

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

May 2016

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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community, with new chapters such as PWOC forming in other parts of Southern California, too. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library—Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas), or the Encinitas Library (540 Cornish Drive, Encinitas, CA); check meeting information in newsletter for current location.

## Membership

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit [www.PublishersWriters.org](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 Rick Lakin at [icrewdigital@gmail.com](mailto:icrewdigital@gmail.com)

**Next Meeting:** **Saturday, May 28, 2016**  
**10:00 a.m. – 12:30 p.m.**

**Location:** **Encinitas Library**  
**540 Cornish Drive**  
**Encinitas, CA**

**Topic:** **Online Marketing for Busy Authors**

**Speaker:** **Fauzia Burke**

Whether you're writing your first book or you write several books a year, you are probably very busy and must make every minute count. This session is an overview of online marketing and a strategic look at what works and what is a waste of time. Thanks to data, we can now use the tools that have a track record for success. This session will help you build a sustainable and effective online marketing plan that you can implement right away.

*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 is the author of *Online Marketing for Busy Authors* (Berrett-Koehler Publishers, April 2016). Fauzia has promoted the books of such authors 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 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 her book, please visit [www.FauziaBurke.com](http://www.FauziaBurke.com).*



## President's Message

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If you plan to attend one of our monthly meetings, please help out and volunteer to write the **recap** for this newsletter; Contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com)



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

### PWSD News

In April, David Wogahn solved the Mystery of Metadata, letting us know what it is, why it's important, and how to make sure our books' details are accurate and out in the world. After his presentation, David conducted the first "Talk Into Action" Workshop, a more hands-on, interactive presentation of the material. With a limited enrollment and prep work, it is a great way to "do" instead of just listen. We hope to offer more of these extended presentations in the future, so watch the newsletter and the website for more information.

On May 28, we are pleased to welcome Fauzia Burke, whose new book, *Online Marketing for Busy Authors*, is now available. Fauzia created one of the first author websites (Sue Grafton's!) in 1995 and has since worked with an impressive list of writers. We all know social media can be intimidating and time-consuming. Fauzia will offer her suggestions for what works and what is a waste of time, as well as how to create the best strategy for you and your book. In addition to being an expert, Fauzia is super entertaining and will explain things in a way you can understand. You won't want to miss this presentation. **Please Note: This meeting is at the Encinitas Library.**

On June 25, we welcome Randy Peyser, who will present how to position your book so an agent can't resist it. In July, Carla King will introduce us to the coolest new publishing tools available. In August, Leann Garms will offer her secrets of book publicity. And in September, Brooke Warner, from She Writes Press, will present "Green Light! What to Do When You Are Ready to Publish." What a fantastic lineup!

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

### PWOC News

Thank you, Helen Chang, for a wonderful May 7 presentation on how to create your book vision. On June 4, we welcome Barbra Drizin, who will offer an interactive workshop on how to build the best foundation for your social media. If you are new to social media, you want to get off on the right start. If you are already doing social media, find out if your foundation is strong. As many of you know, Barbra is a superb teacher who makes it easy and understandable. **PWOC meets in the Rotary Room at the City of Orange Library.**

Reminder to 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!

*Continued on next page*

## **President's Message—continued**

### **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 by sending a check payable to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

Have you sent your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org) yet? 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*



Thanks to all who helped out with the Encinitas Street Fair in April. It was a great weekend, and I know the authors had fun.

I got an email from Marcia Berneger, who said:

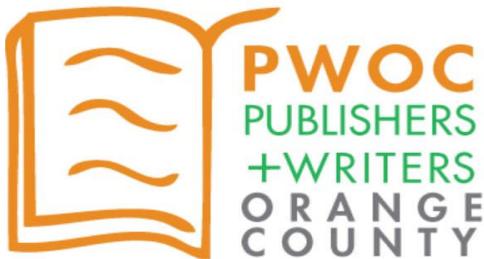
I have to tell you--while I only sold two books at the street fair (I hand out bookmarks), my Amazon sales have shot up to the highest one-day sales total *since the book came out last year!* That was on Monday. On Tuesday, sales were among my top ten days.

This kind of exposure can really kick-start your book! Sign up for the newsletter to be alerted to upcoming events. And please let us know if there is a street fair in *your* neighborhood. We'll look into participating.

Please visit [www.readlocal.org](http://www.readlocal.org), to find out more about our author marketing coalition, Read Local. While you're there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE, and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25, and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.



## Chapter Announcements



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

## IN THE OC OR VICINITY?

Come Join Us on the  
First Saturday of the Month!  
10:00 a.m. to 12:30 p.m.

Rotary Room, City of Orange Library\*

407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

\*Always check the meeting announcement  
or website to confirm the location.

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, 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!



