

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

February 2015

## ***In this Issue***

President's Message  
Read Local  
Feature Article  
Member Profile  
Member Events & Announcements  
Events & Resources for the  
Publishing & Writing Community  
From the Editor  
Newsletter Team

~~~~~  
**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community, with new chapters forming in other parts of Southern California, too. 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 Community Center (1140 Oak Crest Park Drive, Encinitas), or the Encinitas Library (540 Cornish Drive, Encinitas, CA); check meeting information in newsletter for current location.

## **Membership**

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit [www.PublishersWriters.org](http://www.PublishersWriters.org)

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send to Glenna A. Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

If you would like to sign up for a **member profile** in this newsletter, contact Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.com).

**Date:** Saturday, February 28, 2015

**Time:** 10:00 a.m. – 12:00 Noon

**Location:** Encinitas Community Center  
1140 Oak Crest Park Drive  
Encinitas, CA

**Topic:** The Four Paths to Publishing

**Speaker:** Keith Ogorek

Over the past few years, publishing has undergone an indie revolution similar to what occurred in the film and music industries. While these changes have now made this time the best time in history to be an author, they have also made it one of the most confusing. In his presentation titled, *The Four Paths to Publishing*, Keith Ogorek, self-published author and industry thought leader, outlines four clear opportunities authors can now pursue to reach their publishing goals; addressing each path's advantages and disadvantages and key questions authors should consider as they evaluate their publishing options.

**Keith Ogorek** brings the unique perspective of executive and author, having self-published three books during his seven-year tenure as senior vice president of marketing with Author Solutions—a Penguin Random House company. A recognized industry thought leader, Ogorek has played a part in bringing about some of the changes that have taken place in publishing over the past few years. As a result, he has spoken at leading publishing conferences, including Book Expo America, The San Francisco Writers Conference, Blue Ridge Christian Writers Conference, The Textbook and Academic Authoring Conference, and The Writer's Digest Conference. He also maintains a blog called [www.indiebookwriters.com](http://www.indiebookwriters.com), where he writes about a variety of topics to help aspiring authors.

**PWSD Officers**

**Karla Olson**

President

[karla@publisherswriters.org](mailto:karla@publisherswriters.org)

**Jeniffer Thompson**

Web Master

[j@monkeycmedia.com](mailto:j@monkeycmedia.com)

**Bob Goodman**

Founder

**Andrew Chapman**

Past President

[andrew@publisherswriters.org](mailto:andrew@publisherswriters.org)

**PWSD Newsletter Staff**

**Glenna Bloemen**

Newsletter Editor

[gab11853@aol.com](mailto:gab11853@aol.com)

**Lynette Smith**

Copyeditor

[lynette@allmybest.com](mailto:lynette@allmybest.com)

**Lauren Castle**

Circulation Manager

[lauren@impress-express.com](mailto:lauren@impress-express.com)

**STILL LOOKING FOR A NEW  
CONTENT COORDINATOR!  
WILL YOU HELP?  
For more information  
or to volunteer,  
Contact Glenna Bloemen at  
[gab11853@aol.com](mailto:gab11853@aol.com)**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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](mailto:lauren@impress-express.com)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**By Karla Olson  
President, Publishers & Writers of San Diego**

We certainly kicked off the year with a bang! Mark Coker's presentation was fascinating, informative, and inspiring. Offering more than just a list of his observations of the best practices for ebook publishing, he backed up every secret with statistics from his Smashwords publishers. I don't know about you, but I was glued to every word and learned all kinds of things I'll apply going forward.

In case you missed it, Mark very generously supplied us with his slides, which we have posted on the website. While viewing those slides isn't quite as good as being there, you can still learn from his expertise and experience. Thank you, Mark! Go to the home page ([www.publisherswriters.org](http://www.publisherswriters.org)), scroll down to the write-up about Mark's presentation, and click on the link to download the slides. Study them thoroughly and often; there's a ton of wisdom in there.

