



Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

June 2014

In this Issue

Next Meeting
President's Message
Read Local
Feature Article
Member Profile
Book Reviews
Member Events & Announcements
Events & Resources for the
Publishing & Writing Community
From the Editor
Newsletter Team

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

## **Membership**

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

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send contributions 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 Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com)

## *Next Meeting*

**Date:** Saturday, June 28, 2014

**Time:** 10:00 a.m. – 12:30 p.m.

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

**Topic:** “Tips On Creating Outside-the-Bookstore Author Events”

**Speaker:** Susan McBeth



Susan McBeth is the owner of Adventures by the Book, which she founded in 2011 to bring literature to life through unique, interesting, and adventurous author events and travels. She is also the founder of the SoCal Author Academy, a series of hands-on intimate workshops that teach authors how to market their books and create non-book store events, as well as a contributor to *Everyday Book Marketing* published by Midge Raymond in fall 2013.

Susan has worked as an event coordinator for over twenty years, four and a half of which were spent specializing in author events at an independent bookstore.

She graduated magna cum laude from San Diego State University with a Bachelor's degree in business administration, with distinction in management, and a minor in German, followed by a Master's in comparative literature, while earning membership in Phi Beta Kappa and the Mortar Board Honor Society. She is a member of the “One Book, One San Diego” committee and the Writing Women of San Diego.

Read more at [www.adventuresbythebook.com](http://www.adventuresbythebook.com).

**PWSD Officers**

**Karla Olson**  
President  
[karla@publisherswriters.org](mailto:karla@publisherswriters.org)

**Jeniffer Thompson**  
Web Master  
[j@monkeycmedia.com](mailto:j@monkeycmedia.com)

**Bob Goodman**  
Founder

**Andrew Chapman**  
Past President  
[andrew@publisherswriters.org](mailto:andrew@publisherswriters.org)

**PWSD Newsletter Staff**

**Glenna Bloemen**  
Newsletter Editor  
[gab11853@aol.com](mailto:gab11853@aol.com)

**Lynette Smith**  
Copyeditor  
[lynette@allmybest.com](mailto:lynette@allmybest.com)

**Lauren Castle**  
Circulation Manager  
[lauren@impress-express.com](mailto:lauren@impress-express.com)

**STILL LOOKING FOR A NEW  
CONTENT COORDINATOR!  
WILL YOU HELP?  
For more information  
or to volunteer,  
Contact Glenna Bloemen at  
[gab11853@aol.com](mailto:gab11853@aol.com)**



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**

Welcome to summer! Now that school's out and schedules are a bit more relaxed, it is a great time to learn more about how to be successful in publishing. Be sure to mark on your calendars the last Saturdays of June, July, and August. We've got some great programs coming up.

At the May meeting, we had the opportunity to learn from Amy Collins from New Shelves Distribution. She is super experienced in the book world, so every author should listen to her advice. Deciding whether or not you should place your book into distribution is an important fork in the road to publishing, and I'm told Amy gave a good understanding of the pros and cons every independently published author should consider. Thanks, Amy, for coming all the way out here from Upstate New York.

I was at Book Expo in New York that Saturday, so I had to miss Amy's talk. Book Expo is the largest publishing tradeshow in the country. Although smaller than it has been in the past, it was still busy and vibrant, bustling with publishers, booksellers, and librarians. In my opinion, the stars of the show were the small publishers, many of whom are doing really innovative publishing, and the publishing support services, who are finding all kinds of ways to support the new era of publishing. If you've never been, you should consider a trip next year. There's no better way to learn about the multi-faceted world of publishing.

June's meeting is at the Carlsbad (Dove) Library. This month, we're pleased to invite Susan McBeth of Adventures by the Book, who will share with us her tips on how to put on a terrific book event, especially one that is NOT in the bookstore. Susan has terrific examples of events she created based on the theme of a book, and she will help you think outside the box when it comes to your own event marketing. She'll share tips and ideas for how to be successful with any event you put on for your book.

In July, Leah Singer will share her marketing ideas for books. And you won't want to miss August, when we will have a speaker from the Audio Creative Exchange show us how to turn our books into audio books.

