

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

April 2014

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Publishers & Writers of San Diego (PWSD)

is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas 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

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. For information and to RSVP for meetings, visit www.PublishersWriters.org

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

If you would like to sign up for a **member profile** in this newsletter, contact Lynette Smith at lynette@allmybest.com

Next Meeting

Date: Saturday, April 26, 2014

Time: 10:00 a.m. – 12:30 p.m.

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

Topic: “A Social Media Primer
for Authors and Writers”

Speaker: Barbra Drizin



Join us for an exciting overview of social media platforms that benefit writers and authors, with live examples of how the platforms are used. Barbra's presentation will feature blogs, Facebook, Twitter, Pinterest, YouTube, LinkedIn, e-newsletters, and marketing strategies.

Barbra's passion is teaching others by making technical knowledge easy to understand. She founded **Start From Scratch Social Media™** in 2010 as a way to express that passion. She owned and operated a successful independent staffing company in Silicon Valley during the hi-tech revolution. She worked with many start-ups, found technology fascinating, and became an eager student. Her path became clear—teaching others there is a virtual world to discover and explore!

Today 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. Your takeaway is the specific knowledge and motivation you need, to use the resources and wealth of opportunities available in social media.

Start From Scratch Social Media has three focuses:

- Group & Organization Presentations and Workshops
- Individual Client Education and Implementation
- Social Media Management

Barbra also teaches iPad, iPhone, apps, and computer.

Her mission is to make you comfortable, competent, and confident in the virtual world, and to discover which social media platforms are right for you, for personal fulfillment, visibility, engagement, and profit.

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**STILL LOOKING FOR A NEW
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WILL YOU HELP?
For more information
or to volunteer,
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.



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

Thank you, Brian Jud, for a mind-expanding March presentation! You mean bookstores aren't the best place to sell books? Brian came all the way from Connecticut to talk with us. He loved the sunshine, but we loved his wisdom and expertise. If you missed the talk, visit Brian's information-packed website, www.bookmarketingworks.com. It's overflowing with great ideas.

This month we welcome Barbra Drizin of Start from Scratch™ Social Media. She will share her Social Media Primer for Authors and Writers. That's right, social media ideas *specifically for selling books*, in language we can all understand! In this fun, informative, interactive presentation, Barbra will make sure you get what you need to get started with success, not frustration. This month the meeting is at the Carlsbad Library.

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

There's even more in store, so don't miss out. Check the website for upcoming programs as well. And always remember to check for location.

A reminder to all members that to be listed in our website's member directory, you must submit your member bio of any reasonable length, plus headshot, to webmaster@publisherswriters.org. (Please copy j@monkeycmedia.com when you do.) Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are not sure when you should renew, please contact me at karla@publisherswriters.org, and I will let you know.

Membership is \$37 a year, just as it has been for the last 10 years, and it's one of the best professional deals around.

Remember, too, that even if you've joined PWSD recently, you still need to sign up for the PWSD mailing list; we don't automatically put you on it. Go to the website and click on "Free PWSD Newsletter," so you don't miss any important information about publishing and upcoming events.





All the author slots are taken for our booths at the **31st Annual Encinitas Street Fair** on Sunday, April 27, but come on out and join the fun. It is always a beautiful day. Street Fair hours are 9 a.m. to 5 p.m. that Saturday April 26, 2014 and Sunday April 27, 2014

Next up we have the **Third Annual La Mesa Authors and Artists Festival** on May 10, 2014. The event space is expanded this year, and shadier, too! You can still participate as an author for only \$20; see details in the full announcement listed under "Events & Resources for the Publishing & Writing Community," later in this newsletter. There will be some terrific speakers there, too, including our own David Wogahn!

And coming in June is the **Fiesta Del Sol**. Be sure to sign up for the newsletter at www.readlocal.org to make sure you get notices about this and all other upcoming events, so you won't miss out.

While you're at the Read Local website, sign up for the Read Local Directory, too. 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 stories and on their programs. A Basic Listing is FREE, and it includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25, and it 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.



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Crib Notes from Publishing University Part 1

Helen Kaufmann

When executive director Angela Bole gave her opening remarks at IBPA's Publishing University, held March 21–22, 2014, in San Francisco, she noted that the two main reasons people join associations are to network and to share information. As an attendee of the conference (thanks to a scholarship from PWSD), I found there were so many opportunities for both that I'm still processing it all!

During the day-and-a-half event, I got to meet and network with more than 200 fellow writers and publishers from all over the country, as well as scores of experts in the field of independent publishing, including our own PWSD president, Karla Olson, who was part of panel on "Book Publicity in the Digital Age," and Jeniffer Thompson of Monkey C Media, who conducted hands-on workshops on "Covers that Connect." The general sessions were both stimulating and educational, as were the more than 20 break-out sessions attendees could choose from.