## “Going Social” Presented by Barbra Drizin Saturday, June 4, 2016

Social media is no longer a choice...it's a necessity.

A bookstore or the media asks, "What social media platforms are you on?" and "How many followers/connections to you have?" to ensure that you have an engaged audience ready and eager for the launch of your book.

It's recommended that you acquire an engaged social media audience at least 6 months before your book is published. There are pre-social media preparation steps. Join Barbra for a content-rich, compelling presentation on preparing for social media. You'll also receive the template Barbra developed to help you clarify your goals, your target market, and the social media platforms that are right for you.



### About Barbra Drizin

Barbra is an educator at heart. Her passion is teaching others by conveying technical knowledge in an easily understood manner.

Barbra owned and operated her own successful independent staffing company in Silicon Valley during the high-tech revolution. She worked with many start-ups, acquired a fascination with technology, and became an eager student.

Today Barbra weaves her technical skills, knowledge of social media, experience as an educator, and desire to assist adults and solopreneurs into [Start From Scratch Social Media](#).



[See Next Page for May 7 Meeting Recap](#)

## **PWOC Meeting Synopsis, May 7, 2016**

### **Helen Chang's Presentation,**

# **"Create Your Book Vision: 3 Keys to More Credibility, Revenue, and Raving Fans"**

In our May meeting we were treated to another fantastic speaker, Helen Chang. She is a best-selling ghostwriter and CEO of Author Bridge Media—serving 300 clients including Michael Gerber of the *E-Myth* book series and Dani Johnson of ABC's *Secret Millionaires*. She is an award-winning journalist, best-selling author, and ghostwriter. Helen helps her clients connect with their audiences by sharing their stories in memorable, marketable, and money-making ways.

Life as a writer isn't always pretty, even when you're as accomplished as Helen. She inspired us with her tale of her first attempt at writing a book as a ghostwriter. The book was written to establish her client's credibility—one of the key benefits of writing a book. She proudly submitted it to her client, only to be told by her client's marketing expert that her book was good, but not marketable. *Ouch!* What would you have done? It halted the entire marketing campaign.

After letting the news settle, Helen rolled up her sleeves and began again. Combining the author's transformative life story with his business system that he built along the way, was the key to success. Seven years later, the book has been reprinted five times. The author told Helen that the book had formed the foundation for his business that is now worth \$100 million dollars. The book has made a positive impact on thousands of readers. Helping people is why Helen is so passionate about writing books.

Helen shared these **5 Steps to Writing a Book:**

1. *Plan my book*—create your inspiring message and decide the main topics.
2. *Tell my story*—this is the *lousy* first draft. “Vomit it out on the page.” You write this part for you.
3. *Write my draft*—this writing is audience-centered. Plan on 3 drafts: Your first draft is 75%-80% of the content, your second draft is 100% of the content, and on your third draft you work on the voice and theme.
4. *Make my sentences smooth*—this is “the kingdom of copyediting”: editing, sentence flow, grammar, and spelling.
5. *Dot my i's*—proofreading by your professional editors. *Don't skip*; do this before and after layout.

Helen then added **3 More Steps for Indie Publishers:**

6. *Add marketing hooks*—brainstorm the title, and add marketing pages at the end of the book.
7. *Make it a “wow” design*—make your message *pop!*
8. *Get it published*—through Kindle, Amazon, etc.

In her talk, Helen covered in detail the first of the key steps, *Plan my book*. Planning will give you the context for the book—not the content.

### **How to Share Your Bestseller Message**

Helen told us that we have to identify our transformational message—our unique, inspirational message. Don't come across as naïve or lecturing; getting people to refer your book is the goal. You achieve this by framing the message so that it *solves your target reader's problem*.

She used the example of *Kitchenability 101*, by Nisa Burns, whose book solved the problem of “making food that is easy, healthy, affordable and delicious” for the college student. Maybe you are over junk or dorm food or miss your Mom's tuna casserole. The message is that this book can help you.

## How to Showcase Your Credibility

Helen explained to us that credibility comes from sharing your expertise. This is particularly relevant to nonfiction authors, as opposed to memoir or fiction writers. Helen showed that this is where you show your uniqueness through your methods and concepts. As her company works with clients, they put the key message in the middle and then they create mind maps—what are the topics that support this message? Those topics then get clustered and become the outline of the book. You can order these topics in terms of geography, time, or concepts and/or qualities. If you have a business, you will want to tie these topics to your business system. In a fiction book, the structure is based on the story arc.

Helen recommends that you get testimonials, and if you have won awards, use award stickers for your books. These create credibility.

## Creating Raving Fans

Helen taught us that you need to create an emotional bond with your reader, and the way to do this is through your personal stories. You need to be open and show your humanity so your audience can relate to you. You are unique—no one else has your experiences. If you don't personally have a significant story, use clients' or competitors' stories.

