



Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

September 2014

In this Issue

Next Meeting
President's Message
Read Local
Feature Article
Member Profile
Book Review
Member Events & Announcements
Events & Resources for the
Publishing & Writing Community
From the Editor
Newsletter Team

~~~~~  
**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](http://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](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).

## *Next Meeting*

- Date:** Saturday, September 27, 2014  
**Time:** 10:00 a.m. – 12:30 p.m.  
**Location:** Carlsbad (Dove) Library  
1775 Dove Lane, Carlsbad, CA 92011  
**Topic:** **Canaries in the Coalmine: Lessons and Insights for Publishers from Digital Music, Video, and Content Marketing**  
**Speaker:** **David Wogahn, Sellbox Inc.**

Thanks to the ease of producing and distributing eBooks, a rich ecosystem is evolving to support indie authors and non-traditional publishers. Music, the first digital media impacted by the evolution of the Internet, sheds light on where we are headed. Musicians (and labels) have learned that it takes multiple revenue streams and adept use of social media and online marketing to attract an audience. Online video isn't far behind. Have you noticed how many eBook subscription services like to call themselves "the Netflix of books"?



Content marketing—using your information as a form of advertising—can be a construct to guide us in building our platform and launching a book. How are fiction and non-fiction indie publishers tapping the power of content marketing to sell more books and raise their personal visibility?

eBooks continue to shape our marketing and editorial decisions. Join us on September 27 when David Wogahn of [Sellbox.com](http://Sellbox.com) returns for our fourth annual update on the state of eBook publishing.

**PWSD Officers**

**Karla Olson**

President

[karla@publisherswriters.org](mailto:karla@publisherswriters.org)

**Jeniffer Thompson**

Web Master

[j@monkeycmedia.com](mailto:j@monkeycmedia.com)

**Bob Goodman**

Founder

**Andrew Chapman**

Past President

[andrew@publisherswriters.org](mailto:andrew@publisherswriters.org)

**PWSD Newsletter Staff**

**Glenna Bloemen**

Newsletter Editor

[gab11853@aol.com](mailto:gab11853@aol.com)

**Lynette Smith**

Copyeditor

[lynette@allmybest.com](mailto:lynette@allmybest.com)

**Lauren Castle**

Circulation Manager

[lauren@impress-express.com](mailto:lauren@impress-express.com)

**STILL LOOKING FOR A NEW  
CONTENT COORDINATOR!**

**WILL YOU HELP?**

**For more information  
or to volunteer,**

**Contact Glenna Bloemen at  
[gab11853@aol.com](mailto: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](mailto:lauren@impress-express.com)



## By Karla Olson

### President, Publishers & Writers of San Diego

Those of you who attended August's meeting received a wealth of information from Nicole Op Den Bosch from Audible and Audio Creation Exchange. Nicole walked us step by step through how to create an audio book, including all the payment and royalty options. She gave us examples of good audio and bad audio, and she answered tons of questions. If you didn't walk away with a clear understanding of this fast-growing segment of the publishing industry, you weren't listening! Thank you so much, Nicole. See Nicole's note in this newsletter for links to a information about how to get started and be successful in audio publishing.

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 September 27.

Please spread the word that Dan Poynter, the godfather of independent publishing, is joining us on October 25. Dan spoke recently at the NSA conference, for which tickets cost several hundred dollars or more; yet 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! Due to a cancellation, we were able to secure the Carlsbad (Dove) Library location for this meeting.

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 4 out of our 10 meetings per year. For information on the benefits of membership and to join, please visit [publisherswriters.org](http://publisherswriters.org).

A reminder to all members that 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.

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.

*Continued on next page*

*Continued from previous page*

One final announcement: We've opened an affiliate in Riverside, Publishers and Writers of the Inland Empire. Our next meeting is September 20 at 10 a.m. at the Riverside Arlanza Branch Library. Barbra Drizin will be presenting a primer on social marketing for writers and authors. If you missed her presentation to PWSD in April, it is definitely worth the drive to Riverside to see her and learn the wealth of information she'll share. Please spread the word to your writer and publishing-related friends in the Riverside, Lake Arrowhead, and San Bernardino area. We are excited to extend our networking and publishing education to the Inland Empire. For more information, please visit [publisherswritersinlandempire.org](http://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](http://www.readlocal.org) to sign up for the newsletter so you don't miss other opportunities.

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

**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)  
and let us know you like us!**





## **A Step-By-Step Guide to U.S. Copyright Registration for Self-Publishers**

**Carla King**

**June 28, 2012**

With the perceived risk among writers of copyright infringement so extremely high, it's no wonder self-publishers are increasingly concerned about making sure their work is copyrighted. Many self-publishing service companies now offer copyright services, but you don't need to use them. While they charge up to \$150 for the service, it costs only \$35 to easily do it yourself.

In reality, though, you might not even need to register a copyright. U.S. copyright law states that copyright exists from the moment the work is created, "without any action taken by the author, the moment it is fixed in a tangible form so that it is perceptible either directly or with the aid of a machine or device." You don't even have to put a copyright notice on your work, though it does ward off potential word thieves. You will have to register, however, if you wish to bring a lawsuit for infringement of a U.S. work.

In case you anticipate a lawsuit or you just want that extra protection, here's how to register for \$35, in about 35 steps, as it so happens; and coincidentally, it took me about 35 minutes, too.

Note that while this example pertains specifically to authors, you can register works of visual arts, performing arts, sound recordings, and single serials at the same website.

## Step-by-Step through the Screenset

1. To get started, point your browser to the [US Government's official copyright registration page](#).

**Copyright** | **Electronic Copyright Office**

### eCO Online System

File a copyright registration for your work through the Copyright Office online system.

**Before using the service, we recommend you first read** [eCO Acceptable File Types](#), [eCO Tips](#), [eCO FAQs](#), or [eCO Tutorial](#) (PowerPoint) [eCO Tutorial](#) (PDF). For recently added features, see [eCO Updates](#).

**Advantages include:**

- Lower filing fee of \$35 for a basic claim (for online filings only)
- Fastest processing time
- Online status tracking
- Secure payment by credit or debit card, electronic check, or Copyright Office deposit account
- The ability to upload certain categories of deposits directly into eCO as electronic files
- Available 24 hours a day, except for routine maintenance every Sunday from 12:00 midnight to 6:00 AM Eastern Time

**Processing Time:** The time the Copyright Office requires to process an application varies, depending on the number of applications the Office is receiving and clearing at the time of submission and the extent of questions associated with the application.  
[Current Processing Times](#)

**Login to eCO:** [Electronic Copyright Office](#)

---

### Alternate Registration Method Using with Paper Forms

The **fee** for a basic registration using one of these forms is \$65 payable by check or money order. Form CON (continuation sheet for applications) is also still available in paper. Paper forms are also available by postal mail **upon request**. See below for [Group Registrations](#).

**Literary** **Not recommended**

- [Form TX](#)

2. Click **Login to eCO: Electronic Copyright Office**. It'll take you to a security and privacy notice; click **Continue to eCO**. Note that, at this writing, it takes them 3 months to process electronic filings and 10 months (plus \$65) to process paper filings.

**Copyright** | **Notices**

### Security

For site security and to ensure that this service remains available to all users, this government computer system employs software programs to monitor network traffic to identify unauthorized attempts to upload or change information, deny service, otherwise cause damage or access non-public information. Unauthorized attempts to upload information or change information are strictly prohibited and may be punishable under the United States criminal code (18 U.S.C. 1030). Information regarding possible violations of law may be provided to law enforcement officials.

---

### Privacy: Copyright Public Records

Personally identifying information, such as your address, telephone number, and email address, that is submitted on the registration application becomes part of the public record. Some information will be viewable in the Copyright Office's on-line databases that are available on the Internet. For this reason, you should provide only the information requested. Please do NOT provide any additional personal information that is not requested, such as your social security number or your driver's license number. (Read more on [privacy](#).)

[Continue to eCO](#)

- If you have not registered before, click **New User** to reach the Welcome screen and register a new claim.

