



# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

March 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](http://www.PublishersWriters.org)

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send contributions 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 Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com)

## Next Meeting

**Date:** Saturday, March 29, 2014

**Time:** 10:00 a.m. – 12:30 p.m.

**Location:** Carlsbad (Dove) Library  
1775 Dove Lane  
Carlsbad, CA 92011

**Topic:** Book Marketing Products & Services

**Speaker:** Brian Jud

Brian Jud is an author and publisher, president of Book Marketing Works, LLC, and a book-marketing expert helping publishers market their books in non-bookstore markets to increase their unit sales, revenue, and profits. Brian is also the executive director of SPAN (Small Publishers Association of North America). He is the author of *How to Make Real Money Selling Books* and *Beyond the Bookstore* (a Publishers Weekly® book) describing new ways to sell more books to special-sales buyers. Brian is a partner in Premium Book Company, which offers commission-based sales of nonfiction, fiction, children's titles, and remainders to buyers in non-bookstore markets. He is the editor of the *Book Marketing Matters*™ special-sales newsletter and creator of the Special-Sales Profit Center™, a database to help publishers sell more books to special markets.



In addition, Brian conducts the Masters of Book Marketing™ seminars and series of Book Marketing Monthly™ webinars, as well as being a frequent speaker at publishing events and IBPA's Publishing University. He is also the author of the series of ebooklets and printed booklets with *Proven Tips for Publishing Success*.

He wrote and published seven titles on job-search topics that will be used as examples during his presentation.

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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**

Thank you, Angela Bole, executive director of Independent Book Publishers Association. Angela shared with us the many benefits of becoming a member of IBPA. These include educational forums such as the upcoming Publishing University and ongoing teleseminars, as well as the prestigious and well-established IBPA Benjamin Franklin Awards for excellence in independent publishing. She also described the many marketing programs available, such as to libraries and independent bookstores, as well as opportunities for representation at tradeshow around the world. If you aren't familiar with IBPA's many offerings, I encourage you to visit their website to learn more, and then join to take advantage. They offer a discounted membership to PWSD members, so be sure to give them a call before you sign up, to get the coupon code.

This month we welcome one of the gurus of book marketing, Brian Jud. You've often heard me say that bookstores are the worst place to sell books—all that competition, and they can return the books whenever they want. Brian specializes in how to sell books outside the bookstore, offering tried-and-true techniques for getting your book noticed and making the sale. And the sales are in bulk and non-returnable, the best kind of sale there is. Brian is a terrific speaker, so for the sake of your book, you won't want to miss his presentation. This month's meeting is at the Carlsbad Library.

Upcoming in April we have Michael Sager, a former journalist and author who turned his back on mainstream publishing to create a consortium of artists and writers. He will reveal why he did this and how he and his compatriots are leveraging their talents to create publishing success.

All those questions you have about bookstore distribution are going to be answered in May, when Amy Collins of New Shelves Book Distribution joins us to talk about how distribution works and how to make it work for you and your book.

There's even more in store, so stay tuned and check the website for upcoming programs. And always remember to check for location.

A reminder to all members: You must submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is highly ranked on Google, which means you get broader exposure by being part of the directory. But you must be an up-to-date member to participate. If you are unsure when to renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

Membership, at \$37 a year (just as it has been for the past 10 years), is 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.



We still have a few author slots open for the Encinitas Street Fair on April 28. Get in touch with Karla Olson ([Karla@publisherswriters.org](mailto:Karla@publisherswriters.org)), right away if interested.

Be sure to visit [www.readlocal.org](http://www.readlocal.org) to sign up for the newsletter so you don't miss other opportunities. 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, event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs.

A Basic Listing in the directory 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.

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## Death by Powerpoint

By Laura Akers

As a speaker, Toastmaster, and public speaking/trial skills coach, I get to see lots of presentations. What's the one thing that makes me want to put my head in my hands? **POWERPOINT.**

This product should come with a warning label:

**IF MISUSED WILL PUT AUDIENCES TO SLEEP OR MAKE THEM WANT TO KILL THEMSELVES.**

Think back to when you were (or maybe still are) trapped in a classroom at the mercy of a teacher who drones on while pointing to the board and reading things verbatim that he/she has written there. Powerpoint is simply the digital-age update of the chalk/black/white board.

