

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

August 2014

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

#### Membership

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit www.PublishersWriters.org

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

If you would like to sign up for a **member profile** in this newsletter, contact Jed Lewis at <a href="mailto:publisher@laughingfire.com">publisher@laughingfire.com</a>.

#### Next Meeting

Date: Saturday, August 30, 2014

*Time:* 10:00 a.m. – 12:30 p.m.

Location: Carlsbad (Dove) Library

1775 Dove Lane, Carlsbad, CA 92011

**Topic:** Audio Book Publishing

**Speaker:** Nicole Op Den Bosch

Nicole Op Den Bosch has been working for Audible since 2009 and is currently a Rights Evangelist for ACX. She talks to authors all day, from the traditionally published to independent authors, and introduces them to the Audiobook Creation Exchange.

Before she joined the ACX team, she acquired existing audio from such content providers as publishers, literary agents, and authors for Audible.



Audiobook publishing is one of the fastest growing segments of the publishing industry. If you've written an ebook or print book, learn how to have it produced as an audiobook. In this presentation, she'll discuss how easy it is to use Audible.com's Audiobook Creation Exchange (ACX) to make audiobooks.

Topics include selecting audition scripts, casting a winning voice, working with audiobook producers, and selling your completed audiobook on Audible, Amazon, and iTunes.

#### President's Message

#### **PWSD Officers**

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



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



## By Karla Olson

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

In July, Leah Singer gave us a great overview of the marketing potential of the Internet, from Facebook and Twitter to LinkedIn. She provided the basics that a lot of speakers gloss over, which was invaluable for many of our members. Thank you, Leah, for your help.

I'm super excited about our meeting in August on audio publishing, one of the fastest-growing segments of the industry and, in my opinion, one of the most exciting. Going right to the source, we welcome Nicole Op Den Bosch of Audible.com, a company that is making it feasible for just about any author/publisher to have an audio book. Nicole is going to tell us about all the new developments that are making it easier than ever to create an audio book. The August meeting is at the Carlsbad (Dove) Library.

September is our annual update on ebook publishing and marketing from David Wogahn. There's a lot going on in this area, including the ongoing dispute between Amazon and Hachette, so be sure you join us at the Carlsbad (Dove) Library on the last Saturday in September.

Spread the word: Dan Poynter, the godfather of independent publishing, is joining us in October! Dan spoke recently at the National Speakers Association conference, for which tickets cost several hundred dollars or more. Dan will be speaking to us for the regular meeting price, \$10 for members and \$20 for nonmembers. This is an incredible deal, so please tell all your writer friends to join us. This meeting will be held at the Encinitas Community Center (1140 Oak Crest Park Drive), near Encinitas Boulevard and Balour. Be sure to always check the website to make sure you are heading to the correct location.

Speaking of location, because of the challenges we are having with securing a meeting space for our monthly meetings, it is necessary to raise the non-member price to \$20 per meeting. There's no better time than now to join PWSD for \$37 per year, which you will recover if you attend only four out of our 10 meetings per year. For information on these and other membership benefits and to join, please visit publisherswriters.org.

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

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

One final announcement: We've opened an affiliate in Riverside: Publishers and Writers of the Inland Empire. Our next meeting is August 16 at 10 a.m. at the Riverside Main Library. Jeniffer Thompson, our webmaster and owner of Monkey C Media, will be speaking on harnessing the power of Internet for book marketing. Please spread the word to your writer friends and others in the publishing industry in the Riverside area. We are excited to extend our networking and publishing education to the Inland Empire. For more information, please visit publisherswritersinlandempire.org.

#### Read Local



Our next Read Local San Diego event is the Fall Festival in Encinitas on November 24. Be sure to visit www.readlocal.org to sign up for the newsletter so you don't miss these and other opportunities.

While you are there, sign up for the *Read Local Directory*. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, and event planners have all used the *Read Local Directory* to find authors to feature in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25, and adds a thumbnail of your cover, a book description, and other information that lets people know 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.

"PWSD Likes Facebook!"

Visit us on Facebook today and let us know you like us!