*Continued next page*

*Continued from previous page*

A reminder to all members: You must submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are not sure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

Membership, which is \$37 a year, just as it has been for the last 10 years, is one of the best professional deals around. Even if you have joined PWSD recently, you still need to sign up separately for the PWSD mailing list; we don't automatically put you on it. Just go to the website, [www.publisherswriters.org](http://www.publisherswriters.org), and click on "Free PWSD Newsletter," so you don't miss any important information about publishing and upcoming events.



*Read Local*



Be sure to visit [www.readlocal.org](http://www.readlocal.org) to sign up for the newsletter so you don't miss other opportunities. 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 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!



**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)  
and let us know you like us!**



# Build Your Marketing Wings on the Way Down

Posted on **July 17, 2013** by **Kimberly Vargas**  
**Reprinted with Permission**

*The person who says it cannot be done should not interrupt the person who is doing it.*  
—Chinese Proverb

*Go to the edge of the cliff and jump off. Build your wings on the way down.*  
—Ray Bradbury

These powerful quotes began a wonderful book marketing seminar I attended recently with Sheri Fink, a #1 international best-selling, award-winning children's author and creator of "The Whimsical World of Sheri Fink" children's brand. Sheri writes books and gives talks that inspire and delight children while planting seeds of self-esteem. She is also very generous with sharing her best practices, as she has an extensive background in marketing.

No matter how you come to the table as an author, marketing is going to be a certainty for the duration of your career. How can we turn marketing into a labor of love? Sheri advises authors to "Write the story your heart wants to tell." Although she enjoyed a very successful career in corporate America, her dream was to encourage and help children through writing. Sheri was able to leverage her work experience into a successful book launch, and within a few short years her series has evolved in ways she never dreamed would happen. For example, she was approached by a playwright from Washington, DC, who wanted to adapt one of her books for the stage because he believed in her product. Over the course of a year, he shopped it around until a theater in Tennessee picked it up. It is now in production and will be playing to audiences in the near future.

During the seminar, Sheri emphasized the importance of graciousness and authenticity when interacting with readers. Going all out with a focus on creating a special event for the guests will result in a more enjoyable experience for everyone. At a recent festival in Mission Viejo, author Dean Koontz stayed hours longer than he was scheduled to attend a book signing. Why? Because he still had fans waiting to speak to him. Mr. Koontz posed for pictures and even put someone's pet poodle on the table for a photo opportunity. This kind of attitude goes far in keeping fans for life.

The secret of your success will always be people, so grow your network and always add value for others. Be willing to give first. Know your readers and customers. When someone tells you they like your book, ask for a review. Make it easy for people to help you. Be specific in your request. Write and provide the campaign copy in advance. Always thank the people and share the result of their efforts, because books are marketed best by word of mouth. Your fans will always be your top marketers, so nurture and reward them in ways they will appreciate.

Think of yourself as the CEO of your own business and have an entrepreneurial mindset. Your work space will be important, so create space for what you want to come into your life. Establish a physical environment that's conducive to your best writing. Set up a schedule to support your writing, publishing, and marketing goals. Come up with a consistent font and a brand, an umbrella under which all of your projects can be covered. Be strategic in your marketing efforts. Leverage your books into a brand and promote the whole line.

Find a mentor and/or coach. Create or join a mastermind group, which is a set of 5–6 people who have phone conferences. In these meetings, the group asks each other for assistance, shares accomplishments, and provides feedback. Be sure to leverage ideas from people with diverse backgrounds who are from different parts of the world. Hire interns to help you. (Pay them, set expectations, set goals, and let them know what they are getting out of the program you create.) Give them a confidentiality agreement. At all times, show professionalism.

In closing, Sheri acknowledged that It takes a lot of courage to build your wings on the way down, but if you're going to dream, then dream big. Don't let other people's limitations limit you. Play to win—be fearless and take action, because you never know when you're going to catch an elusive breeze that allows you to take off and soar to new heights.

