

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

August 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, August 29, 2015  
**Time:** 10:00 a.m. – 12:00 Noon  
**Location:** Encinitas Library—**NOTE VENUE!**  
540 Cornish Drive  
Encinitas, CA  
**Topic:** Internet Marketing for Authors  
**Speaker:** Jeniffer Thompson, Monkey C Media

Personal Branding Expert and Internet Marketing strategist Jeniffer Thompson is passionate about helping authors build their brands and sell more books.

She is the author of *Web Site WOW: Turn Your Web Site Into Your Most Powerful Marketing Tool* and the creator of the popular *Web Site WOW* seminar series. Jeniffer's passion for Internet marketing shines through in every class she teaches; authors walk away feeling empowered, inspired, and armed with knowledge.

Jeniffer is the founder of Monkey C Media, a branding company that delivers easy-to-update custom websites with an integrated marketing strategy, professional book cover design, and more.



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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**

I was thrilled to attend my first board meeting for Independent Book Publishers Association this month. What a privilege to spend two days with 15 industry professionals, discussing how to support our colleagues in the best and most successful publishing possible. In part, I joined the board to work to strengthen the relationship between IBPA and PWSD/PWOC and the other affiliates. I'm excited about the ways we can help our members—all of you!—publish the best books possible and get them out to many readers. We all agreed that this is the most exciting time ever in publishing. I'll keep you posted about upcoming initiatives as they develop.

**PWSD News**

On July 25, Marika Flatt from PR by the Book wowed us with ideas for how to gain publicity attention for our books, whether you are an extrovert or an introvert. She laid out the challenges, along with the opportunities, and discussed having realistic expectations for your book. She encouraged us all to remember that there are more places to read and hear about books than just the *New York Times* or NPR. Start with your hometown newspaper, for instance. An article there may build to more national exposure. Keep positive, be creative, and keep at it, Marika urged. But most of all, make sure your book is professionally produced—edited, designed, printed—on all levels.

I'm pleased that on August 29 our very own Jeniffer Thompson, from [Monkey C Media](http://MonkeyCMedia.com), will be sharing her expertise about branding for authors, from your book cover to your website to your Internet presence. Marika touched on this subject, and Jeniffer will expand on it. Your brand is your platform; it lets potential book buyers know immediately what you are about and why they should be listening to you. Jeniffer will share everything you need to think about to put together a cohesive, winning brand, from your book cover to your website to your logo. **This meeting is at the Encinitas Library.**

On September 26, 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.

On October 31, we'll 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.

*Continued on next page*

*President's Message—continued from previous page*

### **PWOC News**

The Publishers & Writers of Orange County meetings are held in the Rotary Room of the Orange Public Library in Orange on the first Saturday of the month. Note that no meetings are held in months in which the first Saturday falls on a holiday weekend. See page 5 for more information.

The August 1 panel of editors—presenting on the different types of editing and explaining why they are all important—was terrific! The panelists not only demonstrated the value of professional editing and how it can help your project sparkle, but also explained the different kinds of editing and why and when your manuscript will go through each one. See page 6 for a meeting recap.

On October 3, Donna Stellhorn, PWSD member and author of ten books, will share how she uses YouTube to market her books.

### **Benefits for All Members**

Just a reminder for PWSD members: You may attend PWOC meetings for the member price of \$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 adjusted 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.

### **Reminder to All Members**

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



*Read Local*



I recently had a great meeting with the Community Relations Manager at the Encinitas Barnes and Noble. We're cooking up some great ways to promote local authors to the community. Be sure you 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 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 (read "current") 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!

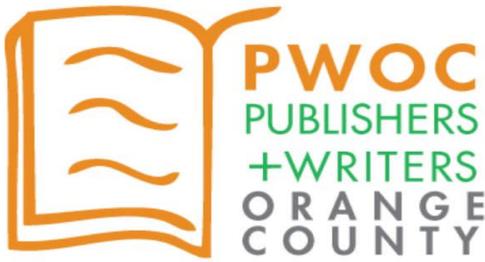


**“PWSD Likes Facebook!”**

**[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 either or both chapters' functions at member rates!

### Next PWOC Meeting on October 3, 2015: "Using YouTube to Promote Your Book" Presented by Donna Stellhorn

Do you have a Gmail account? If so, you already have a YouTube Channel. YouTube is a user-friendly platform that can help you promote your book to a wider audience. YouTube has more than 1 billion users, and an average of 4 billion videos are watched each day. In addition, videos hosted on YouTube can be easily shared on social media platforms like Facebook and Twitter.