# An Ode to Indie Authors By Greg Levin

July 2014
Reprinted with Permission

This poem is dedicated to all the authors who have decided to eschew the traditional publishing channels in order to create, publish, and market a book on their own terms—and keep the lion's share of the earnings. It's also for all the authors who had no other choice **but** to self-publish because all the literary agents and publishing houses laughed in their manuscript's face.

You work without an agent and you work without a 'house' Your book was edited by friends, your sister and your spouse You chose the cover of the book; in fact, you helped design it A couple dozen fans have even asked if you could sign it

The team in charge of marketing consists of you alone Better you than someone who is just a corporate drone A corporate drone will push your book for just a couple weeks And once the sales begin to slow, it's chucked upon a heap

When you go the indie route, great sales can come in waves If you play the social game and tweet and blog and rave Get in the news and good reviews and you just might take off, sir But if it's riches that you're after, why become an author?

Signing with an agent or a house won't make you great. They are just the entities that like to guard the gate But times they are a changin', and in order to go far No longer do you have to kiss the ass of any guard.

What you have to do is write—often and superbly If you tell me otherwise, you'll certainly perturb me And you don't want to do that, see, cause I'll give you the hook Remember I'm a writer, too—I'll kill you in a book

Ode to the indie author—I celebrate your spirit I celebrate your novel, too, although might not go near it Your book may be unreadable, but I respect your pluck But really, here's to indie scribes whose books don't even suck.

Speaking of books that don't suck, my new dark comic suspense novel, <u>The Exit Man</u>, was featured in July on a weeklong virtual book tour. You can check out the tour schedule by going <u>here</u>. (Once you're on the tour page, scroll down toward the bottom to see the tour dates and info.)



#### Member Profile

# **Pat Rarus**Marcom Consulting Group Oceanside, California

760-630-2089 prarus@cox.net www.marcomconsultinggroup.com



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

**Pat:** I am a ghostwriter and an editor of book manuscripts and many other written materials. Through the years, I have edited books ranging from children's fantasies to self-help books. I have no desire to write my own book; however, I love helping aspiring and seasoned authors with their manuscript masterpieces.

When one is writing a book manuscript or even an article, it is hard to be objective about the subject matter. That is why a good editor is so vital to the success of any writing project. Even seasoned writers have told me that I have helped them significantly by polishing their "pearls of wisdom."

**PWM:** What first attracted you writing and editing?

**Pat:** I have always loved writing and the English language in general. I grew up in Michigan and learned the rudiments of grammar from Catholic nuns while in grade school. Those nuns were tough! However, they taught me strict discipline and the value of properly written and punctuated prose.

These days, speaking or writing correctly is more challenging than ever before. All the tweeting and texting we do could desensitize us to the proper use of grammar. With all the abbreviations used, many of us have even forgotten how to actually spell a word!

However, grammar, syntax, and spelling are still very important in the business world. There is always a little old retired English teacher who may be reading the company's annual report. If she finds a typo in it, perhaps she will get upset and sell her shares of the company stock. If she reads a flawless business publication, maybe she'll buy more!

Most importantly of all, writers and business people in general want to be respected and appreciated for their talents. They do *not* want to be embarrassed by their carelessly written or spoken words.

**PWM:** Did you previously have any related experience in ghostwriting and editing?

**Pat:** I have been a professional writer-editor for 35 years, so I have a great deal of experience, especially in the health-care sector. This includes medical devices, hospitals, biotechs, and complementary alternative medicine (CAM), including nutraceutical products and Eastern medicine practices.

Most of my work has involved writing and editing corporate marketing-related materials such as website content, brochures, speeches, and press releases. I like to think that I can write anything, and book manuscripts are a part of that skill set.

I began my journalism career as a consumer reporter for what used to be the *Times Advocate Newspaper* in Escondido. It later became the *North County Times* and then was acquired by the *San Diego Union Tribune*.

During my 2.5 years as a reporter, I learned how to interview people in depth, gather information thoroughly and efficiently, and write a news story in an hour. My crowning achievement was receiving a Sigma Delta Chi award for a series of articles I wrote on solar energy. That was a new topic in 1982.

