

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

June 2015

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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community, with new chapters 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 Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.com).

**Date:** Saturday, June 27, 2015

**Time:** 10:00 a.m. – 12:00 Noon

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

**Topic:** The Business of Independent Publishing: IngramSpark 101

**Speaker:** Robin Cutler

When leaning on the right tool set, indie publishers can have it all—integrated “e” and “p” publishing solutions from one platform, access to global distribution, and comprehensive support and reporting tools. In this how-to session, learn how you can publish print and digital content with ease using IngramSpark and capitalize on Ingram’s worldwide distribution reach, all while getting a view into what lies ahead at Ingram and the IngramSpark roadmap.

Robin Cutler is committed to helping independent publishers easily get their content into the hands of readers around the globe. To help make this happen, she led the development of IngramSpark and continues to support and refine the platform to better serve independent publishers around the world.

She began her career in publishing over 30 years ago at a university press when she designed her first book, typeset in lino-type and printed in letterpress. After years of university publishing in South Carolina and Wisconsin, she started a trade imprint, SummerHouse Press, and served as its CEO. Robin most recently worked for Amazon’s CreateSpace.

Robin has broad knowledge of indie, academic, and trade publishing and is an expert in content creation and distribution, on-demand models, marketing, and author strategies. Robin is a leader in the independent publishing space and, when not busy developing new programs and services for IngramSpark, can often be found sharing her expertise at industry events around the world.

She holds a Bachelor of Arts in Journalism from the University of South Carolina, is an avid reader, and enjoys writing, cooking and collecting art from her travels.

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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

In May, attorney Jonathan Kirsch told us everything legal we need to know in this new era of publishing. It was a dynamic presentation, and overflowing with your questions. Jonathan's practical, common-sense answers helped us all understand what is most important and what we don't need to worry about.

I'm sorry I missed the meeting; I was in New York at Book Expo, the country's largest book convention. Always fascinating and energizing, there was a very positive buzz around the Javits Center this year. What did I pick up on this year? Independent bookstores are interested in becoming the places to discover local authors and what they are up to. Barnes and Noble is also looking for ways to engage with the local community and make their stores community gathering places. This is great news for independently published authors, but means it is even more important that your book be published strategically and professionally. That, of course, is what our meetings are all about helping you figure out.

PWOC's third meeting included a presentation by blogger John Richardson about establish the benefit from a successful blog. John's advice was insightful and to the point, with tips that any author could apply. Authors are great bloggers, because they have at their fingertips the one thing most people struggle with: content! And as John taught us, there are more tools than ever before to build and broadcast your blog. Very exciting stuff. (See *Flora Brown's meeting recap on page 5 of this newsletter.*)

If you can make it to only one PWSD meeting this year, June should be the month. Robin Cutler is introducing us to Ingram's new print-on-demand program, IngramSpark. She will present the program, which is an alternative to Amazon's CreateSpace, and show us just how easy it is to get your book into the hands of readers.

The meeting is at the Carlsbad (Dove) Library.

We'll skip July for PWOC, since the meeting falls on the 4<sup>th</sup> of July weekend. But join us on August 1 for a panel of editors who will not only demonstrate the value of professional editing and how it can help your project sparkle, but also explain the different kinds of editing and why and when your manuscript will go through each type.

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*

**More upcoming meetings**—continued from previous page

Marika Flatt from PR by the Book in will join us in July; in August, our own Jeniffer Thompson of Monkey C Media will teach about branding, from your book cover to your website; and in September Jared Kuritz from Strategies will talk about turning your publishing hobby into a business. Finally, Kim Anderson from the social reading site, The Reading Room., will join us in October to introduce us to a great social reading site they created for discovery of your book by readers everywhere. And believe it or not, there are even more exciting programs in the works!

As you all know, securing a space for our ever-growing meetings is one of our biggest challenges. Because of this, we've adjusted our yearly dues to \$47—still one of the most economical memberships available. Our members' meeting fee stay the same at only \$10; and if you choose to attend, when you join, you are a member of PWOC as well as PWSD. As I said, there's lots of exciting energy in 2015!

