

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

February 2016

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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

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

If you would like to sign up for a **member profile** in this newsletter, contact Rick Lakin at icrewdigital@gmail.com

Next Meeting: Saturday, February 27, 2016

Time: 10:00 a.m. – 12:30 p.m.

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

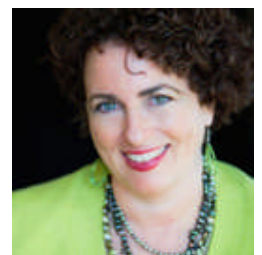
Topic: Get Known Everywhere!

Speaker: Jill Lublin

If you want to be the number one Influencer in your industry, you've got to get bigger media visibility. Based on her international bestseller, *Guerrilla Publicity*, Jill shares simple strategies to help you go from unknown to newsworthy. Sharing her proven secrets to understanding what the media wants, Jill provides you with short-term, doable tactics that boost visibility for you and your brand. Jill Lublin's expertise will drive readers to your door and profits to your pockets!

About Jill

Jill Lublin is an international speaker on the topics of Radical Influence, Publicity, Networking and referrals. She is the author of 3 Best Selling books including Get Noticed...Get Referrals" (McGraw Hill) and co-author of Guerrilla Publicity (Adams Media) and Networking Magic (Morgan James). Jill is a master strategist on how to position your business for more profitability and more visibility in the marketplace. She is CEO of a strategic consulting firm and has over 20 years experience working with over 100,000 people plus national and international media. Jill teaches Publicity Crash Course as both live events and live webinars and consults and speaks all over the world.



Visit publicitycrashcourse.com/freegift and jilllublin.com.



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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

PWSD News

Thank you to Gemini Adams for getting us off to a great start this year. She shared her tips and ideas from the success of publishing several books by herself and others. She also discussed how to get those oh-so-valuable Amazon reviews. If you missed her talk, her handouts are available on the website at PublishersWriters.org.

I want to thank all of you who attended as well. First of all for helping us set up the chairs, then for being patient with our technical difficulties. It is going to be challenging for the next few months, as we cannot meet again at the Carlsbad Library until the second half of the year. The good news is that the city is renovating the auditorium (and updating it with WiFi!). The bad news is, it is not available to us until at least July. We'll be moving around from month to month, so be sure to check the website so you know where to find us.

Speaking of where to find us, February's meeting is at the **Encinitas Community Center**. Jill Lublin, a master PR strategist, will talk to us about how to "get known everywhere," which is a great way to get word out about your book. As you have been hearing, building your platform is an important part of helping people discover your book. You can't afford to miss this meeting.

In March, Jennifer Wilkov will guide us in how to "Write the Hook for Your Book." This is something you need to pin down as soon as you think you might write a book, or else be sure you have a strong hook for the book you are marketing. **This meeting is at the Carlsbad (Cole) Library (1250 Carlsbad Village Drive).**

In April, Fauzia Burke will teach us all how to market online without driving yourself crazy.

In May, David Wogahn will discuss what metadata is and why it is the most important foundation of your book marketing.

In June, Randy Peyser will share with us what she has discovered about securing an agent for your project. And there's more exciting information to come in the second half of the year! Join Now!

**See important PWOC member invitations
and reminders on next page!**

President's Message—*continued*

News from PWOC (Publishers & Writers of Orange County). Thank you, Tricia, for helping us learn about positioning a book to find its audience. Tricia shared success stories, as well as struggles, of a variety of independently published books, and what worked and what didn't. It was enlightening and helpful.

Be sure you RSVP for the March meeting, when David Wogahn will conduct a metadata workshop. If you RSVP, he'll send you information about what metadata to bring to the meeting, and then he will work with you to analyze how successful it will be to create discoverability for your book. If you are just thinking about or writing your book, it is not too early to pinpoint the metadata. Bring your ideas where your book should be listed, and David will help refine the process. This is a hands-on workshop you won't want to miss. **PWOC meets in the Rotary Room at the City of Orange Library.** (*Details on page 5.*)

Remember, PWSD members may attend PWOC meetings for the member price, \$10 per meeting. It's the same for PWOC members who want to attend PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

Membership dues and directory reminder. As you all know, securing a space for our ever-growing meetings is one of our biggest challenges. Because of this, we've adjusted our yearly dues to \$47. This is still one of the most economical memberships available, and our members' meeting fee will stay the same. Again, if you choose to attend, when you join, you are a member of both PWSD and PWOC.

