

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

March 2017

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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](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 Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).

**Next Meeting:** **Saturday, March 25, 2017**  
**10:00 a.m. – 12:30 p.m.**

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

**Topic:** **ISBNs Untangled**

**Speaker:** **Lisseth Montecinos**

You've heard that you need an ISBN for your book. But what is an ISBN, and what does it do for my book? Why is it important?

Lisseth Montecinos from R. R. Bowker will join us to explain exactly how this system works and why it is essential for successful publication of your book. She'll tell you how to get an ISBN, what information you need to provide about your book, and how that information feeds out to online retailers and bookstores.

She'll explain when you need a new ISBN for a different format or edition of your book. Most importantly, she'll help you understand how to untangle your ISBN if you want your own. You won't want to miss this presentation about the most important step in your publishing journey.



**Lisseth Montecinos** is a customer service representative at Bowker, the US ISBN Agency. With over four years in publishing, Lisseth provides publishers, authors, and booksellers with support on their publishing needs, including assistance on ISBNs, barcodes, book promotion, digital production, and much more. Her proactive attitude, friendly demeanor, and ability to communicate in both English and Spanish

allow her to find solutions to all customers' needs, making the process of publishing seamless.

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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**

**PWSD News**

Last month, Peter Hildick-Smith, from the Codex Group, offered a whole new perspective on the publishing industry. As he pointed out, most major publishers consider the bookseller their primary audience, and don't think much about the end user—the *reader*. Peter's research reveals how, when, and why a reader makes a decision to buy a book, insight that is so valuable to independent publishers, who market directly to their readers.

In March, we will host Lisseth Montecinos from R. R. Bowker. Lisseth is going to final untangle all your questions about ISBNs, including what to do if you got a free number from CreateSpace or KDP but wish you hadn't. You really can't afford to miss this session.

In April, Cevin Bryerman, the publisher of *Publishers Weekly*, is coming to talk to us about the magazine's changing attitude towards independent and self-publishers, and what he sees for the future of publishing.

I also want to encourage everyone to consider attending IBPA's Publishing University, which takes place this year in Portland, Oregon, on April 7–8. You can find more information at [publishinguniversity.org](http://publishinguniversity.org). This is the best conference for independent publishers. You will meet and glean wisdom from the best in the business and have all your questions answered by "Ask the Experts." Celebrate with the Ben Franklin Award winners, and learn, learn, learn all you can. IBPA has extended a discount to PWSD members. When you register, please use the code PubU2017-PWSD. Just a reminder: You must be a PWSD/PWOC member to apply this discount.

I'm pleased to announce that our scholarship recipient for Publishing University is Gerri Santiago from Aionios Books. Gerri will take copious notes and share what she learns through the newsletter and short presentations at our meetings. Congratulations, Gerri!

Stay tuned—there's more in store. That's just the first few months of working together for publishing success.

**PWOC News**

**PWOC meets in the Rotary Room at the City of Orange Library.**

PWSD/PWOC member Flora Morris Brown shared her low-cost to no-cost marketing ideas, even for introverts, in March. Unfortunately I came down with a bad cold and had to miss it, but please see the recap in the newsletter.

In April we welcome Laurie Gibson, editor extraordinaire, to explain the different levels and focus for each kind of editing, and to answer all your grammar, style, and editing questions. In my experience, editing is both the most important and the most misunderstood step in bringing your book to market. I look forward to hearing from Laurie, and encourage you to join us.

*Continued on next page*

## President's Message—*continued*

Just a reminder for PWSD members: You may attend PWOC meetings for the member price of \$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!

## PWSD/PWOC Membership

As most of you know, our yearly dues are only \$47 per year. As a member, in addition to the reduced meeting fee you get a listing in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

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



*Read Local*

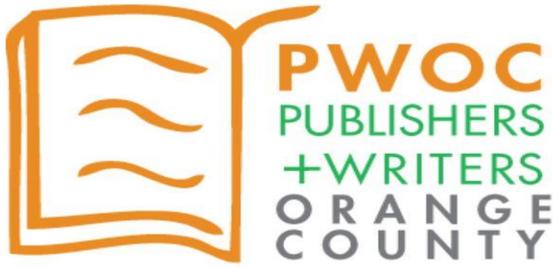


**The ever-popular Encinitas Street Fair takes place on April 30. Be sure you are signed up for our newsletter, and we will send information soon about signing up for an author slot at the fair.**

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. Check it out; Read Local is one of the best marketing deals around.