---

*Sheri Fink's first book, The Little Rose, was a #1 best-seller on Amazon for over 60 weeks, became the #1 Top-Rated Children's eBook on Amazon, and won a gold medal in the Readers Favorite International Book Awards. Her subsequent books, The Little Gnome and Exploring the Garden with the Little Rose, debuted on the Amazon best-seller list.*



**Teri Rider**  
**Teri Rider & Associates**  
Vista, California  
760-458-9393

[teri@teririder.com](mailto:teri@teririder.com)  
[www.teririder.com](http://www.teririder.com)



*Teri Rider in her aviary with one of her pet birds, Morello.*

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

**Teri:** I am interested in most aspects of publishing as a whole. However, my primary interest is in book design, illustration for children's books, and assisting writers with the self-publishing process.



In my business, I like to start working with authors while they are still writing their book so I can help them formulate a plan for editing, cover and interior design, advance marketing, and website and blog setup if they are interested in going that far. I like to think of myself as someone who can help them navigate the maze that self-publishing can be, especially if they have done any research on the Internet where a plethora of black-box publishing companies cater to—and sometimes prey upon— self-published authors.

*(Continued)*

*Illustration for Griz the Bear, written and illustrated by Teri Rider.*

**PWM:** What first attracted you to these fields?

**Teri:** I'm sure this is a common response, but I've been attracted to books since childhood, when I used to write and make my own books. I started drawing at an early age, and my parents were happy to provide an endless amount of art supplies to keep me occupied. Art was my first passion, and I collected (and still do) books of all kinds, especially illustrated books.

**PWM:** Did you previously have related experience in any of these areas?

**Teri:** My first experience with publishing as an adult was a freelance job illustrating educational books for the Oceanside publisher, Academic Communication Associates. Its focus was material for children and adults with speech and language difficulties and special education. I loved illustrating books about sign language, and workbooks and games that helped kids learn how to communicate. I was eventually awarded a full-time position and became the director of marketing and new products development. In that capacity, not only did I write and produce my own products, but I was able to work with other authors and illustrators as well. We produced hundreds of new products while I worked there, and I still receive royalties from some of my books and products.



*Animals Have Feelings, Too! illustrated by TeriRider, is used in the classroom for humane education. Kids love it!*

I loved illustrating books about sign language, and workbooks and games that helped kids learn how to communicate. I was eventually awarded a full-time position and became the director of marketing and new products development. In that capacity, not only did I write and produce my own products, but I was able to work with other authors and illustrators as well. We produced hundreds of new products while I worked there, and I still receive royalties from some of my books and products.

A few years after that, I became the art director for a magazine called *Ornament*, that focused on wearable art, like jewelry, handmade textiles, and ancient and ethnic adornments. That was a great job, and I really loved the content matter and often was able to see the items firsthand and meet the artists. I also was heavily involved in the publishing aspects of the magazine, which I dearly loved.

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

**Teri:** I've been with PWSD for almost 6 years, and I must say it is one of the most informative organizations I've been involved with. I love networking with so many interesting people in the field, and the programs are excellent and relevant for keeping up-to-date with the rapidly changing publishing industry.

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

**Teri:** I am currently working on illustrating a children's picture book, as well as doing cover design and formatting for two novels, a workbook, and a full-color self-help book for young adults. I also have several author websites in progress that will include blogs and sales pages for the new books when they launch. This is fun!

*(Continued)*

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

**Teri:** It is said that you can't judge a book by its cover, but you do; you sure do. Therefore, a good cover design is critical. Equally important is to have the manuscript edited by a professional. There are many great editors in PWSD, and I recommend them to all my authors before I begin my work. In fact, PWSD is a wonderful resource for almost anything an author needs to have a successful experience. The other thing I recommend is to enter competitions. Many of my authors are award-winning, and having that award next to their title does amazing things for opening doors and enhancing sales.