In this talk we'll focus on the steps to getting your channel up and running. Donna Stellhorn will show you how to create simple videos, including book trailers, author videos, and testimonials. She'll show you how to upload your videos, choose metatags (to make your videos easy to find), and create custom thumbnails (to entice people to watch). Donna will show you how to interact with your YouTube community and how to share your videos on other social media platforms. Don't miss out on this important book promotion tool.

**By day Donna Stellhorn** is a professional Astrologer and Feng Shui expert with 10 published books. At night she's a self-described geek-girl who loves using technology to promote her business and her books. She started programming in BASIC in the early '80s and went on to build and then sell two companies. Currently she has half a dozen websites she personally has coded in HTML; she maintains several blogs and communicates regularly through a variety of social media platforms. By mid-2015, her blogs had racked up more than 300,000 views, and her YouTube channel had over 70,000 views. Donna offers one-on-one Social Media training starting at just \$50 for 50 minutes. You can contact her at [donna@donnastellhorn.com](mailto:donna@donnastellhorn.com) or 949-940-5697. And you can see her YouTube channel by typing "Donna Stellhorn" in the search box there or clicking on <https://www.youtube.com/channel/UCnQv551wX3-eBQ3GqNBNuyA>



## August 1 Meeting Recap

# Expert Panel Delivers Straight Talk on Book Editing

On Saturday, August 1, members of Publishers and Writers of Orange County were treated to a lively, information-packed panel discussion from expert editors, moderated by Flora Brown. Attendees at varying levels of book production and writing experience gained valuable tips and got answers to many questions about book editing. With a combined total of over 500 clients served and over 80 years of experience with repeat clients, the three-editor panel shared rich details about how they approach and deliver their services.

**Barbara Ardinger, Ph.D.**, a freelance editor, works with clients from around the globe on their fiction, nonfiction, and academic publications. Like the other editors, she does more than just check for language mechanics; she helps authors express what they intend to say. She charges an hourly rate. Clients can engage her services at <http://www.barbaraardinger.com/>. She will provide a free sample edit for prospective clients.

**Lynette M. Smith**, a professional copyeditor, formats, copyedits and proofreads fiction, nonfiction, and academic manuscripts. Some of her services are available at an hourly rate, whereas larger projects may be given a fixed rate. She will also provide a no-obligation sample edit. In a process she calls “document scrubbing,” Lynette formats clients’ manuscripts before she begins copyediting. Several audience members were pleased to discover this approach, and commented they plan to adopt this idea. Lynette can be reached at <http://allmybest.com>

**Claudia Suzanne**, ghostwriter, has raised ghostwriting to a professional level by creating a training program at California State University, Long Beach, and founding Ghostwriters Unite, Inc. Her services include writing and deep editing of ghostwriting projects where she spends many hours in phone interviews and conversations with clients to ensure their finished books are in their voices. Her fees for ghostwriting packages she provides personally begin at \$35,000. Other services are available at varying rates. To learn more, visit <http://wambtac.com>

All three editors agreed on four things:

- Do not edit while writing.
- Finish the entire rough draft first.
- Self-edit and do a round of rewriting before submitting to an editor.
- Hire editors to ensure the deep level of organization, structure and compelling prose that your manuscript deserves.

The panel confirmed that clients are best served who welcome honest feedback from their editors. They made it clear that hiring an editor is not a luxury, but the most essential partnership in the creation of a polished book that delivers its intended message and leaves a positive impact on the reader.

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



## Facebook Ad “Boosted Posts”: A Disappointment to This Indie Publisher

Lynette M. Smith

*IN SHORT:*

*Don't bother boosting a time-sensitive Facebook post  
whose graphic is your book's cover.*

The type of problem I'm about to describe happened to me a year ago, but I didn't pursue it then. This time, though, I did, and the results were disappointing.

On July 23 I launched Kindle ebook and print editions of my brief reference book, *80 Common Layout Errors to Flag When Proofreading Book Interiors*. Naturally, I posted relevant promotional messages on my Facebook personal page and fan page about the special, one-day-only 99¢ price for the Kindle edition. Here's how circumstances unfolded—note especially the timing in relation to my book launch.

### **JULY 22 (the night before the promotional book launch)**

**10:15 p.m.** On my Facebook fan page, I posted my promotional announcement of the next day's 99¢ special on the regularly priced \$2.99 Kindle ebook, and used, as my graphic, my book's cover (like the cover you see on page 12, but without the Amazon #1 Bestseller gold medallion).