A reminder to all members: 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 unsure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I'll let you know.

Read Local



I recently had a great meeting with the Community Relations Manager at the Encinitas Barnes and Noble. We're cooking up some great ways to promote local authors to the community. Be sure you're signed up for the Read Local newsletter so you don't miss any of the exciting opportunities that are coming up soon.

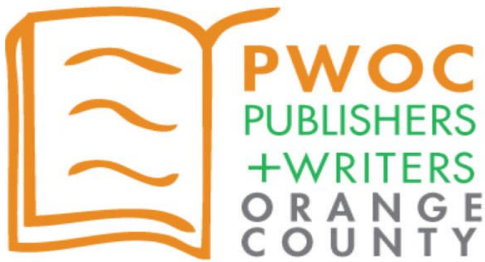
Please visit [www.readlocal.org](http://www.readlocal.org), to find out more about our author marketing coalition, Read Local. While you're there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, and event planners 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. 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!**





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

## IN THE OC OR VICINITY?

Come Join Us on the  
First Saturday of Each 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.*

Please tell your writing and publishing friends in the area that 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. Other PWOC questions? Email Jan Kingaard at [jank3345@aol.com](mailto:jank3345@aol.com). **Remember:** As a PWSD or PWOC member, you can attend any chapter functions at member rates!

### Next PWOC Meeting on August 1, 2015: "Do I Really Need an Editor?"

Many people contribute to a successful book; however, one person is often overlooked—the editor. A great editor can turn a good book into a great one. A bad editor, or no editor at all, can turn a good book into a disappointment. Authors and publishers don't always appreciate what an editor can do for them. More than just checking spelling, punctuation and grammar, editors contribute to the making of great books at all stages of manuscript development. They assert their influence from the idea inception, organization, and manuscript structure to crafting powerful metaphors and commanding prose, checking facts, cross-checking references, enforcing house styles, making sure page and line breaks are proper, and verifying page numbers.

If you're involved at any level of book production, you'll want to attend this meeting's panel of expert editors. They'll tell you everything you need to know about what editors do and how you can use them to your best advantage, as well as answer all your questions about book editing such as:

- Do I need an editor, or can I polish my manuscript myself?
- How do editors work, and how do they charge?
- What are the different types of editors?
- How do editors and authors work together?
- How do I choose the best editor for my book?

#### Meet Your Panel of Experts:



**Barbara Ardinger**  
*Developmental Editor*



**Lynette Smith**  
*Copyeditor*



**Claudia Suzanne**  
*Ghostwriter*

*Panelist information continued on next page*



*Panelist information continued from previous page*

**Barbara Ardinger, Ph.D.** ([www.barbaraardinger.com](http://www.barbaraardinger.com)), is a freelance editor for people who have good ideas but don't want to embarrass themselves in print. To date, she has edited more than 300 books, both fiction and nonfiction and on a wide range of topics. Her doctoral degree is in English. Her monthly blogs appear on her website and on Feminism and Religion <http://feminismandreligion.com/>. She is the author of *Secret Lives* (a novel) and *Pagan Every Day*. Her other books include *Goddess Meditations*, *Finding New Goddesses*, and an earlier novel, *Quicksilver Moon*. She lives in Long Beach with her two rescued Maine coon cats, Schroedinger and Heisenberg.

**Lynette M. Smith** is a professional copyeditor with over 30 years' experience, the most recent 10 as owner/operator of All My Best ([www.AllMyBest.com](http://www.AllMyBest.com)). She's a 10-year member of PWSD and copyedits the organization's newsletter. Professionally, she copyedits book manuscripts, theses and dissertations, and marketing collateral; does basic formatting of MS Word documents before copyediting begins; and provides proofreading of PDF layouts. She is also the published author of the award-winning reference book, *How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special*.

