

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

March 2015

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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](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, March 28, 2015

**Time:** 10:00 a.m. – 12:00 Noon

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

**Topic:** ***“Making Your Own Book Trailers”***

**Speaker:** Barbra Drizin

Book trailers are rapidly becoming a major pillar in a writer's marketing campaign. People love short videos. They're easy to watch and easier to share, and that makes them easy to talk about.

One of the most fun, creative, and effective ways you can promote your new book on blogs and social media is by creating a book trailer. The book trailer communicates the essence of a book in a short and entertaining manner and can be a real boost to sales.

Barbra will demonstrate and teach you how to make your own book trailer or video plus offer the Top 5 Book Trailer Tips. Barbra weaves her technical skills, knowledge of social media, experience as an educator, and desire to help people into *Start From Scratch* Social Media.



Offering services, workshops and presentations to a target market of the “resistant, reluctant and intimidated,” Barbra demystifies social media in a fun, informative and interactive way.

Her audiences and clients walk away with the specific knowledge and motivation they need to use the resources and wealth of opportunities available by using social media. Barbra especially focuses on clients who are authors and artists. These areas align with her interests and passions.



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



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

Together we're learning so much about the various options in how to bring your book to market. Thanks, Keith Ogorek, of Author Solutions, for venturing from chilly Indiana to sunny San Diego, and sharing your wisdom and perspective on the options in publishing. You provided a great overview of the ways to bring your book to market.

Keith generously provided slides of his presentation. You can find them on the website, along with slides from other speakers, including Mark Coker of Smashwords.

Both Keith and Mark mentioned that having a book trailer is a great way to promote your book on the Web. For our March meeting, Barbra Drizin is coming back to show us how to make your own book trailer, using the abundance of tools available on the Web. This is definitely a meeting you should attend if you have a book to promote.

March's meeting is at the Carlsbad (Dove) Library.

In April, Jennifer Coburn will share her success secrets for getting media coverage for you and your book. In May, have all your legal questions answered by publishing law expert Jonathan Kirsch. In the future we have Robin Cutler from Ingram Spark (more options in publishing!), 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 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 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 that meets on the first Saturday of the month! Several Orange County members approached us, wanting the same great networking and advice. The chapter's first meeting is slated for Saturday, April 4; details are on page 5 of this newsletter. You can also go to [www.publisherswritersorangecounty.org](http://www.publisherswritersorangecounty.org) to find out more. Yours truly is the speaker, with advice about how to uphold professional standards in all aspects of publishing.

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Publishers and Writers of the Inland Empire is on hold for now, but we hope to have a program in place soon. If you are interested, please check [www.publisherswritersinlandempire.org](http://www.publisherswritersinlandempire.org).

And of course, if you are a member of one group, you will receive the members' meeting price for any of the locations. We hope you will attend them all!

As I said, there's a lot of exciting energy in 2015!

Member reminder: 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.



### **Camaraderie at PWSD's February Meeting**

Left to right: Members Tom Leech and Teri Rider,  
Guest Speaker Keith Ogorek of Author Solutions,  
and Ken Kadansky

*Photo by Lisa Nordquist  
PWSD Facebook Content Coordinator*



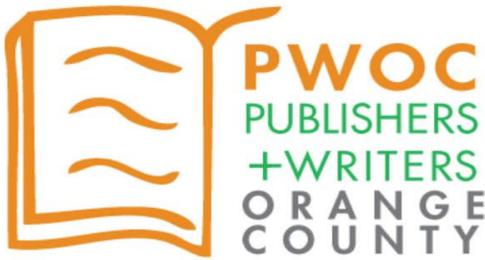
Please visit [www.readlocal.org](http://www.readlocal.org), to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, event planners 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!

**Coming soon: Signups for the Encinitas Street Fair in April.** Be sure you sign up for the Read Local newsletter so you receive notices about sign-ups and other events. (Just click under "Stay Informed" on the bottom right-hand corner of the Read Local website.)

**"PWSD Likes Facebook!"**

**Visit us on Facebook today**  
**and let us know you like us!**





[www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org)

## Come to Our Inaugural Meeting!

**Saturday, April 4, 2015**

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

**Rotary Room, City of Orange Library**

**300 E. Chapman Ave., Orange, CA 92866**

**714-744-2225**



### **“What’s Really Going on in Publishing? Power to the Author!” Presented by Karla Olson, President, PWSD**

With Borders out of business, rumors of Barnes and Noble’s demise, Amazon’s growing by leaps and bounds, and ebook readers showing up everywhere, publishing is definitely the New Frontier.

