

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

January 2014

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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 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Library (540 Cornish Drive, Encinitas, CA), or the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas); check meeting information in newsletter for current location.

Membership

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. For information and to RSVP for meetings, visit www.PublishersWriters.org

Closing date for newsletter contributions is the **1st day of each month**. Send contributions to Glenna A. Bloemen at gab11853@aol.com

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

Next Meeting

Date: Saturday, January 25, 2014

Time: 10:00 a.m. – 12:30 p.m.

Location: Encinitas Community Center
1140 Oak Crest Park Drive
Encinitas, California

Topic: ***How to Utilize CreateSpace and Kindle Direct Publishing***

Speaker: **Thom Kephart**
Amazon

Empowering Authors with Amazon Independent Publishing:

Join us for an overview of how to effectively use CreateSpace, Kindle Direct Publishing, and other Amazon services, to independently publish.



Thom Kephart has worked for 8 years in publishing. Initially, he worked with CreateSpace to develop professional editorial offerings. His second role with the company allowed him to work closely with authors while leading customer experience projects company wide.

In 2011, Thom joined Amazon as the Community Outreach Manager, responsible for building brand awareness for CreateSpace and Kindle Direct Publishing. Throughout his career, he has been extensively involved in the developing rise of independent publishing.

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**STILL LOOKING FOR A NEW
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WILL YOU HELP?
For more information
or to volunteer,
Contact Glenna Bloemen at
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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.



By Karla Olson
President, Publishers & Writers of San Diego

Welcome 2014!

This is PWSD's 20th year, quite a landmark. The group was started by Bob Goodman of Silvercat as San Diego Publishers Association in 1994. That long ago he recognized the importance of peers consulting with each other about the opportunities and challenges of the multi-layered publishing world. For many years, Bob guided the group with vision and resilience, and we will always be grateful to him for sharing his wisdom and experience and having the foresight to recognize the potential for author-driven publication. Thank you, Bob!

After several years at its helm, Bob turned over the reins of SDPA to Andrew Chapman and Paulette Ensign. They evaluated the changes in the publishing marketplace, and decided to explicitly invite writers to join by changing the name to Publishers and Writers of San Diego. The focus of the group remained on the business of publishing, but Andrew and Paulette recognized that it was important for writers to understand how to navigate the publishing business long before they finished their books. Andrew and Paulette also encouraged writers to plan their marketing even before they started writing their books. When the two of them reconfigured the group to include writers as well as publishers, they saw, years before others, the explosion of independent publishing. Thank you, Paulette and Andrew!

Today, we have over 300 members who find value and support in the networking the group offers. It is truly one of the greatest assets of this group, that at your fingertips are hundreds of heads willing to share expertise and experience. Thank you, members of PWSD!

We've got an exciting year planned for our 20th, starting with a return visit by Thom Kephart from CreateSpace and Kindle Direct Publishing (Ebook-only publishing). Whether you attended the last time Thom presented or not, you will want to be there again this month. He will describe the many publishing programs and services through CreateSpace and KDP, as well as all the new offerings from these innovative, cutting-edge services. Bring your questions, as Thom is the guy who can answer them.

Please note that this month's meeting is at the Encinitas Community Center. Please be sure and RSVP, as we will need to plan for attendance.

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In February, the new Executive Director of Independent Book Publishers Association, Angela Boles, will come to speak to us about how to leverage your association affiliations for publishing success. This will be a great program, as IBPA's programs can be of great benefit to independent publishers in all stages of their publishing journey.

March brings us Brian Jud of Book Marketing Works and Association of Publishers for Special Sales. Brian will share ways to sell your books outside the bookstore in nontraditional markets. He's the recognized expert on this subject, so you'll want to be sure to attend.

There's even more in store, so don't miss out. Check the website for upcoming programs as well. And always remember to check for location.

Reminder to all members: Submit your member bio and headshot to: webmaster@publisherswriters.org. Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are not sure when you should renew, please contact me at karla@publisherswriters.org, and I will let you know.

Membership is still only \$37 a year, just as it has been for the last 10 years; it's one of the best professional deals around. Even if you have joined PWSD recently, you still need to sign up for the PWSD mailing list; we don't automatically put you on it. Go to the website and click on "Free PWSD Newsletter," so you don't miss any important information about publishing and upcoming events.

"PWSD Likes Facebook!"