Recently, I attended a presentation put on by a PR firm from Los Angeles. Their business is to promote writers. In addition to the speaker's using the words "um" and "like" every few seconds when she spoke, the tan text color of the words on her PowerPoint slides melted into the brown/green background, making them impossible to read. Within 15 minutes, people began to walk out. I thought they were being gracious. I wanted to leave within the first 2 minutes.

Here are some tips to follow if you're using PowerPoint:

1. **Make sure audiences can SEE your slides** Check the font colors, text size, and images from the back of the largest room you'll be doing your presentation in. How do they look? Will everyone be able to see them?
2. **Don't read verbatim.** I learned to read before kindergarten. Most people attending presentations know how to read. Use **IMAGES** and **SHORT PHRASES** to complement what you're saying. If the content of your speech is important, email it or provide in handouts to your audience **after** you're done. If you provide handouts before, the audience will focus on reading them and not listen.
3. **Don't marry your equipment.** I'm not sure what's so seductive about screens and remotes, but presenters using PowerPoint typically stare from the hand that holds the control to the slides they're showing. The audience seems to have disappeared from their minds. Presenters also stand too close to their machines, like kids in a first relationship who always want to hold hands. Focus on your message, not the machinery.
4. **Look at your audience and move around.** Hi! I'm over here. Why are you looking at the PowerPoint presentation and not at me? Eye contact engages an audience in your message. Be dynamic and remember your presentation should *complement* your message, not *be* your message.
5. **Make it fun.** I don't care if your talk is super technical or content driven, please interject some humor somewhere. Give your audience hope that the talk will be fun so they don't start trying to figure out how to lean against the person next to them and catch a nap. Add cartoons, video, or some other content that makes people smile.

Good luck to everyone in their next presentation. I'm looking forward to the day I won't have to keep my hara-kiri sword in my briefcase.

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Laura Akers is a member of PWSD and a practicing attorney in northern San Diego County..



# The North County Writers Bloc: It's More than a Critique Group

Louise Watkins, aka C. L. Woodhams

Successful writers agree: Participating in a critique group improves their writing skills, provides support and encouragement, and motivates them to reach their goals. When I moved to San Diego County, I made finding a critique group my top priority. My work needed, and I craved, the honest, interested and in-depth analysis that a group provides.

First I had to define what I wanted from a writers' group. I knew I needed one whose members were successful writers. I expected members to understand and teach writing techniques and to honestly but gently critique my work. At least one member who had taught creative writing would be ideal. A range of ages would give a multi-generational perspective. Members would be working on a variety of projects so their review of my work would have differing expectations. I also wanted to meet during the day, at a location not too far away.

I knew from experience that I *did not* want a group in which members read the others' work before the meeting and discussed it when they met. I felt this took too much time from my own writing and editing. I preferred to hear each author read his own work. I decided weekly meetings would give me enough time to create a new scene or write a new chapter. A longer space between meetings would slow down feedback on my work.

After moving, I attended a PWSD meeting, inquired about critique groups, and was referred to a group meeting at my local library. I was told the group met each Friday morning for three hours. The next Friday, my heart pumping wildly, I entered the meeting room. The meeting hadn't started, but the 15 chattering people all seemed to be friends. Would I fit in? Were they a clique?

I was introduced to the members of the North County Writers Bloc and given a list of their names to follow as each person read his work. I was told I was welcome if I was an active writer. I had taken my book of short stories to show them (and impress them, of course). They asked me to read from it. I read my favorite story and was heartened to hear their laughter at just the right moments. When I finished, their critique started. I heard what they liked in the story, about my problems with points of view, and how I could improve. This was not a group dedicated only to telling the writer he was wonderful. I had found a home.

To my delight, the North County Writers Bloc has proven to be more than a critique group. Before each meeting we discuss news about the writing business, self-publishing, and query letters. Our successes and rejections are cheered and consoled.

