

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

March 2016

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Publishers & Writers of San Diego (PWSD) is a professional association of the San Diego publishing community, with new chapters such as PWOC 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 <u>icrewdigital@gmail.com</u>

Next Meeting: Saturday, March 26, 2016

10:00 a.m. – 12:30 p.m.

Location: Georgina Cole Library

1250 Carlsbad Village Drive

Carlsbad, CA 92008

Topic: Writing the Hook for Your Book

Speaker: Jennifer S. Wilkov

Every book has a hook whether it's fiction, non-fiction, or a children's book. However, reducing that 200- to 300-page manuscript or beautiful 32-page children's book into your "hook!" to effectively get it out into the marketplace to attract attention, raise visibility, and grow your sales can seem like a mystery of its own. In this presentation, Jennifer S. Wilkov, sought-after book consultant and popular host of the radio talk show *Your Book Is Your Hook!* will show you how to master the art of writing your hook along with your book! Break through the bottlenecks, complete your hooks for your book, build your platform, and start using it to attract more readers, agents, publishers, publicists, press, and clients to your book and hook.

Expect to learn:

- The basics to writing effective hooks for your book.
- How to use your hook to get your message out to literary agents and other professionals.
- Proven techniques to use your hook for TV producers and the media.
- Foolproof ways to master networking introductions with your hook and book inside and outside of the publishing industry.
- Top strategies to leverage your hook for various audiences, opportunities, and markets.
- The secret to using your book as your "hook" in conversations in your industry, business, organization, project, or career.

Visit www.YourBooklsYourHook.com for more information about Jennifer Wllkov.

President's Message

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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

I just returned from attending Digital Book World in New York City. This conference is a fascinating juxtaposition of two business worlds: publishing and tech. It is fascinating to learn about the ways that mining data can help us all be more successful in our goal of bringing our stories to more people. I hope to bring some of the people I met to speak to PWSD/PWOC and share their knowledge and wisdom.

I have two other reports from the conference. First, print, which was considered on the brink of obsolescence when the conference started in 2007, is alive and well! As we are all aware, the growth of ebooks has slowed but is holding steady at about 25% of sales. Second, the traditional publishing world is really starting to pay attention to the independent (self) publishing movement. Many speakers from the Big 5 acknowledged that there was a lot they could learn from the indie publishers out there, who are much more connected to their readers than many mainstream authors. Keep up the good work, folks!

Thank you to Jill Lublin, who gave an insightful and entertaining presentation in March. You can find her handouts on the PublishersWriters.org website. Just click on the Blog tab.

SIGNUP REMINDER:

Jill Lublin's **Publicity Crash Course** Wednesday, March 30, 10:00 a.m. - 5:30 p.m.

Jill gave you the appetizers, now you can get the full meal!

http://www.publicitycrashcourse.com

Jill writes, "We are finalizing the location. It's open to all members of PWSD at the discounted rate of \$497, and you can bring a guest for free. Go to http://publicitycrashcourse.com/ registration and enter the code PWSDROCKS for the discount."

We are lucky that Jennifer Wilkov is passing through San Diego and can speak to us on April 26. Jennifer will discuss how to write the hook for your book, which is exactly what Jill said was the most important message to market your book. Even if you missed Jill's talk, be sure to join us for Jennifer's. If you haven't written your book vet. Jennifer's advice will help you stay focused from the beginning. Having an engaging, succinct hook is the most important part of your marketing plan. PLEASE NOTE: This meeting is at the Carlsbad (Cole) Library, on Carlsbad Village Drive.

Continued on next page

President's Message—continued

PWSD News—continued

In April, David Wogahn will explain just exactly what metadata is and why it is the foundation of a successful book marketing plan. In May, Fauzia Burke will teach us all how to market online without driving ourselves crazy. 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!

Please, please, please, be sure to check the website for location! We are moving around a lot right now, while the Carlsbad (Dove) Library is being renovated.

PWOC News

I hear that David Wogahn gave a terrific metadata workshop in March. (Read a meeting synopsis on page 5.) Next up is Jeniffer Thompson, who will discuss how to brand yourself and your book. (Details on page 4.) **PWOC meets in the Rotary Room at the City of Orange Library.**

PWSD/PWOC: One Big, Happy Family!

Just a reminder for PWSD members that you may attend PWOC meetings for the member price, \$10 per meeting. It's the same for PWOC members who want to join 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!

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

Read Local



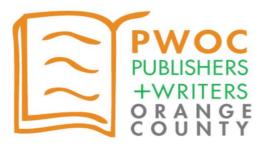
Thank you to everyone who participated in the Encinitas Holiday Fair. It was a beautiful day!