**10:20 p.m.** I clicked “Boost Post” on that published post so I could expand distribution to a couple of thousand individuals involved in the publishing field, and I authorized a modest budget for this purpose.

**10:31 p.m.** Facebook emailed me with the subject line “Your ad has been approved.”

**11:38 p.m.** Facebook emailed me with the subject line “Facebook Ads alert: Your Boosted Post wasn't approved.” The gist is shown in this screen shot shown on this page. Facebook's objection (note they wrote the same thing twice) was that words are not supposed to represent more than 20% of a graphic. Hmm. How does one comply when the graphic is one's book cover?

### **JULY 23 (the day of the promotional book launch)**

**8:45 a.m.** I read Facebook's disappointing email from the night before, and then went through the proper channel, writing to ask if a mistake had been made:

If I'm announcing the publication of a new book that happens to have a long title, and the image (which *ought* to be the book cover itself) includes that title and the author's name, how can it possibly *not* have more than 20% text? I feel an exception to the 20% rule ought to be made when the image is a book cover.

Here's why we couldn't approve this ad:

- Your ad wasn't approved because it uses too much text in its image or video thumbnail, which doesn't follow Facebook's Advertising Policies. Ad images or video thumbnails aren't allowed to include more than 20% text. You'll still be charged for any impressions or clicks your ad received before it was disapproved.

You may [upload your ad image](#) to see why it is considered 20% text, or visit the [Help Center](#) to learn more.

If you've read the policies in the Help Center and think your ad follows the rules and should have been approved, please [let us know](#).

- Your ad wasn't approved because it uses too much text in its image or video thumbnail, which doesn't follow Facebook's Advertising Policies. Ad images or video thumbnails aren't allowed to include more than 20% text. You'll still be charged for any impressions or clicks your ad received before it was disapproved.

You may [upload your ad image](#) to see why it is considered 20% text, or visit the [Help Center](#) to learn more.

If you've read the policies in the Help Center and think your ad follows the rules and should have been approved, please [let us know](#).

For more information, read our advertising [Terms](#) and our [Ad Guidelines](#). These policies help keep Facebook safe and welcoming for everyone. If you think your ad meets these guidelines, please [let us know](#).

Thanks,

The Facebook Ads Team

## **JULY 25 (two days after the book launch ended)**

**12:50 a.m.** The Facebook Ads Team (FB) member responded, repeating Facebook's 20%-text policy and suggesting that I change the image and resubmit the ad. I thought (but didn't write), "Why? I want my *book cover* to be the image! And besides, the special 99¢ deal expired over two days ago!"

FB also wrote what was apparently a template response, based on its irrelevancy: "Logos are not an exception to this policy. We suggest you make the logo your Page's profile picture so that it appears along with the post, or use it within the 20% limit." Huh? I didn't use a logo!

FB ended with this comment:

Your ad was previously approved to help it not lose its delivery potential. However, please note, one ad can be subject to multiple levels of review. Any charges you accrued before ad disapproval was only for the clicks and impressions the ad received and not your entire budget. Sorry for the inconvenience or confusion this may have created. Did you find our support helpful? Let us know how you feel [and then offered a survey option].

**7:19 p.m.** (I'd been gone all day, attending the PWSD meeting): I replied, "This boilerplate response does not address my point. Somebody did not read my email carefully. I did not use a logo. My concern was *book covers*. This FB ad is no longer timely, so please do not publish it now."

**10:41 p.m.** FB emailed, "Thanks for following up on this. *It appears your ads were mistakenly disapproved, and we've re-reviewed and approved them.* [Emphasis mine.] I'm sorry for any inconvenience this caused. Please note that although we approved your ads, these ads may remain paused until you resume them." And then they provided directions for resuming my ad.

**10:54 p.m.** I emailed:

As mentioned in my earlier email, this ad is no longer timely, so I do not plan *ever* to publish that one. There will be future occasions in which I do wish to post timely FB ads, however, like when I'm having a one-day-only book promotion at a reduced or free price. I do not see a practical way to publish these FB ads, if they will always be rejected at first and then approved only a couple of days later, after it is too late. Is there a way to bypass this automatic-initial-rejection process in the future? I'd appreciate knowing, so I will be able to plan my ad campaigns accordingly.

**11:01 p.m.** FB emailed, "Thanks for writing in. Extremely sorry for the inconvenience caused to you because of the mistake. We would also kindly like to let you know that due to heavy volumes and multiple levels of reviews on the ads, there might be a mistaken disapproval, since we would want to rectify it if that is the case."