**Claudia Suzanne** spearheads the movement to elevate and advance ghostwriting. She penned the "seminal textbook" on the subject, teaches the only ghostwriter-training program in the world(<http://csulb.edu>), runs a high-end ghostwriting service (<http://wambtac.com>), and founded Ghostwriters Unite, Inc., a nonprofit dedicated to ghostwriting education and community (<http://ghostwritersunite.com>). She has ghosted over 130 books, including tracked bestsellers, hi-volume-sales titles, peer-reviewed works, award-winning novels, and at least one memoir optioned for film. She is also the author of *This Business of Books: A Complete Overview of the Industry from Concept through Sales* (4<sup>th</sup> edition), *Buh Bye, M.S.*, *Hired Bodies* (a novel), and *For Musicians Only*.



**Recap of the June 6 PWOC Meeting:  
"Blogging for Success"  
Presenter: John W. Richardson**

**Published author and blogging expert John W. Richardson** once believed he couldn't write a book. *Impossible!* he thought. Instead of being crushed by the naysayers, however, he challenged himself to create his own personal success. Today he is an author of fiction and nonfiction books as well as a popular speaker and personal development blogger at [PersonalSuccessToday.com](http://PersonalSuccessToday.com).

He quickly dismissed any doubts about whether or not we should set up a blog by pointing out the tremendous benefits. Setting up a self-hosted blog through WordPress.org gives authors power and control to build a tribe in their niche, have access to this tribe through an email list, as well as market and sell products and services. Best of all, posting relevant content consistently over a sustained period gets your blog ranked well on Google.

A blog is a way of selling yourself to the world. Unlike a static website, a blog allows readers to interact with you by leaving comments and sharing your content on social media.

To be most effective at blogging, you must find the sweet spot between your knowledge and passion, then "tilt" the content to address a specific problem or pain your readers face in this topic. Next, create compelling content that attracts readers and capture the emails of these visitors to your blog by offering them a downloadable product they will value. Once you have consistent traffic to your blog, you can monetize it through affiliate sales and the sale of your own products and services.

Blogging success depends on keeping up with what works. Currently, the most popular blog posts are 200 words short or more than 2,000 words long, have a graphic, have compelling headlines, and are shareable on the major social media such as Twitter, Facebook, LinkedIn and Pinterest.

Since the toughest book to market is your own, John stressed the importance of getting help from an editor, book cover designer, marketer, and other experts. Also important is staying informed and inspired by associating with successful authors and bloggers through their work, conferences, and professional groups like PWOC and PWSD. To get access to detailed information and free resources about blogging for success, visit John's blog at [PersonalSuccessToday.com](http://PersonalSuccessToday.com).

—Recap by [Flora Brown](#), author of the soon-to-be-released second edition of [Color Your Life Happy: Create Your Unique Path and Claim the Joy You Deserve](#)

# 6 Outlets to Help you Build Your Digital Brand

Fauzia Burke

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I know it's unfair, but today, along with knowing how to write a book and get it published, authors have to understand the digital marketing landscape as well. If you want to write books, publish them, and sell them, you need to make an investment in your career and brand. And today that investment means having a digital marketing strategy all year round.

If you are a little overwhelmed by the rapidly changing world of digital marketing, you are not alone. Remember all of us, experts and novice alike, are learning as we go. You don't have to become a social media strategist to be effective. By using the most important digital marketing outlets in a targeted way, your book, brand, and bottom line can benefit.

**Website**—it's best to have a website in your name rather than your book title. Your website will be your home base, and it is critical for your credibility. According to Stanford Persuasive Technology Lab, 46.1% of people say a website's design is the number one criterion for discerning the credibility of the company. For more information on having a more social and mobile friendly site, you can read "[6 Tips for Designing Author Websites.](#)"

**Blogging**—look at blogging as your most effective tool because it brings traffic to your site, builds a fan base, and helps your readers to connect with you. Remember: People buy from people they like. Visuals are so hot right now. You can use graphics, cartoons, and quotes, along with your own writing. You can use excerpts from your book, create Top 10 lists, how-to articles, or a behind the scenes look at your writing process. Asking questions at the end of your blog will build engagement by encouraging people to comment.