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you like us!**





## 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.*

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

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org) and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. **A fun, after-meeting plus:** Whenever you attend our meetings, bring your walking shoes along; weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, possibly *al fresco* lunch. **Other PWOC questions?** Email Jan Kingaard at [jank3345@aol.com](mailto:jank3345@aol.com). **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



## Authors and Editors: Butting Heads or Holding Hands? *Presented by Laurie Gibson* Saturday, April 1, 2017



Join us as we explore the various levels of editing that contribute to a professional-caliber book. We'll take a look at the spectrum, ranging from work that can help clarify the author's thinking early in the creation stage (developmental editing), through the important stylistic and mechanical work that helps establish consistency (copyediting), and then the final polishing pass to ensure quality (proofreading).

Throughout, we'll touch on the dynamic between authors and editors. (Drama is optional—the working relationship can actually be fun!) And, in the mischievous spirit of April Fool's Day, we'll wrap up by sharing some funny editing bloopers—and tips you can use to avoid making these same mistakes in your own work.

For more than two decades, editor Laurie Gibson has helped writers connect as powerfully as possible with their readers. Her motto: "Spell check isn't enough." To learn more about Laurie, visit her LinkedIn profile at <https://www.linkedin.com/in/laurie-gibson-a6b2645>.



## **“Low- to No-Cost Ways to Market Your Book, Even if You’re an Introvert”**

**With Flora Morris Brown**

It was a packed crowd at our PWOC meeting—authors from every genre and experience level, excited to learn about inexpensive ways to market their books. Flora Brown (<http://FloraBrown.com>) brought her years of experience and desire to help people. I’m always struck by the intelligence and kindness I’ve found over the years in authors, Flora being a prime example.

Success is defined differently, depending on your goals. Start with knowing what result you want from your book. She asked, “Do you want to make money? Have your story told? Or spin gold—if you already have a career and want to have a book as a tool for credibility?”

Flora gave us the 7 Rules of Successful Book Marketing:

- 1. Make it easy for people to do business with you.**
- 2. Make it easy for other people to promote you/your book.**
- 3. Help as many other authors/businesses as you can.**
- 4. Keep your marketing in your hands, but most of all in your mind.**
- 5. Don’t wait until everything is perfect.**
- 6. Select what aligns with your values and resonates with you, but be brave enough to widen your comfort zone.**
- 7. Have fun!**



Flora also recommended always protecting ourselves with a disclaimer, advising readers that while you made every attempt to use credible sources, you are not responsible for the information those sources provide, especially in today’s world. Your source might be cyber-attacked, and you don’t want your readers to think you were endorsing who knows what.

She provided book marketing essentials. Start with a budget; what can you afford? “Free” is a great option. Do you need to seek outside help? There are lots of viable crowdfunding choices—you don’t have to beg your relatives. She offered ways to use your website to make money, including Google AdSense, becoming an affiliate for other companies’ products or services, and selling your own customized products or services.

## PWOC Meeting Highlights—continued

Flora told us about free or low-cost software available online, such as Canva.com for design, Paint.net for photo editing, and services such as Appsumo.com and Retailmenot.com that offer deeply discounted tech tools and programs.

How can you increase your exposure? Customize your email signature and set up a website/blog—making sure it covers all the basics—About, Photo, Bio, Book/Product/Services, and contact information.

Remember, you want *positive* exposure; emailing without permission is spam. Capture readers' email addresses only after they have agreed that they want to be kept in your loop. Strongly consider offering a giveaway as an incentive to sign up.

Leverage the power of the internet: Join groups where your target readers hang out. Blog, blog, blog! You can be a guest blogger on other bloggers' sites, and they can be a guest on yours. Attract attention: Do videos and/or interviews, line up live events, and have promotional products to hand out.

Be sure to engage with your readers and subscribers, whether through regular emails, contests, surveys, or giveaways.

As a final reminder, Flora advised us that, while we're having fun talking about what makes our heart soar, we should build warm relationships, create goodwill, and attract good karma. I have to agree; it will add blessings to your life and make the world a better place. Hope to see you next month!