Weekly group meetings bring excursions into the unknown. On Friday mornings, I travel back in time: with a young girl who wants to be a Pony Express rider and with a young woman who spied for the North in the Civil War; and I participate in the guild wars of the 1500s in Italy. I ponder with a playwright the rumor that Queen Elizabeth was a man; and I come of age with a young South African girl as her country sheds apartheid. In modern times, I visit the new U.S. Embassy in Baghdad and travel to Central America on a budget, seeing the sights and sampling the cuisine. I meet the residents of an Oklahoma residential hotel, experiencing with humor their small town quirks. I help solve a murder in New Orleans and follow a new widow in her passage to the future. Then I learn about romance from the male point of view. The other writers help *me* give men who abuse their wives a final send-off in my suspense novel. I also hear the memoirs of two adventuresome women, follow the life of a football star, and giggle at the antics of a puppet while its creator reads the play she wrote about him. The Writers Bloc has spawned several poets who thrill and entertain us. One paints watercolors to accompany his work. Another describes the humorous aspects of growing up and getting older.

I look forward to Friday mornings. I know I'll immerse myself in others' work, rejoice with my new friends' successes and receive invaluable feedback. The North County Writers Bloc is more than a critique group. I come away from their meetings with a feeling of accomplishment, a goal for the next session, and the knowledge that I've put in a meaningful morning's work.

If you are looking for a critique group, are actively writing, and are available Friday from 9 to noon, consider joining the North County Writers Bloc. You'll receive honest criticism of your writing and help others, and yourself, by participating in the critique of their work. We meet in the Carlsbad City Council Chambers' conference room at 1200 Carlsbad Village Drive, Carlsbad, CA 92006, next door to the Cole Library. Please contact Jean Carroll at 760-729-0307 if you are interested in meeting with the Writers Bloc.



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

**Judy:** I am currently involved in self-publishing. However, I am anxious to learn more about marketing my book and about converting it to an e-book if that is feasible. I'm also considering writing a sequel that I would combine with the first book and thus print it with a hardback cover, rather than the currently stapled 24-page version, because libraries don't accept stapled or spiral-bound books.

**PWM:** What first attracted you to writing and publishing?

**Judy:** A few years after retiring from the health profession, I decided to try self-publishing, to see if I could save a little money and "do it myself," so to speak. In April 2013, my little book, *Egree's Journey*, was printed, copyrighted, and ready for sale. The story conveys the beauty of forgiveness, compassion, kindness, and God's love for all his creations. I was first inspired to write the story after witnessing a beautiful Great Egret that had "adopted" the area around our church in Oceanside, California. My faith in God and love of birds since childhood prompted me to tell a story based on fact and fable. The main purpose was to convey God's love to young children in a way that they could understand, and to include biblical references at the end, so that parents could continue the discussion with their children after reading the basic message. I was also blessed with a professional artist friend who did the beautiful illustrations of birds and landscapes.

**PWM:** Did you previously have related experience in writing or publishing?

**Judy:** I have always enjoyed sharing stories with children. This goes back to my days raising my own three children, but it is also based on my 45 years of experience as a speech-language pathologist, including 13 years at San Diego (Rady's) Children's Hospital. I found that drawing fun illustrations while telling the children stories focused on their specific needs and really captured their interest and attention. I first published the book, *Photo-Phonics*, in 1973; it was a therapeutic tool for children and adults to enhance their speech intelligibility. That was done via a publishing company from which I received a small royalty. The company did little or no marketing of the book and eventually went out of business. Secondary to our written contract, they sent me all the books that remained, and over the years I sold the rest, a total of a thousand books that helped the communicatively delayed.

