**Next Meeting:** Saturday, July 29, 2017
10:00 a.m. – 12:30 p.m.

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

**Topic:** “The Basics of Book Publicity”

**Speaker:** Holly Watson

Learn the basics of book publicity and what you can do for yourself and what might best be handled by a professional book publicist.

Examples of topics addressed include:

- How to create a press kit
- Media list creation and timing of mailings, from galleys through finished books
- How to schedule bookstore events
- The importance of providing digital galleys
- What an author should expect from working with a professional book publicist

By Karla Olson
President, Publishers & Writers of San Diego

PWSD News

Jeniffer Thompson is such a pro – when it comes to book design, and also when it comes to personal branding. We were so lucky to have her speak to us on June 24 about establishing your persona as an author. She’s been studying this topic for years, and she offered so many great tips and ideas. Thank you, Jeniffer.

I’m pleased to announce that another PWSD member, Teri Rider of Top Reads Publishing, has joined the important work of the IBPA Advocacy Committee. Right now, we are working on Amazon’s Buy Button Policy, which is unfair to authors and publishers. Please see the page 6 feature article by IBPA CEO Angela Bole, about the policy and what you can do, as well as Brooke Warner’s more in-depth article from The Huffington Post.

We have also created an Industry Standards Checklist, indicating professionalism in publishing. The idea is that your book should be judged not by how it was published but by the book itself. The first step is making sure your book is presented as professionally as any book issued by one of the Big Five houses. If you haven’t already, check out this list at http://www.ibpa-online.org/general/custom.asp?page=standardschecklist.

Our July 29 speaker is Holly Watson, who has years of book publicity and PR experience working for some of the biggest trade publishers. And on August 26 is Laurie Starkey, a best-selling, self-published author who knows everything about how to market books. On September 30, Angela Bole from IBPA will join us to describe success strategies for marketing your book to bookstores and libraries; she will also report on the work of the Advocacy Committee and describe the many members benefits extended by IBPA. In October, Robert Wolff, publisher for 20 years and author of over 30 books, will share his secrets to successful publishing.

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

PWOC News

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

I’m super excited to welcome Teri Rider of Top Reads Publishing to our August PWOC meeting. As well as being an award-winning publisher, Teri has been doing book design for years. She’s going to share her learned tips and strategies for successful cover design as well as professional interior design. Bring your book or your in-process cover design, and let’s review them with a pro.

Continued on next page
President’s Message—continued

A great member benefit: PWSD members 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!

PWSD/PWOC Membership

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

Reminder to members: Submit your bio and headshot to webmaster@publisherswriters.org. Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you aren’t sure when you should renew, please contact me at karla@publisherswriters.org, and I will let you know.

Upcoming in November is the Encinitas Holiday Fair. Be sure to put yourself on the Read Local mailing list for more information.

Please visit www.readlocal.org, to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, event planners have all used the Read Local Directory to find authors to features 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!
Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit www.PublishersWritersOrangeCounty.org and/or http://www.meetup.com/Publishers-Writers-Orange-County/ for details and to RSVP. A fun, after-meeting plus: Whenever you attend our meetings, bring your walking shoes along; weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, possibly al fresco lunch.

Other PWOC questions? Email Jan Kingaard at jank3345@aol.com. Remember, as a PWSD or PWOC member, you can attend either or both chapters’ functions at member rates!

Join Us on August 5, 2017, for

“An Overview of Industry Standards for a Professionally Published Book”

Presented by Teri Rider
Top Reads Publishing
TeriRider.com

One of the things we as self or indie publishers want to avoid is creating a book that looks like it was self-published. To a trained eye, those things that are tells are obvious, but to those who are new at publishing or haven’t been exposed to some of the finer details, all that is apparent is that it just doesn’t look right.

In this presentation, Teri Rider will give an overview of the IBPA Industry Standards Checklist with an emphasis on production and design, showing examples of many of the details.

Teri Rider worked in traditional publishing for over 10 years, immersing herself in almost every aspect of the business from marketing to illustration, design, and production. Now, after over three decades in the field, hybrid publishing is her specialty; and through her company, Top Reads Publishing, Teri leads authors either to self-publish or publish under her imprint.

RSVP at PublishersWritersOrangeCounty.org
Have newsletter feature articles/ideas? Send them to Glenna Bloemen at gab11853@aol.com.
We are currently seeking feature articles for the upcoming issues of the newsletter. If you’ve read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna. Thank you for your continued support.

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

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

Save more and learn more: Attend both PWSD & PWOC Meetings at reduced member rates!
Yearly dues are only $47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. As a member, you save $10 at every PWSD and PWOC meeting you attend, vs. the $20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 4) in each newsletter issue.

“PWSD likes Facebook!”
Visit us on Facebook today
and let us know you like us!
An Amazon “Buy Button”
Call to Action

Posted by Angela Bole
Reprinted with Permission

As many of you know, Amazon rolled out a new policy this spring regarding the way in which it promotes listings in the Buy Button on a book’s homepage. On May 9, 2017, IBPA issued a statement taking issue with this policy in a post titled “Amazon’s ‘Buy Button’ Policy Change Hurts Publishers and Authors.”

