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## Publishers & Writers of San Diego (PWSD) is a

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

## Membership

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

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send to Glenna A. Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

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

**Next Meeting:** Saturday, June 24, 2017  
10:00 a.m. – 12:30 p.m.

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

**Topic:** “Creating the Essential Author Platform”

**Speaker:** Jeniffer Thompson

Are you wondering what it means to have an author platform? Do you know how to build a brand from scratch and make it grow? Are you ready to understand what it means to have a writing brand and how defining it can help you to stand out from the crowd? Then don't miss this presentation from Author Branding Expert and Internet Marketing Strategist, Jeniffer Thompson. Now, more than ever before, it's essential that writers understand how to create an authentic brand and develop their platform. A well-defined brand sets you apart from your competition and positions you in the marketplace.

In this presentation, you'll learn how to:

- Define the who, what, and why of your messaging
- Learn the first three steps toward building **your Author Platform** that can increase your visibility
- Create a sustainable road map for future marketing efforts—a plan that connects the dots and ties it all together!



*Jeniffer Thompson has served as a PWSD board member since 2010, in charge of website updates and promotion. She is the co-founder of Monkey C Media, a full-service design house offering author services—including author websites, book cover and interior layout design, branding development, and internet marketing strategies. She is a speaker and author; her book Website WOW: Turn Your Website into Your Most Powerful Marketing Tool teaches authors how to use the Internet to promote themselves and their books. Jeniffer offers consulting and coaching services for authors looking to take their website marketing to the next level. Learn more about Jeniffer at her website [www.JenifferThompson.com](http://www.JenifferThompson.com) and her company, Monkey C Media at [www.MonkeyCMedia.com](http://www.MonkeyCMedia.com).*

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



**By Karla Olson**

**President, Publishers & Writers of San Diego**

**PWSD News**

Thank you, Carla King, for helping us understand keywords, what they are, and why they are so important. She gave us clear categories to think about and shared tools that will help determine and then disseminate the information. If you missed the presentation, she shared her slides and several other useful tools at <http://authorfriendly.com/pwds-keywords-2017/>. While you are there, check out the newly released fourth edition of Carla's best-selling book, *Self Publishing Boot Camp*.

I just returned from Book Expo in New York. The convention was smaller and more focused on Big Five publishing than in recent years, but it was still energizing and exciting to be around so many booklovers. I saw many of our speakers, current and from the past. It made me appreciate how willing experts in this business are to share. I also had some great meetings on behalf of independent publishers for my work in the IBPA Advocacy Committee. We presented the IBPA Industry Standards Checklist to several industry opinion-makers, who all had positive reactions. If you haven't already, check it out at <http://www.ibpa-online.org/general/custom.asp?page=standardschecklist>.

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, indie-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.

I was super bummed to miss member Penn Wallace's presentation on June 3. He shared the marketing strategies he's honed from his half dozen or more books. Penn does it all on his own from his boat in the bay. See Penny S. Tee's meeting recap on page 5 of the newsletter for a full write-up.

There's no PWOC meeting in July, due to the holiday. Check back in soon at the website, [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org), for what's in store for August.

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 attend PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

*Continued on next page*

## President's Message—continued

### PWSD/PWOC Membership

As most of you know, our yearly dues are 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 sending a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

**Reminder to 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 a 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.



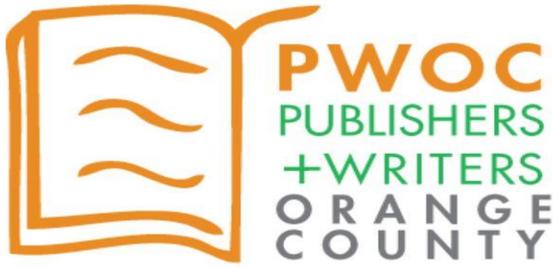
*Read Local*



Please visit [www.readlocal.org](http://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.

**“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 the Month!

10:00 a.m. to 12:30 p.m.