**11:23 p.m.** I emailed, "Given that information you've just shared, I will know *not* to publish any time-sensitive ads such as the ones I described. Thank you."

**11:37 p.m.** FB emailed, "Sorry again for the inconvenience caused."

**Let's all congratulate Facebook for closing the door to ad income from time-sensitive boosted posts by indie publishers regarding their books.**

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Lynette M. Smith is a member of and volunteer for both PWSD and PWOC; a freelance copyeditor, formatter, and proofreader ([AllMyBest.com](http://AllMyBest.com)); the indie publisher of the Amazon #1 bestseller, [80 Common Layout Errors to Flag When Proofreading Book Interiors](#); and the indie publisher of the award-winning comprehensive reference book, [How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special](#). Follow Lynette at [GoodWaysToWrite.com](http://GoodWaysToWrite.com), [LinkedIn](#), [YouTube](#), and [Facebook](#).





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

**Candace:** In 2006 my first book, *Diamond Moms, A Mother's Guide to Raising a Baseball Player*, was published. Five years later, I indie-published *The Gentle Pine's Purpose*, followed in successive years by a co-authored book, *The Soul Sitters Handbook, What to Do When Your Loved One Is Dying*, and *Sweet Tweets, 140 Characters of Wisdom*.

In the winter of 2014, I became an adult school instructor in creative writing, and that experience led me to develop a strong coaching program for authors, helping them trust their own styles and voices and moving them toward completing their books.

In June of 2015, I produced a live mic venue for authors, *The Storyteller's Edge*, with two goals in mind: creating a platform for the presentation of, and support for, an author's work, as well as a public forum for raising money for non-profit organizations that support reading programs for underprivileged and non-English-speaking students.

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

**Candace:** I have loved the art of writing since I was eight years old. My life's path has taken me in a different direction, but I have written all my life: children's stories, short stories, self-help and inspirational articles and books, and poetry. While my particular path has been less than conventional, my love of writing has always been a part of my soul.

My coaching life came about as a result of my love of writing and my deep desire to support other writers in their journey.

**PWM:** Did you previously have any related experiences in publishing or writing?

**Candace:** I had no publishing experience until my first book, *Diamond Moms*, was picked up by a publisher. As for writing, I have simply written my entire life for the pure joy I feel when I am writing.

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

**Candace:** I have been with PWSD for a few years, and while I find the meetings difficult to attend due to family functions on weekends, I have received support through the newsletter and the occasional meetings that I have been able to attend. It means a great deal to me as an author to know there is a place where I can receive information, support, and valuable guidance when it comes to writing and publishing. It's an amazing organization and our community is blessed to have it.

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

**Candace:** I am currently writing a fictional biography detailing the accomplishments of three strong and influential women in my life: my mother, aunt, and grandmother. They owned one of the largest and most successful entertainment venues on the West Coast throughout the 1960s and '70s. The tavern hosted big-name rock bands that played live to packed houses and thrived for over 20 years.

I am also in the process of producing and hosting *The Storyteller's Edge* in October. I continue to be active as a private coach and will be returning to teach in the adult school program in Poway in the fall.

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

**Candace:** I strongly believe that no masterpiece is ever created from the first draft. Too many writers think they have to write a perfect story right out of the gate. I often use the example of Michelangelo, who, when asked how he carved the David, replied, "I did not carve it, I simply removed the parts of the stone that were not David." An author cannot create a masterpiece without the "marble," the first draft of a manuscript. I understand there are protocols all authors must follow, but the story itself is personal and must be told by the storyteller. The work I do with authors is focused around finding the heart of the story and creating a path that is personally transformative for each individual. Through group and one-on-one, coaching, I take authors on a journey to the heart of their stories, and that journey often helps them break down any barriers to creating the first draft. Without the first manuscript, their book will never be published. I encourage them to trust themselves (and the story within them) first, foremost, and always.

I have also learned, and teach, that writing is a process and not something that can be rushed, pushed, or hurried. The need to be published too soon can quickly create barriers and tarnish reputations. In the same way that a child born prematurely cannot survive, so it is true of a written work.

In addition, I have learned the power of community when authors come together and share their work, receive valuable feedback, and gain the admiration and support of their fellow authors. A sense of community keeps writers in the game, and the stories they tell take on a level of vibrancy and depth that might have been lost (or never written) otherwise.