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

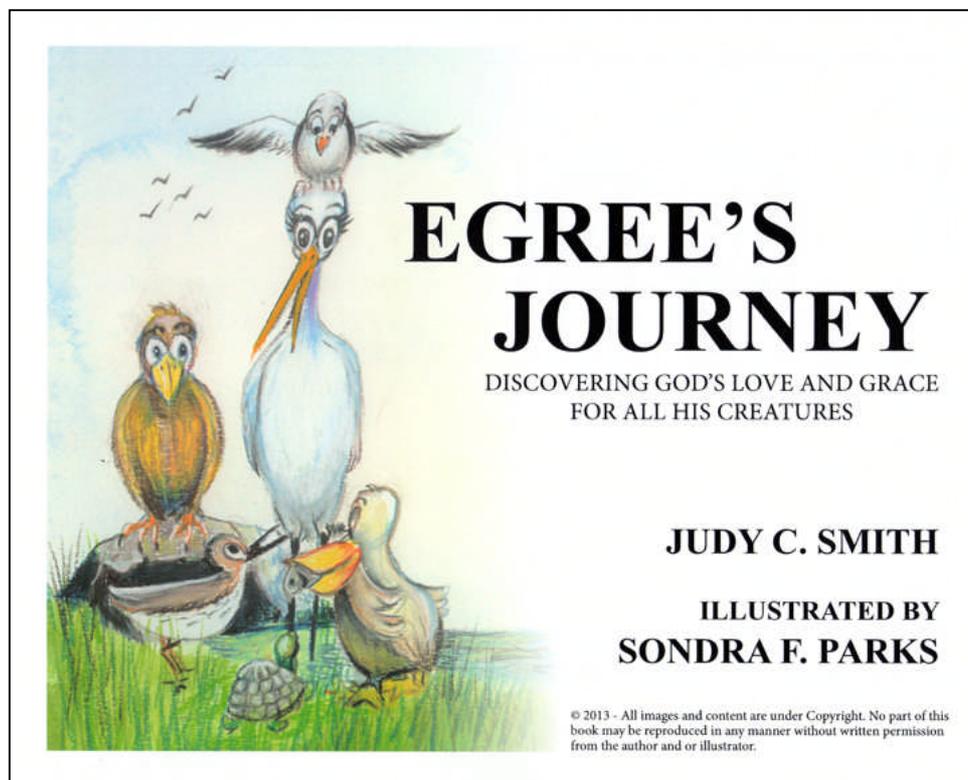
**Judy:** I joined PWSD in July 2013, just 9 months ago this month. My only regret is that I didn't know about PWSD before self-publishing my book. I have learned so much in terms of the choices I could have made, but "we live and learn," as the saying goes. Since joining I continue to get new ideas for marketing my book and information that could eventually help me if I pursue more writing. PWSD has also been very advantageous for networking!

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

**Judy:** Primarily I'm involved in self-marketing; being interviewed by the local newspaper and on blogs. I am studying the possibility of starting my own blog, as well as considering not only writing a sequel to *Egret's Journey* but also checking with toy manufacturers that might consider duplicating a stuffed Egret toy, like the one I made. It could be sold along with the book. I also have saved a number of speech stories that I created while working as a speech therapist. Now that I am retired, I am considering upgrading them and sending them off to publishers, possibly combining the stories with audio CDs.

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

**Judy:** Learn as much as you can, before publishing. Based on my first experience with a publisher, I recommend getting it in writing from your publisher that if they go out of business you get the remaining books of yours back. There have been so many changes in the publishing business, primarily in technology. PWSD is a good starting point that provides many references and contacts, according to a person's specific needs. Since I am not as savvy as I'd like to be regarding current technology, the monthly meetings also provide me with help in that area. I enjoy getting acquainted with the members. One can learn so much while visiting with members before and after the speaker presentations. I have talked with some that are in the publishing business, as well as authors. They are so open to sharing information learned from their experiences, failures and successes.