Karla Olson, 30-year veteran of the publishing industry, will share her observations about the business and the best strategies for realizing your publishing dreams. Even though it has become so easy to publish, this isn’t the time to skip steps and cut corners. Book buyers know what they want, and typos, hard-to-read layouts, and books that don’t deliver on their promises are making them mad.

Don’t fall victim to the “write today, publish it tomorrow” mentality. If it is worth publishing, it is worth publishing right. Karla Olson will take you step by step through the stages of the publishing process and tell you why it is more important than ever to spend the time, money, and thought on publishing not just fast, but right. Along the way she will offer ideas of the standards you need to meet and ways to find the resources you need.

*Karla Olson is the Director of Patagonia Books, the publishing division of Patagonia, Inc. She is also the founder and president of BookStudio, a publishing strategist, consultant, editor, and book packager. She is the president of Publishers & Writers of San Diego, and the founder and president of Read Local, an online directory of local authors. Karla lives in Encinitas, California. For more information, contact Jan Kingaard at [jank345@aol.com](mailto:jank345@aol.com).*

**And then, on Saturday, May 2, 2015, 10:00 a.m. to 12:30 p.m.**

*(Check website to confirm location)*

### **“Boosting Your Book IQ: Maximizing Your Publishing Efforts Through Savvy Planning and Targeted Promotion”**

**Presented by PJ Adams**

PJ Adams, family therapist, author, and former publishing executive, will speak about increasing your chances of publishing success with a well-thought-out approach to targeting, crafting, and marketing your book. PJ will talk about working with Amazon for book titles, cover design, and niche marketing approaches using key words and categories. She’ll also shed some light on navigating KDP (Kindle Direct Publishing) for ebooks and ebook marketing. Finally she will demonstrate how Twitter and Facebook, as well as blogs and Author Central, work to create an integrated marketing presence for increasing your book sales and website traffic.



*PJ’s titles, published by Meandering Trail Media, include the Intoxicating Travel Series, with key titles Intoxicating Southern France and Intoxicating Paris topping various Amazon best-seller lists. Her other titles are the self-help book, Daughter Wisdom, and her popular thriller, Freud’s Revenge.*

## 3 Ways to Say NO Nicely... Plus a Guilt-Free YES!

**Sarita Maybin**

### Say NO Nicely

An important part of communication—at work and at home—is being able to set boundaries. This means knowing when and how to decline opportunities that aren't a priority for you, and doing so *without* destroying the relationship.

So, how do you say NO nicely? My favorite ways fall into the three categories below. Choose the phrases, or a combination of phrases, that work best for you.

Above all else, avoid making excuses!

#### 1. Compliment + NO

*"I appreciate your thinking of me; however, I'm going to opt out."*

*"This sounds like a great project, yet I won't be able to participate."*

*"Thank you. However, my plate is full right now."*

#### 2. Empathy + NO

*"I know you need help with this; unfortunately, I'm not available."*

*"I'm not able to attend; however, I would love to help in another way."*

*"You've worked hard on this committee; however, I won't be able to join."*

#### 3. "Choose" to say NO

*"I've chosen to pass on that offer."*

*"That's not on my radar right now."*

*"That doesn't work for me."*

By the way, category #3 also works well when someone replies with "Why?"

You say: "That just doesn't work for me." or "I'm just not feelin' it."

Remember, no excuse making! Making excuses will just back you into a corner and you'll end up agreeing to something you'd rather not do. For example, if you say "I don't have time right now," you may be approached again next week, and the week after that... until you finally give in.

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## Guilt-Free YES

Drawing boundaries and saying NO is most challenging when the person making the request is your boss. Or, an equally powerful person: the client. It can be quite intimidating to consider refusing a request from either of these high-ranking people because they seem to hold your fate in the palm of their hands. However, if you *must* say YES, do it *without guilt*. Set conditions and parameters that work for you!

For example:

*“Boss, I’d love to get that report done for you. Please let me know its priority in relation to the other assignments I’m working on for you.”*

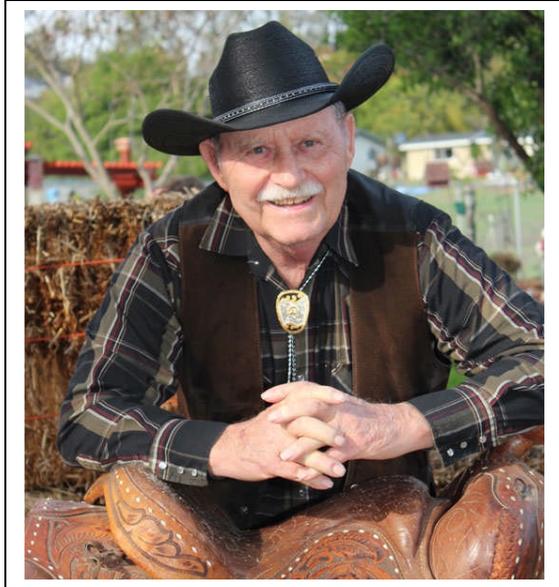
*“Would you be willing to wait until Monday morning so we can have more detailed information for you?”*

*“Working on this project today will delay the other projects that we’re already working on for you. Which one is your highest priority?”*

So there you have it—three ways to say NO nicely and a guilt-free YES... *without* destroying the relationship!



