Next
Meeting: Saturday, April 30, 2016
10:00 a.m. – 12:30 p.m.
Location: San Dieguito United Methodist Church
170 Calle Magdalena,
Encinitas, CA 92024
NOTE NEW LOCATION

Topic: Metadata Mysteries Solved!
Speaker: David Wogahn

Successful book selling begins with publishing your book’s metadata—title, subtitle, format, price, genre, keywords, etc. For most self-published authors, using MyIdentifiers, the Library of Congress, CreateSpace, and/or IngramSpark, KDP, NookPress, Apple iTunes, and sometimes eBook aggregators such as Smashwords, Draft2Digital, and BookBaby can be confusing, frustrating, and time-consuming; yet getting this right establishes a foundation for long-term success. In this presentation, you will learn best practices, available options, and tried-and-true techniques for preparing your book and/or eBook for optimum distribution and sale.

About our presenter: David Wogahn is a specialist in book and author online presence optimization and the president of Sellbox, Inc., an indie publishing services company. David is the author of two books and two video courses including Register Your Book: The Essential Guide to ISBNs, Barcodes, Copyright and LCCNs, and the Lynda.com course, Distributing and Marketing eBooks. Learn more at www.sellbox.com/about.

BONUS: Sign up in advance and join us for our first “Talk into Action” workshop following David Wogahn’s presentation. See details on page 4.
By Karla Olson  
President, Publishers & Writers of San Diego

PWSD News

Jennifer Wilkov joined us in March and gave a great, inspiring, activating presentation about writing the hook for your book. It's something we all know we need, but are we as disciplined about doing it as we should be? The problem is we love our books, and we want to talk about them for hours. That's a good thing, except that you have to grab someone's attention before they will listen to you for hours (by buying and then reading your book). Jennifer offered great tools, tips, and examples for getting to the snippet that will captivate your best readers. Thank you, Jennifer.

We heard from several PWOC members who had attended David Wogahn's workshop on metadata in March, as well as enthusiastic members who have read his super helpful new book, Register Your Book: The Essential Guide to ISBNs, Copyright, and LCCNs. Thank you to everyone who responded to David's survey. He will share the results at the April 30 PWSD meeting, which will help make sure you are disseminating your metadata to make it as discoverable as possible—the hidden secret to book sales. PLEASE NOTE: This meeting is at a NEW LOCATION: The San Dieguito United Methodist Church, on Calle Magdalena near Barcelona in Encinitas, near Highway 5 and Encinitas Boulevard.

We are also super excited that David has agreed to follow his presentation with our first “Talk into Action” workshop for authors who'd like one-on-one help with organizing and inputting their metadata. The workshop is a separate function which will take place from 12:30 to 2:00 p.m. in the same meeting location. It’s limited to 12 people and will cost $49 for members or $69 for nonmembers. To participate, please RSVP and prepay per instructions on page 5, and also apprise us at Karla@publisherswriters.org as soon as you can. There’s homework, and David will review the current listings for up to three of your books so you can get the most out of this workshop. First come, first served.

In May, Fauzia Burke will teach us all how to market online without driving yourself crazy. She’ll be selling her new book, 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.

Continued on next page
President’s Message—continued

PWOC News

Thank you, Jeniffer Thompson from Monkey C Media, for a terrific, detailed, hands-on presentation about finding your own brand. Be sure to read Penny S. Tee’s meeting synopsis on page 6.

In May, we welcome Helen Chang from Ocean Cloud Media Services, who will present “Create Your Book Vision: 3 Keys to More Credibility, Revenue, and Raving Fans.” PWOC meets in the Rotary Room at the City of Orange Library. See meeting details on page 5.

Just a reminder for PWSD members: You may attend PWOC meetings for the member price, $10 per meeting. It’s the same for PWOC members who want to attend 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 a terrifically affordable $47 per year. 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.

Another Helpful Reminder to All Members

You must 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 not sure when you should renew, please contact me at karla@publisherswriters.org, and I will let you know.

Our next event is the Encinitas Street Fair on April 23 and 24. We’ve had so much demand in the past that we decided to take the booth for both Saturday and Sunday this time, giving space to twice as many authors. A 2½- to 3-hour time slot is just $25. If you are interested, be sure to sign up for the newsletter (go to www.readlocal.org) or email us at karla@readlocal.org. All slots are assigned first come, first served.

We also need some volunteers to set up and take down each day for this event. If you are willing to help, we will offer free co-op. 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 into 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.

Sign up for the newsletter to be alerted to upcoming events, but please, let us know if there is a street fair in your neighborhood. We’ll look into participating.

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, and event planners have all used the Read Local Directory to find authors to features in their stories 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.
Tools, Tips and Techniques to Help Readers Find You and Your Books

Presented by David Wogahn

Saturday April 30, 2016
12:30 to 2:00 p.m.

