



Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

July 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, July 25, 2015

**Time:** 10:00 a.m. – 12:00 Noon

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

**Topic:** ***Rock Star Publicity:***  
**Book Promotion for the Bold and the Bashful**

**Speaker:** Marika Flatt

Books don't sell themselves. It takes a marketing-savvy author to create a successful book project. At the next PWSD meeting, we will discuss promotion for assertive authors and give promotional alternatives for those who don't like being in the limelight. Promotion is not a one-time event. It must be ongoing for as long as you want your book to sell. Marika will help you to establish a promotions plan that will result in impressive book sales now and for years to come.

Marika launched PR by the Book, LLC, in 2002, combining her love of the media, public relations and books. Leading up to that, after garnering experience as the host of two cable television shows (*The Teen Report* & *The College Report*) in San Antonio, Texas, reporting for her college newspaper, producing for her college TV station, and working with NBC-TV in Dallas, Marika spent seven years leading the publicity team of an Austin-based book publicity firm. While there, she was the Director of Publisher Services, handling the company's key publicity campaigns and serving as the company's spokesperson.

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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

Those of you who attended June's meeting with Robin Cutler from IngramSpark certainly learned a lot about your options in publishing strategy. Even though I wasn't there, I've heard Robin's presentation, so I know how thorough, professional, and exciting it is. There are some terrific options out there for independent publishers, and I'm so pleased that PWSD has been able to bring in speakers who can present the information that you need to decide the best strategy for you and your book. Thank you, Robin, for helping us understand the new programs offered by Ingram, the largest book wholesaler.

Next month, we are so pleased that Marika Flatt, from PR by the Book, is joining us from Austin, Texas. I've been working with PR by the Book for three or four years, and I can tell you they really know book publicity, which is such an important part of the publishing process. Marika will share her tried-and-true strategies for getting attention from the media, whether that is in print, on the air, or on the Internet. She will tell it like it is, with a nod to those who are bold and those who are bashful. Whichever you consider yourself, if you have a book and you want people to know about it, you need to attend this meeting. The meeting is at the Carlsbad (Dove) Library.

In August, I'm pleased that our very own Jeniffer Thompson, from Monkey C Media, will be sharing her expertise about branding for authors, from your book cover to your website to your web presence. In September, Jared Kuritz, managing partner in Strategies, a book publicity and consulting firm, will share his business modeling for independent publishers. As many of you know, once you publish, it is hard not to publish again, and Jared will share best practices for success. In October, I'm happy to welcome Kim Anderson, from The Reading Room ([www.thereadingroom.com](http://www.thereadingroom.com)), a book discovery site that you, an author, need to know about.

We skipped July for PWOC, since the meeting fell on the 4<sup>th</sup> of July weekend. But do 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 one. (See page 5 for details.) In October, Donna Stellhorn, author of 10 books, will share how she uses YouTube to market her books. (Note: Due to the Labor Day weekend, there will be no PWOC meeting in September.)

*continued on next page*

**President's Message**—continued from previous page

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!

As you all know, securing a space for our ever-growing meetings is one of our biggest challenges. Because of this, we've raised our yearly dues to \$47 per year. This is still one of the most economical memberships available, and our members' meeting fee will stay the same. 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!

Reminder to all members: Submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org); that's the only way it will be included. Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know. (Your renewal date is also noted on the back of your meeting badge.)

*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 are 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 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 you 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.



## Calling All Members!

# Casting Call for Member Profiles

Would you like more exposure to fellow members of PWSD? 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 PWSD member, answer six questions in some depth, provide a JPG head shot, and optionally provide 1-2 JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example.

If you would like to be profiled, it's easy. Just submit your name to Jed Lewis, [publisher@laughingfire.com](mailto:publisher@laughingfire.com), and let him know you wish to volunteer. We are currently scheduling member profile features for the next six months of 2015.

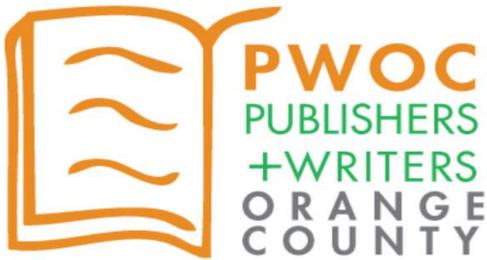
Thanks, and let us hear from you soon!