Our managing editor had a wall in the newsroom on which he pasted articles with errors. These could be grammatical or factual in nature. First, he circled them in red. This was quite embarrassing to the staff. Fortunately, he never had to put any of my writing up on that wall!

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

**Pat:** I joined PWSD last September, so my membership is less than a year old. I enjoy the programs and absolutely delight in meeting others in my profession. I commend Karla and her team on the excellent work that they do on a shoestring budget. PWSD is the best bargain in Southern California!

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

**Pat:** I am ghostwriting bylined articles for trade journals for various clients. I am also writing physician biographies for a well-known health-care company in LA. In addition, I am writing blogs and newsletter articles for a most worthwhile non-profit group in San Diego.



Pat (foreground) peruses the wealth of publications offered at the 2013 Toastmasters' District 5 Leadership Training.

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

**Pat:** This is a cliché but it's true, so I will repeat it here. Do what you love and the money will follow. Write about the subject or experience that fuels your passion or "floats your boat." Of course, you want to make money with your book, but refrain from choosing a subject just because it's popular right now. Write from the heart and depth of your soul. Don't worry about the run-on sentences or the grammar. I'll be happy to edit your prose!

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# **Changing of "The Profilers"**

## Lynette M. Smith

All My Best Copyediting and Heartfelt Publishing

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Just over five years ago, I coordinated my first PWSD member profile for *Publishers & Writers Monthly*. Since then it's been my privilege to work with different PWSD members behind the scenes each month as they have introduced themselves to their fellow members via the newsletter.

While I'll still be copyediting each overall issue of *PWM* for our wonderful newsletter editor, Glenna Bloemen, the time has come for me to relinquish "The Profiler" volunteer task, to free my time to volunteer in the newly forming Publishers & Writers of Inland Empire.

Allow me to introduce you to Jed Lewis, Ph.D., the well-qualified editor who has volunteered to succeed me. He is the publisher and editor-in-chief of <u>Laughing Fire Press</u>, an independent press specializing in literature that raised public awareness of social issues, and the editor-in-chief of the online international literary journal, *Today & Yesterday*.

Jed founded Laughing Fire Press in 1998 when he could not find a publisher interested in publishing his novel, <u>Deliberate Indifference</u>, based on his experiences as a psychologist in the penal system. A lover of the literature of the school of social realism, he maintains the press and the literary journal as vehicles for supporting gifted writers who otherwise would not be published by the mainstream presses and who share his interest in social issues. In the past year, his press has published two novels, a collection of short stories, and the first issue of *Today & Yesterday*. Two books of poetry and a novel are scheduled for publication in 2015, and a reprint series of books by early twentieth century socially relevant authors will be available starting this fall. He has been a member of PWSD since 2013.

In addition to his publishing activities, Jed works as a freelance <u>substantive and developmental book editor</u>, helping writers of fiction, poetry, and plays develop their books into marketable works. Besides being a member of PWSD, he is also a member of San Diego Professional Editors Network (SD/PEN) and the National Association of Independent Writers and Editors (NAIWE). He can be reached at <u>publisher@laughingfire.com</u>, at <u>jlewis@sdbookeditor.com</u>, on <u>Facebook</u>, and at <u>LinkedIn</u>.

If you're already scheduled to be profiled in a future issue of *Publishers & Writers Monthly*, or if you're wait-listed for assignment to a specific issue next year, know that I've entrusted all your scheduling and contact information to Jed, and he'll be in touch with each of you at the appropriate time for your profile.

Thanks, Jed, and welcome aboard the PWSD Volunteer Train—I know you'll do a great job!