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Read Local



Be sure to sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25 and adds a thumbnail of your cover, a book description, and other information that lets people know you where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.

California State Sales and Use Tax: One Idea for a Recordkeeping System

By Lynette M. Smith

Disclaimer: I'm not an accountant or even a bookkeeper, although I do maintain my own business books. This article reports my own experience; "your mileage may vary."

When I published my book in August 2012, I called the California State Board of Equalization (SBE) to find out just what would be subject to sales and use tax and what would not. Of course, I knew I would have to collect sales tax on any books I sold to California buyers (out-of-state buyers don't pay sales tax), and I knew, from my dealings in a previous business with a different type of product, that any inventory I "consumed" myself or gave as gifts to others, I would have to pay use tax on, but I knew little else.

The SBE representative said I would have to pay use tax, at my own county's use-tax rate (which is the same as its sales-tax rate), on books I consumed personally or gave as gifts, as well as books I gave away to Californians or non-Californians as review or media or sample copies, for advertising and promotion, or for any other purpose. For me, that was 32 books in 2013. When I asked why out-of-state books were also subject to use tax, he said it was because possession of these books is *physically relinquished* to the U.S. Postal Service, to another shipper, or to the recipient directly, *from within my county*. The good news, at least, is that all these books subject to use tax are valued at my production cost of \$3.85 each, not at the \$19.99 suggested retail price. At my county's use tax rate of 8%, that means I'd be paying \$9.86 use tax (8% of \$123.20, which is 32 books times \$3.85 per book).

Using my book as an example, here is a formula and record-keeping system relating to sales and use tax.

First, the formula for backing into sales tax on a flat-rate sale. My book's suggested retail price is \$19.99 (plus sales tax, to California buyers). But I often sell the book to fellow Californians for a flat rate of \$20.00, saying, "You pay only 1¢ of the sales tax; I'll pay the rest!" If the sale takes place within my county, then the \$20.00 represents 108% of the retail price, which includes the true 8% sales tax. To break it out, I divide \$20.00 by 108, which yields \$0.1852; then I multiply that figure by 100 to arrive at a retail price of \$18.52. The 8% sales tax, then, is the difference between \$20.00 and \$18.52, or \$1.48.

The SBE representative said that for all other (out-of-county) California sales, I am permitted to use a uniform 7.5% sales tax rate. For those sales, I divide \$20.00 by 107.5, which yields \$0.1860; then I multiply that figure by 100, to arrive at a retail price of \$18.60. The 7.5% sales tax, then, is the difference, or \$1.40.

I'd also like to share a workable record-keeping system to aid in remitting state sales tax. Having learned the type of information the SBE wants me to report on my annual sales tax return, I track my sales information in a 3-hole binder located beside my shipping table; but you might instead choose to design and use a spreadsheet that employs these same concepts. The notebook has three tab-divided sections: Shipped at Retail, Shipped at Wholesale, and Shipped at No Charge.

Behind the *Shipped at Retail* tab divider is a sheet with the columns Date Shipped, Invoice #, Customer Name, Quantity, Calculated Value of Book(s), Sales Tax Owed to SBE (subdivided into the columns Out of State (where I always just write in a dash to indicate an out-of-state sale), Orange County @ 8%, and Other California @ 7.5%):

Year:

Shipped at RETAIL

Date Shipped	Invoice #	Customer Name	Qty	Calculated Value of Book(s)	Sales Tax Owed to SBE			Shipping Charged	Total Received
					Out of State (0)	Orange County (8.0%)	Other Calif. (7.5%)		

Behind the *Shipped at Wholesale* tab divider is a sheet with the columns Date Shipped, Invoice #, Retailer Name, Quantity, Value of Book(s) (usually at my wholesale cost of \$9.00, which is a 55% discount off the \$19.99 suggested retail price), Shipping Charged, and Total Billed:

Year:

Shipped at WHOLESALE

Date Shipped	Invoice #	Retail Customer Name	Qty	Value of Book(s)	Shipping Charged	Total Billed
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Behind the *Shipped at No Charge* tab divider is a sheet with the columns Date Shipped, Invoice #, Recipient/Purpose, Quantity, Cost Value of Book(s) @ \$3.85 (my production cost), and Use Tax Owed to SBE @ 8.0%:

Year:

Shipped at NO CHARGE

Date Shipped	Invoice #	Recipient/Purpose	Qty	Cost Value of Book(s) @ \$3.85*	Use Tax Owed to SBE @ 8.0%*
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* Don't bother completing the last two columns for each individual book shipment. However, at the end of every tax-remittance period (whether it's every quarter or every year), dedicate a row to that tax-period's totals, filling in the last three columns.