**Mailing List**—if you don't already have one, a mailing list is a must-have asset in your digital marketing plan. Think of the people on your mailing list as "super fans" and treat them accordingly. You don't have to send out a newsletter often, but it will be helpful to stay in touch with this core group.

**Facebook**—a Facebook fan/author page is one of the most effective ways to build engagement, and it's fairly easy to maintain a page once you set it up. You can use it to promote your blog, post quotes or excerpts from your book, link to your book's website, or ask your followers questions that pertain to your content or message. Just remember not to make every post about you and your book. On Facebook, according to Dan Zarrella, photos and videos perform best for likes, comments, and shares as compared to text and links.

**Twitter**—Twitter is an effective way to get your message out in small sound bites. It's also a great forum for conversation, to share your expertise, and to find interesting people to follow. You can also use Twitter to listen to what other people are saying about your book and topic. I have found it to be a great learning tool. If you follow the right people, you'll learn a lot from their curated information. For more information, you can check out a video, [Promoting Your Book on Twitter.](#)

**LinkedIn**—it's always a good idea to have a LinkedIn profile since many people, including me, use it as a contact database. It will help you connect with people and make good contacts. LinkedIn is the number one professional networking site, so remember to keep your updates about professional matters. You can share resources and information, which will help brand you as an expert in your profession. For a deeper understanding of the etiquette of using LinkedIn, read "[7 Ways to be Effective on LinkedIn.](#)"

Digital marketing today is an extension of an author's work. It may take some time to learn and some more to generate the content, but it is worth the effort to build your readership. Remember to keep the majority of your content of value to others, and make sure only a small percentage of your content is promotional. Be authentic and respectful, and you'll do just fine.

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*[Fauzia Burke](#) is the Founder and President of [FSB Associates](#), a digital publicity and marketing firm specializing in creating awareness for books and authors. For online publicity, book publishing and social media news, follow Fauzia on Twitter: [@FauziaBurke](#) or on [Facebook](#).*

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

**Johanna:** I am fascinated by all aspects of writing, both the art of writing and the publishing industry. I am now self-publishing my fourth book. Decades ago, while I was teaching English in NYC high schools, I joined the NYC Writing Project and was fascinated by the nature of the writing process. Following that, I pursued a Ph.D. in Writing Research and Theory from New York University, where I focused on the writing process and researched ways of leading writing groups.

**PWM:** What first attracted you to these aspects of writing?

**Johanna:** I've loved writing since I was a kid, and it has come naturally. As a teen in English class, I would sometimes get higher grades on in-class book essay tests than students who had read the whole book! Later, as a teacher of English, it was a joy to actually read the books and share techniques to get students turned on to writing.

**PWM:** Did you previously have related experience in writing and publishing?

**Johanna:** I wrote my first book, *YogaLife: 10 Steps to Freedom*, when I was camping in my van at Mt. Shasta, California. I recall reading a Tarot book by oil lamp one night when the idea for the book just came to me—like a Groucho Marx chicken dropped from the sky. I was reading the Empress card, which had a description of its meaning, awesome images, insightful reflection questions, and uplifting affirmations. I decided to do the same thing for the ten yoga principles called the Yamas and Niyamas. For each principle, I made up a metaphoric image (like the sunflower for contentment), wrote a description of its meaning, composed reflection questions and affirmations, and cited a famous quotation. I made *YogaLife* a spiral book so yoga teachers could leave it open on the floor and read sections during class. I did a six-pack marketing strategy, using a beer metaphor to sell inexpensive copies to yoga centers, and it worked out very well. I sold my first printing of 3,000 copies and had to print another 5,000. I am delighted that my alma mater, the Kripalu Yoga Center, still buys 80 at a time for their Yoga Teacher Trainings.

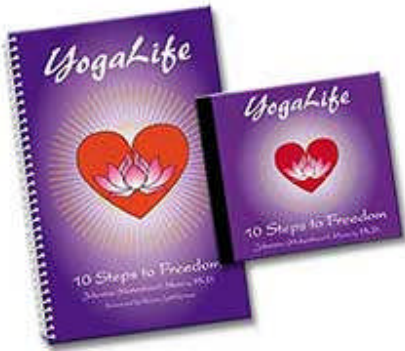
**PWM:** How long have you been a member of PWSD, and what role has the organization played in your success?