Since that time, we have had multiple conversations with industry leaders who’ve expressed their own concern and a desire to dig into this policy. The most notable concern, which IBPA shares, is whether the third-party vendors who are “winning” the coveted Buy Button are in fact selling “new” books. Per Amazon’s stated policy, only “new” books can win the Buy Button. New is defined by Amazon as:

New: Just like it sounds. A brand-new, unused, unopened item in its original packaging, with all original packaging materials included. Original protective wrapping, if any, is intact. Original manufacturer’s warranty, if any, still applies, with warranty details included in the listing comments.

The question that remains unanswered is the question of where all these “new” books are coming from. It’s hard to understand, for example, how a “new” book could be sold by a third-party vendor for as little as $2.00. We’ve learned from various sources that a handful of publishers (big and small) share this concern. With this in mind, we’re doing research in an attempt to clarify the issue.

As part of this research, we are calling on you, the indie publishing community, to join us in some advocacy.

IBPA’s Advocacy Committee invites you to check your book’s listing on Amazon. If you find that your Buy Button has been commandeered by a third-party vendor, please purchase it. When it arrives in the mail, check it out. Is it slightly or more-than-slightly worn? Is the spine crushed or damaged in any way? Post what you discover on social media using the following hashtag: #IBPAAmazonBuyButton.

Remember: This only works if you find that your Buy Button has been commandeered by a third-party vendor. If your Buy Button lists Amazon as the seller (see image below), then your Buy Button has not been commandeered and you don’t need to buy and report.

Ships from and sold by Amazon.com.
Gift-wrap available.

Add to Cart
This community-wide effort is important. Why? Following BookExpo, IBPA communicated with the folks at Amazon tasked with looking into this issue to discuss our concerns. Currently, they say they have no proof that third-party vendors are selling used books and asked that we keep them posted if we see any books for sale via the Buy Button that are not “new.” In other words, the only way to prove to them that their vendors are widely selling as new what should qualify as used, is to show evidence.

To give you a sense of the kind of damage we’re looking for, Brooke Warner, Chair of IBPA’s Advocacy Committee, has a new post on Huffington Post, in which she shares photos of several books she purchased. We need and want your help, and believe this is one small action that might effect a change in Amazon’s policy (#IBPAAmazonBuyButton). If they cannot police their vendors, we can do it for them.

Please post your results to IBPA’s Facebook page as the books come in. We welcome knowing whether you believe your books are in new condition, too. We want to see what’s really happening on the ground. This isn’t only about proving Amazon wrong.

- Find IBPA on Facebook at https://www.facebook.com/IBPAonline
- Post your results there, and widely, using #IBPAAmazonBuyButton

As a side note, we believe that publishers, moving forward, will need to take measures to mark post-publication promotional copies and to pay to stripe remainders so we can get ahead of this problem that Amazon seems to have limited interest in addressing. If you’re not already considering these actions, now might be the time.

Thank you for your attention, and we look forward to hearing back from you here in the comments section below and on social media using using #IBPAAmazonBuyButton.

In partnership,

- Angela Bole, IBPA Chief Executive Officer
- Brooke Warner, Publisher, She Writes Press (IBPA Advocacy Committee - Chair)
- Elizabeth Turnbull, Senior Editor & Partner, Light Messages Publishing (IBPA Advocacy Committee)
- Karla Olson, Director, Patagonia Books (IBPA Advocacy Committee)
Patty Clark  
Author of  
*Damsel in Dis Mess: Girlie Antics & Other Shenanigans*  
Encinitas, CA

**Email:** damselindismess@gmail.com  
**Blog:** www.damselindismess.com  
**Facebook:** patty.clark.752 & Damsel in Dis Mess  
**Other social media:** Instagram@pattyrclark

**PWM:** What aspect of publishing or writing are you involved or interested in?  
**Patty:** Humor; making people smile.

**PWM:** What first attracted you to writing?  
**Patty:** Jotting down thoughts and turning them into stories was better than therapy.

**PWM:** Did you have previous related experience in writing?  
**Patty:** Yes. Not only was I a six-time contest winner on Humorpress.com, but I was previously published in the *San Diego Reader* and was a columnist for *The Parson’s Sun* newspaper in Kansas for two years.

**PWM:** How long have you been a member of PWSD, and what role has the organization played in your success?  
**Patty:** I’ve been a member for about five months. I have gotten radio and podcast interviews from being connected.

**PWM:** What are you working on now?  
**Patty:** More writing; marketing my book. I hope to come out with book two.

**PWM:** What guidance or lessons learned can you offer the members?  
**Patty:** Be a sponge. Learn all you can and accept criticism.
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/](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@monkeycmedia.com](mailto:j@monkeycmedia.com). (See announcement at top of this newsletter page for details.)