Through a series of newsletter articles, I'll share with you some of the things I learned at Publishing University—beginning with a summary of the keynote address by Ivory Madison, CEO/Editor-in-Chief of Red Room, a social media community and blogging platform for authors. She's also the founder of Red Room Press and the author of an award-winning graphic novel, and she was recently named Best Writing Coach by *San Francisco Magazine*.

The title of her address was "Articulating the Values and Vision for Your Publishing Venture," which is a fancy way of telling us to figure out what is important to us and to stay true to that mission. Madison cited several examples of successful publishers who have done just that: City Lights Publishers in San Francisco, who are still true to their 1960s mission of promoting free speech and progressivism; Lonely Planet, which sprang from a couple's interest in meaningful travel on a shoestring budget; and Hay House, with its focus on self-help.

As Madison stressed the importance of mission statements, I began to wonder how her address was relevant to me. I'd always associated mission statements with corporations, non-profits, Jerry Maguire, and perhaps small publishing houses—but not with self-published authors like myself. I was a bit skeptical as she had us form small groups to discuss things like what we love, what makes us happy, when we've been most proud, and what we like to be surrounded by.

Then, through a series of exercises, we used this information to form a simple vision for our business. Mine was "to share stories and ideas that help people look at the world in fresh, new ways"—hardly bumper sticker material, and only vaguely alluding to my recently published memoir. But somehow just having this simple "mission statement" has energized my marketing efforts and made me start thinking about what to do next. I learned that articulating values and vision can be a valuable tool for any publishing pursuit.





Pamela PJ Adams

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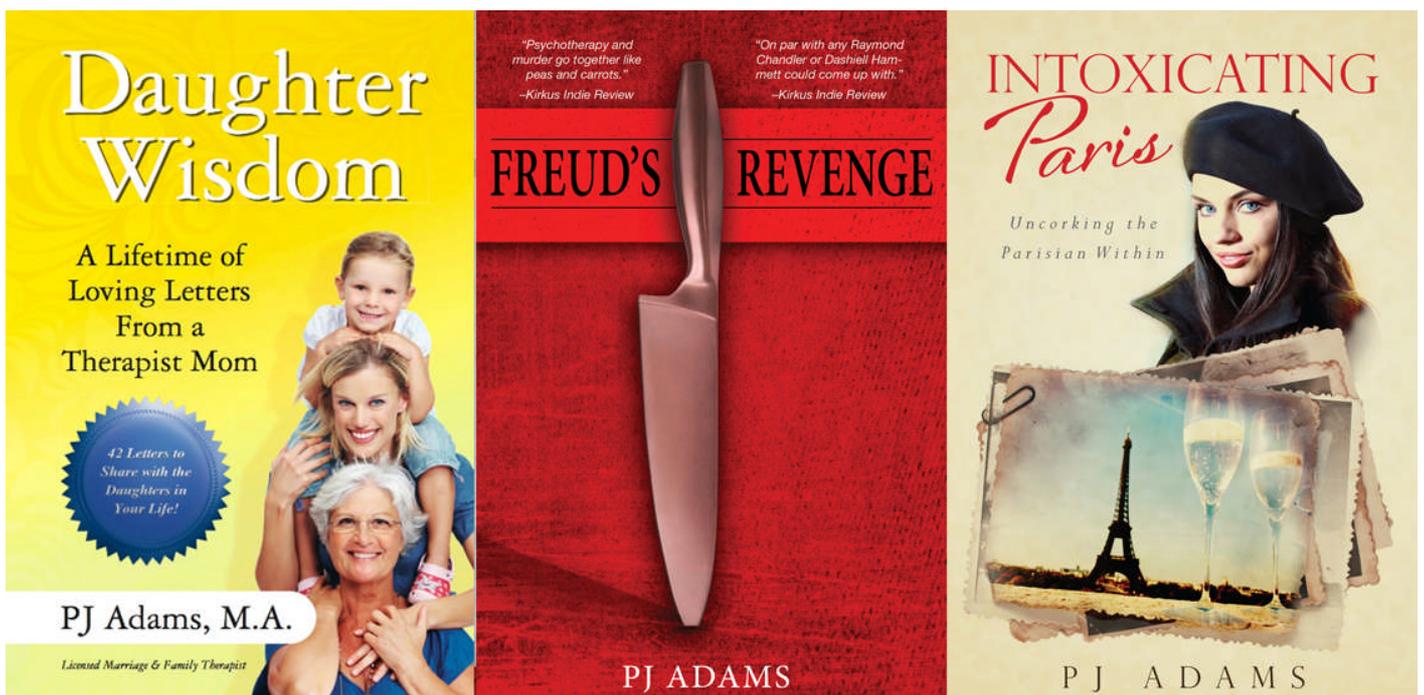
www.pjadamsbooks.com

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

PJ: I am an author, psychotherapist, and former publishing executive with Harcourt Brace Publishers & University Associates. My books include *Intoxicating Paris: Uncorking the Parisian Within*, *Daughter Wisdom: A Lifetime of Loving Letters from a Therapist Mom*, *Freud's Revenge*, three *WordPerfect* books for McGraw Hill, and two ghostwritten books, *Operational Planning* and *Money Myths*. *Intoxicating Paris* has fortunately been a best seller in the US and UK for 20+ weeks and has been nominated by The American University of Paris as best book of the year.