For easy reference, tucked inside the front cover of the binder, I also keep a half-sheet that contains two brief Word tables plus a reminder not to charge sales tax to out-of-state purchasers. Each table has three columns: "Book Sales Price Is...", "And Sales Tax Is...", and "When Customer Pays...." The first table assumes an 8% in-county California sale; the second table assumes a 7.5% out-of-county California sale. In each of these two tables, I dedicate one row each to the various amounts a customer might pay me for one of my books: \$19.95, \$19.99, \$20.00, \$21.49, and \$21.59 (the latter two if 7.5% or 8.0% sales tax has been added to the \$19.99 suggested retail price).

Note: Only the retailer (the person or company that sells to the end user) is responsible for collecting and later remitting sales tax on the purchase. That means, if Amazon sells my book and has my print-on-demand (POD) company, Lightning Source, ship the book to the buyer, it's still Amazon's job to collect sales tax from the buyer and remit sales tax to the proper state sales-tax authorities.

By keeping records in this way, I find it easy to compile the numbers I need for my annual sales and use tax remittance to the State Board of Equalization.

Lynette M. Smith, owner of All My Best, is a freelance copyeditor, longtime PWSD member and volunteer, and recent author of the comprehensive, award-winning reference book, How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special, which is available on [Amazon](https://www.amazon.com) in print or Ebook, or else signed or custom-inscribed when ordered from her publishing website, GoodWaysToWrite.com.



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

Carla: My activities in authoring and publishing span technology, travel, adventure, and self-publishing.

PWM: What first attracted you to writing and publishing?

Carla: In my mid-twenties I worked in Silicon Valley as a freelance technical writer and took a consulting opportunity in Lyon, France where, in my spare time, I attempted to write travel articles. The writing wasn't good, but I didn't know why or how to fix it. I wasn't terribly motivated though, because I was making a lot of money in technology, which funded my love for travel.

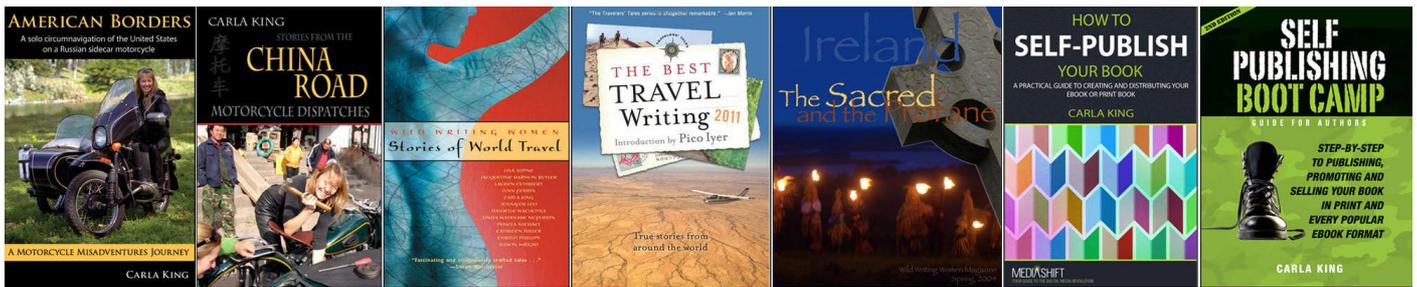
I returned a second time to France, this time to Nice, where I explored the Alps-Maritimes by bicycle while halfheartedly looking for a contract in the budding technology industry there. Because there were no guidebooks (in French or English), I penned a little "best roads" guide. Basically it was a technical manual with directions, times, distances, maps, and descriptions of the terrain and towns. Two publishers thought it was good but unpublishable because it needed to be "bigger" and cover more territory. I wasn't going to do that, so when I returned to California, I simply published it myself using the tools I knew as a tech writer, except it had a glossy cover and an ISBN number. I later returned to Nice to sell it by hand to tourist offices, bicycle shops, and bookstores, and funded yet another trip.

PWM: Did you previously have related experience in writing?