You’ll also enjoy these additional benefits of membership:

- **Monthly meetings**, held for PWSD the first 10 months of the year (usually on the last Saturday) and, for PWOC, on the first Saturday (except on holiday weekends)—both offering educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;

- **Our monthly electronic newsletter, Publishers & Writers Monthly**, containing information about local, regional, and national publishing activities;


- **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**;

- **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
Four-Week Class Series on Marketing Starts July 13, 2017
Penn Wallace, Instructor and PWSD Member

Location: San Diego Writers Ink, Arts District Liberty Station, 2730 Historic Decatur Rd, Barracks 16, 2nd Floor (above Women’s Museum), San Diego, CA 92106

Over the years, Penn Wallace has attended lots of classes, seminars and webinars on book marketing. They all have one thing in common. They tell you *what to do*, not *how to do it*. Then, at the end of the session, for only $495 or $3,795 they will tell you *how to do it*. Penn says, “I hate that.”

Penn is teaching a series of classes on book marketing for San Diego Writers Ink. If you’re in the Southern California area, you won’t want to miss this. The cost is $23 for members and $27 for non-members. All classes will be held on Thursday nights from 6:00 to 8:30 p.m. commencing July 13, 2017. If you sign-up for three of the classes at one time, you’ll save 12%.

Over the years, through trial and error, and after spending a lot of money on what *doesn’t* work, Penn has discovered what *does* work. Being a process-oriented person, his has developed a marketing process for his writing business he calls the *Marketing Pyramid*.

The pyramid is built of fifteen layers. Each layer builds on the work done on the previous layer. You have to build the foundation before you can put on the roof. He will start out with four classes, and if they are well received, then he will schedule classes for the remaining layers.

- **The first class (July 13) will be an overview of the marketing pyramid.** Penn will discuss such things as defining your target audience, building your mailing list, Amazon Marketing Services promotions, free giveaways, and building your brand. To sign up for this session, go to [http://www.sandiegowriters.org/2017-0713-the-marketing-pyramid-with-penn-wallace/](http://www.sandiegowriters.org/2017-0713-the-marketing-pyramid-with-penn-wallace/).

- Subsequent classes drill deep into each step in the pyramid. Penn will go into detail showing you *how* to complete each phase of the marketing pyramid.

- **The second class (July 20) deals with defining your target audience.** Who are you writing for? What do they want to read? How do you get reader feedback to tell if you’re on the right course? Registration for this class is at [http://www.sandiegowriters.org/2017-0720-define-your-target-audience-with-penn-wallace/](http://www.sandiegowriters.org/2017-0720-define-your-target-audience-with-penn-wallace/).

- **Class number three (July 27) is about building your author brand.** As soon as you publish your first book, you are a celebrity. How can you build on that to convince readers to buy your books? In this session, everything from how to dress to how to coordinate all of your marketing efforts will be talked about. Go to [http://www.sandiegowriters.org/2017-0727-build-your-author-brand-with-penn-wallace/](http://www.sandiegowriters.org/2017-0727-build-your-author-brand-with-penn-wallace/) to register.

- **The fourth class (August 3) is Join the Writers Community and Connect with your Audience.** Topics will include finding a writers group, attending conferences, building your mailing list, and how to connect with fans. Sign up at [http://www.sandiegowriters.org/2017-0803-join-the-writers-community-and-connect-with-readers-with-penn-wallace/](http://www.sandiegowriters.org/2017-0803-join-the-writers-community-and-connect-with-readers-with-penn-wallace/).
Free Reference Materials
From PWSD Member David Wogahn

David Wogahn has built a new website: DavidWogahn.com. He is also using a new email service provider, ConvertKit. If you’d like to subscribe, simply scroll down and click the link. By doing so, you can:

1. Enter to win 1 of 2 great books that AuthorImprints has had a hand in publishing. See below.

2. Access 3 free courses available on DavidWogahn.com, most notably the Power of Pre course: the 6 things you can do to maximize a book pre-launch.

3. Download his chapter on barcodes from Register Your Book. (Basically 1/4 of his book, free!)

4. Download his 29-Point Self-Publishing Cheat Sheet while you’re at it.

There are several blog posts there as well, including a recent article about POD quality. And don’t miss the post on Getting Started with Email Marketing, and his 2017 Round-up of eBook Distribution options.

David will be publishing a case study about how a metadata makeover was combined with a promotion to re-launch a two-year-old book to the top of its category on Amazon.com.

DavidWogahn.com vs. AuthorImprints.com. David has worked with self-publishers for more than eight years now. During that time, he has created more than 100 self-published book imprints, and produced more than 300 books.

What’s the #1 thing David has learned? That the possibility for success begins early in the publishing process. He calls it professional self-publishing. DavidWogahn.com addresses those things you can and should do in the months leading up to your book’s launch. It has training and educational resources for DIY authors—even if your book is already released.

No changes at AuthorImprints.com. His team continues to offer white glove services for authors publishing under their own imprint. Here are the Five Ways AuthorImprints differs from other self-publishing services.

Now here’s the free book drawing:

Enter to win a free book! Click this link and enter your choice for one of two great books, one of which is Gumption: Taking Bubba Gump from Movie to Restaurant.
2017 Events Calendar

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

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

“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 email 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.
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.

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

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

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