**Johanna:** I have been a member of Publishers & Writers of San Diego since meeting Karla Olson many years ago and becoming part of the wonderful steering committee that pioneered "Read Local San Diego." The organization has helped me publish my other books and taught me a lot about what works best in publishing and book marketing. I used PWSD to find a good printer for my book applying yoga philosophy to solve everyday issues, *Cultivate Contentment: Using Ancient Wisdom to Thrive in Today's World*. I remember getting the best prices from Karla's printer and then having Karla give me her truthful opinion of the book cover

design that needed to be chucked! And I have been blessed by connections made at the monthly meetings. My favorite score of all is that, through PWSD, I found a fabulous publicist who has gotten me book spots on Fox TV Channel 5 News and a variety of radio shows. Kudos to Tricia van Dockum of Ollie Media.

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

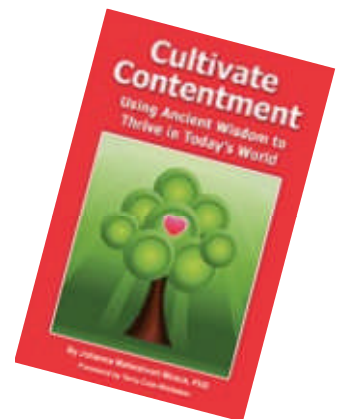
**Johanna:** I am now completing my fourth book, which is an adaptation for teenagers of the successful *YogaLife* book. It's called ***Teen Triumph: 10 Ways to a Winning Life***. After teaching English in high schools for over 25 years, I thought it would be easy to translate these principles for teens. It took me several wrong tacks, with a number of abandoned titles and matching websites, and piles of drafts. A breakthrough occurred when I went to interview a teen group at the Fallbrook Center for Spiritual Living. One teen boy gave me the "voice" I was looking for when he complained about a school program, saying, "I don't want anyone to tell me how to live my life." That's how I started this final glowing draft, and I love the voice that comes through so caringly and authentically, but not preachy. Kids will love it too, and there are lots of fun illustrations to demonstrate living the principles. This book has called me to restart it again and again, especially when I would hear about teen suicide and killings. The book is going to my graphic artist to do the layout this week,



and all we need is for the illustrations to be completed. So, don't give up on any heart-driven project. Like I did, you can store it on the back burner, then rediscover it freshly from another angle.

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

**Johanna:** If you are anything like me, sometimes you might get caught up in the vortex of life and forget that you are a published author who needs to keep her/his mojo flowing. The monthly PWSD meetings remind me that I am a published author, and I don't have to do it all alone. I have a network of colleagues who have been there, done that, and already worn out the tee shirt. I learn so much from every speaker. Even when I don't think the topic relates to me—it somehow brings a point home, and I always leave feeling enriched. I invite you to network with our PWSD family. Those of you who have books in storage, like me, let's use PWSD connections to get them out into the public eye and publish the next book using print on demand and new sources. I would also advise you to start enjoying marketing your book. Passionately talk about the books you have written and what prompted you to write them. And, most of all, keep on writing, even if you are writing for yourself! I think we all are.



***Are you a current PWSD member who would like to be profiled in a future newsletter issue?***

**Contact Member Profile Coordinator Jed Lewis at [jlewis@sdbookeditor.com](mailto:jlewis@sdbookeditor.com)**



## 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 Jeniffer Thompson at [j@monkeycmedia.com](mailto:j@monkeycmedia.com).  
(See announcement at top of page for details.)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held the first 10 months of the year (usually on the last Saturday), 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);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate!**  
That's a \$10 savings over 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**



## **Western Writers of America Convention**

**June 23–27, 2015**

**Sacramento, California**

Visit <http://www.westernwriters.org/>



## **Romance Writers of America Annual Conference**

**July 22–25, 2015**

**New York City**

Visit <http://www.rwa.org/conference>



## **Book Passage Mystery Writers Conference**

**July 23–26, 2015**

**Corte Madera, California**

Visit <http://bookpassage.com/mystery-writers-conference>



## **Southern California Writers' Conference, A Weekend for Words**

**September 25–27, 2015**

**Newport Beach, California**

Visit <http://www.writersconference.com/la>



## **2015 La Jolla Writer's Conference**

**November 6–8, 2015**

**La Jolla, California**

Visit <http://lajollawritersconference.com> and see details on page 11.