You are about to enter a secure area of this web site. Please enter your user ID and password. If you are a new user, you can register to use this site by clicking the New User link below.

**User Login**

User ID:\*

Password:\*

Remember my User ID and Password

[Forgot Your Password?](#)

[New User](#)

- Once the **Welcome** screen appears, select from the list on the left of the screen, under **Copyright Registration**. Under that, click menu item **Register a New Claim**, which will reveal the **Personal Information** screen.

**Check Registration Case Status**

Open Cases  
Working Cases  
All Cases  
My Company's Cases  
Status Definitions  
Search My Cases  
My Applications  
My Company's Applications

**Copyright Registration**

Register a New Claim  
Pre-register a Claim  
Use a Template  
Organization / DA

**Additional Copyright Services**

Access Copyright Office Information  
Ask a Question?  
Need Circulars  
Search Online Records

Electronic Copyright Office (eCO)

Welcome, Carla!

- Please disable your browser's pop-up blocker.
- What's new in eCO?
- For copyright registration information, instructions, helpful tips and FAQs, [click here](#)
- If you received a Notice for Mandatory Deposit for an electronic work and need more information or help, [click here](#)

**Open Cases**

No Records

| Case #     | Status | Opened | Title | Upload Enabled | Volume | Number | Issue Date | Type of Work | Fee Paid | Closed | Action Needed |
|------------|--------|--------|-------|----------------|--------|--------|------------|--------------|----------|--------|---------------|
| No Records |        |        |       |                |        |        |            |              |          |        |               |

- Now fill out the **Personal Information** form, and click **Next**.

**Personal Information**

Please enter your information and then click on the "Next" button below.:

Salutation:

\*First Name:

Middle Name:

\*Last Name:

\*Email:

\*User ID:  [User ID Help](#)

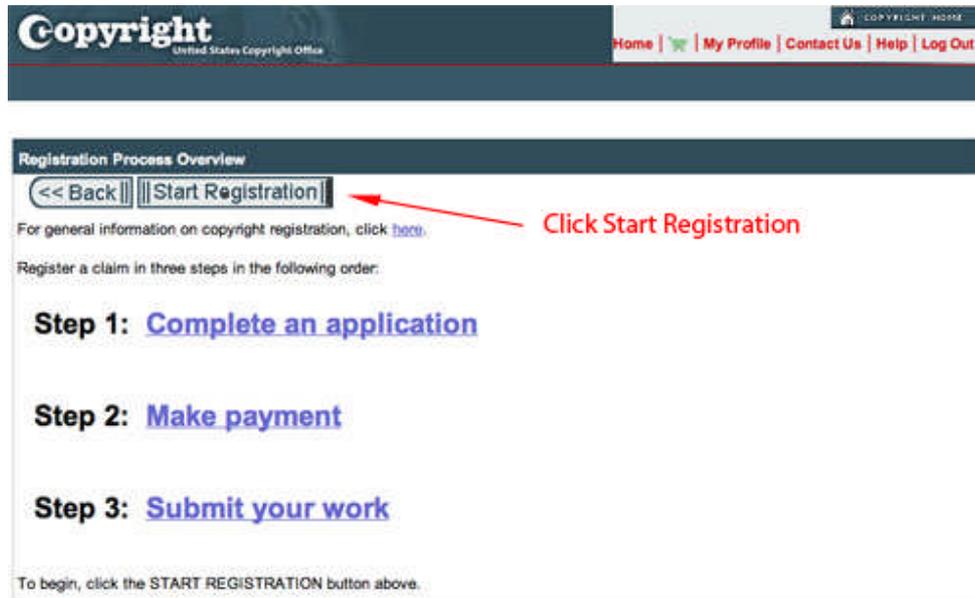
\*Password:  [Password Help](#)

\*Verify Password:

\*Challenge Question (To be used when you forget your password):

\*Answer to Challenge Question (To be used when you forget your password):

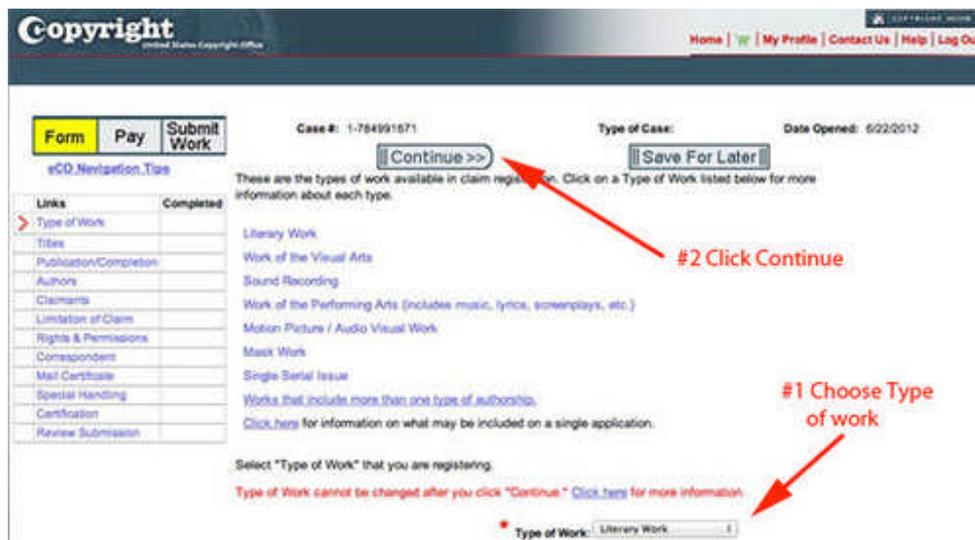
6. Finally it's time to **Start Registration**. This screen is a little confusing. The **Step 1, 2, 3** links just take you to help screens. Ignore those, unless you feel you need help, and click the gray button at the top marked **Start Registration**. This will launch the **Type of Work** screen.



7. The **Type of Work** screen is the first of many in the series of screens that provides details about your book. Notice the menu on the left with the headings **Links** and **Completed**. That'll stay with you the whole time. The system makes you complete each step in order, or sometimes lets you **Save For Later**. Once you've completed a step, or saved for later, you can click back and forth among the steps.

On this screen, if you're a book author, you'll choose category **Literary**, though you can see that visual arts, music, videos, and other works are eligible for copyright using this form.

Use the dropdown menu at the bottom right of the screen to choose Literary, and then look up at the top of the screen again and click the gray **Continue** button. Now you'll be asked to enter the title of your work.



8. You'll see now that the screen has changed; the red arrow on the left-hand mini-menu has moved down to the **Titles** screen. This red arrow shows your progress through the registration process. The next series of screens defines your book title. Click the **New** button.

Copyright  
United States Copyright Office

Home | My Profile | Contact Us | Help | Log Out

Case #: 1-787279348 Type of Case: Literary Work

Form Pay Submit Work

sCO Navigation Tips

| Links                  | Completed |
|------------------------|-----------|
| Type of Work           | ✓         |
| <b>Titles</b>          |           |
| Publication/Completion |           |
| Authors                |           |
| Claimants              |           |
| Limitation of Claim    |           |
| Rights & Permissions   |           |
| Correspondent          |           |
| Mail Certificate       |           |
| Special Handling       |           |
| Correction             |           |
| Review Submission      |           |

Give the title(s) exactly as it appears on the work. If there is no title, give an identifying phrase, or state "untitled". To enter the title(s), click "New". After you enter the title, click "Save". Repeat this process for each additional title.

**New \***

To edit or delete a title, click the appropriate link in the list below. When the list is complete and correct, click "Continue" to save the information and proceed to the "Publication/Completion" screen.

| All Titles    |        |        |            |
|---------------|--------|--------|------------|
| Title of Work | Volume | Number | Issue Date |
|               |        |        |            |

9. The following screen will ask you to choose the type of title you are submitting, and to enter the exact title of your work. Most of us will choose *Title of Work Being Registered* from the dropdown. Then enter the title of your book, exactly. Finally, click **Save** and the screen will refresh, displaying the Title of Work. You can add more titles, if needed.