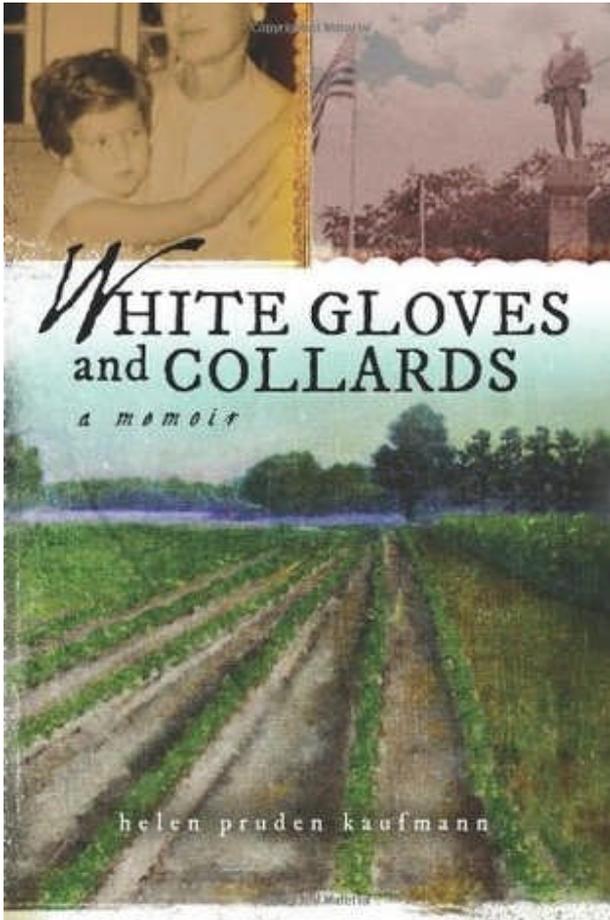
I invite everyone to visit my website to see some of my work at [www.teriider.com](http://www.teriider.com).



*A collection of books Teri has designed and illustrated.*



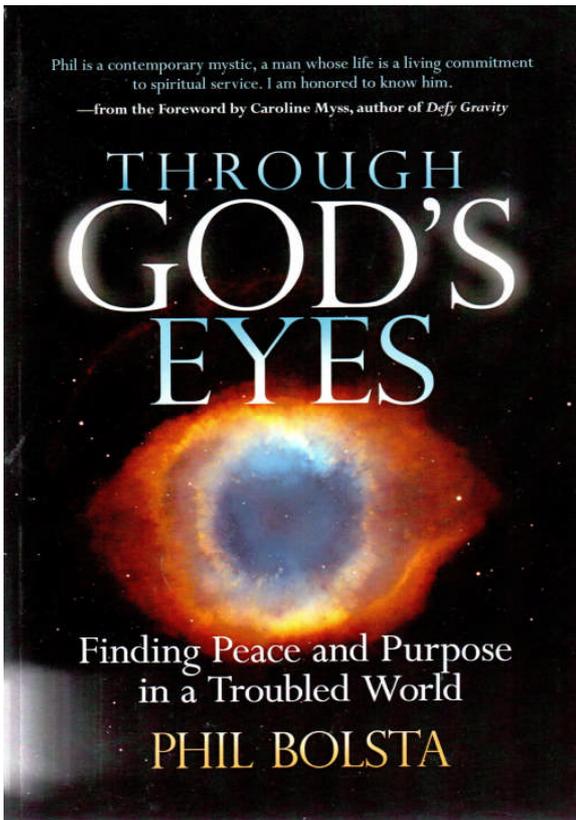
Book reviews are a member benefit. Each month we will highlight one or two of our members' books. Please submit works to Editor Glenna Bloemen. She can be reached at 619-743-5192. Books will be returned after the review is published. If you have any questions email her at [gab11853@aol.com](mailto:gab11853@aol.com).



Life had its traditions, customs and conformity. Social graces demanded a certain lifestyle and a mindset as it applied to blacks in the south. Then something happened. Civil unrest began, and a new way of life was emerging in the nation.