To be included in our popular online directory, members must submit a 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.

Read Local



Thank you to everyone who participated in the Encinitas Holiday Fair. It was a beautiful day. Watch for upcoming events. Please let us know if there is a street fair in your neighborhood; we'll look into participating.

We also need some volunteers on standby to set up for these events. If you are willing to help, we will offer free coop for that event. It will require a car big enough to hold several fold up tables and a tent (but believe it or not, we once got it all in Tony Vianna's Porsche!), set up in the morning, tear down at the end of the event, and perhaps storage for a few days. If you can help, let us know at karla@readlocal.org.

Please visit 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, etc. Check it out; Read Local is one of the best marketing deals around.



Have newsletter feature articles/ideas? Send them to Glenna at gab11853@aol.com

We are currently seeking feature articles for the upcoming issues of the newsletter. If you've read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna Bloemen, at gab11853@aol.com. Thank you for your continued support.

Want to be profiled in the newsletter? Tell Rick Lakin at icrewdigital@gmail.com

Would you like more exposure to fellow members? One way to do that is to be featured in the Member Profile section of PWSD's monthly newsletter, *Publishers & Writers Monthly*. All you have to do is be an active (read "current") PWSD member, answer six questions in some depth, provide a JPG head shot, and optionally provide 1–2 JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example. It's easy to be profiled; just submit your name to Rick Lakin (see headline) and let him know you wish to volunteer. We are currently scheduling member profile features for April through September. Thanks, and let Rick hear from you soon!

Get found in the directory: Email your bio & 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. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olsen at karla@publisherswriters.org, and she will let you know.

Save more and learn more: Attend both PWSD & PWOC Meetings at reduced member rates!

Because securing a space for our ever-growing meetings is one of our biggest challenges, we've adjusted yearly dues to \$47. This is still one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. Since our members' meeting fee will stay the same, you save \$10 at every meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 5) in each newsletter issue.

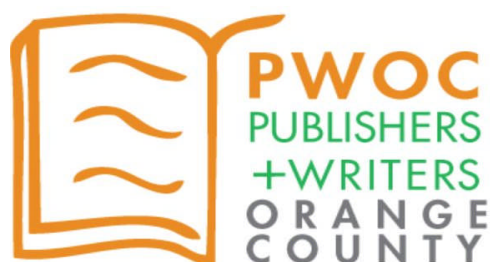


“PWSD Likes Facebook!”

[Visit us on Facebook today](#)

**and let us know
you like us!**





www

IN THE OC OR VICINITY?

Come Join Us on the
First Saturday of the Month!

10:00 a.m. to 12:30 p.m.

Rotary Room, City of Orange Library*

407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

**Always check the meeting announcement
or website to confirm the location.*

Please tell your writing and publishing friends in the area that we'd love to meet them at the next meeting; visit www.PublishersWritersOrangeCounty.org and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. Other PWOC questions? Email Jan Kingaard at jank3345@aol.com. **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



A Metadata Workshop with David Wogahn

Saturday, March 5, 2016

How authors sell more books when metadata planning and optimization is part of their online marketing strategy. This will be an interactive session using your own metadata as examples. About one week before our meeting you will receive instructions for collecting and formatting your metadata for the workshop.

About David Wogahn: Our workshop leader is David Wogahn, a specialist in book and author online presence optimization, and the president of Sellbox, an indie publishing services company. David is the author of two books and two videos courses including [Register Your Book: The Essential Guide to ISBNs, Barcodes, Copyright and LCCNs](#), and the [Lynda.com](#) course [Distributing and Marketing eBooks](#). David's website is [Sellbox.com](#).



A Fun, After-Meeting Plus

Whenever you attend our meetings, bring your walking shoes along. Weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat lunch.



See next page for a recap of our February 6 meeting with Tricia van Dockum-Hedman.