Rotary Room, City of Orange Library\*

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

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

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org) and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. **A fun, after-meeting plus:** Whenever you attend our meetings, bring your walking shoes along; weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, possibly *al fresco* lunch. **Other PWOC questions?** Email Jan Kingaard at [jank3345@aol.com](mailto:jank3345@aol.com). **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



## Mark Your Calendar for the Next PWOC Meeting:

# August 5, 2017

*(No Meeting in July)*

For August Meeting Details and to RSVP,  
Check [www.PublishersWritersOrangeCounty](http://www.PublishersWritersOrangeCounty.org)  
As the Date Draws Nearer



*See Page 5 for a Recap of  
Penn Wallace's June 3 Meeting Presentation,  
"Build Your Brand Workshop"*

*PWOC Meeting Highlights, June 3, 2017*  
**“Build Your Brand Workshop”**  
**Presented by Penn Wallace**

**What’s your brand? Who’s your audience? How can you connect with your readers?** Have you ever thought about those questions? We were fortunate to have as our PWOC June speaker, Penn Wallace, an author with multiple series, editor, and master marketer. Congratulations to him that his third book in his Catrina Flaherty series, “The Chinatown Murders,” will be released this month.

Penn Wallace is a writer, marketer and editor. He is the author of the #1 best-selling 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’s #1 Crime Fiction novel.

A definite sign we were in the right place and with the right person to learn about branding, was the chorus of gratitude expressed by other PWOC members who are marketing experts themselves. “Thanks, I never thought (or heard) of that.” Our time was well spent.

If you want to be a professional writer, creating a brand is essential. The advantages of having a strong brand begin with making money. If you are writing merely for personal amusement, then continue to associate branding with cowboys. But if you’d like to someday follow in Penn’s footsteps and be able to live off of your earnings, read more.

When building your author’s brand, be sure to have a great product, have a definitive message, know what makes you unique, and elicit strong emotional reactions from your fans. Your brand makes an implicit promise to your readers that you must consistently live up to. You are filling a need, and you must understand what that is so you can incorporate it in your writing. Make your readers happy by delivering what they expect from you. Readers are fickle—if you disappoint them, they can disappear.

Be sure once you establish a brand that you honor it in everything you do—in every platform where you touch your readers, from interviews to what you wear. It’s your image. You are not only the author, you are your brand. If you write in multiple genres, he recommends a pen name for each one.



Indie authors must turn out a quality product. Don’t put your first draft on the public’s shelf—hire professionals to edit, format the interior, design the cover, and proofread. It’s not cheap, but you get what you pay for. Don’t let Aunt Bessie, who once took an art class, determine your book cover’s success. Your most important marketing tool is your cover and your first line—the *hook*.

Before you set sail on your marketing campaign, Penn believes you should have five titles, including

three ebooks ready to publish. Roll out a book every three months. Write often and fast. Remember, new books drive old books’ sales.

Besides bringing in sales, effective brands send tentacles out into the ether and bring back loyal readers and may even capture an agent to help chart your waters. Start marketing at least six months before your book release.

If you have enough of a following, you might be able to increase that \$5,000 advance. Penn told us if you are accepted by a traditional publisher, most authors never earn another dime beyond their initial advance. Royalties aren’t paid until the publisher has been reimbursed for their investment through book sales. Sadly, 95% of publishers never recoup their calculated risk.

*Continued on next page*

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You have to know your readers thoroughly—age, gender and preferences. He told us how, once he developed a hearty mailing list and established relationships with his fans—he was in for a big shock.

He had assumed the lovers of his Ted Higuera series were Hispanic males between the ages of 18 and 50. Armed with his fans' email addresses, he cleverly sent out a questionnaire. The answers showed that his readers were female, over 50, and almost all Caucasian. Surprise, surprise, surprise! This also answered why he would on occasion receive complaints about some of his characters' misogynistic actions. With this new knowledge, he has eliminated these objections.



One key to understanding your fans is to connect with them and add them to your mailing list. To build a mailing list, start with relatives, friends, and colleagues. Attend networking events and writers conferences. With each card collected, Penn advised asking, "Do you mind if I add you to my mailing list?"

There are new ways in today's markets to expand your readership by using companies such as Authors Cross Promotion <https://authorsxp.com/>, askDavid <http://askdavid.com/for-authors>, and Instafreebie <https://www.instafreebie.com/>, to promote your books. He suggested checking out companies thoroughly before you use them, saying, "It's like the gold rush days out there today; it's the folks with the picks and shovels making the money."