Finally, Helen reviewed with us the **5 Ways to Attract Revenue**:

1. *Sell your book at speaking engagements*—this shares credibility.
2. *Give your book to clients and prospects*—this also shares credibility.
3. *Sell pre-orders*—you can set this up to operate 3 weeks to 3 months ahead of release on Amazon and Kindle.
4. *Launch online with your affiliates*—share your email lists with friends and colleagues.
5. *Sell with a training program* that you sell with your book.

In conclusion, we had another morning of outstanding learning at PWOC. We hope to see you again next month. Special thanks to Helen Chang for sharing her knowledge with us!

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PWOC Scribe 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. The missiles blasted her out of her complacency to working on Peace. Part of her story will appear in the 2nd Annual Memoir Showcase at the Grand Horton Theatre in San Diego, June 28, 2016. Her blog is <http://www.pennystee.com/>. She also is the founder of Writers4Writers, which meets on the second Wednesday of every month, 6:00–8:30pm, at the Rancho Santa Margarita Library. Attendance is free. [Register here](#).



## *Member Invitations & Reminders*

**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 Rick Lakin at [icrewdigital@gmail.com](mailto: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](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 Olsen 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. 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!**



# 10 Things I Know for Sure About Book Marketing

Fauzia Burke

Author of

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

I am often asked what I know for sure in the book publishing, book marketing, and digital marketing industry. While there isn't one magical formula for every author and every book, there are some specific steps you can take to carve out your niche, build your brand, and create a community.

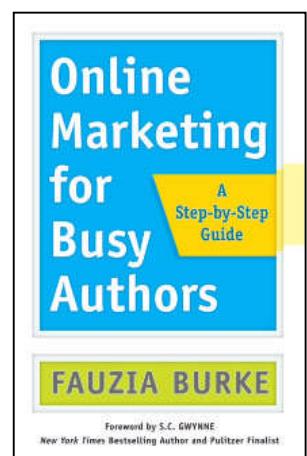
1. **You can't just do social media.** You have to combine your social media efforts with social networking. Social media is what we create and upload. It is a one-to-many communication approach. Social networking is about interacting and listening, and it is successful when it's done peer-to-peer. Create content to share, but make sure you are creating conversations as well. You can't only post; you have to comment, read, listen, share, and go for connection.
2. **Don't try to do everything.** Just because something *can* be done online doesn't mean it *should* be done online. Don't try to keep up with every new social media platform and app that is new or trendy. Think about your niche and what makes the most sense for you to do. Where do you think you can find your audience? Go there first. I always recommend that authors begin with a website, because today's readers expect that at a minimum. Start your author website and make it about you first and your book second.
3. **Don't try to promote your book to everyone.** There is no everyone.com. Knowing your audience is essential for authors in so many ways. When you can easily describe your audience, you can find them online. You can make your book better because you know exactly who you are writing to and how you can provide value. (*Hint: When identifying your audience, do it by thinking of one person. Let one person represent all the values and traits of your audience, and then think of that one person as you create content.*)
4. **The tortoise can beat the hare.** An email marketing blast can seem enticing when your time is crunched and you can't believe your overwhelming to-do list. But don't do it. It's better to take a few hours and write to one person at a time (to get a testimonial or to tell someone of your book) than to do a mass email. I've tested this and I know it to be true. You will get better results if you write one email at a time, even if it seems like a painstakingly slow process.
5. **The age of generalists is over.** Find your niche, hone your skills, develop your audience, and be brilliant. Be a specialist, strengthen your strengths, and stay in your lane.
6. **Think long-term.** The purpose of building your audience is to bring them along with you as you develop your projects. The feedback and encouragement you receive will make your book better. Use the questions you are asked as content ideas for your next blog post or chapter in your book. The questions your audience asks are an inside look at what your audience cares about most.
7. **Talking to people is a great privilege.** Don't waste it. Sometimes we are all so busy and our heads are racing to the next meeting or work project, that we don't get present or appreciate the conversations we are having in the moment. Value every conversation and every person. Sounds cliché, but really, what you put in you will get back.

8. **Go for engagement.** We all get caught up in social media numbers because it's like a game. How many *Likes* can I get? How many followers do I have? Watching your numbers grow can be an immediate gratification pursuit, but truly it's better to have 1,000 engaged fans than 10,000 who don't care about you. Go for interaction and engagement.
9. **Start now.** Start developing your brand and platform as soon as you have an idea for a book. It's never too early to create your audience and begin the conversation.
10. **Give value to your customer.** It's not enough to just know your customer. You have to create content of value for your customer. Then take a step back and watch, read, listen, and respond.

Today, sharing your expertise, ideas, and stories has never been easier; but building and keeping an audience has never been harder. Devote some time to your marketing plan daily and be patient. Results will happen.