Copyright  
United States Copyright Office

Home | My Profile | Contact Us | Help | Log Out

Case #: 1-787279348 Type of Case: Literary Work Date Opened: 6/27/2012 06:04:03 PM

Form Pay Submit Work

Title

Save Cancel

Give only one Title and Title Type at a time on this screen; then click "Save".

Step 1: Click on "Title Type" to determine the type of title.

Step 2: Select the Title Type. You must select "Title of Work Being Registered" at least once.

Step 3: Enter the title from the work that corresponds to the Title Type you selected.

Step 4: When you have finished adding all titles, Click "Save" to save the title.

Title Type ✓

Title of this work

- Title of work being registered
- Previous or Alternative Title
- Title of Larger Work
- Series Title
- Contents Title

Privacy Act Notice: Sections 408-410 of title 17 of the United States Code require the Copyright Office to collect the personally identifying information requested on this form in order to include publication to give legal notice of your copyright claim as required by 17 U.S.C. 408. If you do not provide the information requested, registration may be refused or delayed, and you may not be entitled to certain relief, remedies, and benefits under the copyright law.

10. Review the titles carefully, making sure you've correctly entered each one. Use the pencil and trash icons at the far right of the screen if needed.

Case #: 1-787279348 Type of Case: Literary Work Date Opened: 6/27/2012 06:04:03 PM

Form Pay Submit Work

Titles

Back Continue Save For Later

Give the title(s) exactly as it appears on the work. If there is no title, give an identifying phrase, or state "untitled". To enter the title(s), click "New". After you enter the title, click "Save". Repeat this process for each additional title.

**New \***

To edit or delete a title, click the appropriate link in the list below. When the list is complete and correct, click "Continue" to save the information and proceed to the "Publication/Completion" screen.

| All Titles                        |        |        |            |                                |      |        |
|-----------------------------------|--------|--------|------------|--------------------------------|------|--------|
| Title of Work                     | Volume | Number | Issue Date | Type                           | Edit | Delete |
| The China Road Motorcycle Diaries |        |        |            | Title of work being registered |      |        |

1 - 2 of 2

11. Once you see the titles correctly displayed at the bottom of the screen, click **Continue** to move on to the **Publication/Completion** screen.

12. Once on the **Publication/Completion** screen, you'll see that the first two tasks (Type of Work and Titles) have been checked off in the mini-menu to the left. Now it's time to indicate whether the title has been published or not. If you answer no, you'll be asked to provide the year of creation/completion.

If the title has already been published, fill out the required information—everything marked by an “\*” is required. And hit **Continue** to move on to the first **Authors** screen.

13. On the **Authors** screen, click the **Add Me** button. If you're not the author, click the **New** button.

Copyright  
United States Copyright Office

Home | My Profile | Contact Us | Help | Log Out

Form Pay Submit Work

Case #: 1-787279376 Type of Case: Literary Work Date Opened: 6/27/2012 08:57:58 PM

Authors

<< Back Continue >> Save For Later

Name the author(s) of the work being registered, and give the requested information. Generally, the application should name all the authors of the authorship being registered.

Click "New" to add an author, or, if you are an author and your name appears in the User Profile for this account, click "Add Me". After you enter the author information, click "Save". Repeat this process for each additional author.

New Author Add Me

To add or delete an author, click the appropriate link in the list below. When the list is complete and correct, click "Continue" to save the information and proceed to the "Claimants" screen.

| Name | Organization Name | Work For Hire | Anonymous | Pseudonym | Edit | Delete     |
|------|-------------------|---------------|-----------|-----------|------|------------|
|      |                   |               |           |           |      | No Records |

14. Make sure your name is listed correctly, indicate your citizenship and domicile, and click **Save**.

Copyright  
United States Copyright Office

Home | My Profile

Form Pay Submit Work

Case #: 1-785609591 Type of Case: Literary Work Date Opened: 6/24/2012

Authors

Save Cancel

Author's Name Give either an individual name OR an organization name, but not both. An author is a person who actually created the contribution, unless the contribution was "Made for hire" in which case the employer is the author. Either citizenship/domicile of the author is also required.

Individual author: OR Organization:

First Name: Carla Organization Name:

Middle Name: Help

Last Name: King

Is this author's contribution a work made for hire?:

Citizenship: United States Help Anonymous: Help

Domicile: United States Help Pseudonym: Help

Year of Birth: YYYY Pseudonym: Help

Year of Death: YYYY

15. Now specify exactly what you (the author) created: text, editing, photos, art, etc. Click the **Save** button once you've specified, and repeat for each additional author.

Copyright  
United States Copyright Office

Home | My Profile | Contact Us | Help

Form Pay Submit Work

Case #: 1-784991871 Type of Case: Literary Work Date Opened: 6/22/2012 03:24:53 PM

Authors

Save Cancel

Check the appropriate box(es) to indicate the author's contribution.

Author Created:

Text [Help](#)  Editing [Help](#)  Photograph(s) [Help](#)  Artwork [Help](#)

Compilation [Help](#)  Computer Program [Help](#)

Other:

16. Once you see all the authors' names listed at the bottom of the form here, click **Continue**.

**Copyright**  
United States Copyright Office

Home | My Profile | Contact Us | Help | Log Out

Case #: 1-787130201    Type of Case: Literary Work    Date Opened: 6/27/012 05:02:51 PM

Form   Pay   Submit Work

eCO Navigation Tips

Links   Completed

|                        |   |
|------------------------|---|
| Type of Work           | ✓ |
| Titles                 | ✓ |
| Publication/Completion | ✓ |
| Authors                |   |
| Claimants              |   |
| Limitation of Claim    |   |
| Rights & Permissions   |   |
| Correspondent          |   |
| Mail Certificate       |   |
| Special Handling       |   |
| Certification          |   |
| Review Submission      |   |

Authors

<< Back   Continue >>   Save For Later

Name the author(s) of the work being registered, and give the requested information. Generally, the application should name all the authors of the authorship being registered.

Click "New" to add an author, or, if you are an author and your name appears in the User Profile for this account, click "Add Me".

After you enter the author information, click "Save". Repeat this process for each additional author.

New ★   Add Me

To edit or delete an author, click the appropriate link in the list below. When the list is complete and correct, click "Continue" to save the information and proceed to the "Claimants" screen.

| Name       | Organization Name | Work For Hire | Anonymous | Pseudonym | Edit | Delete |
|------------|-------------------|---------------|-----------|-----------|------|--------|
| Carla King |                   |               | N         |           |      |        |

17. Now the **Claimants** form appears. Use the **Add Me** button to add yourself, or **New** to add someone else.

**Copyright**  
United States Copyright Office

Home | My Profile | Contact Us | Help | Log Out

Case #: 1-784991871    Type of Case: Literary Work    Date Opened: 6/22/012 03:24:53 PM

Form   Pay   Submit Work

eCO Navigation Tips

Links   Completed

|                        |   |
|------------------------|---|
| Type of Work           | ✓ |
| Titles                 | ✓ |
| Publication/Completion | ✓ |
| Authors                | ✓ |
| Claimants              |   |
| Limitation of Claim    |   |
| Rights & Permissions   |   |
| Correspondent          |   |
| Mail Certificate       |   |
| Special Handling       |   |
| Certification          |   |
| Review Submission      |   |

Claimants

<< Back   Continue >>   Save For Later

Please identify the [copyright claimants](#) in this work. The author is the original copyright claimant. The claimant may also be a person or organization to whom copyright has been transferred.

To be named as a claimant by means of a transfer, a person or organization must own [all rights](#) under the [U.S. copyright law](#).

In addition, a claimant must own the copyright in [all the authorship](#) covered by this registration.

Click "New" to add a claimant, or, if you are a claimant and your name and address appears in the User Profile for this account, click "Add Me" to add your name and address into the claimants list.

After you enter the claimant information, click "Save". Repeat this process for each additional claimant.

New ★   Add Me

To edit or delete a claimant, click the appropriate link in the list below. When the list is complete and correct, click "Continue" to save the information and proceed to the "Limitation of Claim" screen.