PWOC Meeting Synopsis, February 6, 2016
Tricia van Dockum-Hedman's Presentation,
“Book Marketing ‘On & Offline’”

Tricia Van Dockum-Hedman, Literary Publicist and Founder of Ollie Media, treated us to an informative, detailed analysis of marketing on and offline beyond social media, in our PWOC meeting Saturday, February 6.



She covered topics including when and why to use a publicist, the current popular genres selling, trends in digital vs. hard copy books, essential marketing considerations such as who is your reader and your market and how will you get your message out to them; the importance of paying attention to detail in book packaging; independent-publishing opportunities and pitfalls to avoid in choosing between using CreateSpace and IngramSpark; how to create successful book-signing events; the ramifications of choosing returnable vs. nonreturnable book options; the importance of analyzing the content of a magazine to determine the type of books that would be appealing to their readers; how to develop a platform; ways to market yourself using a wide variety of media; pros and cons of Net Galley vs. Edelweiss for book reviews; and, above all else, how to align your expectations with reality.

One especially helpful portion of her talk was when she examined several books in detail. She discussed the pros and cons of the book cover choices that had been made as well as specific marketing strategies based on the author's preexisting relationships. She dove deep into the book cover specifics, such as title placement, length of testimonials, the importance of a professional appearance, the significance of details such as font choice, use of special effects for photographs, verbiage choice, photo placement, and the impact of color.

She advised authors to ask themselves: Who do you bring to the table with you as potential readers? Do not overlook your own resources—start with the “low-hanging fruit” in

selling your book to your own tribe(s). She emphasized the importance of relationships. One of the main strengths of utilizing a publicist is the connections that can be brought to bear in marketing your book; what opportunities will the publicist have access to that you wouldn't otherwise be able to elicit on your own?

We are grateful to Tricia for sharing her expertise with us at PWOC. I know that as a new author, I found her information invaluable.

Contributor Penny S. Tee writes a blog at www.PennySTee.com on such topics as Israeli issues of Peace and Reconciliation, writing, spirituality, personal growth, and parenting. She is the founder of Writers4Writers, a writers' support group in Rancho Santa Margarita, California. She is currently writing a memoir of her experiences in Israel in July 2014 while on vacation with her family, when the war broke out—touring by day and bomb shelters at night. She also is raising funds to bring two Peace activists from the West Bank to Orange County to speak. Penny lives in Orange County with her husband and teenage son. You can reach her at Penny@PennySTee.com.



10 Things I Know for Sure About Book Marketing

Fauzia Burke, Author of
Online Marketing for Busy Authors

I am often asked what I know for sure in the book publishing, book marketing, and digital marketing industry. While there isn't one magical formula for every author and every book, there are some specific steps you can take to carve out your niche, build your brand, and create a community.

1. You can't just do social media. You have to combine your social media efforts with social networking. Social media is what we create and upload. It is a one-to-many communication approach. Social networking is about interacting and listening and it is successful when it's done peer-to-peer. Create content to share, but make sure you are creating conversations as well. You can't only post; you have to comment, read, listen, share, and go for connection.

2. Don't try to do everything. Just because something can be done online doesn't mean it should be done online. Don't try to keep up with every new social media platform and app that is new or trendy. Think about your niche and what makes the most sense for you to do. Where do you think you can find your audience? Go there first. I always recommend that authors begin with a website because today's readers expect that at a minimum. Start your author website and make it about you first and your book second.

3. Don't try to promote your book to everyone. There is no *everyone.com*. Knowing your audience is essential for authors in so many ways. When you can easily describe your audience, you can find them online. You can make your book better because you know exactly who you are writing to and how you can provide value. (*Hint: When identifying your audience, do it by thinking of one person. Let one person represent all the values and traits of your audience and then think of that one person as you create content.*)

4. The tortoise can beat the hare. An email marketing blast can seem enticing when your time is crunched and you can't believe your overwhelming to-do list. But don't do it. It's better to take a few hours and write to one person at a time (to get a testimonial or to tell someone of your book) than to do a mass email. I've tested this and I know it to be true. You will get better results if you write one email at a time, even if it seems like a painstakingly slow process.

5. The age of generalists is over. Find your niche, hone your skills, develop your audience, and be brilliant. Be a specialist, strengthen your strengths, and stay in your lane.