Carla: My first opportunity to become a "real" travel writer came in 1994. By that time I was writing how-to manuals for mainframe computers and new mobile devices. I was reviewing laptop computers and electronic travel gadgets for *PC World* and writing scripts for multimedia CD-ROMs. I was a better writer and a better journalist, but I still didn't know how to write travelogues—at least, travelogues that magazines and newspapers wanted to buy. So I went to the Book Passage Travel Writing conference in Corte Madera, California, and learned how.

The first person I met there was Allen Noren, a travel editor who worked for a new venture started by Tim O'Reilly called the Global Network Navigator, which aimed to publish real-time reports from the road. I talked with Allen that morning in the parking lot because he'd ridden up on a BMW touring bike, and I was also an avid motorcyclist. We traded travel stories, and I told him about my plans to motorcycle around the borders of the USA on a Russian Ural sidecar bike that an American guy wanted to start importing into the USA. Allen told me that because the Internet was new, he was having a hard time finding journalists who could deal with the technology.

So when I proposed sending dispatches from my trip, making sure to drop some key geeky acronyms like FTP and HTML, he said I was hired. So you see, it pays to talk to random people in parking lots. My rewards were \$25 a dispatch, a great editor, and instant notoriety among the about 500 people who were using the World Wide Web at the time.



At the conference I learned how to write good travel stories. Shortly thereafter, *American Borders* was born as a series of dispatches that became a book based on the 1995 chronicles of breakdowns in small towns all around the USA. What eventually became the *Motorcycle Misadventures* series continued in China, India, Europe, and Africa on other cranky indigenous motorcycles like the Chinese Chang Jiang and the Royal Enfield Bullet. On the way I authored a bunch of little free eBooks, like *Motorcycling for Beginners*, which helps people choose a sensible first bike. And I've been published in a lot of anthologies, like the *Travelers' Tales* series and *In Search of Adventure*, as well as in newspapers and magazines.

In 1998 I came home from my first *China Road Motorcycle Diaries* journey (I took a second journey a decade later) and was invited to join a notorious writing group, the Wild Writing Women. We were twelve women adventure travel writers in the San Francisco Bay Area who met once a month to workshop our stories, make dinner, drink, laugh, and commiserate. We even traveled together, meeting every two years, en masse, with our friend Maureen Wheeler, co-founder of Lonely Planet, in such exotic locales as Florence, the South of France, Northern Ireland, and Marrakesh.

Because our best writing wasn't getting published, we self-published *Wild Writing Women: Stories of World Travel*, which was an instant hit—so much so that it was picked up the following year by a New York publishing house, where it eventually floundered due to inattention. However, it is still available, and I highly recommend it as a travel classic.

We continued to meet, write, and publish, and some of us even held Wild Writing Women workshops where I taught on a variety of how-to topics, among them setting up websites and writing for the web. I produced the group's online magazines of our writing, including *Ireland: The Sacred and the Profane*, the award-winning *Taking Flight: An Offering for First-Time Travelers*, and *Writing: Your Passport to Life*.

It was through this group that I met Lisa Alpine, who is a travel and writing partner and who became a dear friend. Her skills as a writing teacher complemented my skills as a tech geek, and when we co-founded [Self-Publishing Boot Camp](#) in 2010 it was just to educate a few author buddies who needed help. The first boot camp, held in Lisa's living room, was attended by a group of eight authors. From there, it grew, and grew, and grew!

By then I had been speaking at writing conferences on technical how-to topics like creating your author website, writing for the web, and writing effective author blogs; but now self-publishing was the only thing people wanted to know about. Because it took so much of my time to answer questions, and because Lisa went back to writing and teaching travel writing, I quickly put together a little how-to guide and workbook from our workshop notes so I didn't have to spend so much time repeating myself. Then, because it went out of date so quickly—services and technologies were popping up all over in 2010—I updated it. And updated it again. (If you see a used copy on Amazon, don't buy it. It's waaay out of date!)

I don't think I realized, though, just how timely this guide was until I spoke to 70 authors at a California Writers Club meeting and sold 64 books. That was a record, but I still sell a lot of books when I speak on self-publishing at writing conferences and travel events. I was also invited to write on the topic for Bowker's [Self-Published Author](#), and [PBS MediaShift](#) published a book of my updated columns last year.

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

Carla: I joined PWSD when I moved here from San Francisco last year to connect with local writers. I've enjoyed having a community here, and am now collaborating with another member on writing and publishing workshops locally.