However, when you find the right compadre on the trail, you've struck gold. He attributes part of his success to mutually beneficial collaborations with other authors. He asks writers, "What do you write?" with the thought in mind, *Is this a writer I might want to collaborate with in the future?* Is there enough of a crossover with your readers to consider adding the first chapter of your

new book to your colleague's final pages of theirs, and vice versa? If you're writing a series, remember to end the final chapter with a cliff hanger—you're priming the pump for sales of your next book even before you may have completed writing it.

Synchronize all of your marketing efforts—blog, website, email, newsletters, book jackets, and book covers. Be sure to have an author's Facebook page which makes marketing easier. Come to the table prepared so when you are asked for information, you can provide it quickly. Penn has twelve bios of various lengths customized to who the audience is—fans, prospective readers, writers, publishers, etc.

Finally, as with all good sales techniques, keep an eye on the competition. Determine what's working for them and whether you can use it too.

Ultimately, as writers we share our hearts and creativity with the world. We write in a kaleidoscope of colors and long for people to prance amongst the hues and textures. *May your writing provide an irresistible bond between your readers and your work.*

If you're a writer and want to find out more advise about how to be a successful, satiated author, go to Penn's website under Writers Stuff at <http://pennwallace.com/writers-stuff.html>

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**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/> PWOC member and book writing coach Flora Brown is presenting on June 17 (see details on page 13 of this newsletter), and prolific author and instructor Maralys Wills will present on July 15.

**Have newsletter feature articles/ideas? Send them to Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).**

We are currently seeking feature articles for the upcoming issues of the newsletter. If you've read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna. Thank you for your continued support.

**Want to be profiled in the newsletter? Tell Sheri McGregor at [sherimcgregor@yahoo.com](mailto: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](mailto:webmaster@publisherswriters.org).**

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

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

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



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



# Creating the Essential Author Platform (Why Every Author Needs a Brand)

*Jeniffer Thompson*  
*Monkey C Media*

When we think of brands, we usually think of large corporate entities. Starbucks, Coca-Cola, and Nike have strong brands that represent an experience as well as a promise. We trust brands because we know what to expect; that Starbucks latté will be the same, no matter where in the world you are. Consumers come to depend on this promise.

Branding is about professionalism, instilling trust, providing value, and making good on a promise. That's why a strong personal brand is so critical for an author's success. And your brand is not just for your audience, it's for you, too. It helps you understand your own value, stay on point with your audience, and connect with them on a meaningful level.

## **What is an author brand, and do you need one?**

An author brand is the combination of your personal style, online presence, messaging, writing style, visuals, authority, expectations, reputation, and actions. It is everything that makes you desirable, memorable, and unique. If you build your brand correctly, all of these elements will equal a positive experience that keeps your fan base coming back and encourages those fans to tell their friends about you.

You need an author brand if you're serious about selling books and ready to treat your writing like a business. For indie publishers and authors, a brand helps you get noticed amidst so much competition. But it takes commitment, time, and talent to build.

## **Building a brand.**

Who are you? How do you want people to describe your work? What experience or feeling do you want your customers to have when they interact with your brand? What makes you unique?

Identifying your uniqueness and value is challenging. You have to ask yourself critical questions:

- What is your area of expertise?
- Why are you passionate about your topic?
- What problem do you solve?
- Who is your audience?

A good place to begin is to ask your readers. How have you helped them? How did they benefit from reading your books? You might be surprised by what you discover. Collect data to see what they need and how you can help them further. I'm a big fan of straight-up stalking both your audience and your competition. What can you learn from the people already steeped in your niche? Then think about how this relates to your goals.

Next, take a critical look at your own personal style. Do you have a look, a logo, a color, a typeface that you use on your business card and all of your marketing collateral? Do you have a fun icon or prop that relates to your book and brand? What can you do to improve your look and streamline the experience your audience has with your brand?

### **Asses your online identity.**

What comes up when you do a search for your name? Does your brand go beyond your website? Do you have a custom email signature? Is your look, bio, and messaging consistent across all of your online profiles on social and industry sites you belong to?

### **Measure your success.**

Branding is an ongoing process. Your brand will evolve as you become more attuned to your goals and those of your readers. It's critical that you measure your success by tracking your traffic and social engagement. Set up Google alerts to help you stay connected with what others are saying about you.