Some authors prefer handholding along the way to publication, so in February, Keith Ogorek from Author Solutions will share with us his view of the Four Paths to Publishing, and some of the services offered by Author Solutions. Come with your questions ready, as I am sure you will have many.

Note: February's meeting is at the Encinitas Community Center.

In March, we welcome back Barbara Drizin, who will share an easy, DIY (do it yourself) way to make the all-important book trailer. In April, Jennifer Coburn will share her success secrets for getting media coverage for you and your book. For the future, we have scheduled Robin Cutler from Ingram Spark, Marika Flatt from PR by the Book, and Kim Anderson from the social reading site, The Reading Room. And, believe it or not, there are even more exciting programs in the works.

As you know, securing a space for our ever-growing meetings is one of our biggest challenges. Because of this, we've raised annual dues to \$47 per year. This is still one of the most economical memberships available, and our members' meeting fee will stay the same.

Other exciting news. We're starting an Orange County chapter! Several Orange County members approached us, wanting the same great networking and advice. We're getting the details down right now, so please check [www.publisherswritersorangecounty.org](http://www.publisherswritersorangecounty.org) to find out more. We hope to have our first meeting in early April.

*Continued on next page*

*Continued from previous page*

Publishers and Writers of the Inland Empire was on hiatus for January, but we hope to have a program in place for February or March. If you're interested, please check for details at: [www.publisherswritersinlandempire.org](http://www.publisherswritersinlandempire.org).

Of course, if you are a member of one group, you will receive the members' meeting fee for any of the locations, and we hope you will attend them all! As I said, there's lots of exciting energy in 2015!

Reminder to members: You must submit your member bio and headshot to [webmaster@publisherswriters.org](mailto: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](mailto:karla@publisherswriters.org), and I will let you know.



*Read Local*



Please visit [www.readlocal.org](http://www.readlocal.org), to find out more about our author marketing coalition, Read Local. While you are there, 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, and 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 where to get your book and if you are available for speaking. Check it out; Read Local is one of the best marketing deals around.



**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)  
and let us know you like us!**



## 10 Great Services to Help You Create and Sell Your Ebooks

By Carla King

There are many tools, technologies, and services that help you create and sell your ebooks, but only a handful rise to the top. These 10 services include a combination of book formatting services, distributors, and online stores. Use one or more of them to create and sell your ebooks in multiple formats in as many places as possible. Yes, I've tried them all, and they meet the Self-Publishing Boot Camp seal of approval for (a) ease-of-use, (b) effectivity, (c) reputation and (d) affordability.

1. **Smashwords** is the world's largest distributor of indie ebooks, delivering your masterpiece to ebook retailers, app stores, and libraries. They take a 15% commission. Upload your properly formatted Word document under 5MB in size, and their Meatgrinder engine will convert it into all the different ebook formats. (If you've got a beautifully designed EPUB file, you can upload that separately.) Their cool coupon generator makes custom promotions a snap. If you have a text-heavy book of any kind, you should be selling using Smashwords.
2. **BookBaby** is a complete ebook publishing and distribution service that converts your book from any format (Word, PDF, InDesign, Quark, etc.). They pass on 100% of net sales to authors after you pay your conversion and service fees, which run from \$99 to \$249, with an annual \$19 fee after the second year. They offer image-heavy and multimedia book formatting and distribution, high-quality short-run printing, web hosting, and cover design. If you don't want to bother doing any of that pesky formatting yourself, just hand it all over to BookBaby.
3. **Vook's** helpful ebook creation and distribution people can format plain-text, picture, and multimedia ebooks for you. After conversion, request to use their browser-based tool for a final edit. Their cover design and editing services are good, too. Like BookBaby, they'll do it all for you for a reasonable fee. Like Smashwords, they charge 15% on sales. Their e-commerce platform Stripe takes 2.9% and charges a \$0.30 per transaction fee. Vook or BookBaby? It's a toss-up. Vook was born of the video-book trend, so they're super good at that. Look at their sites and make your decision.