PWM: What first attracted you to writing and publishing?

PJ: I have always loved writing, and, as an English Lit major in college, I fell in love with Keats, Shelley, Byron, Shakespeare, and Hemingway, who inspired my love of words.



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

PJ: I had the good fortune to work in educational publishing as a Senior Editor and Marketing Manager for 20+ years before I added psychotherapist credentials. I shepherded authors all around the world and helped dozens of books come to life. My most cherished memory is working with John Updike when I was in college. Updike allowed me to be part of the production of his play, ***Buchanan Dying***, at SDSU. As a young college student, I found Updike so inspiring that his enthusiasm propels me onward to this day. Before Updike died in 2009, he graciously sent me an autographed copy of ***Buchanan Dying***, where he mentions me in the Foreword. It remains one of my most valued possessions—and inspires me to keep publishing.

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

PJ: I have been part of PWSD for over 3 years and have found all our members to be inspirational and supportive. Karla Olson has been a “book mother” to me, and the regular PWSD meetings, networking, and author events have all been motivating and fun.



PWM: What are you working on now?

PJ: I am currently working on my new travel book about Southern France, featuring Bordeaux, Carcassonne, Provence, and the Cote d’Azur. Publication is slated for this fall.

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

PJ: Read as much as you can, study how other authors publish and market their work, and watch the trends for ideas and concepts. Above all, write what you know and love what you write. And never give up.



Captured memories from PJ Adams’ book event held at à la Maison on Saturday, March 29.

Upper right: Warm French ambiance goes well with PJ’s engaging and popular book, Intoxicating Paris.

Left: Budding Francophiles Eloise, Sydney, and Lila all love Paris!

Lower right: PJ greets her enthusiastic fans.



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Accepting Entries: Now, from Ebook Authors and Publishers

- **Eligibility:** Ebooks released to the public anytime in 2012, 2013, or 2014.
- **Entry Deadline:** April 30, 2014 (midnight Pacific Time).
- **Winners Announced:** August 17, 2014

The Global Ebook Awards are designed to help you achieve your publicity goals. The Awards are more than a “sticker”; they come with a built-in publicity machine. Submitting your Ebook for a Global Ebook Award is a publicity investment. Your Ebook deserves this exposure. Unlike other award programs, we do not charge for our sticker file upon winning an award.

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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. 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@PublishersWriters.org. (See preceding announcement.)

You'll also enjoy these additional benefits of membership:

- Monthly meetings, held the first 10 months of the year (usually on the last Saturday), that offer educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- Our monthly electronic newsletter, *Publishers & Writers Monthly*, containing information about local, regional, and national publishing activities, including news regarding your annual holiday social event that provides a time to socialize with members and new prospects;
- Discounts on national membership dues for Independent Book Publishers Association (www.ibpa-online.org), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
- An opportunity to stay in touch with other members by signing up for the PWSD YahooGroup (www.groups.yahoo.com—type PWSD in the group search box); and
- Regional collaborative marketing efforts.

Let us know if you have any questions or comments about your membership with PWSD, or any ideas to improve upon our mission. Again, welcome to PWSD.

Karla Olson, President, PWSD
Jeniffer Thompson, Web Design, PWSD



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

Authors and Artists Festival

La Mesa Library

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

Richard Lederer, Keynote Speaker

Join us for the third annual La Mesa Library fundraiser in May! Authors, artists, and illustrators are invited to participate. This year we have the use of the parking lot next to the police station and across from City Hall, which will afford us more room, continuity, and shade for participants and guests. The library will provide tents. Please bring your own tables and chairs.

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

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

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



Saturday, June 21, 2014, 9:00 a.m. to 1:00 p.m.

2nd Annual Writers Expo

University of Phoenix, San Diego Campus

9645 Granite Ridge Drive, San Diego 92123

The University of Phoenix, San Diego Campus and Delta Mu Delta International Business Honor Society are sponsoring the second annual "Writers Expo" at the University's San Diego Campus.

The event is to promote professional writing of all kinds and to raise money for scholarships. Twenty-five authors will be able to showcase/sell their book(s) at a separate table inside a large classroom. There is a \$20 fee for each author.

During the Expo there will be workshops offered on the topic/craft of writing with sufficient time allocated between workshops for attendees to browse through the authors' room to talk with and buy their books.

This year, an anonymous donor is offering a free \$25-valued luncheon at a nearby Sizzler's from 2 pm to 5 pm for authors and presenters only. All authors (and presenters) are invited ... no cost and no obligation.

Any authors interested in showcasing/selling books should contact Tony Vianna at simpatico1@juno.com or at 760-931-9695 for more information.



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

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 gab11853@aol.com.

Would you like to appear in the newsletter's **member profile**? Contact Lynette Smith at lynette@allmybest.com.

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