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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: A Step-by-Step Guide](#) (Berrett-Koehler Publishers, April 2016, \$16.95 Hardcover, ISBN: 978-1626567856). 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 her book, please visit [www.FauziaBurke.com](#).



## Member Profile



### LaVonne Misner Author and Speaker

San Diego, California  
858-549-4630  
Email: [LaVonneMisner@gmail.com](mailto:LaVonneMisner@gmail.com)  
Website: [www.LaVonneMisner.net](http://www.LaVonneMisner.net)

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

**LaVonne:** I am an author and a public speaker. My first book, a hardcover titled *No More Mondays—A Nautical Odyssey* (2002), was published via a traditional publishing house. *Andrea*, Book One of the Canal Zone Adventures (2015), and *Zeke*, Book Two in the Canal Zone Adventures (2015), were independently published. *Seasick Ants*, my fourth book, will be independently published within the next few weeks.

As a public speaker, I focus on the various methods of publishing in today's market. My audiences learn about the advantages and disadvantages of three different methods of publishing: traditional publishing, independent publishing, and vanity presses.

#### PWM: What first attracted you to writing or publishing?

**LaVonne:** My first attraction to writing and publishing came from a strong desire to convey information about the six years I explored the world by sailboat. I knew it was a story of interest to anyone who had ever dreamed of sailing and exploring the world. My story was one that needed to be told, and only I could tell it.

Recently, during the centennial celebration of the Panama Canal, I realized how little the public knew about the Panama Canal. I was further dismayed to realize our school curriculum was sorely lacking in teaching our youth about the magnificent accomplishment it was to build the canal. Neither are they taught about the huge impact the canal has had on America and especially southern California. It is that realization that compelled me to write *Andrea* and *Zeke* in the Canal Zone Adventure Series.

While talking to people before and after my book signings, I quickly realized many of the members in my audiences had stories of their own that would be of interest to others. When I asked what was holding them back from writing, I learned it was the fear of never seeing their work in print. With that insight, I began providing presentations that focus on the three options of publishing available to writers today.

I am by nature and training an educator who finds pleasure in conveying information to others. Writing, publishing, and providing encouragement to others gives me great pleasure.

#### PWM: Did you previously have related experience in writing and/or speaking?

**LaVonne:** As a retired university professor, I am an experienced speaker. When *No More Mondays* was first published, I was sent by my publisher on a 3-month speaking circuit through the US and Canada.

Also as a professor, I wrote educational materials, which employed a much different style of writing than what I use now, but nonetheless was still a means of conveying information to others.

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

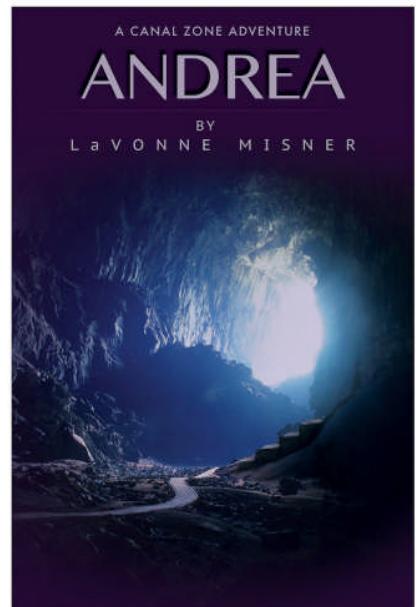
**LaVonne:** I became a member in 2015. The organization provides not only an incredible amount of information but also the motivation I need to keep working on the things I want to accomplish.

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

**LaVonne:** I am presently working on getting my children's book, *Seasick Ants*, in print. I'm also editing *No More Mondays* and preparing it in the proper format for publication as a paperback and as a Kindle eBook.

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

**LaVonne:** During my speaking presentations on publishing methods available to writers, I provide encouragement to beginning writers who have stories they want to tell, explain the positive and negative aspects of the three publishing options available to them, and provide a step-by-step process showing them how to proceed in getting their work published.



## 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@monkeymedia.com](mailto:j@monkeymedia.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](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**



## **2016–17 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)***

### **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 commenced in mid-April. 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](mailto:sararutenberg@scbwi.org) for conference information or [scbwi@scbwi.org](mailto: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 isn't 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 your fellow writers for the 14th Annual Southern California Writers' Conference LA. Attendance is 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**

***Location to be determined***

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/>.



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## *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.PublisherWriters.org](http://www.PublisherWriters.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).

If you'd like to appear in the newsletter's ***member profile***, Contact Rick Lakin at [icrewdigital@gmail.com](mailto:icrewdigital@gmail.com).

Would you like to help out by taking notes at one of our monthly PWSD meetings and then ***writing up the meeting recap*** for the next newsletter? If so, contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com). We're looking for one volunteer a month so we can have each meeting covered.

***Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing Community!***

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