

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

September 2015

In this Issue

President's Message
Read Local
Member Invitations & Reminders
Book Review
Chapter Announcements
Feature Article
Member Profile
Member Events & Announcements
Events & Resources for the
Publishing & Writing Community
From the Editor
Newsletter & Social Media Team

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

## **Membership**

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit [www.PublishersWriters.org](http://www.PublishersWriters.org)

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

If you would like to sign up for a **member profile** in this newsletter, contact Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.com).

**Date:** Saturday, September 26, 2015

**Time:** 10:00 a.m. – 12:30 p.m.

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

**Topic:** **Business Modeling for Independently Published Authors**

**Speaker:** **Jared Kuritz**

From the moment you plan to publish your book, you are starting a business. What is your business model? What role will your book play in that model? How do you plan to create, deliver, and capture value from what you are bringing to market? How do you quantify what determines success? How do you gauge progress? During this session, you will be taught how to pinpoint answers to these questions so that you can create a solid business model for your book and publish with a purpose.



**Jared Kuritz** is a managing partner of [Strategies](http://Strategies), a firm that focuses on literary development, business modeling, marketing, and public relations for traditional and small press authors of all genres. Jared is also the director of the [La Jolla Writers Conference](http://La Jolla Writers Conference)—dedicated to teaching writers about the art, craft, and business of writing.



**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)

**Lisa Nordquist**  
Social Media Liaison  
[Lisa@loveyourselffit.com](mailto:Lisa@loveyourselffit.com)

**Jeniffer Thompson**  
Webmaster  
[j@monkeycmedia.com](mailto:j@monkeycmedia.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**

I've missed you guys! I'm sorry I haven't been able to make the last couple of meetings, but life has gotten in the way! Since I saw you all last I've gotten two kids settled into new colleges and moved myself and my husband and my daughter into new digs. Whew! It's been an exhausting few months, but it is great to have a new beginning. I won't make the September meeting; I'll be on a trip for Patagonia. But Robbie will be there.

**PWSD News.** I heard Jeniffer Thompson gave a great presentation in August, with really helpful information. We are so lucky to have a pro like Jeniffer in our community. She has done some of the best design work and is so passionate about helping books and authors succeed. And she is so experienced and knowledgeable about the publishing business, and is willing to share her wisdom. Thank you, Jeniffer, for being a great addition to our community.

Thinking about your book as a business, and not just a hobby, is one of the keys to success. In September we welcome Jared Kuritz from [Strategies public relations](#). Jared will share his advice on how to model your publishing endeavor as a business, and therefore capitalize on opportunities for success. As many of you know, once you publish, it's hard not to publish again; Jared will share best practices for success. **This meeting is at the Carlsbad (Dove) Library.**

In October, I'm happy to welcome Kim Anderson from [The Reading Room](#), a book discovery site that you, an author or publisher, need to know about. Watch for a survey from PWSD and The Reading Room that will help Kim and her crew understand your needs as small independent author/publishers who want their books to be discovered. This is an opportunity for all of you to partner with a terrific site that highlights books of all types. Be sure you join us for this meeting.

**PWOC News.** We didn't have a PWOC meeting in September, as the library was closed for Labor Day weekend. Everyone was at the beach anyway! On October 3, [Donna Stellhorn](#), author of ten books, will share how she uses YouTube to market her books. Donna has it down regarding how to promote with video, and she is going to share her secrets. Join us! The PWOC meetings are at the Orange Public Library in the Rotary Room.

All PWSD members may attend PWOC meetings for the member price of only \$10 per meeting. It's the same for PWOC members who want to attend PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!



*See other important member invitations and reminders on next page!*



I recently had a great meeting with the Community Relations Manager at the Encinitas Barnes & Noble. We're cooking up some great ways to promote local authors to the community. Be sure you are signed up for the Read Local newsletter so you don't miss any of the exciting opportunities that are coming up soon.

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



*Member Invitations & Reminders*

**Have newsletter feature articles/ideas? Send them to Glenna at [gab11853@aol.com](mailto:gab11853@aol.com)**

We are currently seeking feature articles for the upcoming issues of the newsletter. If you've read something great or an idea or an article that you believe would be of interest to your fellow members, please submit them to our Editor Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com). Thank you for your continued support.