Watch for upcoming events, but 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 co-op 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 fit 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, event planners have all used the Read Local Directory to find authors to features in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25, and adds a thumbnail of your cover, a book description, and other information that lets people know you where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.

Chapter Announcements



www.PublishersWritersOrangeCounty.org

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!

"GET BRANDED!

The Secret to Soaring Above Your Competition"

With Jeniffer Thompson Saturday, April 2, 2016

Who are you? What do you do? Who do you serve?

Are you ready to establish your goals, position yourself in your industry, and stand out from the crowd? Then you won't want to miss this hands-on workshop. Author Branding Expert and Internet Marketing Strategist Jeniffer Thompson of Monkey C Media walks you through the steps.

Plus, you'll take home Jeniffer's branding strategy workbook (which you'll use in the class). Learn how to:

- Establish Authority
- Increase Visibility
- Polish Your Personal Style
- Build Your Author Platform



Personal branding is not only about your reputation, it's about the experience you want people to
have and the feeling you want to create. Your brand is a combination of authority, online identity, and
your personal style. A well-defined brand sets you apart from your competition and positions you in
the marketplace. If you're ready to take your business to the next level, you're ready to get branded!

See next page for a synopsis of PWOC's March 5 meeting with David Wogahn!

PWOC Meeting Synopsis

A Metadata Workshop with David Wogahn March 5, 2016

How do authors sell more books when metadata planning and optimization is part of their online marketing strategy? On March 5, David Wogahn hosted an interactive workshop in which we used our own metadata as examples.

David's company <u>Sellbox Inc.</u> helps authors and business publish books and metadata, and he is the author of two books, including <u>Register Your Book:*</u> The Essential Guide to ISBNs, Barcodes, Copyright and LCCNs, and two video courses, including the <u>Lynda.com</u> course <u>Distributing and Marketing eBooks</u>.



A few days before the meeting, David assigned this homework to those who had RSVP'd:

- 1. Print the search results page from Google when we searched for our name or website.
- 2. Print or copy down our LinkedIn profile headline text.
- 3. Print or copy down our Twitter bio.

He also suggested we read his IBPA article, "The 7 Habits of Authors Obsessed About Metadata," and his blog posts about metadata, found here.

Armed with these results, we gave David our rapt attention at the Saturday PWOC workshop as he explained the finer nuances of metadata, with an emphasis on making our books and our brand search-engine-friendly.

Here are some highlights I found noteworthy:

- Search-engine optimizing does not last forever because the amount of information and its metadata are always changing. Also, search engines differ. Example: the keyword results on Amazon will differ from those on Google. The lesson: Monitor and adjust.
- Make your bios strong, descriptive, and consistent, across all your social
 - media platforms. For example, David's LinkedIn headline bio is "Specialist, Indie Publishing and SEO of Metadata for Books. Author of Two Books and Two Courses on Publishing."
- Include popular search terms and hashtags in your bios and page descriptions.
- Interconnect your online presences. Example: connect your blog to your Goodreads author profile and it will help your profile show up in Google searches.
- The distinction between Google AdWords (paid ads) and organic (free) results is that AdWords listings show at the top of the page, whereas organic results show up below the paid listings, with the higher rankings showing up first—the Holy Grail!



^{*} The release date for *Register Your Book* is March 17, and you can pre-order the Kindle edition now. It's available in paperback and hardcover after the 17th; you can find out more at RegisterYourBook.com.

- What we've heard is true: Google gives "demerits" for websites that are not mobile friendly. <u>Click here</u> to test your website.
- Listing keywords within a web page's HTML code is not as important as it used to be; today Google favors keywords in the page's URL and title, and to some extent keywords positioned within the page.
- When you see "..." in Google search results, that means the (web page) title tag is too long; strive for no more than about 70 characters (fonts are proportional so this number varies slightly).
- Only about the first 156 characters of a web page's HTML description will show up in Google search
 results, so stay within that range to ensure your important message is received. (This too can vary due
 to proportional fonts.)
- If you blog, more frequent posting and longer posts (800+ words) are better than sporadic and short (<500 words) posts. The key for search engines, and your readers, is consistency.
- Consider writing/blogging for popular websites that attract readers similar to your audience's book. Huffington Post and Medium.com are good general interest websites, but popular niche websites will probably help you build a stronger author platform in your field(s) of interest.
- The way you approach other websites is also important. David recounted how one writer started by building a relationship by posting comments from time to time on others' blogs. His name became familiar to them and he established credibility. Then he asked if he could write a guest post, or trade posts and it worked.