***White Gloves and Collards: A Memoir*** by Helen Pruden Kaufmann is a personal depiction of the historical changes of integration from the perspective of a privileged child growing up in Edenton, North Carolina. Steeped in tradition and history, *White Gloves and Collards* depicts how a community copes with the loss of their way of life as civil rights emerge in the nation. Kaufmann portrays a heart-warming and gut-wrenching story of a young white girl attempting to understand the change and injustices that took place in her community and her life. Kaufmann shares her childhood memories of growing up in the South during a time of transition and resistance to change. The underlying topic of her work has inspired critique groups to discuss the meaning of her work. Kaufmann provides Reading Group discussion questions at the end of her work, along with recipes of her favorite dishes.

Published by HPK Publishing. Paperback 256 pages. The book retails for \$14.95.



Inspirations and encouragement are hard to find in today's world, but in Phil Bolsta's publication ***Through God's Eyes*** you can find peace and purpose in today's troubled world. His 583 pages have classified and synthesized the thought provoking questions we all struggle with at some point in our lives. Whether personal, local community, national, or global, Bolsta has words of wisdom for every experience. Open his work to any page, and you will find solace in the comforting words of great philosophers, teachers, and learned scholars.

Bolsta is a contemporary mystic dedicated to a spiritual life of service. He provides answers in a time when answers may be hard to find. His collection of quotes provides fruitful thought to such complex human condition questions as "How Do I fulfill my destiny?" and "How do I rethink my world view and live my lessons of life?" When the world is surrounding you with endless strife, take a moment and open Bolsta's book. You will find comfort in the words of those who came before us. He masterfully weaves his commentary around those quotes to provide the tools to answer our own questions in life and inspire us to walk the path of our own truths.

Published by James Monroe Publishing, LLC. Amazon and Barnes and Noble Paperback 538 pages. Index provided. Retail for \$25.95.



**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)  
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 and Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing! You have made a wise investment. While there are many benefits to being a member of PWSD, you'll need to take the following two steps to optimize your membership:

1. Subscribe to PWSD at [www.PublishersWriters.org](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@PublishersWriters.org](mailto:Webmaster@PublishersWriters.org). (See preceding announcement.)

You'll also enjoy these additional benefits of membership:

- Monthly meetings, held the first 10 months of the year (usually on the last Saturday), that offer educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- Our monthly electronic newsletter, *Publishers & Writers Monthly*, containing information about local, regional, and national publishing activities, including news regarding your annual holiday social event that provides a time to socialize with members and new prospects;
- Discounts on national membership dues for Independent Book Publishers Association ([www.ibpa-online.org](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); and
- Regional collaborative marketing efforts.

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

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





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

**2<sup>nd</sup> Annual Writers Expo**

**University of Phoenix, San Diego Campus**

**9645 Granite Ridge Drive, San Diego, CA 92123**

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

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

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

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

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



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

*From the Editor*

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of [www.PublishersWriters.org](http://www.PublishersWriters.org) for membership information, and visit the home page to sign up for this newsletter.

**The closing date for newsletter contributions is the 1st day of each month.** Send your contributions to [gab11853@aol.com](mailto:gab11853@aol.com).

Would you like to appear in the newsletter's **member profile**? Contact Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com).

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

*Newsletter Team*

**Vanderblümen  
Publications**

**Glenna A. Bloemen, J.D.**  
**Self-Publishing Coach**  
*Assisting First-Time Authors  
From Page to Press*  
P.O. Box 626, La Mesa, CA 91944  
619.743.5192  
[gab11853@aol.com](mailto:gab11853@aol.com)

Newsletter Editor

*All My Best*

**Business and Nonfiction  
Copyediting & Formatting**

**Lynette M. Smith**  
*"Get the Results and Respect Your  
Writing Deserves!"*  
714.777.1238  
[www.AllMyBest.com](http://www.AllMyBest.com)  
[Lynette@AllMyBest.com](mailto:Lynette@AllMyBest.com)

Copyeditor



**Lauren Castle**

*Image & Branding Strategist*

858.459.7400  
[www.impress-express.com](http://www.impress-express.com)  
[lauren@impress-express.com](mailto:lauren@impress-express.com)

*"Make your first impression  
a lasting impression!"*

Circulation Manager

**YOUR NAME HERE**

**as**

**Content Coordinator:**

**VOLUNTEER  
TODAY!**

Content Coordinator