use coupon code "Jessie" and get half off the ticket price. Held at the San Diego Marriot Marquis & Marina, 333 West Harbor Drive, San Diego. For full event details and to register, visit: [www.21stCenturyBookMarketing.com](http://www.21stCenturyBookMarketing.com).



### **AUTHOR101 UNIVERSITY – LAS VEGAS** **October 27-30, 2011**

Registration is open now. Brendon Burchard, Barbara DeAngeles, Gary Goldstein (Producer of *Pretty Woman*). Scott Hoffman and a panel of literary agents who are looking for YOUR book! Lots of new speakers are coming to this event. Check it out at <http://www.author101university.com>. Right now you can save \$100. Put in code EARLY BIRD. So for a short time you save \$100 and you can bring a friend for free. As always, there is a 100% money back guarantee. *Bonus – Barbara DeAngeles and Rick Frishman are doing a one day Master Class on October 27, 2011. They have very limited seating and will work with you and your book. Cost for this training is only \$297.00; details available at <http://www.authormasterclass.com/>*



### **NATIONAL PUBLICITY SUMMIT** **October 12–15, 2011, New York City**

Over 100 top journalists and producers who do shows and stories for major national media outlets will be there looking for people with interesting stories. Many of these writers and guest bookers are almost impossible to get on the phone but they'll be at this meeting seeking new talent. Others who have attended have been booked on the *The View*, *Today Show*, *Good Morning America*, *MSNBC*,

*Entrepreneur*, *Time Magazine* and many other top radio/TV shows, magazines and online outlets. If you're serious about getting publicity, sign up as one of only 100 attendees admitted. (They actually have slightly more media than attendees). <http://www.nationalpublicitysummit2011.com/?12732>



## Resources

### Add these books to your writing/publishing library:

- ***Self-Publishing Manual, Volume 2: How to Write, Print and Sell Your Own Book***, Dan Poynter (ParaPublishing, 2009).
- ***The Complete Guide to Self-Publishing: Everything You Need to Know to Write, Publish, Promote and Sell Your Own Book***, Marilyn Ross & Sue Collier (Writer's Digest, 2009 or 2010).
- ***Doing Business by the Book: How to Craft a Crowd-Pleasing Book and Attract More Clients and Speaking Engagements Than You Ever Thought Possible***, Sophronia Scott (Advantage Media Group, 2008).
- ***1001 Ways to Market Your Book***, John Kremer (Open Horizons, 2009).
- ***Red Hot Internet Publicity***, Penny Sansevieri (Cosimo, 2009).
- ***Get Published Today***, Penny Sansevieri (Lulu Publishing, 2010).

### Great publishing blogs to check out:

- **The Self Publishing Review**; <http://www.selfpublishingreview.com>  
A central site devoted to self-publishing news and reviews. Also a social network where writers, readers, and everyone else can join and connect. The aim of the site is to improve the attitude toward self-publishing and help authors find readers.
- **POD People**; <http://podpeep.blogspot.com>  
POD People is a review and commentary site devoted to self-published books.
- **Nathan Bransford**; <http://blog.nathanbransford.com>  
Author of a middle-grade novel, formerly a literary agent, and now a publishing civilian working in the tech industry. He offers essential publishing advice about literary agents, queries, proposals, etc.
- **MobyLives**; <http://mhpbooks.com/mobylikes>  
MobyLives began in 1998 as a weekly syndicated newspaper column about books and writers.
- **Holt Uncensored**; [www.holtuncensored.com/hu](http://www.holtuncensored.com/hu)  
A blog by Pat Holt on books, the book publishing industry, and reviews.
- **The Book Deal**; [www.alanrinzler.com/blog](http://www.alanrinzler.com/blog)  
An inside view of publishing; a blog for writers and book people, with a veteran editor's insider take on the way books are published and the big changes going on in the business today.
- **Galleycat**; [www.mediabistro.com/galleycat/?c=rss](http://www.mediabistro.com/galleycat/?c=rss)  
The first word on the publishing industry.



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) by the last day 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](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.com](mailto: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](mailto:lauren@impress-express.com). She's accepting signups for the rest of 2011 and into 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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