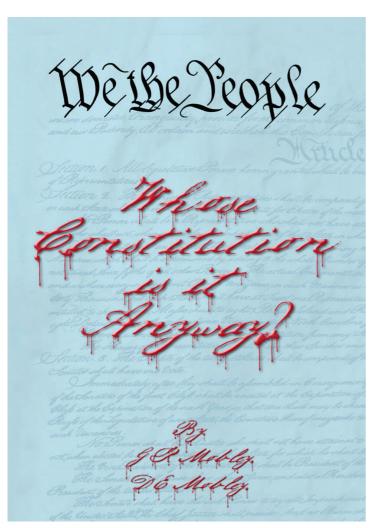
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#### Book Review

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

Americans have one of the greatest countries in the world. What sets Americans apart is their fundamental Constitution conceived by learned men in the 1700s who strove to make this nation free and great. The Constitution is built on the fundamental structure of a three-part government: the legislative, executive, and judicial.

G. R. Mobley and D. E. Mobley have spent the last several years writing an intensive book about what the Constitution means and why it was written. We the People: Whose Constitution is it Anyway? The Constitutional Fix to a Constitutional Problem is based in history and philological convictions. Mobley and Mobley allow their readers to explore the pages of text that created the fundamental premises upon which this land called America was based and how each part of government was meant to balance one another so the tyranny of the British governance could never again rule this land and its people.



The authors explore the background of science, the evolution of natural law and enlightenment, governance, politics, and the gospel. They compare the concepts of the U.S. Constitution to the fundamental teaching of the secular national church and the scriptures and the importance of separation of church and state. They explain how the "more perfect union" was formed and demonstrate the importance of the abolition of slavery and the dynamic leadership of presidents throughout history for the betterment of all mankind.

This is a must read for anyone interested in understanding why we are the land of the free, how this nation was formed, and what influences created it.

The text is published by Mobius Stripp Press LLC, P.O. Box 370, Hobart, Washington 98025-0370, <a href="mailto:infor@mobiusstrippress.com">infor@mobiusstrippress.com</a>. Pages: 488. ISBN-10: 0989445003 and ISBN-13: 978-0-9894450-0-9. Available on <a href="mailto:Amazon.com">Amazon.com</a>. Retails for \$34.95 softcover and \$9.99 on Kindle.



#### Member Events & Announcements

# **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 <a href="http://publisherswriters.org/member-information/pwsd-website-inf/">http://publisherswriters.org/member-information/pwsd-website-inf/</a> 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 <a href="www.PublishersWriters.org">www.PublishersWriters.org</a>. 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 <a href="www.PublishersWriters.org">www.PublishersWriters.org</a> to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at <a href="mailto:i@monkeycmedia.com">i@monkeycmedia.com</a>. (See preceding announcement.)

You'll also enjoy these additional benefits of membership:

- Monthly meetings, held the first 10 months of the year (usually on the last Saturday), that offer
  educational programs plus opportunities to network with colleagues, showcase your business,
  sell your books, and save on each monthly meeting fee;
- Our monthly electronic newsletter, *Publishers & Writers Monthly*, containing information about local, regional, and national publishing activities, including news regarding your annual holiday social event that provides a time to socialize with members and new prospects;
- Discounts on national membership dues for Independent Book Publishers Association (<a href="www.ibpa-online.org">www.ibpa-online.org</a>), Small Publishers Association of North America (<a href="www.spannet.org">www.spannet.org</a>), and Small Publishers, Artists, and Writers Network (<a href="www.spawn.org">www.spawn.org</a>);
- An opportunity to stay in touch with other members by signing up for the PWSD YahooGroup (www.groups.yahoo.com—type PWSD in the group search box); and
- Regional collaborative marketing efforts.