## Fourth Annual 2014 Ebook Awards: Submission Deadline April 30!

### Imagine . . .

#### Entering your Ebook in this award program and:

- Putting an official Nominee “sticker” on your Ebook cover, website, Amazon page, and promotion materials.
- A free listing in *Publishing Poynters Marketplace* offering copies of your Ebook for reviews in prestigious ebook dealers’ sites such as Smashwords.com, Amazon.com, Barnes&Noble.com, and others.
- Entering the Global Ebook Awards comes with a seven-step publicity program. Each week, we show you how to publicize your Ebook.
- Media coverage for your Ebook and you.
- Winners and finalists will be listed on the official Global Ebook Awards site.
- Winners and finalists may purchase Global Ebook Award certificates attesting to their honor.
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To be successful, fiction has to get read. To be successful, nonfiction has to be brought to the attention of its category audience. Readers have to read your Ebook, love it, and tell someone else. This is “word of mouth.”

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The greatest challenge for Ebook authors, both fiction and nonfiction, is getting their Ebook known, read, loved, and recommended to others. The predicament is finding readers interested in your subject. Judges for the Global Ebook Awards select the categories of Ebooks in which they have an expertise and want to read. They are avid readers who voluntarily come to your Ebook. See [Judging](#)

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Being nominated for an Ebook award multiplies your investment in more than one way:

- **Seven promotional opportunities.** Once your Ebook is accepted into Nomination, you will receive a promotional opportunity each week for seven weeks. These opportunities will show you where to publicize your Ebook’s nomination and how to track the results. You can use these publicity ideas and opportunities for this and all future Ebooks.
- **Post & Promote your Ebook.** You will be able to post your Ebook in the user publicity section of the website. This is another great publicity opportunity for you and your Ebook.
- **More reviews for your Ebook.** Many of the more than 250 judges need material for their (category) blogs and some may review your book at Amazon, B&N.com, Midwest Book Review, etc.
- **Nominated “sticker.”** Bring attention to your Ebook by placing a Nominated sticker in your blog, website, emails, etc.

Being accepted into Nomination into the Global Ebook Awards is a stepping-stone to more publicity. Publicity projects multiply your investment and maximize publicity for your Ebook.

Your Ebook will benefit from this fabulous publicity system for just \$79.00 per Ebook, per category. Enter now at <http://globalebookawards.com/instructions-for-entering/>

*Continued*

## 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](#).
- **More than 250 Judges.** We have “category experts” such as book bloggers, editors, reviewers, publishers, authors, book club/reading circle members, and others who love a particular category of book. More judges per category mean more evaluations of your Ebook. Some judges review the books they read and some blog about them. See [Judging](#). When ebooks are entered early, more judges will have more time to read and evaluate them.
- **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.



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## 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@PublishersWriters.org](mailto: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](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**



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

**Authors and Artists Festival**

**La Mesa Library**

**8074 Allison, La Mesa, CA 91942; 619-469-2151**

***Richard Lederer, Keynote Speaker***

**Join us for the third annual La Mesa Library fundraiser in May!** 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, which will afford us more room, continuity, and shade for participants and guests. The library will provide tents. Please bring your own tables and chairs.

To sign up, contact Karla Olson of Read Local at [Karla@publisherswriters.org](mailto:Karla@publisherswriters.org) or Glenna Bloemen of the Friends of the Library at [gab11853@aol.com](mailto:gab11853@aol.com), 619-743-5192. Applications are available now and will be available at the next meeting. A donation of \$20 is requested to participate. Make checks payable to **Friends of the La Mesa Library\*** and mail to Friends of the Library, P.O. Box 1073, La Mesa, CA 91944.

Guest speakers will be presented in the La Mesa Community Room of the Police Department throughout the day. Keynote speaker is Richard Lederer, famed grammar guru and humorist author/presenter. Diana Saenger will speak on how to write your memoir. We still have another author to confirm. On the art side, Karen Childress-Evans will speak on art appreciation, and Shannon O'Dunn of the La Mesa Arts Alliance will speak on art evaluation.

*\*Friends of the La Mesa Library is a 501(c)(3) organization.*



*If you hear of an event or discover a valuable resource for publishers or writers, please send it to [gab11853@aol.com](mailto:gab11853@aol.com) by the 1st of the month.*

**“PWSD Likes Facebook!”**

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*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).

Would you like to appear in the newsletter's **member profile**? Contact Lynette Smith at [lynette@allmybest.com](mailto: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](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!**

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