**“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*.



# 6 Steps for Finding the Best Publicity Team for Your Book

By Fauzia Burke

*Reprinted With Permission*

Most authors know that a public relations effort for their book is essential for their success. In order to have a campaign to promote their book comprehensively, many look to augment their publisher's efforts by hiring a PR agency. But, how do you choose the right PR firm for your book? Here are six steps to help make that choice easier:

## **Step 1: Needs and Goals**

Before you begin your search, think about your PR goals and budget. What is it you want? Do you want to be on TV? Do you want reviews in newspapers? Or, do you want to build exposure online? Whom do you want to reach? Do you know your target demographic? How long do you want to work with a PR agency? Do you want to work with a PR agency for a one-time book or project or for multiple projects long-term? It's important to think carefully about the budget. PR campaigns are a gamble. No matter how great your book, getting attention is challenging. So as a friend of mine said, "don't use the rent money." Good PR firms charge a retainer of between \$2,000 and \$7,000 a month. If your budget is less than that, you may consider advertising on Google or Facebook. Another option may be to do the legwork yourself. Publicity is not rocket science. If you do your homework and approach with caution, you can do the work yourself. Here are some more [blogs](#) that might help you. However, if you need professional help, these steps will help you find the right team for you.

## **Step 2: Referrals**

Your search should always start by asking your agent, publisher, or fellow authors for referrals of people they have worked with so you can have some names to begin the process. You can compare and contrast the agencies you have, and find the right fit for you. You can also work the process backward and find a successful book that's in the same realm as your book, and find out what PR firm that author used.

## **Step 3: Web Research**

Google the name of the agency as well as the name of the principal or partners. Check out their website and social networks, as well as their current and past projects and testimonials. In our connected age, it's easy to do your homework ahead of time to be able to narrow down your list based on your research. Make sure the agency you select is connected in the social media world—Facebook, LinkedIn, Twitter and/or YouTube. If they are connected digitally, they will be able to help promote you digitally.

## **Step 4: First Contact**

Begin contacting several firms to pick the one that is right for you. Collect information on prices, timeline, and availability. Find out more about their area of specialty and expertise. Make sure your book is the type of book the PR agency tends to work with and promote. Now you can narrow your list further.

### **Step 5: Interview**

Once you've narrowed down your list based on your budget, goals, and timing, you should set up an interview with each PR firm by phone or in-person. Give the firm the opportunity to learn about your book before you talk, so you can hear their ideas and decide if you like what you are hearing. Ask questions just as if you were interviewing someone for a job. Find out the publications and media outlets where they have built relationships. Remember, a good PR agency should have an established network of media contacts. Make sure the agency you are talking to understands your brand. You can even request a preliminary proposal of how they would go about publicizing your book. Good PR agencies have strong track records.

### **Step 6: The Final Decision**

The most important part of your decision process should really be your instincts. It's all about knowing and liking the PR agency you are going to work with, because if you don't like the person initially, you will most likely be dissatisfied in the long run. Did you establish rapport upon initial contact? During the interview phase, which firm stood out? What agency do you like, respect, and trust the most? In the end, go with your gut, and you will make the best decision for you and your book.

Along with results, a good PR agency should give you valuable information to build your brand and amplify the exposure you are getting. In the end, it is all about the collaboration—so pick your team carefully.

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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](#). To ask your book publicity questions, please join her on [Facebook](#).*

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

**FB:** I am the Founder and President of a Web publicity firm specializing in promoting books and authors online. I started my firm, [FSB Associates](http://www.fsbassociates.com), in 1995 after resigning from my position as a marketing manager at Henry Holt & Co. Today we are a firm of 5 full-time members. Together my team and I work on digital branding for authors, developing websites, managing social media, doing extensive outreach online for promoting books, consulting with authors and publishers, and speaking at conferences like Book Expo.

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

**FB:** I was an early adopter of the Internet and saw the potential right away. I didn't know what my business would become, but I knew that for the first time marketers and authors could interact directly with the readers. Today we take engagement for granted, but it really did not exist before the Internet. Being on the front lines of these changes has been one of the best ways to build my company and one of the most exciting ways to build my career.

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

**FB:** Before starting FSB, I was a marketing manager for technology books at Henry Holt; and before that, I was a publicist at John Wiley.