PWM: What are you working on now?

Carla: In February I'm running a Self-Publishing Boot Camp at the San Francisco Writers Conference, and in March I'm presenting on new self-publishing tools at IBPA Publishing University, which is also held in San Francisco. I'm always updating the *Self-Publishing Boot Camp Guide for Authors*, the PBS *How to Self-Publish Your Book* articles and book, and their companion websites. I'm really trying to finish my *China Road Motorcycle Diaries* book but wrestling with the narrative arc. I'm always busy documenting my adventures on social media, blog posts, and stories for magazines, and reviewing gear like helmets and boots, stand-up paddle boards, 4x4s, clothing, and all kinds of gadgets. Because I present so much on self-publishing, travel writing, and adventuring, I seem to always be working on presentations to incorporate new and better information combined with multimedia like audio and video. I'm also putting together an outline for a book based on my solo bicycle travels in West Africa back in 1992.



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

Carla: One of the biggest lessons I've learned and that I advise my nieces and nephews to do is to follow your interests and the money will come. (There is a fabulous talk by the late Allan Watts on this very subject; Google it!) I really wish I'd started earlier. I have attracted many sponsors who love giving me gear and gadgets, and some of them even lend me motorcycles when I travel to other countries. But who would have been able to advise me that a talent for writing, experience from my childhood helping my dad fix our vehicles, a job in the technology industry, a love of travel, and a passion for motorcycles would translate into an actual career?



Fourth Annual 2014 Ebook Awards Open for Submissions

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Accepting Entries: Now, from Ebook Authors and Publishers

- **Eligibility:** Ebooks released to the public anytime in 2012, 2013, or 2014.
- **Entry Deadline:** April 30, 2014 (midnight Pacific Time).
- **Winners Announced:** August 17, 2014

The Global Ebook Awards are designed to help you achieve your publicity goals. The Awards are more than a “sticker”; they come with a built-in publicity machine. Submitting your Ebook for a Global Ebook Award is a publicity investment. Your Ebook deserves this exposure. Unlike other award programs, we do not charge for our sticker file upon winning an award.

- **Nearly 100 categories:** Based on the number of entrants for each category last year, categories have been expanded; see [Categories](#).
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- **Ebook Resources.** This web site is not just about the Global Ebook Awards. It is your resource for everything Ebook; see [Ebook Resources](#).

Submitting your Ebook for a Global Ebook Award is a publicity investment. Your book deserves this promotion opportunity; see [Global Ebook Awards Home Page](#).

Enter your book(s) now. Give the judges more time to read.



Membership Directory Update

Attention PWSD Members: Have you updated your Member Directory profile yet to make it more robust? You now have the opportunity to upgrade your photo to color, if it isn't already, and to expand your profile description if you wish, including social media links, contact info, book-cover images and descriptions, and more! Check out <http://publisherswriters.org/member-information/pwsd-website-inf/> where not only will you find more details on how to expand your listing, but you'll find a discreet link in the first paragraph to Jeniffer Thompson's slides from a presentation she made to PWSD.



Welcome, New and Returning PWSD Members!

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 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:

1. 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.
2. Enjoy a spot in the Membership Directory with PWSD. Go to www.PublishersWriters.org to promote your business by sending your JPG photo, brief contact information, and an expanded description to Webmaster@PublishersWriters.org. (See preceding announcement.)

You'll also enjoy these additional benefits of membership:

- 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;
- Our monthly electronic newsletter, *Publishers & Writers Monthly*, containing information about local, regional, and national publishing activities, including news regarding your annual holiday social event that provides a time to socialize with members and new prospects;
- 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);
- 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
- 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



Independent Publisher “IPPY” Book Awards Early-Bird Entry Savings until January 25, 2014

Calling all independent authors and publishers! The Jenkins Group and IndependentPublisher.com proudly announce the 18th annual Independent Publisher Book Awards, conducted to honor the year's best independently published titles. Now accepting entries for books with 2012–2014 copyrights or released between July 1, 2012, and March 15, 2014. Entry fees range from \$85 for the early-bird fee to \$95 when you enter closer to our final deadline of March 15th, 2014. Regional and eBook category entries are just \$55 when added to a national category entry. Gold, silver, and bronze medals will be awarded to winners in 76 fiction and non-fiction national subject categories, 22 regional categories, and ten E-Book categories. For a PDF file containing guidelines and entry form, go to [Call for Entries](#).