David then discussed various strategies about selecting relevant categories on Amazon for your books, within which you have a reasonable chance (with effort) of becoming an Amazon Best Seller. This means selecting a less popular, but still relevant category that isn't yet monopolized by a best-selling book.

He reminded us that while Amazon/CreateSpace permit only one category, Kindle Direct Publishing (KDP) allows two categories. One PWOC member commented that she felt she needed additional categories for her books and called Amazon about it; they, seeing the sales potential of her listing in even more categories, granted her request. (Interesting!)

Contributor Lynette M. Smith is the founder of All My Best Copyediting and Heartfelt Publishing and the author of the comprehensive reference book, How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special. She is also publishing a series of six themed guides based on her book. This month's is How to Write a Heartfelt Letter of Appreciation to a Supervisor or Employee. Last July, she also published the Amazon Best Seller handbook, 80 Common Layout Errors to Flag When Proofreading Book Interiors. For more information on any of her books, search Lynette M. Smith on Amazon.



PWOC member Penny S. Tee listens attentively as David Wogahn explains the finer points of metadata.

Member Invitations & Reminders

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 4) in each newsletter issue.

"PWSD Likes Facebook!"

Visit us on Facebook today

and let us know
you like us!



55 Online Marketing Tips for Authors Fauzia Burke

Author of Online Marketing for Busy Authors

To help you navigate the digital marketing landscape and build your audience for your book, I put together a list of 55 things that can help you establish your brand over the long haul. You just may be surprised at how much you enjoy the journey of connecting with your readers and how building your brand is not as daunting as you might think.

- 1. Start developing your brand and platform as soon as you have an idea for a book.
- 2. Identify your values and interests to shape your brand. What's your reason for being?
- 3. Find an audience with like-minded interests. Reach out. It's okay if some of the popular social media platforms aren't right for your brand. Your time is precious; only spend it where you will find your audience.
- 4. Listen to your community. Successful marketing is a two-way street.
- 5. Clearly know your goals and strategy for social media.
- 6. Your subject line of your emails to your list will determine the open rate and the effectiveness of your email.
- 7. Answer this question: How can you inspire your audience?
- 8. Use questions from your readers to inspire your next blog post.
- 9. Have a website. It's the only place in the digital world where you are in complete control. Your website is your home base for all other social media efforts.
- 10. Word of mouth marketing is engagement. Talk to your friends about your website.
- 11. Pay attention to what works. Social media allows you to make changes in real time according to what data and community engagement tells you. Constantly shift according to what appeals to your audience most.
- 12. Ask for what you want with a clear call to action. Example: If you want your readers to leave their comments on a blog post, simply tell them you'd love to hear from them.
- 13. People are mobile. Make sure your website is digital friendly.
- 14. Build and nurture relationships consistently over time.
- 15. Don't ask people you don't know for favors. Build a rapport and authentic relationships before you think about asking for something.
- 16. People who love us, keep reading us.
- 17. Post images. Posts with pictures create more engagement.
- 18. Before you post something: Ask yourself if what you are about to post is of value to someone else.
- 19. People buy from people they know, like, and trust.

- 20. Have one website—about you first and your book second. People like to follow people and not books. Good news: You don't have to have multiple websites for multiple books.
- 21. Being busy isn't the same as being profitable.
- 22. Build a reputation for honesty.
- 23. Does it entertain, inform, or inspire? If not, don't share it.
- 24. Offer your value in different ways without asking for anything in return: a tip list, inspiration, insight, ebook, webinar, or video. You will build trust as you position yourself as an expert in your niche.
- 25. Host a book giveaway on Goodreads.
- 26. Don't try and be everywhere at once. Be selective and find the best social media platforms for you.
- 27. Study the competition. It's smart to study what the competition is doing right and use it for inspiration or modify tips for your own marketing plan.
- 28. Reach out to your fans. It's okay if you have a small following and only family and friends are currently following you. Reach out to them and see if they will tweet your book title so it trends in the Twitter world. You can retweet those tweets.
- 29. Use Twitter to chat. Set a time to chat with your audience and tell them a specific #hashtag to use. You can answer questions sent to you via tweets.
- 30. Just because something can be done online, does not mean it should be done online.
- 31. It's better to take a few hours to write to one person at a time than to do a mass email. You will get better results.
- 32. Talking to people is a great privilege—don't waste it.
- 33. The age of generalists is over. Find a niche, develop your audience, hone your skills, and be brilliant.
- 34. The key word in social media is you. You can't pay someone to be social for you.
- 35. Authors who listen to their readers, write better books and sell more copies.
- 36. 1,000 core fans is better than 10,000 who don't care about you.
- 37. First impressions count.
- 38. Don't let your blog posts get old. Keep your website current with at least two blogs a month.
- 39. Just because other people are doing it, doesn't mean you need to do it too. Ask yourself if it's right for your brand. Go where your people are.
- 40. Keep it simple. Know who you are at your core—so you never dilute your brand with messages that aren't aligned with your core focus.
- 41. Make sure everything you create and share is an accurate reflection of you and your brand.
- 42. What do you stand for? Be consistent and stay true to your brand.
- 43. Think in terms of creating lifelong relationships with your customers or audience.
- 44. Emails sent on Mondays have higher ROI.
- 45. Don't send emails, newsletters or pitches that look or sound spammy.