6. Think long term. The purpose of building your audience is to bring them along with you as you develop your projects. The feedback and encouragement you receive will make your book better. Use the questions you are asked as content ideas for your next blog post or chapter in your book. The questions your audience asks are an inside look at what your audience cares about most.

7. Speaking with people is a great privilege. Don't waste it. Sometimes we are all so busy and our heads are racing to the next meeting or work project, and we don't get present or appreciate the conversations we are having in the moment. Value every conversation and every person. Sounds cliché, but really, what you put in you will get back.

8. Go for engagement. We all get caught up in social media numbers because it's like a game. How many LIKES can I get? How many followers do I have? Watching your numbers grow can be an immediate gratification pursuit, but truly it's better to have 1,000 engaged fans than 10,000 who don't care about you. Go for interaction and engagement.

9. Start now. Start developing your brand and platform as soon as you have an idea for a book. It's never too early to create your audience and begin the conversation.

10. Give value to your customer. It's not enough to just know your customer. You have to create content of value for your customer. Then take a step back and watch, read, listen, and respond.

Today, sharing your expertise, ideas and stories has never been easier, but building and keeping an audience has never been harder. Devote some time to your marketing plan daily and be patient. Results will happen.

Fauzia Burke is the founder and president of FSB Associates, an online publicity and marketing firm specializing in creating awareness for books and authors. She's the author of Online Marketing for Busy Authors (Berrett-Koehler Publishers, April 2016). Fauzia has promoted the books of such authors as Alan Alda, Arianna Huffington, Deepak Chopra, Melissa Francis, S. C. Gwynne, Mika Brzezinski, Charles Spencer, and many more. A nationally recognized speaker and online branding expert, Fauzia writes for the Huffington Post, MariaShriver.com and MindBodyGreen. For online marketing, book publishing, and social media advice, follow Fauzia on Twitter (@FauziaBurke) and Facebook (Fauzia S. Burke). For more information on her book, please visit www.FauziaBurke.com.



Joys of Life

Written by LIZ ONUFER

Photo by Dawn at Nicoli Productions

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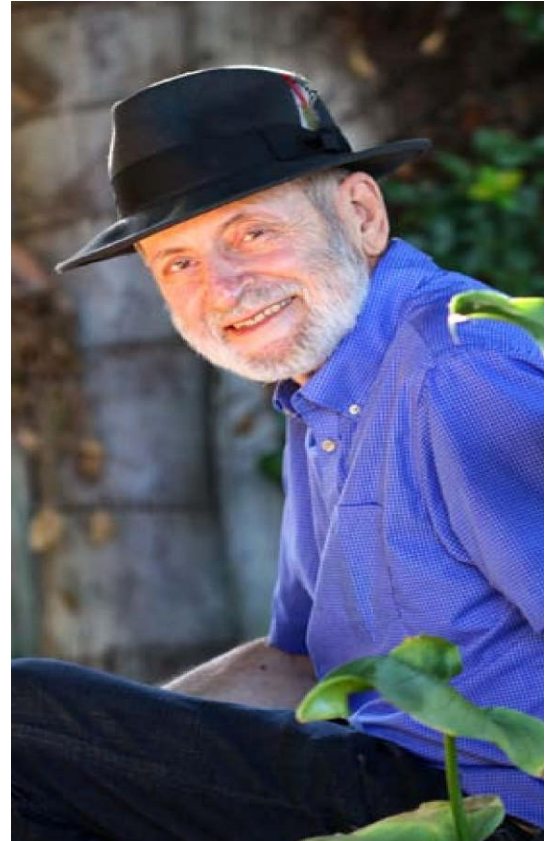
Told by a professor at Los Angeles City College that he had a talent for writing, Clive Aaron Gill took the compliment literally. The encouragement continued from professors at UCLA, where Clive earned his degree in Economics and today, has resulted in numerous published works.

Born in Zimbabwe, Clive has spent time in Southern Africa, Europe, and North America, and he creatively draws from these experiences to write his stories. One of his works, *Go Well, My Sons*, in particular utilizes these settings. "This tale," Clive said, "intertwines lives in Africa, Europe, California, and Israel—a story that weaves a fascinating tapestry." His inspiration is born from both his life experiences and imagination, as well as listening to other people's stories and reading. "I entertain readers by writing about human behaviors with humor, compassion, and understanding," he acknowledged.