| Name       | Organization Name | Transfer Statement | Address | Edit | Delete |
|------------|-------------------|--------------------|---------|------|--------|
| No Records |                   |                    |         |      |        |

18. Fill out the form with your information, and click **Save**.

**Copyright**  
United States Copyright Office

Home | My Profile | Contact Us | Help | Log Out

Case #: 1-784991871    Type of Case: Literary Work    Date Opened: 6/22/012 03:24:53 PM

Form   Pay   Submit Work

Claimants

Save   Cancel

Claimant's Name: Give either an individual name OR an organization name, but not both.

Individual Claimant:    OR    Organization:

\* First Name: Carla    \* Organization Name:

Middle Name:    this    \* Address 1: 644 Ocean Avenue    State: CA

\* Last Name: King    \* Address 2: 644 Ocean Ave    Postal Code: 948013732

\* City: Richmond    \* Country: United States

If any claimant is not an author, you must include a [transfer statement](#) showing how the claimant obtained the copyright.

Transfer Statement:    \*

Transfer Statement Other:    \*

19. Now you should see yourself listed as a Claimant, so click **Continue**.

**Copyright**  
United States Copyright Office

Home | My Profile | Contact Us | Help | Log Out

Case #: 1-787130201    Type of Case: Literary Work    Date Opened: 6/27/2012 05:02:51 PM

**Form**   Pay   **Submit Work**

eCO Navigation Tips

| Links                  | Completed |
|------------------------|-----------|
| Type of Work           | ✓         |
| Titles                 | ✓         |
| Publication/Completion | ✓         |
| Authors                | ✓         |
| <b>Claimants</b>       | ✓         |
| Limitation of Claim    |           |
| Rights & Permissions   |           |
| Correspondent          |           |
| Mail Certificate       |           |
| Special Handling       |           |
| Certification          |           |
| Review Submission      |           |

**Claimants**

<< Back   Continue >>   Save For Later

Please identify the [copyright claimant\(s\)](#) in this work. The author is the original copyright claimant. The claimant may also be a person or organization to whom copyright has been transferred.

To be named as a claimant by means of a transfer, a person or organization must own [all rights](#) under the [U.S. copyright law](#).

In addition, a claimant must own the copyright in [all the authorship](#) covered by this registration.

Click "New" to add a claimant, or, if you are a claimant and your name appears in the User Profile for this account, click "Add Me" to add your name and address into the claimants list.

After you enter the claimant information, click "Save". Repeat this process for each additional claimant.

**New \***   Add Me

To [edit](#) or [delete](#) a claimant, click the appropriate link in the list below. When the list is complete and correct, click "Continue" to save the information and proceed to the "Limitation of Claim" screen.

| Name       | Organization Name | Transfer Statement | Address                               | Edit | Delete |
|------------|-------------------|--------------------|---------------------------------------|------|--------|
| Carla King |                   |                    | 644 Ocean Avenue, Richmond, GA, 94801 |      |        |

20. Now the Limitation of Claim form appears. Here's where you can **exclude** material in your book from being copyrighted in your name. You can also **include** new material for a previous copyright registration. The links on this page go to thorough help pages that explain. Most of us will leave this form blank and click **Continue**.

**Copyright**  
United States Copyright Office

Home | My Profile | Contact Us | Help | Log Out

Case #: 1-787130201    Type of Case: Literary Work    Date Opened: 6/27/2012

**Form**   Pay   **Submit Work**

eCO Navigation Tips

| Links                      | Completed |
|----------------------------|-----------|
| Type of Work               | ✓         |
| Titles                     | ✓         |
| Publication/Completion     | ✓         |
| Authors                    | ✓         |
| Claimants                  | ✓         |
| <b>Limitation of Claim</b> |           |
| Rights & Permissions       |           |
| Correspondent              |           |
| Mail Certificate           |           |
| Special Handling           |           |
| Certification              |           |
| Review Submission          |           |

**Limitation of Claim**

<< Back   Continue >>   Save For Later

Complete this screen to [limit your claim](#) if this work contains or is based on previously registered material, previously published material, material in the public domain or material not owned by this claimant. The purpose of this section is to exclude such material from the claim and identify the new material upon which the present claim is based.

If your work does not contain any preexisting material, click "Continue" to proceed to the Rights and Permissions screen.

|                                           |                                        |                                           |
|-------------------------------------------|----------------------------------------|-------------------------------------------|
| <b>Material Excluded:</b>                 | <b>Previous Registration:</b>          | <b>New Material Included:</b>             |
| <input type="checkbox"/> Text             | 1st Prev. Reg. #: <input type="text"/> | <input type="checkbox"/> Text             |
| <input type="checkbox"/> Artwork          | Year: <input type="text"/>             | <input type="checkbox"/> Editing          |
| <input type="checkbox"/> Photographs      | 2nd Prev. Reg. #: <input type="text"/> | <input type="checkbox"/> Artwork          |
| <input type="checkbox"/> Computer Program | Year: <input type="text"/>             | <input type="checkbox"/> Compilation      |
| Other: <input type="text"/>               |                                        | <input type="checkbox"/> Photographs      |
|                                           |                                        | <input type="checkbox"/> Computer Program |
|                                           |                                        | Other: <input type="text"/>               |

21. On the **Rights & Permissions** screen, you can add somebody to contact other than yourself to discuss copyright. You may provide contact information for a person and/or organization to be contacted regarding copyright management information or permission to use this work. Click **Continue** to move on to the **Correspondent** screen.

22. The correspondent is the person the copyright office should contact if needed to discuss your copyright claim.

23. Similarly, the **Mail Certificate** form indicates who the form should be sent to, and the address.

24. The next form is very special, and very expensive. It's the **Special Handling** form. The \$760 fee discourages the choice. So unless you're in the middle of litigation or you're rich and impatient, click **Continue** to move on to the certification form.

**Copyright**  
United States Copyright Office

Home | My Profile | Contact Us | Help

Case #: 1-784991871      Type of Case: Literary Work

Form Pay Submit Work

eCO Navigation Tips

| Links                  | Completed |
|------------------------|-----------|
| Type of Work           | ✓         |
| Titles                 | ✓         |
| Publication/Completion | ✓         |
| Authors                | ✓         |
| Claimants              | ✓         |
| Limitation of Claim    | ✓         |
| Rights & Permissions   | ✓         |
| Correspondent          | ✓         |
| Mail Certificate       | ✓         |
| Special Handling       | ✓         |
| Certification          |           |
| Review Submission      |           |

**Special Handling (Optional)**

<< Back || Continue >>      Save For Later

Complete this section only if you are applying for **special handling** of the case. The Application must be certified for Special Handling by the author/claimant of exclusive right(s), or by the authorized agent of any of the preceding.

**Warning: The special handling fee for a single claim is \$760**

**Special Handling** (The information requested below is required for Special Handling claims)

**Compelling Reason(s)** (At least one must be selected)

Pending or prospective litigation

Customs matters

Contract or publishing deadlines that necessitate the expedited issuance of a certificate

I certify that I am the author, copyright claimant of exclusive rights, or the authorized agent of the author, copyright claimant of exclusive rights of this work.

**Explanation for Special Handling:**  
This is the place to give any comments/instructions regarding special handling specific to this claim.

25. On the **Certification** form, confirm that yes, you are the authorized agent for this copyright registration. You can also leave them a note, if you wish.

**Copyright**  
United States Copyright Office

Home | My Profile | Contact Us | Help | Log Out

Case #: 1-784991871      Type of Case: Literary Work      Date Opened: 6/22/2012

Form Pay Submit Work

eCO Navigation Tips

| Links                  | Completed |
|------------------------|-----------|
| Type of Work           | ✓         |
| Titles                 | ✓         |
| Publication/Completion | ✓         |
| Authors                | ✓         |
| Claimants              | ✓         |
| Limitation of Claim    | ✓         |
| Rights & Permissions   | ✓         |
| Correspondent          | ✓         |
| Mail Certificate       | ✓         |
| Special Handling       | ✓         |
| Certification          | ✓         |
| Review Submission      |           |

**Certification**

<< Back || Continue >>      Save For Later

The Application must be certified by the author, copyright claimant, or owner of exclusive right(s), or by the authorized agent of any of the preceding.