As you create an experience for your audience and develop a relationship with them, you will understand more clearly what they expect and how you can deliver on your promise. As you build relationships, you build authority and visibility. A brand doesn't happen overnight, and interestingly enough, many successful authors don't even realize they have a brand. But I guarantee their readers do.

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Jeniffer Thompson is a personal branding expert and publishing consultant. She is the Founder and Principal at Monkey C Media, an award-winning design firm specializing in book packaging, author websites, and Internet marketing strategy. She is an author and speaker, and serves on the board of Publishers and Writers of San Diego and San Diego Memoir Writers Association. With more than 20 years' experience in publishing and marketing, Jeniffer is passionate about helping authors navigate their publishing journey, elevate their brand, and establish their author platform. Read her marketing blog at [www.JenifferThompson.com](http://www.JenifferThompson.com) and learn more about her company at [MonkeyCmedia.com](http://MonkeyCmedia.com)





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Facebook: <https://www.facebook.com/endofthezodiacmystery>

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

**Michael:** I am interested in publishing nonfiction forensic science-related books and videos. My specific area of interest is forensic document examination.

**PWM:** What first attracted you to writing?

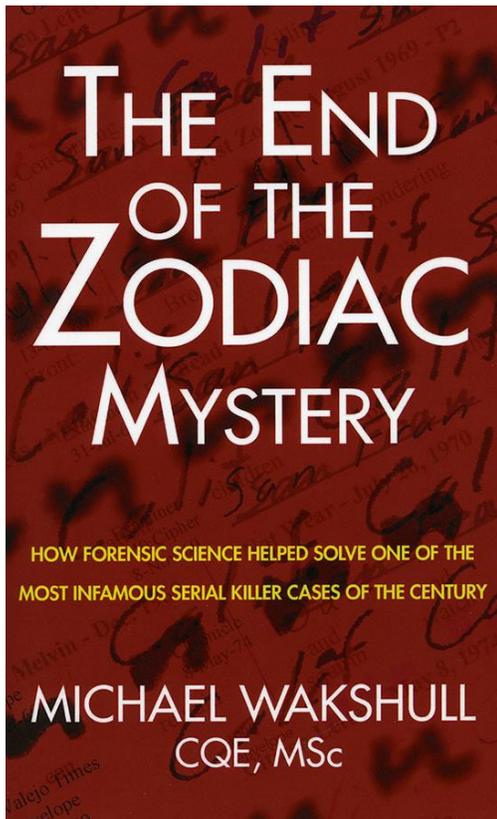
**Michael:** Two concepts attracted me to writing in the forensics genre. First, the act of writing forces me to take a hard look at the subject. For example, when writing a report for a client, I am forced to re-examine the evidence in a manner using layman's language rather than technical language. This helps to ensure my original opinion can be substantiated. There have been times when this re-examination causes me to modify my opinion as I view the evidence in a new light.

The second reason I'm attracted to writing is sharing knowledge with others. I have been fortunate that my predecessors wrote in this discipline. Their willingness to share knowledge enabled me to learn the skills necessary to perform my work. They also left a legacy of knowledge I can reference when necessary to perform work on a case. It's my turn to give back.

My attraction to writing my book about forensic document examination for legal professionals originated from interactions with prospective and existing legal clients.

Most knew they needed a subject matter expert with my skills. They did not know the procedures used by document examiners. In many instances, they believed their cases were straightforward. They were not aware of the intricacies of the work that must be performed to substantiate an opinion in court.

I wrote the book *Line-by-Line* to educate legal professionals regarding the intricacies of the profession, and the questions they can ask a prospective document examiner to learn whether their document examiner follows accepted practices. They can also gain practical knowledge, such as knowing whether their document examiner owns the equipment needed to perform the necessary work.



In 2012, I was retained by the author of the New York Times Best Seller, *The Most Dangerous Animal of All* to compare the handwriting of the Zodiac Killer with that of their suspect. I wrote *The End of the Zodiac Mystery* to educate readers how the handwriting comparison was performed. The book is also valuable for other document examiners because I used a unique approach to compare the writings.

