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Publishers & Writers of San Diego (PWSD) is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips.

Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas), or the Encinitas Library (540 Cornish Drive, Encinitas, CA); check meeting information in newsletter for current location.

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

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

If you would like to sign up for a member profile in this newsletter, contact Jed Lewis at 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 returns for our fourth annual update on the state of eBook publishing.
President’s Message

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 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.

A reminder to all members that you must submit your member bio and headshot to webmaster@publisherswriters.org. Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact me at 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.

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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.

Our next Read Local San Diego event is the Fall Festival in Encinitas on November 24.

Be sure to visit www.readlocal.org to sign up for the newsletter so you don’t miss 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 features in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only $25, and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.

“PWSD Likes Facebook!”

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

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

4. 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.

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

![Click Start Registration]

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.

![#1 Choose Type of work](https://via.placeholder.com/150)

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.

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.

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.
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.

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

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

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

18. Fill out the form with your information, and click **Save**.
19. Now you should see yourself listed as a Claimant, so click **Continue**.

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**.
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.

![Special Handling Form]

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.

![Certification Form]
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.

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

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

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

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.
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.

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

From: Copyright Office <cop-cs@loc.gov>
Subject: Acknowledgement of Uploaded Deposit
Date: June 22, 2012 1:15:21 PM PDT
To: 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 1-784991071

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.
Resources

Here’s the U.S. Government Copyright FAQ, too, in case you need it.

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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!
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.
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.

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. 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 to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at 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), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);

- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup (www.groups.yahoo.com—type PWSD in the group search box); and

- **Regional collaborative marketing efforts**.

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

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

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 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
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 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 by the 1st of the month.
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 for membership information, and visit the home page to sign up for this newsletter.

The closing date for newsletter contributions is the 1st day of each month. Send your contributions to gab11853@aol.com.

If you’d like to appear in the newsletter’s member profile, Contact Jed Lewis at 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. 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!

From the Editor

Newsletter Team