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Publishers & Writers of San Diego (PWSD) is a

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

Membership

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit www.PublishersWriters.org

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

If you would like to sign up for a **member profile** in this newsletter, contact Sheri McGregor at sherimcgregor@yahoo.com.

Next Meeting: Saturday, May 27, 2017

10:00 a.m. – 12:30 p.m.

Location:

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

Topic:

**Sell More Books with
Perfect Keywords**

Speaker:

Carla King

The best way to help people find your book is to give them the keywords they need to discover it. The best time to test keywords is before you publish, while writing and producing your book. Yet most authors procrastinate because keywords (aka metadata) sound mysterious and technically challenging. Don't make the mistake of waiting to create your book description, author bio, and keywords until you are ready to publish. Follow these steps to incorporate keywords from the beginning, and launch your book with a splash.

Already published? No problem! You can refine your keywords at any time, so use these techniques to see how people have been finding your book and make it easier for others.

In this session you'll learn:

- How to monopolize the different kinds of metadata and keywords
- When to start your keyword research
- How to experiment with keywords to find out what works and what doesn't
- How to insure your book appears higher in search results
- What tools can help with keyword research



Carla King is the creator of the [Self-Publishing Boot Camp books and workshops](#) and founder of [Author Friendly](#), a resource, education, and service center for self-publishers and small presses. Her comprehensive Self-Publishing Boot Camp Guide for Authors is now in its fourth edition. She has written for *Bowker's Self-Published Author*, *Bookworks*, and *MediaShift*, as well as her own popular blog. She penned the *Book Formatting*, *Book Distribution*, and *Book Discovery* guides for *IngramSpark*, where she is on the advisory board. Carla is based in San Diego and Baja, California. You'll also get Carla's Metadata Worksheet and the Author Friendly Guide to Book Discovery.

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



By Karla Olson
President, Publishers & Writers of San Diego

PWSD News

What a privilege it was to have Cevin Bryerman, the publisher of *Publishers Weekly*, “the bible of the publishing industry,” join us to share his thoughts about publishing now and in the future. It was when Cevin took over the magazine that they changed their attitude towards indie publishers, and since then, the magazine has developed a review and discoverability program for small publishers called BookLife. Cevin also shared his opinions about paid reviews, awards, and so much more. With candor and humor, he presented a clear and insightful view of the changing industry. Thank you, Cevin.

Carla King, author of *Self Publishing Boot Camp*, has just revised the fourth edition of her best-selling book, and she’s launching it at PWSD in May! Carla is a font of information about successful independent publishing, so join us for her secrets about marketing your indie book, especially finding the best keywords. In June we welcome Jeniffer Thompson, who will speak on Personal Branding, her favorite topic and one she has been researching and developing for years. July is Holly Watson, who has years of book publicity and PR experience working for some of the biggest trade publishers. And August is Laurie Starkey, a best-selling, self-published author who knows everything about how to market books.

There’s more in store. That’s just the first few months of working together for publishing success.

PWOC News

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

Gerri Santiago was the IBPA scholarship recipient from PWSD. She and her business partner, Dan Primbs, attended the conference, making sure that they went to separate sessions so they could learn as much as possible. And learn they did! On May 6, they shared their “Cliff Notes” for Pub U 2017. They agreed to share their slides, so please do [visit the blog](#) on the PWSD website to review the wealth of learning.

Member Penn Wallace will present in June, sharing the marketing successes he’s honed from his half dozen or more books. Penn does it all on his own from his boat in the bay, so if you want great new ideas for how to market your books, join us in June in Orange.

Just a reminder for PWSD members that you may attend PWOC meetings for the member price, \$10 per meeting. It’s the same for PWOC members who want to join PWSD meetings. Essentially, now we’re all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

Continued on next page

President's Message—*continued*

PWSD/PWOC Membership

As most of you know our yearly dues are a wonderfully 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.

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



Read Local

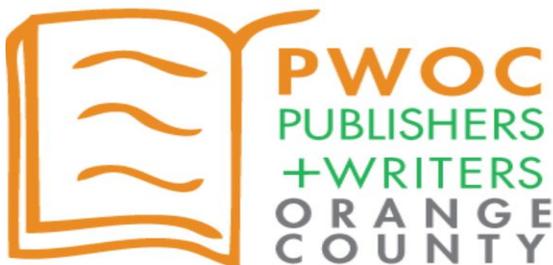


Upcoming: Fiesta Del Sol, in Solana Beach, is May 20 and 21. More information was emailed to you a few days ago.

Please visit www.readlocal.org, to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, event planners have all used the Read Local Directory to find authors to 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.

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and let us know
you like us!