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

**FB:** I am a newbie to PWSD. In November of 2014, we decided to expand FSB out west and moved to Carlsbad from New Jersey. My husband, who is also my business partner, and I have lived most of our lives in New York and New Jersey, so this is a big change for us. I have only attended one PWSD meeting and really enjoyed the local book community. I hope to become more active as a member.

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

**FB:** I am working on promoting several books at this time, but I am particularly proud of one called **Big Science** by Michael Hiltzik, a Pulitzer Prize winning journalist for the *LA Times*. Currently we have several non-fiction and business books on our list, plus a few novels.

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

**FB:** While there is no one magical formula for every author and every book, there are some specific steps you can take to carve out your niche online, build your brand, and create a community with social media.

1. **Don't try and do everything.** Just because something *can* be done online doesn't mean it *should* be done online. Don't try and keep up with every new social media platform. Think about your niche and what makes the most sense for you to do. I always recommend that authors begin with a website because today's readers expect that at a minimum. Start your author website and make it about you first and your book second.
2. **Don't try to promote your book to everyone.** There is no [Everyone.com](#). Knowing your audience is essential for you as authors, so you can plan your marketing around them.
3. **Go for engagement.** We all get caught up in social media numbers because it's like playing a game. How many Likes can I get? How many followers do I have? Watching your numbers grow can give you immediate gratification. However, it's better to have 1,000 engaged fans than 10,000 who don't care about you. Aim for interaction and engagement over the number of followers.
4. **Start now.** Start developing your brand and platform as soon as you have an idea for a book. It's never too early to engage with your readers.
5. **Be generous. Be real.** Today, sharing your expertise, ideas, and stories has never been easier; but building and keeping an audience has never been harder. Focus on generosity and vulnerability, as they are important in building a following on social media.

[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](#). To ask your book publicity questions, please join us on [Facebook](#).



**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 each meeting, 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



## 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>



## Society of Children's Book Writers and Illustrators Conferences

- **Annual Summer Conference**

**July 31 – August 3, 2015, in Los Angeles**

The Annual Summer Conference spans three days with an optional intensive day on Monday. The conference is held each year at the Hyatt Century Plaza in Los Angeles. Registration for the 2015 conference will commence in mid-April, 2015. Many of the biggest authors and illustrators in children's books will be joining a bevy of agents, art directors and editors. The faculty includes Mike Curato, Paul Fleischman, Mem Fox, Jane O'Connor, Dan Santat, and Meg Wolitzer.

- **Annual Winter Conference**

**February 12–14, 2016, in New York**

The Annual Winter Conference is held over two days with an optional intensive day on Friday. The conference is held at the Hyatt Grand Central at Grand Central Station in New York City.

**Highlights from the 2014 Winter Conference**

- **For More Information:**

Los Angeles office hours: **Monday through Friday, 9 a.m. – 5 p.m. Pacific time**

Conference questions: **phone 323-782-1010; fax 323-782-1892; email [sararutenberg@scbwi.org](mailto:sararutenberg@scbwi.org)**

For regional advisor email, visit [www.scbwi.org/region-map/](http://www.scbwi.org/region-map/)



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

- **September 25–27, 2015, in Newport Beach, California**

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

- **February 12–15, 2016 (Presidents' Day Weekend), in San Diego, California**

Visit <http://lajollawritersconference.com> and see details on page 15.



**But wait... There's more!**  
**(on the next several pages, that is)**

# 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.

Visit <http://lajollawritersconference.com> for more information. 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.



*Plan to attend the 32nd Annual*  
**SDSU Writers' Conference**  
**January 22–24, 2016**

Whether you're a beginning writer or a published professional, the San Diego State University Writers' Conference is for you. Now in its 31st year, this writers' conference is designed to help every writer at every writing level. Learn how to improve your writing skills, develop your marketing awareness, and meet one-on-one with top editors and agents to facilitate the next step in your publishing career.

**What to Expect**

- *Breakout Sessions: Fiction, Nonfiction, Career and Craft Panels, and More*
- *Consultation and Advance Reading Appointments*
- *No-Host Mixer*
- *Networking Lunch*
- *Saturday Evening Reception*
- *Conference Choice Awards*

**For More Details**

**SDSU College of Extended Studies  
5250 Campanile Drive  
San Diego CA 92182-1925  
(619) 594-3946**

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**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).



***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)***

## 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).

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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