- 46. Share relevant articles, videos, resources and books from other experts in your field. Be sure to credit the original sources of content you share.
- 47. Make sure your website is professionally designed and not outdated.
- 48. Make sure all of your digital platforms are connected.
- 49. Monitor your brand.
- 50. Set your social media alerts. Google or Social Mention are great ways to monitor your name and industry.
- 51. Search conversations to study your niche and see what people are most interested in learning from you.
- 52. Join groups relevant to your industry on LinkedIn and/or Goodreads.
- 53. If you want people to invest in you, invest in them.
- 54. To build a following, you have to have patience and stay the course.

55. Sometimes you have to hear crickets before you hear the roar of success.

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Fauzia Burke is the founder and president of <u>FSB Associates</u>, an online publicity and marketing firm specializing in creating awareness for books and authors. She's the author of <u>Online Marketing for Busy Authors</u> (Berrett-Koehler Publishers, April 2016). Fauzia has promoted the books of authors such 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 (<u>@FauziaBurke</u>) and Facebook (<u>Fauzia S. Burke</u>). For more information on the book, please visit: <u>www.FauziaBurke.com</u>.



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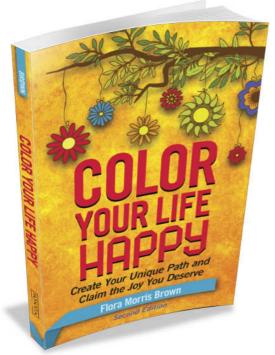
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PWM: In what aspect of publishing or writing are you involved or interested?

Flora: I'm a nonfiction author of eleven books and am a publishing coach. My most recent book is *Color Your Life Happy: Create Your Unique Path and Claim the Joy You Deserve* (2nd edition), available in paperback and ebook from all major booksellers.

I also maintain two blogs: <u>ColorYourLifeHappy.com/blog</u> and <u>ColorYourLifePublished.com</u>, both of which offer free ebooks when you sign up for updates of relevant content.

In addition to my own writing, I inspire and guide authors in two capacities. As a publishing coach, I help aspiring authors choose their best publishing options and select the strategies that will help them reach their goals. As a guided autobiography facilitator, I conduct small group workshops to help people who want to preserve memories to treasure for themselves and to share with their families and friends as part of their legacy.



PWM: What first attracted you to these areas?

Flora: In 2007 I retired from twenty years of teaching critical thinking at Fullerton College and attended the first Blog World Conference in Las Vegas, Nevada. Eager to be active during retirement, I became fascinated with the idea and ease of sharing my ideas through blogging and Internet radio. In response to interest my friends and colleagues showed in my background and many life adventures, I started the blog ColorYourLifeHappy.com to share my take on handling adversity and creating happiness, a topic of emerging popularity at the time. In 2008, when I realized I had posted over 100 articles, I decided to publish them as a paperback and ebook. Later, when other writers asked for my help and guidance, I began another blog, ColorYourLifePublished.com. In recent years I've written several recipe books as well as books on starting a home-based business, building confidence, and beating procrastination.

PWM: Did you previously have related experience in these areas?

Flora: Along with my early fascination with school came my love of words. I've been writing since childhood. I still have some of the earliest poems I wrote, thanks to my mother's insistence that I date

and save them. Throughout school I created articles and essays. When I began teaching, I moved into coauthoring textbooks, publishing freelance articles for academic and trade publications, and crafting instructional materials for my children and my students.

My career as a junior high English/reading teacher and later as a college critical thinking/reading professor kept me involved with curriculum development, writing, and publishing. My experience in coauthoring two

textbook series with two major traditional publishers gave me insight that led me to choose indie publishing for my trade publications.