SDSU* Writers' Conference—30th Anniversary Celebration Friday through Sunday, January 24–26, 2014 Doubletree Hotel–Mission Valley, San Diego

Dream of seeing your books in the hands of readers? Are you a writer of young adult, fantasy, historical fiction, mystery, nonfiction, thriller, suspense, or another genre? The SDSU Writers' Conference is for you! Plan to attend the best writers' conference in the nation. Here's what to expect:

- Networking opportunities with publishing professionals
- Knowledge shares by top editors, agents, and authors
- On-the-spot critique sessions
- Conference Choice Awards
- A 30th Anniversary celebration with surprise guests

Questions? Contact sdsuwritersconference@mail.sdsu.edu.

*San Diego State University



Southern California Writers' Conference Friday through Monday, February 14–17, 2014 San Diego, CA

Any number of how-to books combined may not give a writer the one priceless bit of clarity that can make the difference between being published or not. Rejection by an editor or agent seldom yields the reason a manuscript doesn't grab them, and it almost never reveals how the manuscript can be fixed to ensure that it ever will be accepted.

Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated some \$4 million' worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work. And since the surroundings afford it—and SCWC certainly encourages it—plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level.

So whether you're a writer just starting out, a writer unable to determine why your work's not working, a writer simply in search of some answers, a writer wanting feedback on what you've written, or just a writer who wants to hang with other writers, do yourself a favor and join your fellow writers for the 28th Annual Southern California Writers' Conference (and Retreat). Your words are worth it! Cost: \$425.00. WritersConference.com/.

Book Marketing for the Clueless®

Saturday, February 1, 2014, 11:00 a.m. to 2:00 p.m.

6318 Ridgepath Court, Palos Verdes, CA

If you have published your book (or are about to) and still have not sold as many of them as you had hoped to, we have a solution that will help you to make money and clear out your inventory. Authors, even the very best ones, don't understand marketing nearly as well as they understand writing—but we live and breathe marketing. Rounds, Miller and Associates is conducting a seminar specifically targeted at helping you to sell your books. It's a step-by-step process where you'll learn about:

- The four elements of publishing and where you and your marketing efforts come into play.
- The advantages and disadvantages of hiring an author's agent.
- The differences between indirect and direct distribution, examining the benefits of each method.
- Techniques for marketing both paper and eBooks, with specifics.
- Distribution of your books through brick and mortar bookstores, industry-specific outlets and publications, catalogs, and virtual bookstores.
- Direct marketing, the best thing you can do to make money with your books using direct mail, postcards, co-op mailings, card decks, magazine advertising, premium and incentive, radio talk shows, and your own website.

Fee: \$57. Reserve your seat at RMAcart.com/bkmktg.html or go to RMAcart.com/book-marketing-seminar.html for more information. Seating is limited.



Authors and Artists Festival

May 10, 2014 9:00 a.m. to 2:00 p.m.

La Mesa Library, 8074 Allison Ave., La Mesa, CA 91942

Come join us for the third annual La Mesa Library fundraiser set for Saturday, May 10, 2014, from 9:00 a.m. to 2:00 p.m. Authors, artists, and illustrators are invited to participate. This year, we have the use of the parking lot next to the police station and across from City Hall. This will afford us more room, continuity, and shade for the participants and guests. A donation of \$20.00 is requested to participate. Make checks payable to Friends of the La Mesa Library. We are a 501(c)(3) organization. The library will provide the tents, tables and chairs. If you wish to bring your own table and chairs and tent, you may do so.

Guest speakers will be presented in the La Mesa Community Room of the Police Department throughout the day. More details to come.

To sign up, contact Karla Olson of Read Local at Karla@publisherswriters.org or Glenna Bloemen of the Friends of the Library at gab11853@aol.com, 619-743-5192.



If you hear of an event or discover a valuable resource for publishers or writers, please send it to gab11853@aol.com by the 1st 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 visit the home page to sign up for this newsletter.

The closing date for newsletter contributions is the 1st day of each month. Send your contributions to gab11853@aol.com.

Would you like to appear in the newsletter's **member profile**? Contact Lynette Smith at lynette@allmybest.com.

Would you like to help out by taking notes at one of our monthly meetings and then **writing up the meeting recap** for the next newsletter? If so, contact Lauren Castle at lauren@impress-express.com. 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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