**Want to be profiled in the newsletter? Tell Jed at [publisher@laughingfire.com](mailto:publisher@laughingfire.com)**

Would you like more exposure to fellow members? One way to do that is to be featured in the Member Profile section of PWSD's monthly newsletter, *Publishers & Writers Monthly*. All you have to do is be an active (read "current") PWSD member, answer six questions in some depth, provide a JPG head shot, and optionally provide 1–2 JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example. It's easy to be profiled; just submit your name to Jed Lewis (see headline) and let him know you wish to volunteer. We are currently scheduling member profile features for the next six months. Thanks, and let us hear from you soon!

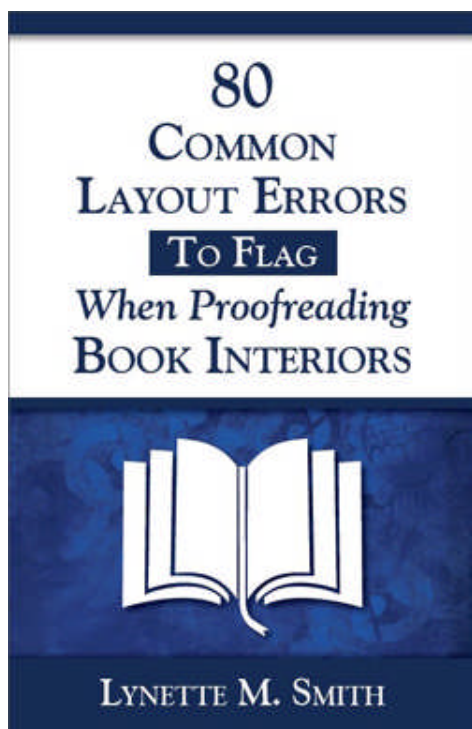
**Get found in the directory: Email your bio & headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org)**

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 not sure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

**Save more and learn more: Attend both PWSD & PWOC Meetings at reduced member rates!**

Because securing a space for our ever-growing meetings is one of our biggest challenges, we've adjusted yearly dues to \$47. This is still one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. Since our members' meeting fee will stay the same, you're saving \$10 at every meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 5) in each newsletter issue.





Writing and editing are not the only aspects of a publication that need to be checked. What about the layout and graphics? How many times have you seen a page margin that looked awkward? How about those annoying widows and orphans, and where is it okay to place end-of-line hyphenations?

Lynette Smith, a professional copyeditor with over 30 years' experience, specializes in copyediting, formatting, and proofreading book manuscripts. She has just published the perfect guide to finding and resolving those troubling layout errors. Titled *80 Common Layout Errors to Flag When Proofreading Book Interiors*, it is a graphic artist, editor, and proofreader's must-have in the library. Short and concise, this 48-page reference guide is easy to use.

Available on Amazon.com for \$5.99 paperback (ISBN 978-0-9858008-5-7) and \$2.99 Kindle ebook (ISBN 978-0-9858008-4-0).

---

**Attention member authors:** Want your book reviewed? Contact Reviewer Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com) for details.



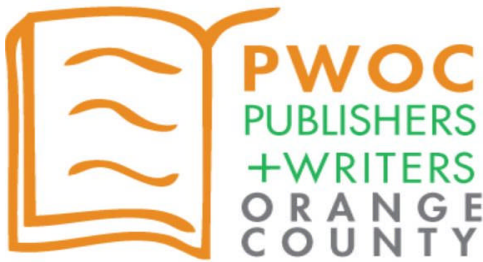
**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)**

**and let us know  
you like us!**







[www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org)

## IN THE OC OR VICINITY?

Come Join Us on the  
First Saturday of Each Month!  
10:00 a.m. to 12:30 p.m.

Rotary Room, City of Orange Library\*  
407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

*\*Always check the meeting announcement  
or website to confirm the location.*

Please tell your writing and publishing friends in the area that we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org) and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. Other PWOC questions? Email Jan Kingaard at [jank3345@aol.com](mailto:jank3345@aol.com). **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!

**Next PWOC Meeting on October 3, 2015:**

## “Using YouTube to Promote Your Book”

Presented by Donna Stellhorn

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

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

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



# Should You Plan Your Own Virtual Book Tour?

Sandra Beckwith  
Build Book Buzz

A virtual book tour, often referred to as an author blog tour, lets authors reach more of the right readers by “visiting” blogs or websites focused on a niche, genre, category, or topic.