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

Flora: I have been a member of PWSD for five years and have been delighted with the relationships I've formed with publishing professionals. I've gained valuable knowledge from the members and guest speakers, as well as stayed on the cutting edge of the fast-changing world of publishing.



PWM: What are you working on now?

Flora: As my clients' interests and the publishing industry have evolved, I'm working on three main projects:

- Restructuring my main website, florabrown.com, to merge my blogs on happiness and publishing.
- Publishing a coloring book for adults in May 2016.
- Launching a workshop, Write Your Life Story Two Pages at a Time, to help anyone ready to uncover the insights of strength and character behind their hopes, fears, joys, and sorrows to leave as a family legacy. Participants need not be aspiring authors set on publishing their finished work.



PWM: What guidance, lessons learned, etc., can you offer the members?

Flora: I enjoy keeping abreast of the changes in indie publishing and sharing these with my fellow members to help them enjoy publishing success. Members can count on me to share new tools, techniques, and strategies, particularly regarding publishing eBooks, finding low to no-cost marketing, using social media, creating multiple streams of income from one book, and finding industry providers suited to their needs and goals. Last year I helped our members and

others learn how to submit their books to Kindle, explore the pros and cons of crowdfunding, understand ghostwriting, and locate local venues for book signings.

Facebook pages to consult for news and announcements

- http://facebook.com/coloryourlifepublished
- https://www.facebook.com/groups/gutsvindiepublishers

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

Member Events & Announcements

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 i@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 (<u>www.ibpa-online.org</u>), Small Publishers Association of North America (<u>www.spannet.org</u>), and Small Publishers, Artists, and Writers Network (<u>www.spawn.org</u>);
- 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

2016 California Hooker Contest

Contest entry period: March 26 to Midnight (PST) on May 1, 2016;

Winners announced in July 2016

Sponsored by California Romance Writers Clubs and California Dreamin'—A Conference for Writers

Does your writing have what it takes to hook the editor? Can you hook the reader within the first three pages?

Enter the California Hooker contest and find out! Electronic submissions only, maximum of three pages, and limited to the first 150 unpublished paid entries received. Online entry form link to become active March 26. Visit http://caldreaminwriters.com/california-hooker-contest/ for full information regarding qualifications for entry, manuscript format requirements, entry procedure, contest fee, judging, and winners. If any questions, contact

the Contest Coordinator at contest@caldreaminwriters.com.

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, 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

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.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 Portland, Oregon

For details, visit http://willamettewriters.com/.

Southern California Writer's Conference:

"A Weekend for Words"

September 23-25, 2016

Irvine, California

THE GREAT WHITE ART is what John Gardner called it, what it is that we writers do. While artists we may be, today's publishing realities mandate that, in order to win over the needed, passionate advocates of our work, we must also become *entrepreneurial* authors. Entrepreneurial in spirit. Entrepreneurial in execution. Excellence in craft alone no longer cuts it. But excellence in craft and a meaningful book still matters the most.

Having facilitated some \$4 million worth of first-time authors' book and screen deals since 1986, the SCWC remains devoted to writers of all levels working to become both exceptional authors and modern, entrepreneurial self-advocates. Through its uniquely tailored, inclusive programs, the SCWC empowers writers with the vital recognition, encouragement and understanding to better succeed in today's ever-changing transmedia marketplace.

Regardless which path to publication you are pursuing, whether you're a writer just starting out, a writer unable to determine why your work's not working, a writer simply in search of some answers, a writer wanting feedback on what you've written, or just a writer who wants to hang with other writers and publishing professionals in a safe, supportive community, join us for the 14th Annual Southern California Writers' Conference LA (in Irvine), Sept. 23-25, 2016. Attendance limited to 150 conferees. Price \$275 and \$295.00. For more details and to register go to: http://writersconference.com/la/.

La Jolla Writer's Conference

November 11-13, 2016

Hyatt Regency La Jolla San Diego, CA

Go to: http://lajollawritersconference.com/ to print form and fax your printable registration form to 760-448-1127 or mail to La Jolla Writer's Conference, PO Box 178122, San Diego, CA 92177. Register by telephone: 858-467-1978.

California Dreamin Conference

March 24-26, 2017

The next California Dreamin' Conference will feature keynote speakers Robyn Carr and Sarah MacLean. In addition, the conference will have a Book Camp with Debra Dixon, an Agent & Editor Panel, critique sessions and workshops. For more information, go to: http://caldreaminwriters.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 <u>lauren@impress-express.com</u>. 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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