**17 USC 506(e): Any person who knowingly makes a false representation of a material fact in the application for copyright registration provided by section 409, or in any written statement filed with the application, shall be fined not more than \$2000.**

I certify that I am the author, copyright claimant, or owner of exclusive rights, or the authorized agent of the author, copyright claimant, or owner of exclusive rights of this work and that the information given in this application is correct to the best of my knowledge.

**Name of certifying individual:** Carl King

**Applicant's Internal Tracking Number (Optional):**

**Note to Copyright Office (Optional):**  
This is the place to give any comments specific to this claim, the application, or the deposit copy, if necessary.

26. Finally, now you get to review all your information. On the **Review Submission** form, you can click back to make sure you've filled everything out correctly, using the menu to the left to navigate among the forms you've completed. Once you've reviewed and confirmed your information is correct, scroll back up to the top of the screen and click the **Add to Cart** button.

**Copyright** Home | My Profile | Contact Us | Help | Log Out

**Review Submission** Save For Later | Save Template | Add to Cart

Please review the entire submission on this screen. If you need to revise any information, return to the appropriate data entry screen to make the revision. When the entire submission is correct, click the "Add to Cart" button at the top of the screen. **Warning: Once you submit your application, you cannot make changes to it. Therefore, please review the information on this screen carefully before proceeding.**

**Case Summary**

Case Number: 1-784991871      Case Type: Library Work  
 Contact Name: Carla King      Opened: 6/22/2012

**Update Activity**

| Comments                                    | Activity Type | Status  | Created     | Created By                     |
|---------------------------------------------|---------------|---------|-------------|--------------------------------|
| <b>All Titles</b>                           |               |         |             |                                |
| Title of Work:                              | Volume:       | Number: | Issue Date: | Type:                          |
| Self-Publishing Boot Camp Guide for Authors |               |         |             | Title of work being registered |

**Publication/Completion**

| Published Work | Year Created | Publication Date | Nation of First Publication | ISBN Type | ISBN Number | Preregistration Num |
|----------------|--------------|------------------|-----------------------------|-----------|-------------|---------------------|
| Yes            | 2012         | 2/1/2012         | United States               |           |             |                     |

**Authors & Contributors (0)**

| Name       | Organization | Work For | Citizenship | Domicile      | Year of Birth | Year of Death | Anonymous | Pseudonymous | Pseudonym | Text | Editing | Photo | Art | Completion | Comp Prog |
|------------|--------------|----------|-------------|---------------|---------------|---------------|-----------|--------------|-----------|------|---------|-------|-----|------------|-----------|
| Carla King |              | Mrs      | No          | United States |               |               | N         | N            |           | ✓    |         |       |     |            |           |

27. The payment series of screens will be launched. First, confirm that your contact information is correct, and click the **Checkout** button.

**Copyright** Home | My Profile | Contact Us | Help | Log Out

**My Cart** Add More Services | Checkout

**Your Contact Information**

Filing fees and some service fees are non-refundable

Name: Carla King      Address: 844 Ocean Avenue  
 Organization Name:      City: Richmond  
 Email Address: carla@carlaking.com      State: CA  
 Phone #: (510) 230-4282      Postal Code: 94801  
 Alternate Phone #:      Country:

**Cases in Cart** 1 - 1 of 1

| Case #            | Status  | Opened    | Title                           | Volume | Number | Issue Date | Type of Case | Fee Due | Remove to Working Cases |
|-------------------|---------|-----------|---------------------------------|--------|--------|------------|--------------|---------|-------------------------|
| 1-784991871       | In-Cart | 6/22/2012 | Self-Publishing Boot Camp Guide |        |        |            | Library Work | 35.00   | (X)                     |
| <b>Total Due:</b> |         |           |                                 |        |        |            |              | \$35.00 |                         |

**Case Details** 1 - 1 of 1

| Reference Id | Fee Type                    | Quantity | Rate  | Amount Due |
|--------------|-----------------------------|----------|-------|------------|
| 1-C2031      | Library Works - Basic (WWS) | 1        | 35.00 | 35.00      |

**Attachments** No Records

| Attachment Name | File Type | Size | Date and Time | Comments |
|-----------------|-----------|------|---------------|----------|
|-----------------|-----------|------|---------------|----------|

28. You can pay with your checking account by clicking **Pay – Deposit Acct** or click **Pay – Credit Card/ACH** to use plastic.

**Copyright** Home | My Profile | Contact Us | Help | Log Out

**My Cart** Change Order | Pay - Deposit Acct | Pay - Credit Card / ACH

**Your Contact Information**

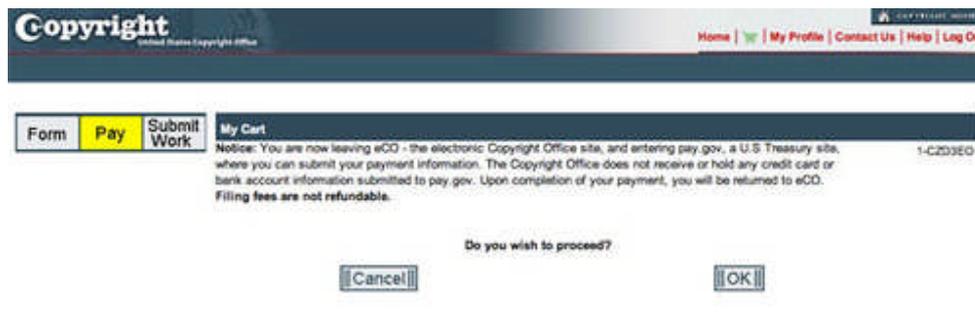
Filing fees and some service fees are non-refundable

Name: Carla King      Address:   
 Organization Name:      City:   
 Email Address: carla@carlaking.com      State:   
 Phone #:      Postal Code:   
 Alternate Phone #:      Country:

**Cases in Cart** 1 - 1 of 1

| Case #            | Status  | Opened    | Title                           | Volume | Number | Issue Date | Type of Case | Fee Due |
|-------------------|---------|-----------|---------------------------------|--------|--------|------------|--------------|---------|
| 1-784991871       | In-Cart | 6/22/2012 | Self-Publishing Boot Camp Guide |        |        |            | Library Work | 35.00   |
| <b>Total Due:</b> |         |           |                                 |        |        |            |              | \$35.00 |

29. Once you've chosen your payment method, you'll be warned that you're leaving the eCO system for the U.S. Treasury site payment system. Click **Okay** to proceed.



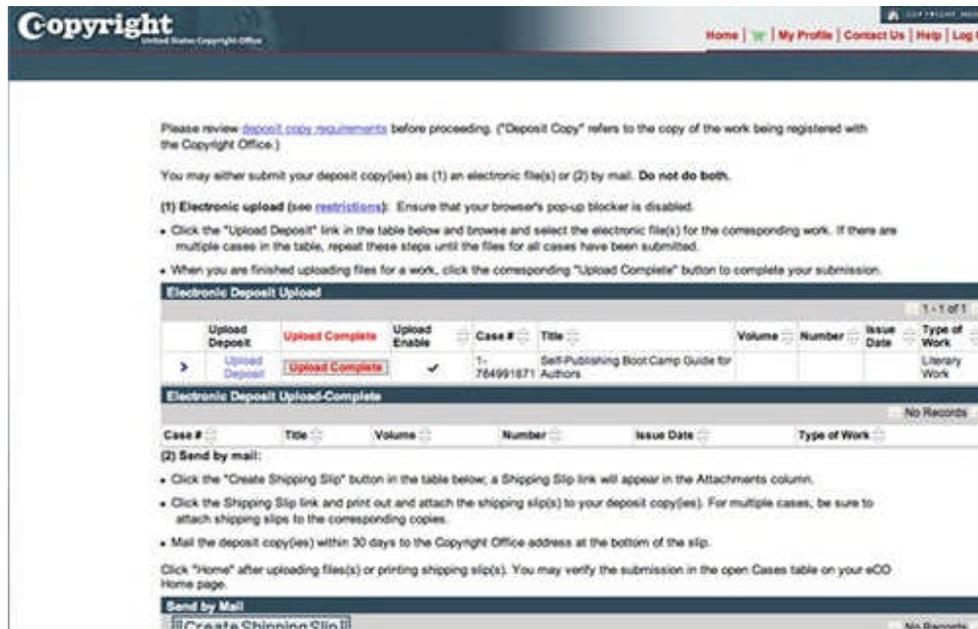
30. Now you get to enter your payment information. I opted for plastic, but this is the screen you'd be faced with if you wanted to use your checking account.