IN THE OC OR VICINITY?

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

Rotary Room, City of Orange Library*
407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

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

www.PublishersWritersOrangeCounty.org

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, possibly *al fresco* 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!



Build Your Brand Workshop Presented by Penn Wallace Saturday, June 3, 2017

The moment you publish your book, you are a celebrity. Isn't that how you want the public to perceive you? Branding is the foundation of all your marketing efforts.

In this Build Your Brand Workshop, Penn Wallace will show you how to determine what you want your brand to be, use your brand to increase your book (and merchandise) sales, and increase your media presence in a synchronized way to establish your writer's brand.

Penn Wallace is a writer, marketer, and editor. He is the author of the #1 bestselling political satire, *Christmas Inc.* His first book, *Blue Water & Me*, is a memoir about fishing with his commercial fisherman father. The *Ted Higuera Series*, about a young Latino security analyst, jumpstarted Penn's career, and he has recently added the *Catrina Flaherty Mysteries* to his list. The second *Catrina Flaherty* story, *Murder Strikes Twice*, was recently Amazon.com's #1 Crime Fiction novel.



In 2012 Penn left his career as a software engineer and set sail for the warm blue waters of Baja California in his 56-foot sailboat. Penn currently resides in San Diego and teaches classes on indie publishing, eMarketing, and other writing topics; but expect him to set sail for new adventures soon.



PWOC Meeting Highlights, May 6, 2017

“Publishing University 2017: Cliff Notes from Portland”

**Presented by Gerardeen M. Santiago, Ph.D.,
and Daniel G. Primbs**

Did you know that an over-scheduled person’s dream occurred, and you probably weren’t even aware? We had the opportunity to be in three places at once! While we went about our business, fulfilling personal obligations, Gerardeen M. “Gerri” Santiago, Ph.D., and Daniel G. “Dan” Primbs, our fellow PWOC members, attended Publishing University 2017 in Portland. Thanks to Gerri’s being this year’s PWSD scholarship recipient, we got front row seats—without having to be there.

They attended workshops and lectures and gathered essential publishing information for us, the latest scoop on what’s happening in the publishing industry. At our May meeting they captivated our PWOC members with a fully packed presentation. They advised us on the latest trends and challenges facing today’s publishers and writers. The pair did an excellent job being eyes and ears for those of us who couldn’t attend, and I’m grateful to them and PWSD for making it happen.

If you attended the meeting and discovered you didn’t quite get something right in your notes, or if you missed our meeting, we have great news for you: In the PWSD blog, you’ll find a [link to the slides](#) they put together, which are filled with information you don’t want to miss. The topics included:



- Changes in the Publishing Industry
- Sales Feedback Loop (Assessing the Profitability of a Title)
- Importance of Covers (Titles that Pop, Differences between Fiction and Nonfiction, Effects of Color, and the Importance of Text)
- Book Launch Timeline
- Book Launch Tips
- Driving Sales

PWOC Meeting Highlights—*continued*

- Online Sales Using Social Media
- Marketing Beyond Social Media
- Pitches—Segment, Experts, Reviewer, Regular Contributor, Networking Pitch, Word of Mouth Pitch
- Distribution and Sales – Wholesale vs. Full Service
- What It Takes to Be a Full Service Distributor
- Working with Indie Book Sellers
- Indie Book Sellers Prerequisites
- Case Study: Laura Stanfill, Lessons from a Micro Trad, Publisher

At our meeting, we had the added benefit to ask questions. As usual, we enjoyed the presenters' answers and we had an extra advantage—hearing the advice of our learned publishing community. Whether you are a publisher or writer, the material could be put immediately into use, helping to contribute to your success.

Gerri brings over twenty-five years of experience from The McGraw-Hill Companies, Worth Publishers (Macmillan Learning), Scholastic Inc., and medical education and communication. She is honored to have been part of the McGraw-Hill team to win CODiE awards for educational web-based books. Gerri earned her Ph.D. in experimental psychology (neuroscience) from Columbia University in the City of New York, while simultaneously jump-starting her career in publishing.

An economist and teacher, Dan decided to take his love of books into publishing, focusing on developmental editing and designing aesthetically pleasing and user-friendly eBooks.

Thanks to Gerri and Dan for taking the time to attend Publishing University 2017 and share their discoveries with us.