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**PWOC Scribe Penny S. Tee** is a nonfiction writer and blogger. She is currently writing her book, *Blasted from Complacency, the true account of her family's vacation in Israel in 2014, when they found themselves touring extraordinary, historic, sacred sites, and cowering in bomb shelters. The impact of being human targets caused a dramatic shift in her life, moving her to work on Peace. Part of her story appeared last June in the Memoir Showcase at the Grand Horton Theatre in San Diego. Her blog is <http://www.pennystee.com/>. She also is the founder of Writers4Writers, a writers' support group meeting the third Saturday of every month, 2:00–4:30 p.m., at the Rancho Santa Margarita Library. Attendance is free. Register here:*

<http://pennystee.com/event/writers4writers-rancho-santa-margarita-library-march-18-2017-2-430-pm/>

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# IBPA PUBLISHING UNIVERSITY 2017



FRIDAY, APRIL 7 – SATURDAY, APRIL 8, 2017 • PORTLAND, OREGON

## Getting Ready for Publishing University

Angela Bole, Chief Executive Officer, IBPA

In just two short months, the independent publishing community will gather in Portland, Oregon, for IBPA's annual Publishing University. The conference is scheduled for April 7–8, 2017, with special pre-conference sessions on April 6, and registration is open at [www.publishinguniversity.org](http://www.publishinguniversity.org). Will you be there?

Of course, there are literally hundreds of book conferences you could attend this year, mostly filled with information that's irrelevant to indie authors and small presses. That's why IBPA created Publishing University. For nearly three decades, Publishing University has been the indie publishing community's must-attend networking and educational event. Why? Because our expert speakers understand how to start, grow, and succeed in publishing's new world... and they can't wait to share what they know with you. So, whether you're looking for introductory learning on new-to-you topics or hunting for strategic approaches to new challenges, Publishing University is the place for you!

### Introducing Jane Friedman

In addition to nearly 30 breakout sessions and several half-day intensive workshops, Publishing University will play host to a fun and informative general discussion with keynote speaker Jane Friedman.

Jane has 20 years of experience in the publishing industry, with expertise in digital media strategy for authors and publishers. She's the co-founder and editor of *The Hot Sheet* ([www.hotsheetpub.com](http://www.hotsheetpub.com)), the essential publishing industry newsletter for authors, and is the former publisher of *Writer's Digest*. She has been interviewed and featured by NPR, PBS, The Washington Post, the National Press Club, and many other outlets.

In addition to being a columnist with *Publishers Weekly* and a professor with The Great Courses, Jane maintains an award-winning blog for writers at [www.JaneFriedman.com](http://www.JaneFriedman.com) (200,000 visits per month). She has delivered keynotes on the digital era of authorship at the San Francisco Writers Conference, The Muse & The Marketplace, and Willamette Writers Conference, among many others. She speaks regularly at industry events such as BookExpo and Digital Book World, and has served on panels with the National Endowment for the Arts and the Creative Work Fund.



Recipients of IBPA's Benjamin Franklin Book Award show off their winning books during the 2016 awards ceremony. The 2017 ceremony is scheduled for April 7, 2017 as part of IBPA's Publishing University in Portland, Oregon.

Continued from previous page

Jane's essays have been published in anthologies by the University of Chicago Press, Seal Press, Milkweed Editions, and McPherson & Co. She has a book forthcoming from the University of Chicago Press, *The Business of Being a Writer* (2017).

### **A Preview of Other Attractions**

In addition to Jane Friedman's address, Publishing University 2017 will host nearly 30 breakout sessions, a special cocktail hour called Literature & Libations, one-on-one consultations with industry experts, a gala book awards program, IBPA's Annual Members Meeting luncheon, and—for the first time anywhere—a screening of the new documentary *Word Slings: The Story of Self-Publishing*. There truly will be something for everyone.

Of course, my door is always open to your thoughts and feedback. Please feel free to e-mail me anytime at [angela@ibpa-online.org](mailto:angela@ibpa-online.org) to let me know how to make your Publishing University experience the best it can be. I remain at your disposal and hope to see you in Portland!

# **IBPA PUBLISHING UNIVERSITY 2017**

**Have newsletter feature articles/ideas? Send them to Glenna Bloemen at [gab11853@aol.com](mailto: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. Thank you for your continued support.

**Want to be profiled in the newsletter? Tell Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.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 one to two 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 Sheri McGregor and let her know you wish to be profiled. We are currently scheduling member profile features for late 2017. Thanks, and let Sheri hear from you soon!

**Get found in the directory: Email your bio & 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. 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 Olson at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and she will let you know.

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

Yearly dues are only \$47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. As a member, 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 or 5) in each newsletter issue.



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



# 7 Steps to Promoting a Bestselling Book

By Laura Akers

If you're a writer, it's likely you've spent countless hours conceptualizing, writing, and editing your book. You've also probably spent as much or more time getting it published.