This interactive, personalized workshop picks up where our presentation leaves off. It is 90 minutes and limited to a maximum of 12 people (minimum of 5). Participants will be expected to complete a brief “homework” assignment prior to the meeting including links to up to three books for David’s pre-workshop analysis.

This workshop goes beyond the fundamentals of ISBNs and distribution setup and includes:

1. Optimizing profiles and metadata for websites and social media accounts.
2. How to research categories on Amazon to improve your chances of reaching best-seller status.
3. How to research and test keywords using Google, Amazon, and other available tools.
4. Using content marketing to build your author platform and attract more attention to you and your book.

We will use the online presence and books of the attendees as tools to learn from each other.

Workshop fee:
$49 Members – $69 Nonmembers

To get the most out of the workshop, sign up as early as possible. No one will be admitted on the day of the presentation, as preparation—by both participants and presenter—is key. You can pay for the workshop on PayPal when you RSVP. Only paid reservations will be honored. David Wogahn will contact you about advance work.

About the workshop presenter: David Wogahn a specialist in book and author online presence optimization and is the president of Sellbox, Inc., an indie publishing services company. David is the author of two books and two video courses, including Register Your Book: The Essential Guide to ISBNs, Barcodes, Copyright and LCCNs, and the Lynda.com course Distributing and Marketing eBooks. Learn more at www.sellbox.com/about.
Tell your writing and publishing friends in the area 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. 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 lunch. 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!

“Create Your Book Vision: 3 Keys to More Credibility, Revenue, and Raving Fans”
Presented by Helen Chang
Saturday, May 7, 2016

Maybe you want to write a book that grows your credibility as an expert, but you’re overwhelmed by how to get started. Maybe you want to write a book to attract more sales, but you’re too busy running your business or managing a family. Maybe you want to inspire people and transform people’s lives through a book, but you’ve got writer’s block. In this presentation, you will discover:

- How to share the message of your book, to position it as a bestseller.
- How to showcase your credibility and present yourself as an expert.
- The #1 way to create an emotional bond with your readers and turn them into loyal, raving fans.
- The Top 5 ways to generate revenue with your book.

In this interactive presentation, you will start creating the vision for your book, so you can expand your credibility, attract clients, and gain a following.

About our presenter: Helen Chang is a bestselling ghostwriter and CEO of Author Bridge Media. The company has helped nearly 300 authors write and publish their books so they can raise their credibility, attract more sales, and inspire people worldwide. Her clients include Michael Gerber of the E-Myth book series, Dani Johnson of ABC’s Secret Millionaires, and Than Merrill of A&E’s Flip This House. She is an award-winning journalist, with stories published in BusinessWeek, MNSBC.com, and The International Herald Tribune. As a best-selling author and ghostwriter, Helen helps her clients connect with their audiences by sharing their stories in memorable, marketable, and money-making ways.
In our latest meeting, we were treated to a wonderful branding workshop by Jeniffer Thompson. We were grateful to be able to ask our questions about developing our brands, and get answers from a pro. Jeniffer is an author branding and Internet-marketing strategist and is the co-founder of Monkey C Media. Not only is she an expert in her field, but her warm and welcoming approach set the tone for an engaging, informative, and interactive learning experience.

In addition to providing helpful content, Jeniffer also sent us home with her invaluable branding strategy workbook. It walks you through all the necessary considerations of branding, step by step. In it you learn how to establish authority, increase visibility, polish your personal style, and build your author platform.

It turns out that knowing who you are is key, not only to being successful in life but in branding.

Who are you? What do you do? Who do you serve? Are all key questions in developing your brand. You have to establish your goals—are you trying to build credibility, gain exposure, sell books, be famous, or make money? She said that concentrating on three goals is ideal. What are your core values? And are you selling you or your book? People want to be able to trust you. Most importantly, be honest with yourself. As time passes, make sure to keep your bio updated—don’t let it get stale.

Jeniffer let us know from the beginning that it will take lots of courage to slay that dragon of fear that pops up as we ask ourselves questions like, “Am I good enough?” Time to take a deep breath, let it out, and move forward. She advised us that branding is a journey, not a destination, and she recommended that we not go it alone. Ask family, friends and colleagues to help identify your personal brand. What are you passionate about? What makes you unique?

During our meeting, some of us were the beneficiaries of seeing how working in collaboration with others can be effectively used to develop your unique and authentic brand. I talked about our unique experiences in Israel, and the life-changing impact it has had for me. Spending my vacation touring by day, and bomb shelters at night. The missiles blasted me out of my complacency to becoming a Peace Maker—my brand was slowly being teased out from me by my words, Jeniffer’s direction, and the conscientious observations of my fellow PWOC members. I am very grateful for their input.