PWOC Scribe Penny S. Tee is a nonfiction writer and blogger. She is currently writing her book, *Blasted from Complacency, the true account of her family's vacation in Israel in 2014, when they found themselves touring extraordinary, historic, sacred sites, and cowering in bomb shelters. The impact of being human targets caused a dramatic shift in her life, moving her to work on Peace. Part of her story appeared last June in the Memoir Showcase at the Grand Horton Theatre in San Diego. Her blog is <http://www.pennystee.com/>. She also is the founder of Writers4Writers, a writers' support group meeting the third Saturday of every month, 2:00–4:30 p.m., at the Rancho Santa Margarita Library. Attendance is free. For registration information, please visit <http://pennystee.com/event/writers4writers-rancho-santa-margarita-library-june-17-2017-2-430-pm/>.*



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you like us!**



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 Sheri McGregor at sherimcgregor@yahoo.com.

Would you like more exposure to fellow members? One way to do that is to be featured in the Member Profile section of PWSD's monthly newsletter, *Publishers & Writers Monthly*. All you have to do is be an active (read "current") PWSD member, answer six questions in some depth, provide a JPG head shot, and optionally provide one to two JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example. It's easy to be profiled; just submit your name to Sheri McGregor and let her know you wish to be profiled. We are currently scheduling member profile features for late 2017. Thanks, and let Sheri hear from you soon!

Get found in the directory: Email your bio & headshot to webmaster@publisherswriters.org.

Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olson at karla@publisherswriters.org, and she will let you know.

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

Yearly dues are only \$47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. As a member, you save \$10 at every PWSD and PWOC 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.



The Key to Metadata: Keywords and Phrases

Carla King

An Excerpt from Her Upcoming Book;
Reprinted with Permission

When people search for books, they often use a string of words, such as “western romance,” “paranormal thriller,” or “how to self-publish.” These are key phrases, and they’re very effective for describing your book. When people refer to keywords, they mean words and phrases. These are set off by commas, so the system knows some words belong together. For example, “self-publishing, author marketing, social media rule of thirds.”

How to Create Good Keywords

Aim for a final list of between ten and twenty keywords (or phrases) with a 900-character maximum, and keep the number of repeated keywords to a maximum of three.

- Start by creating a worksheet to help you narrow down your keywords. Many people work best by jotting ideas down on paper rather than on the computer. Get messy and cast a wide net. Then start narrowing them down.
- Use Google Adwords Keyword Planner to help you find the right keywords. (Detailed instructions on how to use it are provided on their website.)
- Look at the source code of successful authors like you. (From your browser, View > Developer > View Source.)
- Learn the difference between categories and keywords. Categories are where the book is shelved (Romance, Historical Fiction, Cookbooks), and keywords get more specific. So when creating keywords for the online retailers, you can leave out the category names in your keywords.
- Record words and short phrases you think your readers might use to enter into a search engine to find you and your book.
- Eliminate the more generic words and phrases from your list.

Book Metadata

Your book metadata is disseminated everywhere—your website, on other people’s websites (when you guest blog or are interviewed), on the online retailer sites, and on the ISBN records for print and e-book versions, to name a few. It’s important that you create and update your book metadata because this is your sales copy.

Book Description

Your book needs a punchy tagline with just a few words to create excitement, followed by a paragraph with emotional impact to entice your reader to buy. What is “high-stakes” about the book? Don’t plod on about plot; treat it as a movie trailer, leave the reader hanging. If it’s a nonfiction book, the description must explain how to solve a problem for the reader. You may not be the best person to write your own book description. Copywriting help can be had for your description and bio. Cost? About \$500.

Author Bio

Your author bio should make it clear that you are the best person to write your book. Nonfiction authors can list degrees, business successes, special interests, and expertise. Fiction authors might describe themselves as having been immersed in or fascinated by a particular genre topic since childhood.

Carla King is the creator of the [Self-Publishing Boot Camp books and workshops](#) and founder of [Author Friendly](#), a resource, education, and service center for self-publishers and small presses. Her comprehensive Self-Publishing Boot Camp Guide for Authors is now in its fourth edition. She has written for *Bowker’s Self-Published Author*, *Bookworks*, and *MediaShift*, as well as her own popular blog. She penned the *Book Formatting*, *Book Distribution*, and *Book Discovery* guides for *IngramSpark*, where she is on the advisory board. Carla is based in San Diego and Baja, California. You’ll also get Carla’s Metadata Worksheet and the Author Friendly Guide to Book Discovery

**Be sure to come to
Carla’s presentation at PWSD on
Saturday, May 27,
to learn more about metadata!
(See details on page 1)**





Judi Bonilla

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Pinterest: <https://www.pinterest.com/judibonilla/>

Instagram: <https://www.instagram.com/judibonilla/>

Twitter: <https://twitter.com/judibonilla>

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

Judi: I'm a writer! Indeed I say it with a mixture of amusement and pride. For many years my focus was on public speaking. In fact, it was my belief if I was a great speaker it was impossible for me to be a writer. In other words, it was one or the other, not both. Through blogging, I found my voice and began writing consistently.