Now what? Brooke Warner, publisher at She Writes Press, recently spoke at Publishers and Writers San Diego about the value of building an author platform. She shared an analogy that I loved, saying,

Some writers want to hole up as they write, only to emerge after the book is done or published with the expectation that the readers will come. But not working on your author platform while you're writing is the same as coming out of a cave and hanging a sign up letting people know your book is out. How are people supposed to know you're there? You need to do more than stick your head out of the cave, wave, and go back in.

What can you do to assist in the promotion of your book? Beyond hiring a publicist, you'll also have to be engaged in the process. Here are a few quick tips to help you on your journey to becoming a bestselling writer:

## 1. Reflect

Every story has a beginning. What was yours? Why did you decide to write your book? Spend some time remembering how you got the initial idea and why you were excited about it. When you access that feeling, hold onto it. That's the emotion and energy you need to convey to any person or audience when you speak about your book. Enthusiasm is contagious and will help boost interest in buying your book.

## 2. Blogging Helps Your Presentations

Start a blog about yourself, writing, and your book. This will help you become more known, especially if you share your posts through social media like Twitter, Facebook, Tumblr, LinkedIn, or other sites. By sharing, you build connection.

Not sure what to write? Think about what you know. People connect through stories, and everyone has myriad stories to share. Here are some possible topics:

- What led you to become a writer
- The concept of your book
- When your characters talk to you during the writing process
- How to write and also keep up with other obligations
- The lost manuscript or the hurdles you jumped over to get your book published, etc.

When you remember a story, write it down. You can use these stories when speaking about your book. An audience resonates with authentic, heartfelt stories. An added bonus: Telling a story that is meaningful to you will also help combat nervousness.

## 3. Revise and Polish Before Speaking

Before you speak to an individual or group, organize the material you want to discuss. Every talk has a beginning, middle, and end, just like a book. For example, you could start with a humorous intro story, move on to describe the excitement of how you came up with your book's concept and end with another story. When you have a rough draft, read it out loud to see how it sounds. Try it out on family and friends and get their input.

Remember being stuck in a classroom listening to a teacher drone on and on about a subject? Don't do that. Distill your book's message down to twenty-five words. Think about ways you can tell just enough about your plot and characters that people will feel compelled to buy and read your story. If you've written non-fiction, focus on the most fascinating aspects of your book and give your listeners a taste. If you're stuck for ideas, read some book blurbs or watch some movie trailers. Consider how they're used to generate interest, and apply it to your book.

#### 4. Don't Memorize Your Presentation

Often, if speakers forget something they've memorized, they freeze. It's awkward, both for the speaker and the audience. If you want to use notes, try a bullet-point structure. By organizing through bullet points, if you forget what you want to say, you can glance down at your notes and get right back on track. If you're telling a story that you can relive and connect with, you probably won't need your notes.

#### 5. Practice

One of the best ways to improve public speaking is to join your local Toastmasters club. It's \$45 for a six-month membership and will help train you in a variety of speaking categories. You will learn to answer extemporaneous questions, prepare and deliver 10 basic speeches, and eradicate filler words such as *um*, *er*, *like*, or *you know*. If you need to improve on a faster timeframe, hire a speaking coach.

#### 6. Relax

Prior to speaking, take time to do some deep breathing and voice warm-ups. Visualize your audience hanging on your every word, and the venue selling every copy of your book! Remember, the people who show up are there to support you and want to hear what you have to say.

#### 7. Socialize and Network

If you don't yet have a book signing just for you, that's okay. Think about attending meetings or other events where people would be interested in hearing about your book. Remember, asking other people themselves is a great way to connect. Ask if they like to read and, if you think your book is a fit, give them one quick line about it. If they seem interested, hand them a card or flyer showing where to purchase your book. Think about places that might need a speaker on your book's topic and offer to give a free talk. Have copies of your book on hand for purchase. Be creative and get the word out.

**Get out of your cave and become engaged!** Building an author platform will help you on the road to becoming a bestselling writer.



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**Laura Akers** is an award-winning keynote speaker, presentation expert, and in-demand life success coach. A prosecutor by age 24, she has learned to dissect and demystify communication and connection to help individuals and executives improve both their business and personal lives.

She presents keynotes, break-out workshops, and personal coaching on connection, confidence, communication, and leadership skills. She coaches all levels of speakers, from beginners who freeze at the words "public speaking" to top business leaders who want to improve their business connections and profits. Her course on jury selection/connection for trial attorneys has received top ratings nationally.