You have to realize that your brand is your promise to your reader, and it encompasses everything about you, from your writing to what you wear. Look at your brand and analyze it in detail. Keeping your audience in mind is paramount—who is your reader? Identify your ideal customer, and know that person inside and out. Is your reader an outdoor adventurer who would expect rugged or casual, or is your reader a buttoned-down lawyer?

Look at your competition and see what they are doing to attract your audience—it probably will give you some ideas. Also look at who influences your audience. Use the platforms where they do—you want to be out among your peeps and experience who they are, to be able to respond effectively. Choose the social media that you are comfortable with; if you can’t bring yourself to use it because it is so out of character, concentrate on those you can.

Jeniffer reminded us that we have to periodically take an inventory of our various points of contact with our audience, whether on our own websites, LinkedIn, Facebook, or Instagram. As humans, we change constantly, so we have to keep that in mind to ensure we are promoting ourselves in a consistent fashion, with who we are today. Plan these platform reviews periodically throughout the year, and schedule them on your calendar.

Consider which blog makes sense to share your information with—spend some time lurking on the site to see what is being shared and what types of comments it is generating. Make some of your own comments. Medium.com is a great place to share valuable content. It’s best to join a blog when it is new. Even if you are
receiving some comments that seem like spam, see if there is something you can salvage by fixing the typos and taking out the links. Shut down comments after a month; they probably will be spam and a waste of time.

Jeniffer showed us several slides of book covers and how the authors have established their brands by using the same colors, fonts, and sometimes even consistent placement of title and the author’s name. If you are a Tess Gerritsen or Andrew Peterson fan, from the moment you look at their latest book, it feels like you are returning to what’s familiar to you, and it invites you to take a peek inside, if you dare.

Google is your friend—whether you’re using Google spreadsheets, alerts, documents, surveys, Google+, or YouTube.

Make a reader vision board. Cut out magazines pictures of 1–3 people who would be attracted to your work. Post it on the wall where you can see it while you write. Look at three key markets and focus on one at a time.

Connect with your readers, thought leaders, media, and educators to drive traffic. Your supporters can be divided into three categories: people who love anything you do, people who hold you accountable, and Influencers who can help you make inroads.

Make sure all of your visuals are consistent—logo, website, collateral pieces, email signatures, etc. Branding is like a big puzzle—and you have to be sure all the parts are there to make it work and appear cohesive. While you’re building that puzzle through consistency and authenticity, it helps create trust.

Well, that was our latest truly informative PWOC meeting recap. We thank Jeniffer Thompson for giving us her time and the gift of her branding knowledge. Now, let’s get out there and make our brands consistent, authentic, and effective!

Contributor Penny S. Tee is a nonfiction writer and blogger. She is writing her memoir of her family’s vacation in Israel, July 2014, when they found themselves at war – touring by day and bomb shelters at night. The missiles blasted her out of her complacency to working on Peace. She is the owner of www.PennySTee.com. Her story has recently been chosen to appear in the 2nd Annual Memoir Showcase at the Grand Horton Theatre in San Diego in June. She is also the moderator and founder of Writers4Writers, a writers’ support group that meets on the 2nd Wednesday evening of every month, 6:00–8:30, at the Rancho Santa Margarita Library. Attendance is free. Register here.
Have newsletter feature articles/ideas? Send them to Glenna Bloemen 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. 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 through October. 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!
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. 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 or 5) in each newsletter issue.

“PWSD Likes Facebook!”
Visit us on Facebook today
and let us know you like us!
Eight Top Secrets of Book Marketing

By Fauzia Burke

Author of *Online Marketing for Busy Authors: A Step-by-Step Guide*

An established expert on digital marketing and publicity, Fauzia Burke has a message to help aspiring authors: “As soon as you have an idea for your book, that’s when you should start marketing.” In her new book, *Online Marketing for Busy Authors: A Step-by-Step Guide* (Berrett-Koehler Publishers, 2016), Burke shows authors how to build their brands and navigate the social media landscape without getting overwhelmed. Here are eight tips Burke presents to help authors build a long-term marketing plan.

1. **Know your audience.** Understanding your readers will help you devise the best digital marketing strategy for you. Online marketing is customized and personalized. It is essential for you to know your audience so you can find them and serve them best. You should know your readers’ age group, gender, interests, which social media outlets they use and where they hang out online. The more you know your audience, the better your marketing will be.

2. **Get a professional website.** Your website is the only place online where you are in total control. No one else can change the rules like they can on other social media sites. Other social media platforms don’t cancel out the need for a website because your website is where you call the shots. If you are only on social media sites, you are always playing another person’s game. You don’t want your online presence to be in the hands of someone else.

3. **Be selective.** Choose one or two social media platforms to start. Don’t feel like you have to do the next shiny thing online or keep up with all social media platforms. Just start conversing with your audience by selecting a platform where you think you will find your readers. You can always adjust accordingly as you build your community.