**Sarita Maybin is a communication expert and speaker** whose audiences have fun learning to stay positive, constructively confront tough communication situations, and work together... better! She is author of the book **If You Can't Say Something Nice, What Do You Say?** available on Amazon.com in paperback and Kindle. To view her TEDx Talk or find out more about her speaking topics, visit: <http://www.saritamaybin.com>



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

**Mac:** I have written eleven books and do not stick to one topic. I was a Marine pilot during the Korean War so my first book, *Eagle That Walks*, was about a Marine pilot who was shot down over North Korea. Growing up on a cattle ranch in Kansas during the Great Depression was a big impact on my life, so my second book, *Wind at His Back*, encompassed that area. I wrote two children books; one, *Adventures of Billie Otter*, was illustrated by my ten-year-old granddaughter. My other books can be found on my website, [www.Macs-Books.com](http://www.Macs-Books.com).

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

**Mac:** I have had a varied career as a cowboy/rancher, a Marine fighter pilot, a helicopter pilot, and a real-estate salesman/builder/developer. My daughter encouraged me to write my memoir, *Mac Flying Higher*. As it was well received and, as I was retired, I eagerly embraced a new career in writing.

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

**Mac:** I became an avid reader of Zane Grey at the age of 11. Except for some computer and writer's classes, I have no previous experience in this profession, but I belong to the Veterans Writers Group that meets monthly in Oceanside, California, which has been a great encouragement.

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

**Mac:** I have been a member of PWSD for a couple of years. They are a great help regarding the “nuts and bolts” of marketing. Most notable for me was a presentation by ACX, an audio book producer. Through them, my first book, *Eagle That Walks*, narrated by Don Colasurd Jr., is now available in audio format. Another book, *Ransom Gold*, is in the process. PWSD is a great source of information and encouragement for self-publishers.



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

**Mac:** I am currently writing a Western novel, *Snake Killer*, that should be available in the fall. It is about a young boy whose parents were killed by savage Indians, but who was rescued by friendly tribe. It is an adventure/success story of his re-adapting to civilization.

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

**Mac:** The only one trying to sell your book is *you*. Don't be shy or modest. Tell everybody that you are an author: your friend in church, the person sitting next to you on the plane, in the doctor's office, everybody! Get business cards to hand out and set up a web page. Talk your book up on Facebook. Good luck!



## 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);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD, PWIE, and PWOC meetings at the \$10 member rate!** That's a \$10 savings over 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



**Welcome to Lisa Nordquist,  
PWSD's new Facebook Content Coordinator!**  
Look for her photos in this and upcoming issues,  
and check us out on Facebook  
for updates and lots of information  
about the publishing world!

**“PWSD Likes Facebook!”**

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



**IBPA'S Publishing University**  
**April 10–11, 2015 (Friday & Saturday)**  
**Sheraton Austin Hotel at the Capitol**  
**701 East 11th Street, Austin, Texas 78701**

We're headed to 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 for experiential workshops, enlightening lectures, and the always popular Ask the Experts program! More Info: [ibpapublishinguniversity.com](http://ibpapublishinguniversity.com).



**Book Authors MasterMind Meetup**  
**Next Meetup: April 16 (Third Thursday)**

This Meetup is designed for published authors, as well as for aspiring authors and writers of all genres, to share the solutions and challenges of writing. We are a small, intimate group, so you get your questions answered and everyone has the opportunity to participate. Also, check out the discussion board for upcoming author events, free resources, and low-cost tools. Please register for one of our next Meetups, normally held on the third Thursday of the month. To join, go to <http://www.meetup.com/Book-Authors-MasterMind/>. Or, for more information, contact Organizer Regina P. Brown (Author/Instructor, "Golden Pen,") at (888) 550-9340 or [info@queenbeepublisher.com](mailto:info@queenbeepublisher.com). Here's to your success!



**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 Charlaine 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

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## California Crime Writers Conference 2015 *(continued)*

### Costs:

- 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>



*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!**

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