4. **Aerbook Maker** provides a browser-based (in the cloud) ebook builder that lets you create simple or truly magnificent picture and multimedia ebooks and apps. It's almost as easy as creating a Keynote or PowerPoint presentation. Pay \$99 to export your book into five ebook formats. Do it yourself, or they'll help you for a reasonable fee. Don't think you have a multimedia book? Take a look and think "marketing." This vendor expands your reach to the app market! You get the files to distribute as you wish; I suggest PigeonLab.
5. **Scrivener** is a word processing program with ebook and print-book formatting capability. Lots of writers use it to develop and organize their books, scripts, and even articles, as it allows you to collect research notes, character sketches, and other background information that helps you write. You own the files, so you can send a doc format to your editor, a PDF file to a printer, and distribute the ebook files as you wish using Smashwords, BookBaby, Vook, or PigeonLab.

6. **PressBooks** is a free, browser-based publishing system based on WordPress. Publish in ebook and print formats, or use their paid premium feature, including premium themes. PressBooks gets bonus points, in my opinion, for letting you easily create a book from your Wordpress blog. It even separates your categories into separate chapters. (Not using categories in your blog? Start now!) You own the print and ebook formatted files to distribute as you wish.
7. **Folium Book Studio** is a cloud-based service (in your web browser) that lets you create plain-text books, image-heavy ebooks, and multimedia books. Experiment for free, and when you're ready to export your final book files, pay about \$40. FBS exports to EPUB, HTML, and Kindle formats. They also offer full-service book building, cover design services, and fixed-format for Apple iPad. You get the files to distribute as you wish (Smashwords, BookBaby, Vook, or PigeonLab).
8. **Leanpub** is both a publishing and sales tool. Create your book using their Markdown language and upload it to DropBox. Then export to PDF and ebook formats. Now you're ready to sell your book in their online store, which lets you notify your readers when you update it, so that they can download the latest version. You can even set minimum and suggested prices for your book, and readers can pay what they want using sliders. (Some fine customers actually pay more than the suggested price!) Leanpub's commission is 10% minus 50 cents per sale. Here's an idea: sell an educational or entertainment program that's based on your book in the Leanpub store, while distributing your base book with Smashwords, BookBaby, Vook, or PigeonLab.
9. **PigeonLab** distributes your ebooks, including enhanced ebooks, to markets worldwide. They also specialize in getting overseas authors into U.S. bookstores. Hand PigeonLab your already formatted ebook files (from PressBooks, Scrivener, Smashwords, Folium Books Studio, or Aerbook Maker), and they'll do it all for you. Check sales reports, royalty payments and more with their author dashboard. They charge a very reasonable 10% of sales for their services.
10. **Gumroad** is an online store where you can upload and sell your digital files—up to 4 GB— or even create an order form for selling physical objects (like your print book or coffee cups). Social sharing is strong, with automatic shares from you and your buyers direct to their Twitter and Facebook networks. Set a price or let the customer choose with pay-what-you-want pricing. You get customer data, 95% royalty and a 25¢ transaction free.

*Find more of Carla King's self-publishing tips at [SelfPubBootCamp.com](http://SelfPubBootCamp.com), her educational program of books and seminars for authors and publishing professionals.*



**Leann Garms**  
***Build. Buzz. Launch.***  
**Media & Publishing**

Oceanside, CA  
214-289-3563  
[leann@buildbuzzlaunch.com](mailto:leann@buildbuzzlaunch.com)  
[www.buildbuzzlaunch.com](http://www.buildbuzzlaunch.com)



**PWM:** What aspect of publishing or writing are you involved in or interested in?

**Leann:** All aspects of writing and publishing are of great interest to me and to the team of professionals that we've built to help authors tell their stories. From perfecting a manuscript, collaborating with our designers to create a compelling book cover, to developing an author's platform and launch campaign and beyond, it's always a fascinating, creative journey.