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

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10:00 a.m. to 12:30 p.m. on the third Saturday of each month: August 16, 2014: "Harness the Power of the Internet" with Jeniffer Thompson September 20, 2014: "Annual eBook Publishing Update" with David Wogahn Publishers & Writers of Inland Empire (PWIE) Meetings, Third Saturdays Riverside Main Library, 3581 Mission Inn Ave., Riverside, California. Presenter Jeniffer Thompson, Monkey C Media, says, "The power of the Internet is immeasurable with enough DIY [do-it-yourself] options and free tools to make anyone dangerous!" In her August 16 presentation, Jeniffer will cover the basics of developing a professional website; how to implement free online tools, plugins, programs, and widgets; DIY methods that will save you money; and how to strategize better engagement and conversion. (Chapter meets every month except November and December. Visit www.publisherswritersinlandempire.org for more info or to join or RSVP. (Note: Orange County residents interested in carpooling may contact Lynette Smith at 714-777-1238.) Saturday, August 16, 2014, 2:00 p.m. Ooh la la; a fun (and free) afternoon! "We'll Always Have Paris" Library Adventure Carlsbad City Library, 1775 Dove Lane, Carlsbad, Ca 92011. Featuring USA Today best-selling author Jennifer Coburn. Cost: FREE (includes French pastries). Fall: September 19-21, 2014, in Newport Beach, California Winter: February 13–16, 2015, in San Diego, California Southern California Writer's Conference SCWC\*SD29 Pre-registration opens August 1, 2014. The SCWC fall conference will again be held in Newport Beach, California. The SCWC winter conference will again be held at the Crowne Plaza San Diego, 2270 Hotel Circle North San Diego, CA 92108. Full Registration is \$450. For more details, call 619-303-8185. Saturday, September 27, 2014, 2:30-5:00 p.m. **Ladies Literary Tea Adventure** Venue: The Westgate Hotel, The Grand Lobby, 1055 Second Ave., San Diego, CA 92101. Featuring New York Times best-selling author Susan Vreeland. Cost: \$40. 

Thursday, October 2, 2014, 6:30 p.m.

Make a difference at this special event!

"Saving Beverly": A Fundraising Dinner Adventure

Venue: Marina Village Convention Center, San Diego. Featuring former U.S. Ambassador Harry K. Thomas, Jr., together with award-winning San Diego author Marivi Soliven. Cost: \$50 (includes dinner and donation to Access, Inc.)

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

#### THE SOCAL AUTHOR ACADEMY

with generous support from REAL OFFICE CENTERS is pleased to launch a new

# Dinner Series for Authors

Guest Speaker: Ron McElroy Thursday, September 4, 2014, 6:00 p.m.

## **About the Event**

Venue: Real Office Centers, 600 W. Broadway, Suite 700, San Diego 92101

**Cost:** \$25 (includes dinner, event, and signed book\*)

Information and registration: www.adventuresbythebook.com or (619) 300-2532

Please join us for dinner and a special guest speaker as we unveil and launch an exciting new program for authors in SoCal. Formerly known as The SoCal Author Academy when launched last year by *Adventures* by the Book founder Susan McBeth, the goal was to provide workshops to assist authors in marketing their books. It quickly became clear that the need was much greater. Both seasoned authors and serious writers yearn for opportunities to network, learn, engage, support, and contribute in our own community.

The new program will do just that, by featuring monthly dinners and guest speakers, networking opportunities, continuing education workshops, and much more. Our goal is to create an all-inclusive author community in SoCal, and Real Office Centers is providing generous support to help us make that happen. So it is most fitting that our first featured guest speaker will be Ron McElroy, founder of Real Office Centers, and author of Wrong Side of the Tracks, a raw and unfiltered memoir of how Ron overcame the obstacles of an impoverished childhood to become a successful entrepreneur, motivational speaker, and author.

Susan's vision for authors aligns with Ron's vision for entrepreneurs: providing stimulating opportunities for innovation, inspiration, and collaboration. ROC is where entrepreneurs and companies can grow, and the SoCal Author Academy (as rebranded) is where both seasoned authors and emerging writers can grow. Don't miss out on this groundbreaking new program!

\*Seating is limited, so you are encouraged to register early. The first 50 to sign up will receive a FREE autographed copy of *Wrong Side of the Tracks*.



# **Upcoming Dinners:**

Wednesday, October 1 Thursday, November 6 Thursday, December 4



www.realofficecenters.com

www.adventuresbythebook.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 <a href="www.PublishersWriters.org">www.PublishersWriters.org</a> 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.

If you'd like to appear in the newsletter's *member profile*, Contact Jed Lewis at <u>publisher@laughingfire.com</u>.

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 <a href="mailto:lauren@impress-express.com">lauren@impress-express.com</a>. We're looking for one volunteer a month so we can have each meeting covered.

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

#### Newsletter Team

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