4. **Engage.** You can’t be a bullhorn. You have to go for engagement. You want people to talk on your page. Don’t get wooed by big numbers. You want a smaller community that’s engaged as opposed to a large audience that’s not engaged. Look at ways to engage the audience you do have. Take very good care of the people who have given you their permission to talk with them—whether that’s through a newsletter, blog, or on Facebook. Give them your best.

5. **Put your reader first.** When you are creating content to connect with your community, always filter your content through a lens of your reader. Ask yourself some questions: How are you serving your reader? What value are you providing? What problem are you solving? Look at your engagement and see what people are sharing. Be natural but ask yourself: What is my audience telling me? When the content you create solves a problem your audience has, that’s when you authentically build lasting relationships.

6. **Think marathon and not sprint.** It’s okay if your marketing efforts don’t immediately go viral. Be consistent in creating buzz about your brand and book by communicating daily on your social media sites. Think big picture because carving out your niche, creating a presence, and building a following take time. Write down the goal for writing your book and read it for inspiration when things get hard.

7. **Follow the data.** Internet publicity is customized. Everything you do online has a digital footprint and analytics. Take a step back and assess what you need to do by following the data. Measure
what works and what doesn’t and adapt accordingly. Now you can spend your time on the things that are most effective for your brand and not what worked for someone else.

8. **Tap into your professional and personal networks.** Consider reaching out to people individually to create buzz and spread the word about your upcoming book. You might think a blanket email will do the trick, but a one-on-one grassroots effort will be more effective in the long term for connection, social shares, testimonials, and sales of your book.


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**Fauzia Burke** is the founder and president of **FSB Associates**, an online publicity and marketing firm specializing in creating awareness for books and authors. She’s the author of *Online Marketing for Busy Authors* (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 (@FauziaBurke) and Facebook (Fauzia S. Burke). For more information on the book, please visit www.FauziaBurke.com.

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**Special Announcement:**

**PWSD Members Shine in the Benjamin Franklin Awards Competition**

**Neal Katz’s Outrageous Wins Prestigious Bill Fisher Award for Best First Book: Fiction**

PWSD member **Neal Katz**’s *Outrageous: Rise to Riches—The Victoria Woodhull Saga*, Volume 1, was the gold finalist for IBPA’s award recognizing the best first book from a publisher, Top Reads Publishing. PWSD member **Terri Rider** is the publisher.

The finalists in the category also included PWSD member **Kenneth Zak**’s *The Poet’s Secret*, published by Penju Publishing.

**Karla Olson**, PWSD President, in her capacity as Director of Patagonia Books, picked up gold in the category of Most Improved Redesign for *Closer to the Ground: An Outdoor Family’s Year on the Water, in the Woods and at the Table* by Dylan Tomine.

In the Independent Book Publishers Association’s official press release for this year’s awards event, held in Salt Lake City, Utah, Karla Olson said, “This recognition, from one of the oldest and most established book award programs, highlights books that are the best, most professionally published. The Benjamin Franklin Book Awards promote publishers that take risks and move in new and exciting directions. It’s terrific that IBPA recognizes this innovation.”

Congratulations, Neal, Teri, Karla, and Ken!
PWM: In what aspect of publishing or writing are you involved or interested?

Wayne: I’m interested in writing and publishing books to help small business owners succeed.

PWM: What first attracted you to writing?

Wayne: I was teaching a class for non-accountants at UCLA and realized that no published materials focused on the needs of non-accountants—only on those people who wanted to become accountants.

PWM: Did you previously have related experience in this area?

Wayne: Yes, I taught at several different universities for 40 years, and thus research and writing was an important part of my job.

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

Wayne: I’ve been a member for one-and-a-half years only, but I have already met several people I have been able to collaborate with and others I have learned a great deal from.

PWM: What are you working on now?

Wayne: I’m working on an Accounting for Non-Accountants book for the Latino market of small
business owners who operate in Spanish. Yes, this book and the accompanying workbook will be in Spanish.

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

**Wayne:** Follow your passion of reading and writing. It can be rewarding as well as frustrating. You will be successful, even if you are the only reader!!

I have published (some with large publishing houses and some with his publishing company—Solana Dreams Publishing Company) six books that are published in eight countries. In the process, I have met many people who have become my co-authors and then long-time friends.

I hope you will contact me to discuss the dynamic field of publishing and writing and hope you get more involved with PWSD

I am currently on the Board of the Friends of the Solana Beach Library, am a Lions Club member with the Solana Beach/Del Mar Chapter, and am a volunteer/mentor at San Dieguito Academy through the Junior Achievement Program.
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 j@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 (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);

- **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 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 became 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.

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
Los Angeles, California
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@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 of 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. 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/.
If you’re a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, consider joining PWS. 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 PWS 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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### Newsletter & Social Media Team

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