Do you have a question about how to be more successful? Email her now! [Laura@LauraAkers.com](mailto:Laura@LauraAkers.com)





## Roy Gessford

**Let in the Light Publishing**

Imperial Beach, CA

Email: [letintheightpublishing@gmail.com](mailto:letintheightpublishing@gmail.com)

Website: [www.letintheightpublishing.com](http://www.letintheightpublishing.com)

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

**Roy:** These days, with texting and all the writing outlets available, it's hard not to be interested in all aspects. However, at this time, I am most interested in publishing that relates to the spiritual education of humanity.

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

**Roy:** Mrs. Rose Gilbert! My high school English teacher taught in the Los Angeles Unified School District until her 90s. She brought out the writer in me—which I did not know existed.

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

**Roy:** I was a tennis coach for 20 years. I was frequently given the assignments of writing parts of the newsletter, press releases on results of the players, or thank-you notes to parents who had their children in our junior program.

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

**Roy:** This is my third year as a member of PWSD. The educational and networking aspects have been most helpful.

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

**Roy:** We have three books we are trying to get out in the next few months. The first is a historical account of a city 10 km northwest of Mosul, Iraq. The city is called Tilkepe, and it is a unique book because the village, which had 10,000 people a decade ago, is now a ghost town. We also have two more Aramaic language books in the works—one on modern Aramaic and one on classical Aramaic.



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

**Roy:** My grandmother told me, "Roy, follow your bliss." I meet writers who are burned out because they took on projects they were not passionate about. It is difficult to stay true to oneself, but it is what I aim to do.



## 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](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 announcement at top of this newsletter page for details.)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held for PWSD the first 10 months of the year (usually on the last Saturday) and, for PWOC, on the first Saturday (except on holiday weekends)—both offering educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- **Our monthly electronic newsletter, *Publishers & Writers Monthly***, containing information about local, regional, and national publishing activities;
- **Discounts on national membership dues** for Independent Book Publishers Association ([www.ibpa-online.org](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 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**

## 2017 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](mailto:gab11853@aol.com)

### **Working with Copyeditors and Proofreaders: Why, How, and When** **March 18, 2017, 2:00–4:30 p.m. (FREE Presentation)**

#### **Rancho Santa Margarita Library, 30902 La Promesa, Rancho Santa Margarita, CA**

At the regular meeting of author reading and support group Writers4Writers, Lynette M. Smith will share what writers most want to know about working with copyeditors and proofreaders—and for that matter, what the difference is—and will offer answers to your own burning questions. Take notes: You'll come away with smarter, more cost-effective ways to work with these important advocates for your story or message! Lynette has owned and operated [All My Best Copyediting](#) and [Heartfelt Publishing](#) since 2004 and specializes in working with book authors. She is the indie-author of the Amazon Bestseller handbook for authors, proofreaders, and designers, *80 Common Layout Errors to Flag When Proofreading Book Interiors*, and the award-winning comprehensive reference book, *How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special*. Discount copies of both will be available on site (cash or check only). Register at <http://pennystee.com/event/writers4writers-rancho-santa-margarita-library-march-18-2017-2-430-pm/>

### **California Dreamin' Conference**

**March 24–26, 2017**

#### **Embassy Suites, 900 East Birch Street, Brea, CA**

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/>.

### **IPBA Publishing University**

**April 7–8, 2017**

#### **The Historic Benson Hotel, 309 Southwest Broadway, Portland, OR**

For nearly three decades, IBPA's Publishing University has been the indie publishing community's must-attend networking and educational event. Their expert speakers understand how to start, grow, and succeed in publishing's new world... and they can't wait to share what they know with you! For more information, go to <http://www.publishinguniversity.org>. Also, read more on pages 6–7 of this newsletter.

### **La Jolla Writer's Conference**

**October 27–29, 2017**

#### **Hyatt Regency, La Jolla CA**

Whether you are an aspiring author who has yet to put pen to paper, someone intent on writing a book to augment your business, a writer on the cusp of submitting to agents, or someone who wants to know more about the different and ever-evolving methods of publication, the La Jolla Writer's Conference is the place for you. For over a decade, community, intimate classes, personalized attention, ambiance, and a dedicated and outstanding faculty have annually converged to provide an intensive experience where writing becomes habit, habit breeds success, and writers become authors. For more details, contact <http://lajollawritersconference.com>.

*From the Editor*

If you're an 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 Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).

To appear in the newsletter's **member profile**, Contact Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).

Would you like to help out by taking notes at one of our monthly PWSD meetings and then **writing up the meeting recap** for the next newsletter? If so, contact Lauren Castle at [lauren@impress-express.com](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 and OC Writing and Publishing Communities!**

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