**PWM:** What first attracted you to the field?

**Leann:** As a journalist and public relations professional by training, and throughout my career, I have always loved a good story. Working in the nonprofit arena and with emerging authors and speakers has allowed me to tell others' stories that I felt were important. When I founded ***Build. Buzz. Launch.*** four years ago, it allowed me to help authors who wanted to self-publish or market their books already on the market. Now, through BBL Publishing, our hybrid-publishing imprint, we can actually bring stories to light that might not otherwise be told. We look for authors and speakers who have impactful stories to tell—stories that can make a difference in people's lives, mostly in the health, wellness, and spirituality genres.

**PWM:** Did you previously have any related experience in publishing, writing, and marketing?

**Leann:** I've been a writer all of my career, but the actual publishing of books—rather than simply articles or media stories, annual reports, or fundraising appeals—is a relatively new endeavor, and the primary reason I joined both PWSD and IBPA.

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

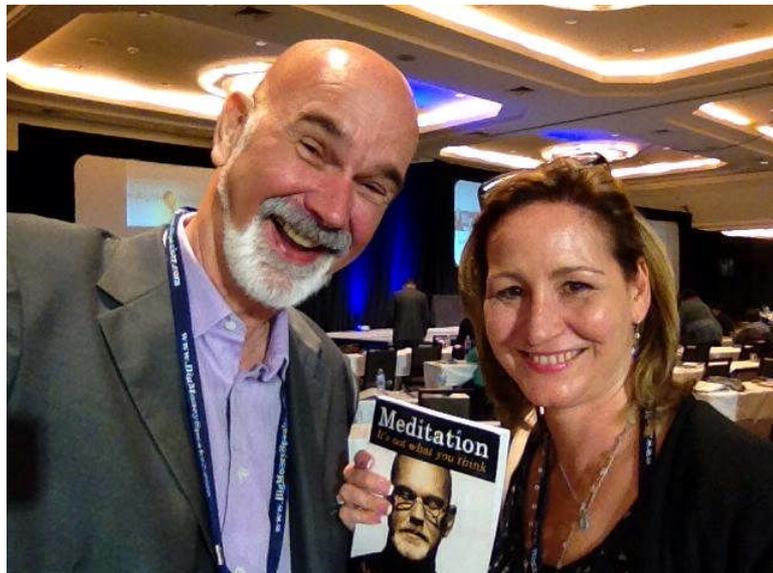
**Leann:** When I moved from Texas to Southern California a little more than three years ago, my business was still headquartered in Dallas. As soon as I realized, through PWSD, that there was such a strong and supportive literary community here, I moved our operations here. We started out as a Book Marketing and

Publicity firm and then moved into publishing at the request of several authors coming to us. PWSD and its members have served as an invaluable resource. The professional connections and friendships I have made are priceless, and the quality of the monthly programs continues to impress me.

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

**Leann:** We currently have our first three manuscripts in production under the new BBL Publishing imprint and hope to launch them this April. In the meantime, we are working with all of these authors—who are also beginning careers as speakers—to build their platforms, their marketing and book covers, and create the launch campaigns.

We are working with two other authors, whose books are already published, on marketing and publicity for their titles. We're also in the process of republishing a book by our Lead Editor and Writing Coach, Bridget Boland, who recently regained her rights to *The Doula*, previously published by Simon & Schuster. Bridget and I will also be offering some writing, publishing, and publicity workshops this spring in both Texas and California.



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

**Leann:** Obviously, we are in a very dynamic and changing—and exciting—industry right now. So learning all you can and connecting with other professionals is key. I have found the industry to be very supportive, collaborative, and open, so don't hesitate to reach out. You're not alone—someone has been where you are!



## 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](http://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](http://www.PublishersWriters.org) to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at [j@monkeycmedia.com](mailto:j@monkeycmedia.com). (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](http://www.ibpa-online.org)), Small Publishers Association of North America ([www.spannet.org](http://www.spannet.org)), and Small Publishers, Artists, and Writers Network ([www.spawn.org](http://www.spawn.org));
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup ([www.groups.yahoo.com](http://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**



## IBPA'S Publishing University

April 10–11, 2015

Sheraton Austin Hotel at the Capitol

701 East 11th Street, Austin, Texas 78701

We're headed to the Austin, Texas, for IBPA Publishing University 2015! As always, IBPA's Publishing University 2015 will bring you information-packed seminars developed and led by industry leaders. Join us in Austin, Texas, for experiential workshops, enlightening lectures, and the always popular Ask the Experts program! More Information: [ibpapublishinguniversity.com](http://ibpapublishinguniversity.com).