The screenshot shows a 'System Message' box stating: 'The system has populated the Payment Date with the next available payment date.' Below this is the 'Online Payment' section with a 'Return to your originating application' link. The main heading is 'Step 1: Enter Payment Information' (1 of 2 steps). It notes the item is payable by 'Bank Account Debit (ACH) or Plastic Card (ex: VISA, Mastercard, American Express, Discover)'. The selected option is 'Option 1: Pay Via Bank Account (ACH) About ACH Debit'. A note says 'Required fields are indicated with a red asterisk \*'. The form includes fields for: Account Holder Name, Payment Amount (\$35.00), Account Type, Routing Number, Account Number, Confirm Account Number, and Check Number. Below these fields, a diagram shows the routing number (25946783), account number (9243767390), and check number (234). The Payment Date is 06/25/2012. A note at the bottom says: 'Select the "Continue with ACH Payment" button to continue to the next step in the ACH Debit Payment Process.' with 'Continue with ACH Payment' and 'Cancel' buttons. A final note states: 'Note: Please avoid navigating the site using your browser's Back Button - this may lead to incomplete data being transmitted and pages being loaded incorrectly. Please use the links provided whenever possible.'

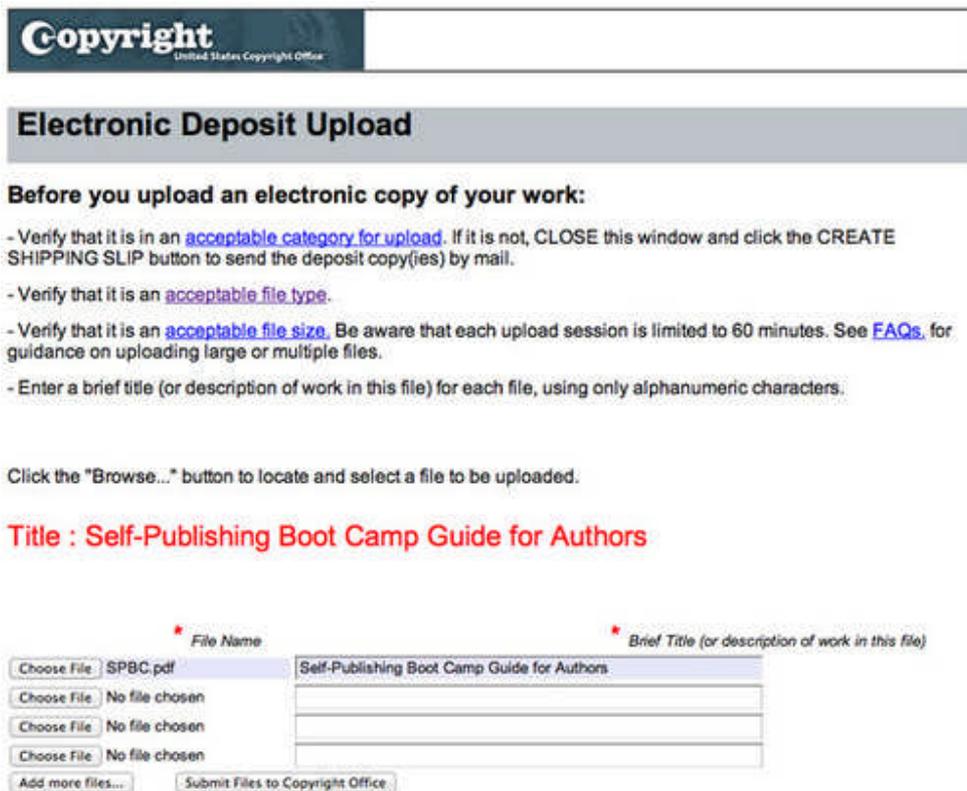
Here's the credit card form. If you pay for things on the Internet, it'll look very familiar to you.

The screenshot shows the 'Option 2: Pay Via Plastic Card (PC) (ex: VISA, Mastercard, American Express, Discover)' form. It includes a note: 'Required fields are indicated with a red asterisk \*'. The form fields are: Account Holder Name, Payment Amount (\$35.00), Billing Address, Billing Address 2, City, State / Province, Zip / Postal Code, Country (United States), Card Type (with logos for VISA, Mastercard, AMEX, Discover), Card Number (with a note: '(Card number value should not contain spaces or dashes)'), Security Code (with a link: 'Help finding your security code'), and Expiration Date. At the bottom, it says: 'Select the "Continue with Plastic Card Payment" button to continue to the next step in the Plastic Card Payment Process.' with 'Continue with Plastic Card Payment' and 'Cancel' buttons.

31. Once you click the **Submit Payment** button at the bottom of the screen, you'll be taken back into the eCO Copyright screenset so you can upload your book. Though it is an option, registration by mail is not recommended, as the government copyright office is so extremely overwhelmed. So click **Upload Deposit**.



32. The **Electronic Deposit Upload** screen lets you navigate to your computer hard drive and choose your book files.



**Oops!** After I submitted my files, I didn't click **Upload Deposit** like I should have, and I got lost. After a moment of hopeless resignation, I found an email in my inbox that showed me how to get back to my account.

From: Copyright Office <cop-rc@loc.gov> Hide  
Subject: Acknowledgement of Receipt  
Date: June 22, 2012 12:47:07 PM PDT  
To: King Carla <carla@carlaking.com>

Thank you for submitting your registration claim using the electronic Copyright Office (eCO) System. This email confirms that your application and payment for the work Self-Publishing Boot Camp Guide for Authors were received on 06/22/2012. The following applies to registration claims only (not preregistrations):

The effective date of registration is established when the application, payment AND the material being registered have been received. If you have not yet sent the material to be registered, logon to eCO ([https://eco.copyright.gov/eService\\_enu/](https://eco.copyright.gov/eService_enu/)) and click the blue case number associated with your claim in the Open Cases table, then do one of the following:

Upload a digital copy (if eligible): Click the "Upload Deposit" button at the top of the Case Summary screen, then browse and select the file(s) you wish to upload. Be sure to click the "Upload Complete" button on the Case Summary screen when you have finished uploading your file(s). Note: only certain categories of works are eligible to be registered with digital copies (See FAQs: [http://www.copyright.gov/eco/faq.html#eCO\\_1.4](http://www.copyright.gov/eco/faq.html#eCO_1.4) and <http://www.copyright.gov/eco/help-file-types.html>).

Mail a physical copy(ies): Click the Create Shipping Slip button at the top of the Case Summary screen, then click the Shipping Slip link that appears in the Send By Mail table. Print out and attach the shipping slip to the copy(ies) of your work. For multiple works, be sure to attach shipping slips to the corresponding copies.

A printable copy of the application will be available within 24 hours of its receipt. To access the application, click the My Applications link in the left top most navigation menu of the Home screen.

You will be issued a paper certificate by mail after the registration has been completed.  
You may check the status of this claim via eCO using this number 1-784991671. [THREAD ID: 1-CZDBIL]

United States Copyright Office

This time I clicked **Upload Deposit** and chose the PDF file of my book (cover and interior file, all in one, though I could have uploaded them separately), clicked **Submit Files To Copyright Office**, and got the warning notice saying I'd better be sure that I've uploaded the right file.

The screenshot shows the Copyright Office website interface. At the top left is the logo for the United States Copyright Office. The main heading is "Electronic Deposit Upload". Below this, there are instructions for uploading files, including a list of steps: verify the category, verify the file type, verify the file size, and enter a brief title. A warning dialog box from Google Chrome is overlaid on the page, stating: "The page at https://eco.copyright.gov says: WARNING: Please make sure you have selected the correct file(s) for upload. Files cannot be returned or deleted once they are uploaded. Click 'OK' to submit the file(s) to the U.S. Copyright Office." Below the dialog box, the "Title" field is filled with "Self-Publishing Boot Camp Guide for Authors". The "File Name" field shows "SPBC.pdf" and "No file chosen" buttons are visible for other files. A "Submit Files to Copyright Office" button is at the bottom.