Clive's writing life is complemented by the sunshine of his life, Sandy Youngdale. He shared, "She is an upbeat person with a ready smile who only gets mad for about two minutes." The couple have shared their lives for the last 27 years. Clive's other joys in his life include his son, a preschool teacher, and his daughter, Iris, an expressionist artist who died at the age of 41 after suffering with Multiple Sclerosis for 20 years. As part of Clive's commitment to Iris, he has donated over 600 of her art pieces to charity. "These art pieces help the charities raise funds at gala event auctions. At the same time, I am fulfilling Iris's wish that her art be seen," he explained. Her work is held in private collections and in La Jolla at the Athenaeum Music and Arts Library Permanent Collection.

In addition to author, Clive adds mediator to his resume. He has been appointed to the Mediator Panel of the Superior Court of California and the Crime and Substance Abuse Prevention Commission for the City of Vista, as well as served as an adjudicator for the cities of Oceanside and San Marcos. He also facilitates seminars in communication, team building, and conflict resolution.

Out and about, Clive enjoys the San Diego County Library in Vista, walking the trails at Buena Vista Park, enjoying the local theater and art venues, and shopping for fresh, organic produce. When asked about his advice for aspiring writers, Clive suggested, "Keep a day job!"



Note: Clive resides in Los Angeles, California, and can be reached at www.amazon.com/author/cliveaarongill.

***Are you a current PWSD member who would like to be profiled
in a future newsletter issue?***

Contact Member Profile Coordinator Rick Lakin at icrewdigital@gmail.com

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 & 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 Jeniffer Thompson at j@monkeycmedia.com.
(See announcement at top of page for details.)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held the first 10 months of the year (usually on the last Saturday), offering 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;
- **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);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate**, a \$10 savings each meeting, compared to the non-member meeting rate of \$20!

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



2016 Events Calendar

***Have an event/resource to report to the publishing and writing community?
Send your information to
Newsletter Editor Glenna Bloemen at gab11853@aol.com***

Temecula Valley Indie Christian Writers Conference

March 18–20, 2016

Taking place in Temecula, California. For details, visit www.inkandkeys.org.

At the IBPA Publishing University

April 8–9, 2016

Salt Lake City, Utah

You're invited to join over 300 book publishing professionals from across the country for the Independent Book Publishers Association's (IBPA's) 28th Annual Publishing University: a two-day, must-attend networking and educational event focused specifically on issues important to indie publishers and self-published authors. Press fast forward on your publishing program with 30+ educational sessions, including experiential learning labs, insightful keynotes, a gala book award ceremony, and fun networking events. You'll walk away with strategies, new connections, and innovative ideas to move your publishing goals forward. For more information and required qualifications, please go to: <http://www.publishinguniversity.org/#!affiliate-scholarship-program/c1put>. For questions, please contact Karla@publisherswriters.org.

Las Vegas Writers Conference

April 28–30, 2016

Taking place in Las Vegas, Nevada. For details, visit www.lasvegaswritersconference.com.

SCBWI Summer Conference, Society of Children's Book Writers and Illustrators

July 29 – August 1, 2016

The Annual Summer Conference spans three days with an optional intensive day on Monday. The conference is held each year at the Hyatt Century Plaza in Los Angeles. Registration for the 2016 conference will commence in mid-April, 2016. Many of the biggest authors and illustrators in children's books will be joining a bevy of agents, art directors and editors. For more information, email sararutenberg@scbwi.org for conference information or scbwi@scbwi.org for general questions; or call 323-782-1010 (M-F, 9–5), fax 323-782-1892, or write SCBWI, 4727 Wilshire Blvd., Ste. 301, Los Angeles, CA 90010.

Willamette Writers Conference

August 12–14, 2016

Taking place in Portland, Oregon. For details, visit <http://willamettewriters.com/>.

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 Glenna Bloemen at gab11853@aol.com.

If you'd like to appear in the newsletter's **member profile**, Contact Rick Lakin at icrewdigital@gmail.com.

Would you like to help out by taking notes at one of our monthly PWSD 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!

Newsletter & Social Media Team

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From Page to Press*

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a lasting impression!"*

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