***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 & 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:

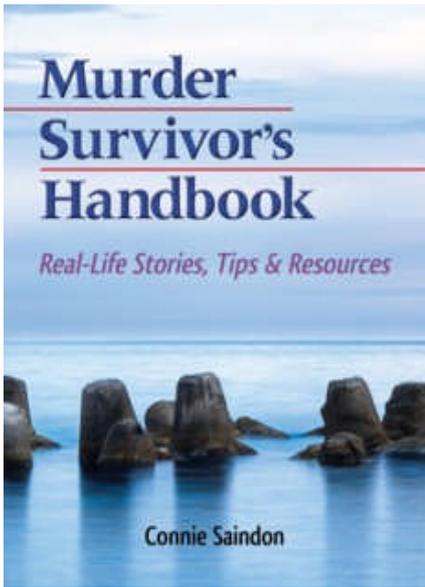
- **Monthly meetings**, held the first 10 months of the year (usually on the last Saturday), that offer educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- **Our monthly electronic newsletter, *Publishers & 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, 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**

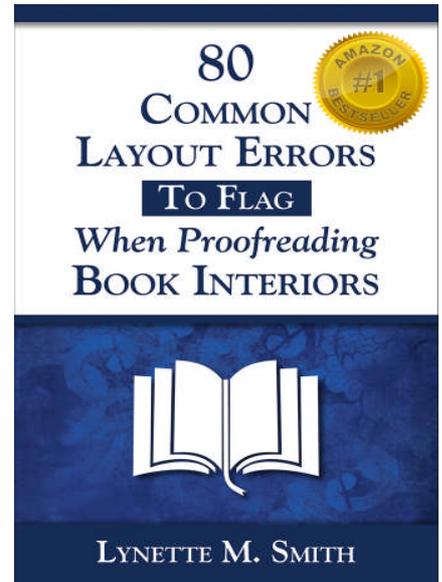


## **Award Winners and Bestsellers**



SAN DIEGO, CA, April 15, 2015—[Murder Survivor's Handbook: Real-Life Stories, Tips & Resources](#) has received a prestigious Gold Award in the 2015 Benjamin Franklin book awards competition sponsored by the Independent Book Publishers Association. The nonfiction book, authored by Connie Saindon, MFT, and published by Wigeon Publishing (2014), took top honors in the Self-Help category. IBPA officials announced the winners on April 10 during a ceremony held in conjunction with the organization's Publishing University in Austin, Texas. The book helps family members adapt to the aftermath of murder. Read the full announcement: [Murder Survivor's Handbook Win's IBPA's Benjamin Franklin Gold Award](#). For more information, contact Larry Edwards, [info@wigeonpublishing.com](mailto:info@wigeonpublishing.com), 858-292-9232.

YORBA LINDA, CA, July 23, 2015—"the title, [80 Common Layout Errors to Flag When Proofreading Book Interiors](#), will either excite you or put you to sleep, depending on its relevance to you," according to author Lynette M. Smith. Amazon readers were apparently excited: Sales and downloads propelled the Kindle eBook to Amazon #1 Bestseller rating in the "Reference/Writing, Research & Publishing Guides/Editing" category when it was launched. Also available as a handy, 48-page print book, it's the perfect tool for small publishers, authors, and professional proofreaders. PWSD member Janet Melugin (a.k.a. Janet Larsen) wrote, "... this book will be my desk companion from this day forward. It is as timeless in the layout of books as Strunk and White's *Elements of Style* is to the writing of books. Concise. Well organized. Packed with answers...." For more information, contact Lynette Smith, [Lynette@goodwaystowrite.com](mailto:Lynette@goodwaystowrite.com), 714-777-1238.



*Events & Resources for the Publishing & Writing Community*

**Friday, August 21, 2015, 6:30 to 8:30 p.m.**

### **"Turn Your Book into a Business"**

A Presentation by Andrea Susan Glass at the San Diego chapter of The Nonfiction Authors Association, located at San Diego Writers Ink, 2730 Decatur Blvd, Barrack 16, Suite 204, San Diego. Andrea, an award winning ghostwriter, copyeditor, and instructor, is the CEO of WritersWay and The Ebook Academy. She'll discuss why most authors don't make a lot of money on one book, but when they turn it into a business by adding other products and services like seminars, workbooks, and coaching, they can create a profitable business. RSVP at [www.meetup.com/San-Diego-Chapter-Nonfiction-Authors-Association/events/222692110](http://www.meetup.com/San-Diego-Chapter-Nonfiction-Authors-Association/events/222692110).

### **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 next page.

# 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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