33. I was ready to do it, clicking okay, I'm sure those are the right files. Once they were uploaded, the system helpfully confirmed the upload, and that was that.

**Files Submitted**

The following file(s) were successfully uploaded for service request [1-784991671]:

- SPBC.pdf

You will receive an email acknowledgment when the files have been received by the Copyright Office.

To submit additional files with this application, click the "Upload More Files" button.

When you are finished uploading files, close this window and click the "Upload Complete" button on the Deposit Submission screen or Case Summary Screen to complete your submission.

34. At least, until I got the final automated email. Success!

From: Copyright Office <cop-rc@loc.gov>  
 Subject: Acknowledgement of Uploaded Deposit  
 Date: June 22, 2012 1:15:21 PM PDT  
 To: King Carla <carla@carlaking.com>

THIS IS AN AUTOMATED EMAIL. PLEASE DO NOT REPLY.

Thank you for submitting your registration claim using the Electronic Copyright Office (ECO) System.

The following files were successfully uploaded for service request 1-784991671

File Name :SPBC.pdf  
 File Size :1536 KB  
 Date/Time :6/22/2012 4:09:03 PM

[THREAD ID: 1-CZDR73]

United States Copyright Office

35. Between the time you pay for your copyright registration, and three months from then, check your case status by logging in and clicking **All Cases** in the Check Registration Case Status menu at the left of the screen.

The screenshot shows the Copyright Office website interface. On the left, there is a navigation menu with the following items:

- Check Registration Case Status**
  - Open Cases
  - Working Cases
  - All Cases
  - My Company's Cases
  - Status Definitions
  - Search My Cases
  - My Applications
  - My Company's Applications
- Copyright Registration**
  - Register a New Claim
  - Pre-register a Claim
  - Use a Template
  - Organization / OA
- Additional Copyright Service**
  - Access Copyright Office Information
  - Ask a Question?
  - Read Circulars
  - Search Online Records

The main content area displays the following information:

Electronic Copyright Office (eCO)  
 Welcome, Carla!

- Please disable your browser's pop-up blocker

- What's new in eCO?

- For copyright registration information, instructions, helpful tips and FAQs, [click here](#)

- If you received a Notice for Mandatory Deposit for an electronic work and need more information or help, [click here](#)

**Open Cases**

| Case #      | Status | Opened    | Title                                       | Upload Enabled | Volume | Number | Issue Date | Type of Work  | Fee Paid | Closed | Action Needed |
|-------------|--------|-----------|---------------------------------------------|----------------|--------|--------|------------|---------------|----------|--------|---------------|
| 1-784991671 | Open   | 6/22/2012 | Self-Publishing Boot Camp Guide for Authors | Yes            |        |        |            | Literary Work | 35.00    |        |               |

## Resources

Here's the [U.S. Government Copyright FAQ](#), too, in case you need it.

---

### About the Author

*Carla King is an author, a publishing consultant, and founder of the [Self-Publishing Boot Camp program](#), providing books, lectures, and workshops for prospective self-publishers. She has self-published non-fiction travel and how-to books since 1994 and has worked in multimedia since 1996. Her series of dispatches from motorcycle misadventures around the world are available as print books and e-books and as diaries on her website.*



**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)  
and let us know you like us!**



## Member Profile



### **Thomas & Stacy Matthews**

Andalusia Press & Author Services  
San Marcos, California  
760-815-9905

[wordfreak@yahoo.com](mailto:wordfreak@yahoo.com)

[www.andalusiapress.com](http://www.andalusiapress.com)

[www.thomaskmatthews.com](http://www.thomaskmatthews.com)

[www.amazon.com/Thomas-K.-Matthews/e/B004OTXI7A/ref=ntt\\_athr\\_dp\\_pel\\_1](http://www.amazon.com/Thomas-K.-Matthews/e/B004OTXI7A/ref=ntt_athr_dp_pel_1)

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

**Thomas & Stacy:** We at Andalusia Press are word, image, and marketing professionals dedicated to helping Indie authors achieve the best results regarding plot, story, cover design, and formatting.

**PWM:** What first attracted you to this work?

**Thomas & Stacy:** After the Indie revolution and the success we had with our own books, we felt there was a need for a service-based company that could help writers navigate the waters of self-publishing. After seeing wonderful books go unnoticed due to poor cover design, incomplete editing, and awkward formatting, it seemed a natural evolution to reach out to help guide writers to a better and more professional market presence. Oh, and at a reasonable price.

**PWM:** Did you previously have related experience in this area of work?

**Thomas & Stacy:** Tom's experience as a designer/illustrator and motivational speaker on publishing (as well as an author of 20 books) seemed to be a perfect fit for the Indie publishing trade. After several writers reached out to him about covers and presentation, it was obvious his experience demanded we start Andalusia Press. Tom's marketing and advertising background was a huge plus in conjunction with the creative services.

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

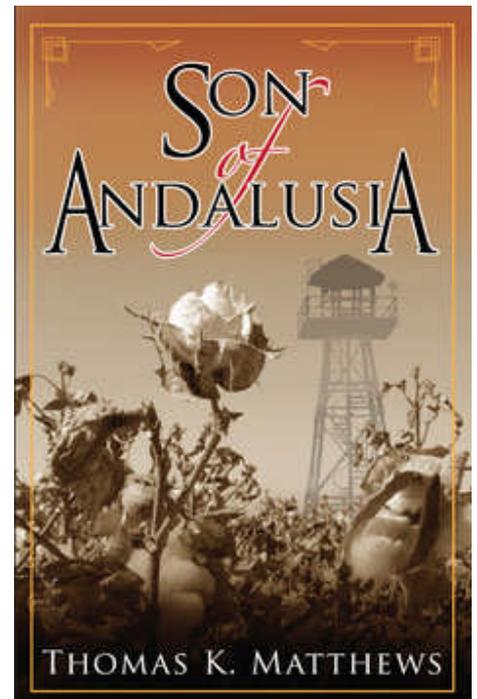
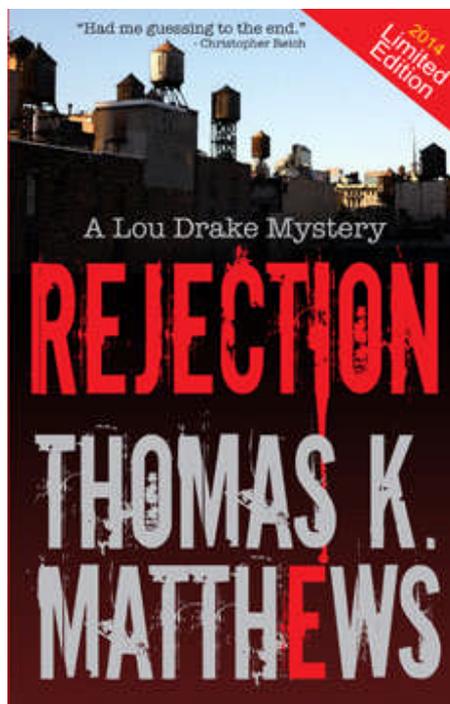
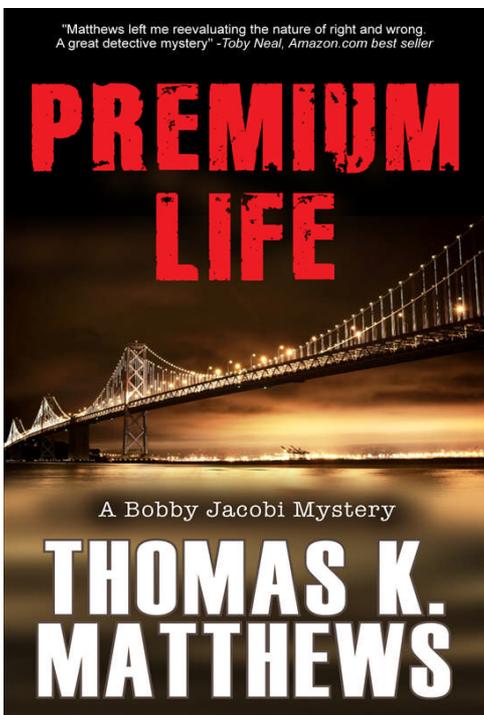
**Thomas & Stacy:** We first became members in 2010 and then drifted away when Tom's novel, *Rejection*, was signed by an agent and was conventionally published. After creating Andalusia Press, we realized PWSD was the perfect venue for networking, support, and guidance. Since 2012, PWSD has become the backbone of our success and network channels. The quality of the speakers and the circle of support are invaluable, and we are members for life.