## California Crime Writers Conference 2015

June 6 & 7, 2015 (Saturday & Sunday)

DoubleTree by Hilton Hotel Los Angeles–Westside, 6161 W. Centinela Ave., Culver City, CA

Sisters in Crime/Los Angeles and SoCal Mystery Writers of America welcome aspiring writers and established authors to mingle with agents, editors, publishers and your peers for the latest inside information on publishing and self-publishing, to hone your skills, and to revitalize your creative juices at the California Crime Writers Conference 2015. Special keynote speakers Charlene Harris (*right*) on Saturday, and Anne Perry (*lower right*) on Sunday. Join us in sunny Culver City for a conference that will heat up your writing and beef up your publishing and marketing plan. CCWC is only held every other year and is capped at 200 attendees to keep it intimate, so register early. Previous conferences have sold out.



### Registration:

Complete the online registration form at <http://www.ccwconference.org/> to pay online by PayPal.com, or print, complete, and mail PDF registration form (check payable to Sisters in Crime Los Angeles CCWC) to Sisters in Crime/LA, 1107 Fair Oaks Avenue, PMB 338, South Pasadena, CA 91030

### Costs:

- Early bird registration through Jan 31, 2015: \$265
- Registration Feb 1, 2015 - Apr 30, 2015: \$300
- Registration May 1, 2015 - May 31, 2015: \$335 (online and main-in registration closes May 31; mailed registrations also must be received by then)
- On-site registration (meal choice cannot be guaranteed): \$350
- Manuscript critique (5 double-spaced pages): \$50 (manuscript submission must be received by May 1, 2015; submission instructions will be sent prior to the conference)



### More Information and Cancellation Policy:

Visit <http://www.ccwconference.org/>



## Western Writers of America Convention

June 23-27, 2015

Sacramento, California

Visit <http://www.westernwriters.org/>



## Romance Writers of America Annual Conference

July 22-25, 2015

New York City

Visit <http://www.rwa.org/conference>



## Book Passage Mystery Writers Conference

July 23-26, 2015

Corte Madera, California

Visit <http://bookpassage.com/mystery-writers-conference>



## Southern California Writers' Conference, A Weekend for Words

Sept. 25-27, 2015

Newport Beach, California

Visit <http://www.writersconference.com/la>



**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)  
and let us know you like us!**



*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 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](mailto:gab11853@aol.com).

If you'd like to appear in the newsletter's **member profile**, Contact Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.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](mailto: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!**

*Newsletter Team*

**Vanderblümen  
Publications**

**Glenna A. Bloemen, J.D.**  
**Self-Publishing Coach**  
*Assisting First-Time Authors  
From Page to Press*  
P.O. Box 626, La Mesa, CA 91944  
619.743.5192  
[gab11853@aol.com](mailto:gab11853@aol.com)

Newsletter Editor

*All My Best*

Copyediting, Formatting, and  
Heartfelt Publishing

**Lynette M. Smith**  
*"Building Results, Respect,  
and Relationships!"*  
714.777.1238  
[www.AllMyBest.com](http://www.AllMyBest.com)  
[Lynette@AllMyBest.com](mailto:Lynette@AllMyBest.com)

Copyeditor



**Lauren Castle**  
*Image & Branding Strategist*  
858.459.7400  
[www.impress-express.com](http://www.impress-express.com)  
[lauren@impress-express.com](mailto:lauren@impress-express.com)  
*"Make your first impression  
a lasting impression!"*

Circulation Manager

**YOUR NAME HERE**  
**as**  
**Content Coordinator:**  
**VOLUNTEER**  
**TODAY!**

Content Coordinator