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

**Michael:** Yes. I have written articles for a variety of journals. When I was employed by others, I wrote technical work product targeted to senior management. I learned the lesson about limiting techno-speak when I made a presentation to the leadership at a large biotechnical company. One of the vice presidents said, “I have no idea what you said.” I thought they would understand technical talk since they were the company’s leaders. From that time forward, I wrote in layman’s language rather than technical language.

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

**Michael:** I’ve been a member of PWSD for several years, during which time I learned a lot about self-publishing and made some valuable industry contacts who helped me self-publish my books.

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

**Michael:** I am finishing a major revision to the book *Line-by-Line, Forensic Documentation—A Strategy for Legal Professionals*. I have started a new book about interesting case studies in forensic document examination.

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

**Michael:** One of the biggest lessons was discussed earlier: Know your audience and write for them, not yourself.

Writing and publishing a book requires much time, thought, and dedication. Do not attempt to do all the work by yourself. You need an editor to make sure your words make sense to others. You need an editor to ensure your grammar is correct.

You need a copy of the appropriate style manual to ensure your book is properly structured. You need a person who can format your book to make it professional, and a cover designer who has designed other successful covers. You need to purchase the ISBNs from Bowker. You need to copyright your book.

Before all these activities are complete, you need to start marketing your book. Get your potential readers involved and contributing to the content by asking questions and giving opinions.

In short, many specialties are involved in producing and selling your first book and those that follow. All these services are available from members of PWSD/PWOC. Don’t try to do it all by yourself. That approach is a recipe for failure. Building a team is a recipe for success.



## Membership Directory Update

**Attention PWSD Members:** Have you updated your Member Directory profile yet to make it more robust? You now have the opportunity to upgrade your photo to color, if it isn't already, and to expand your profile description if you wish, including social media links, contact info, book-cover images and descriptions, and more! Check out <http://publisherswriters.org/member-information/pwsd-website-inf/> where not only will you find more details on how to expand your listing, but you'll find a discreet link in the first paragraph to Jeniffer Thompson's slides from a presentation she made to PWSD.



## Welcome, New and Returning PWSD Members!

Congratulations on joining Publishers & Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing! You have made a wise investment. While there are many benefits to being a member of PWSD, you'll need to take the following two steps to optimize your membership:

1. **Subscribe to PWSD** at [www.PublishersWriters.org](http://www.PublishersWriters.org). This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
2. **Enjoy a spot in the Membership Directory** with PWSD. Go to [www.PublishersWriters.org](http://www.PublishersWriters.org) to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at [j@monkeymedia.com](mailto:j@monkeymedia.com). (See announcement at top of 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](http://www.ibpa-online.org)), Small Publishers Association of North America ([www.spannet.org](http://www.spannet.org)), and Small Publishers, Artists, and Writers Network ([www.spawn.org](http://www.spawn.org));
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup ([www.groups.yahoo.com](http://www.groups.yahoo.com)—type PWSD in the group search box);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate**, a \$10 savings each meeting, compared to the non-member meeting rate of \$20!

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

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

# 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](mailto:gab11853@aol.com)**

## Warwick's "Weekends with Locals"

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](mailto: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 next 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](mailto:penny@pennystee.com) to register for this meeting.

## Workshop: Write Using 6 Senses

**Four Consecutive Sundays, July 9–30, 2017, 1:00–3:00 p.m.**

**Green Art House, 31474 Golf Club Drive, Bonsall, CA**

Improve your writing skills with this 4-part workshop designed to increase your use of the 5 senses (taste, touch, smell, hearing, and vision) plus a 6th sense such as intuition or ESP. Sessions include experiential and creative writing assignments, readings, sharing, and critique. Bring your projects. Great for fiction and non-fiction writers of all genres! Given by PWSD member Janet F. Williams, editor and award-winning author, at the new Green Art House. Only \$99 plus \$10 materials fee. To register, call Richard at 951-526-8055. For more information, email Janet at [gooddayjanet@gmail.com](mailto:gooddayjanet@gmail.com). To view flyer, visit: <http://bit.ly/2seD8Dd>.

## "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 ebook 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](mailto: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](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 Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).

To appear in the newsletter's **member profile**, Contact Sheri McGregor at [sherimcgregor@yahoo.com](mailto: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](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 and OC Writing and Publishing Communities!**

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