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

**Thomas & Stacy:** Tom is currently working on three sequels to his three successful novels. Stacy has completed her first novel and is working with an editor found in PWSD. Many have recognized Andalusia Press San Diego based organizations and Tom's novel, *Rejection*, will be showcased by the San Diego Men's Book Club in October.

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

**Thomas & Stacy:** We feel that Andalusia Press & Author Services has blazed the trail of what works and what doesn't regarding indie publishing and that our experience offers a way to streamline the self-publishing path. PWSD has given us the tools and experience to apply our personal experience, together with the teachings of our speakers, to embody the skill sets and elbow grease necessary to be successful in a crowded and arduous industry.



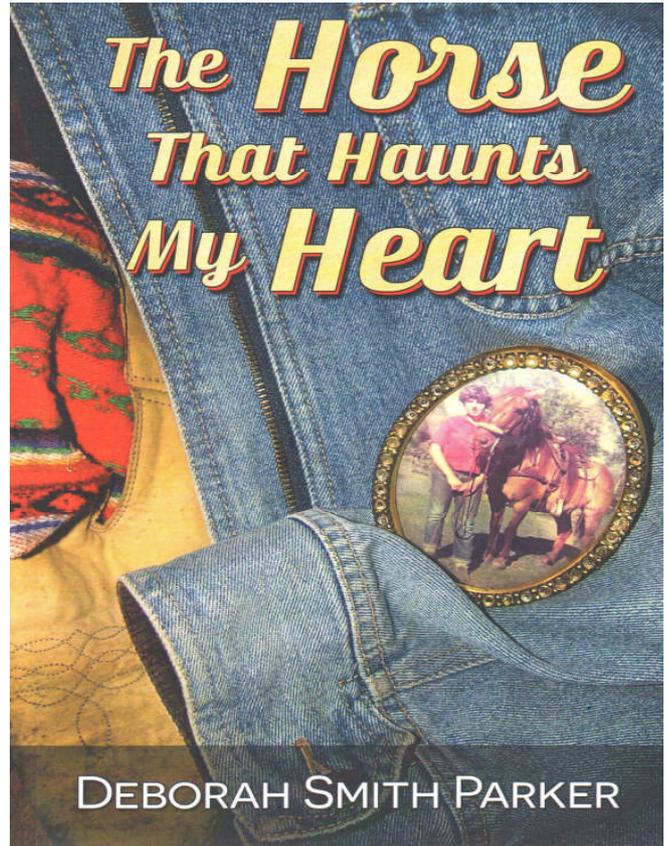
## Book Review

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 reached at 619-743-5192. Books will be returned after the review is published. If you have any questions, email her at [gab11853@aol.com](mailto:gab11853@aol.com).

Living one's dream is exactly what Deborah Smith Parker is doing in her work, *The Horse That Haunts My Heart*. Deborah grew up in the Midwest and was only able to live a life from afar. She wanted to be a cowboy, but television was the closest she could get.

Then one summer she lived her dream and now shares with the reader her delightful story about what it was like to live on a horse ranch in the 1950s. There she met her first love, her horse "Tank." Many young girls have found countless hours of exploration and fun riding their horses, taking care of daily chores, braving the dangers of the trail, and learning the language of the horses. Deborah learned about the bond that develops between a girl and her horse. This coming-of-age work shows how a dream can come true amidst the stereotypes of the times.

Published by Astrologicus Press, P. O. Box 722757, San Diego, CA 92172. Published May 25, 2014, ISBN 978-0-9814787-8-4, 91 pages; \$13.95 print, \$3.99 Kindle. Available on Amazon.com. For more details contact [www.astrologicuspress.com](http://www.astrologicuspress.com).



Deborah Smith Parker lives in North County San Diego with her husband, Jeff, a homeopath. *The Horse That Haunts My Heart* is her second book, following *Humanus Astrologicus*, which was published in 2010.



## Membership Directory Update

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



## Welcome, New and Returning PWSD Members!

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

1. **Subscribe to PWSD** at [www.PublishersWriters.org](http://www.PublishersWriters.org). This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
2. **Enjoy a spot in the Membership Directory** with PWSD. Go to [www.PublishersWriters.org](http://www.PublishersWriters.org) to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at [j@monkeycmedia.com](mailto:j@monkeycmedia.com). (See 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 ([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); 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.

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



**A Thank-You Note**

Dear Members,

It was a great pleasure to meet you at the August meeting and share my love of audiobooks with you. For those of you who were unable to join, audiobooks are one of the fastest growing book formats, and Audible is making it more affordable than ever to produce audiobooks through our Audio book Creation Exchange. Contact us for more details.

All the Best,  
Nicole Author Evangelist  
[support@acx.com](mailto:support@acx.com)



**Publishers & Writers of Inland Empire (PWIE), *Third Saturday meeting:***  
***September 20, 2014, 10:00 a.m. to 12:30 p.m.***

**“A Social Media Primer for Authors & Writers” with Barbra Drizin**

**Location: Arlanza Branch Library, 8267 Philbin Avenue, Riverside, California 92503**

Join us for an exciting overview of social media platforms that benefit writers and authors, with live examples of how the platforms are used, including blogs, Facebook, Twitter, Pinterest, YouTube, LinkedIn, e-newsletters, and marketing strategies. Barbra’s passion is teaching others by making technical knowledge easy to understand. She founded Start From Scratch Social Media™ in 2010 as a way to express that passion. Your takeaway is the specific knowledge and motivation you need, to use the resources and wealth of opportunities available in social media. Visit [www.publisherswritersinlandempire.org](http://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.)



***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**

**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.)



**Publishers & Writers of Inland Empire (PWIE), Third Saturday meeting:**

**October 18, 2014, 10:00 a.m. to 12:30 p.m.**

**“Canaries in the Coalmine: Lessons and Insights for Publishers from Digital Music, Video, and Content Marketing” with David Wogahn**

**Riverside Main Library, 3581 Mission Inn Ave., Riverside, California 92501**

Content marketing—using your information as a form of advertising—can be a construct to guide us in building our platforms and launching a book. How are fiction and non-fiction indie publishers tapping the power of content marketing to sell more books and raise their personal visibility? eBooks continue to shape our marketing and editorial decisions. Visit [www.publisherswritersinlandempire.org](http://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.)

---

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

*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!**

*Newsletter Team*

**Vanderblümen  
Publications**

**Glenna A. Bloemen, J.D.**  
**Self-Publishing Coach**  
*Assisting First-Time Authors  
From Page to Press*  
P.O. Box 626, La Mesa, CA 91944  
619.743.5192  
[gab11853@aol.com](mailto:gab11853@aol.com)

Newsletter Editor

*All My Best*

**Copyediting, Formatting, and  
Heartfelt Publishing**

**Lynette M. Smith**  
*"Building Results, Respect,  
and Relationships!"*  
714.777.1238  
[www.AllMyBest.com](http://www.AllMyBest.com)  
[Lynette@AllMyBest.com](mailto:Lynette@AllMyBest.com)

Copyeditor



**Lauren Castle**

*Image & Branding Strategist*

858.459.7400  
[www.impress-express.com](http://www.impress-express.com)  
[lauren@impress-express.com](mailto:lauren@impress-express.com)

*"Make your first impression  
a lasting impression!"*

Circulation Manager

**YOUR NAME HERE**

**as**

**Content Coordinator:**

**VOLUNTEER  
TODAY!**

Content Coordinator