PWM: What first attracted you to writing?

Judi: It didn't. In the past, I considered myself a shy writer. For most of my career, I avoided writing. However, when I launched a start-up, writing became a requirement. In particular, it began with blogging as a strategy to build a platform. Through the blog, I began to develop my voice. However, it was when readers began contacting me that my belief system began to shift. Now, my readers and followers are my inspiration to write.

PWM: Did you previously have related experience in writing?

Judi: Prior to blogging, my writing was focused on crafting speeches, creating marketing copy, and constructing 140-character tweets.

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

Judi: I joined PWSD two years ago. During this time the organization has expanded my knowledge about writing and the business of writing. By having access to experts, the “self-publishing learning curve” has been shortened.

PWM: What are you working on now?

Judi: Currently, I’m writing a consumer-driven topic. A book I never imagined writing tackling the topic of online dating for older adults. Four years ago I launched an online dating program for adults age 65 and over. Of all the programs I’ve developed, this one seems to generate the most interest from consumers and media.

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

Judi: Going forward I’m budgeting more time for this next book. My strategy is to incorporate a marketing experiment. Similar to many authors I found out writing a book is only the beginning. The ability to market and sell your book is equally important. With this in mind, my strategy is to write and document the process simultaneously. It may stretch the writing process out or I might end up spending the same amount of time. After all, it’s an experiment.

PWM: Is there anything you’d like to add?

Judi: I’m a gerontologist practicing in San Diego County. I offer consulting services on a range of aging topics for both start-ups and individuals. My extensive knowledge of aging policies, resources, and services provide my clients with the peace of mind to make complex decisions.



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



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 this newsletter page for details.)

You'll also enjoy these additional benefits of membership:

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

2017 Events Calendar

Have an event/resource to report to the publishing and writing community?
Send your information to Newsletter Editor Glenna Bloemen at gab11853@aol.com

Warwick's "Weekends with Locals" Program"

This program is currently accepting submissions for author signings to be held at their La Jolla bookstore. To apply, authors must currently reside within San Diego County, and this should be the author's first event in San Diego. Titles must have been published within the past year. CreateSpace titles will not be considered, and books must be available from distributors Ingram or Baker & Taylor. Does your book qualify? If so, email authors@warwicks.com for consideration, or see <http://www.warwicks.com/local-author-submission-guidelines> for more information.

New Ways to Approach Marketing Your Book That Are Within Your Reach June 17, 2017, 2:00–4:30 p.m. (FREE Presentation)

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

At the regular meeting of author reading and support group Writers4Writers, Flora Brown will help you discover ways to market your book that are affordable and at your fingertips. Take notes: You'll come away with smarter, manageable, and more cost-effective ways to market your book that fit your style. Flora has written for academic and trade publications traditionally and as an indie author. She coaches authors from idea to publication and specializes in helping all experience levels write their life stories. She has published 12 books, the most recent of which is *Color Your Life Happy: Create Your Unique Path and Claim the Joy You Deserve*. Discount copies will be available on site. Contact penny@pennystee.com to register for this meeting.

"The Victor" Indie Author Award

Manuscript-Submission Deadline: August 1, 2017

Do you have a manuscript for a fiction novel? Submit it for "The Victor" Indie Author Award in recognition of local author and Pulitzer Prize nominee, Victor Villaseñor. This competition is open to Southern California residents of all ages. The winner will be announced on Indie Author Day, October 14, 2017, at the Carlsbad City Library, and will receive a print and e-book publishing contract from Aionios Books® and the chance to present during Carlsbad's Indie Author Day in 2018. Copies of the winning book will be placed on the shelves of the Carlsbad City Library and on the Serra Digital Library Network. All manuscript entries must be received by August 1, 2017. For submission guidelines and more information, visit <http://AioniosBooks.com> or mail Publisher@AioniosBooks.com. *Indie Author Day at the Carlsbad City Library and "The Victor" Indie Author Award are presented by Aionios Books®, an independent micro publishing house in Carlsbad, CA. Event made possible in part by the Carlsbad Library and Arts Foundation's Robert H. Gartner Cultural Endowment Fund.*

La Jolla Writer's Conference

October 27–29, 2017

Hyatt Regency, La Jolla CA

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

From the Editor

If you're an independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of www.PublishersWriters.org 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.

To appear in the newsletter's **member profile**, Contact Sheri McGregor at sherimcgregor@yahoo.com.

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

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

Newsletter & Social Media Team

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a lasting impression!"*

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