## **Southern California Writer's Conference**

**February 12–15, 2016, Presidents' Day Weekend**

**San Diego, California**

Visit <http://lajollawritersconference.com> and see details on page 12.

***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)***

# 2015 La Jolla Writer's Conference

November 6–8, 2015  
Hyatt Regency La Jolla at Aventine

**Registration: \$395 (lodging not included)**  
**Conference registration is limited to the first 200 attendees,  
so register early for 2015!**

## Full conference registration fee includes:

- Access to all Workshop and Lecture Classes
- Friday Night Cocktail Reception and Keynote Address
- Saturday Afternoon Luncheon and Keynote Address
- Saturday Night Cocktail Hour and Author Signing
- Saturday Evening Dinner and Keynote Address



## Terms and conditions of registration:

- By submitting the registration you agree to pay the amount stated on your registration form.
- You understand that no registration is guaranteed until you have received an e-mail confirmation from La Jolla Writer's Conference. Confirmation will be sent via email by conference staff upon successful processing of the transaction.
- Registration fee for the La Jolla Writer's Conference does not include lodging. Lodging is available at a discounted rate for conference attendees.
- Manuscripts for the Private Read & Critiques must be received by us, in accordance with the stated parameters, no later than October 1, 2015. No refunds for the Private Read & Critiques will be given after October 1, 2015.
- Only paid conference attendees can participate in any of the conference events including, but not limited to, classes, lectures, workshops, receptions, meals, and keynotes.
- This is a specially discounted registration special that includes the 2015 LJWC Recordings, a \$125 value. As such, this registration special is non-refundable.
- While we will make every effort to keep the information provided to you as accurate as possible, all information, including but not limited to classes, class schedules, and faculty, is subject to change. Feel free to contact us with any question you may have at (858) 467-1978.

You can register by mail, online, or by phone. Go to [www.lajollawritersconference.com/registration](http://www.lajollawritersconference.com/registration). Please print and fax your printable registration form to 858-467-1971 or mail it to La Jolla Writer's Conference, PO Box 178122, San Diego, CA 92177. You may register by phone with a credit card by calling 858-467-1978.





**Presidents' Day Weekend,  
February 12–15, 2016  
Crowne Plaza San Diego  
2270 Hotel Circle North, San Diego, California**

**ANY NUMBER OF HOW-TO** books combined may not give a writer the one priceless bit of clarity that can make the difference between being published or not. Rejection by an editor or agent seldom yields the reason as to why a manuscript doesn't grab them, and it almost never reveals how it can be fixed to ensure that it ever will.

Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated some \$4 million worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work.

And since our surroundings afford it—and we certainly encourage it—plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level.

So whether you're a writer just starting out, a writer unable to determine why your work's not working, a writer simply in search of some answers, a writer wanting feedback on what you've written, or just a writer who wants to hang with other writers, do yourself a favor and join us for the 30th Annual Southern California Writers' Conference (and Retreat) in San Diego, February 12–15, 2016. Your words are worth it!

**Limited to 175 conferees.** Pre-registration opens August 1, 2015. Our winter conference will again be held at the Crowne Plaza San Diego, 2270 Hotel Circle North, San Diego, CA 92108. Our fall conference will again be held in Irvine, CA, September 25–27, 2015. For more information, go to [www.writersconference.com](http://www.writersconference.com).





*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.

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If you'd like to appear in the newsletter's **member profile**, Contact Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.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!**

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