Those “visits” involve providing information about your book or its topic to the site’s fans—the people in your book’s target audience. This tactic works for fiction and nonfiction, for just about every book genre, and for nearly every topic—no matter how small the niche.

On your tour, readers will learn more about you and your book through guest blog posts, reviews, author Q&A’s, how-to webinars, podcast chats, Google Hangouts, and so on. At each tour “stop,” you have the opportunity to meet and interact with more targeted book buyers than you can during conventional, in-person book tours. What’s more, you can do it all without leaving the comfort of your home; and you don’t have to worry about what to wear!

## Reasons to Go the D-I-Y Route

Executing your own virtual book tour isn’t hard. You simply need to identify the right online hosts, write email messages, and keep track of correspondence and commitments.

Yet so many people outsource the task.

I understand why – there are only so many hours in a day—but there are several good reasons to think twice before giving your credit card number to a virtual book tour service. Here are just three of them.

**1. It’s not always about quantity.** Online book tour services try to impress authors with volume—“We’ll guarantee 30 placements!”—without adding, “and we promise that those sites are popular with the exact readers for your book!”

This is a situation where quality trumps quantity. Your goal is always to get your book title in front of the people who are *most likely to buy it*. You will do a better job of reaching those specific readers when you spend time finding bloggers and sites that reach the people who will be the most interested in your book. You’re better at researching and handpicking the best blogs for your book than any service can be—plus, you probably know most of them already.

**2. You want to target host sites that are a good fit.** What will be better for your book: Getting a review on a blog that reviews any book that a service sends, or getting a Q&A, review, video or audio interview, or guest column on blogs read by the people you wrote the book for?

Tour services work from existing databases. They fit your book into what’s in their system rather than saying, “We need to create a new list for this book because none of the sites in our database is a fit.” This works well when you hire a service that specializes in your genre—for example, romance books—but your book might not match tour company niches.

The only way to reach just the right tour hosts is by creating the tour list yourself or by supervising someone who is doing it for you.

**3. Mass marketing is not always the best approach.** Services send information about your book to as many blogs as they can in their database, in the most time- and cost-effective way possible. There's nothing wrong with that, except that it isn't as effective as a personal message sent to a blogger you hand-picked because you *know* that the information you can provide on your tour will resonate with her readers.

Imagine you're a blogger on the receiving end of a pitch about a book. Are you more likely to give consideration to an author who sends you a note telling you exactly why a conversation about his book is perfect for your blog? Or would you respond more favorably to an impersonal, mass-emailed message that went to countless other bloggers, too?

## What Are Your Options?

Consider these questions as you weigh your choices about how to execute your virtual book tour.

**Can you afford to hire a service?** One reputable organization charges a reasonable fee to get your book exposure on 20 appropriate blogs. The fee includes other services that a time-pressed author might be willing to outsource. If you've been building your social networks and establishing relationships with the right bloggers for your target audience all along, though, you should be able to line up at least 20 relevant blogs for your tour without spending a dime.

*Pro tip:* Make sure you vet the service. There are many good ones, but I know of one that owns the blog sites that publish book reviews for its author clients. The sites get no traffic, but this tour-company-owned blog network allows that provider to guarantee "hits" for its clients. This means the author pays a nice fee for exposure on sites that book readers don't visit.

**Can you get support from a low-cost intern or unemployed friend?** If you're starting from scratch (meaning, you haven't even started creating a list of bloggers to approach), you can outsource some of the research to an affordable college student or a friend who has Internet skills and is between jobs.

**Do you have more time than money?** Planning your own virtual book tour isn't hard to do, so if you've got the time, you probably have the skills, too. You just need a system to track responses, commitments, and next steps.

Conversely, if you have more money than time, hiring a reputable service that targets your book's genre might make more sense.

**Do you enjoy getting to know other bloggers in your genre or field?** If you like personal contact with influential bloggers who can use their power to help you sell more books, then you'll want to consider the do-it-yourself approach.

For a quick summary of the what, why, and how, download my free report, *Virtual Book Tour Basics: How to Connect with Your Audience and Sell More Books Without Leaving Home* at <http://buildbookbuzz.com/virtual-book-tour-basics/>.

There's no right or wrong answer here. For some, hiring a service makes more sense. For others, the more personalized do-it-yourself approach is an excellent option. What's the best fit for you and your book?

---

*Sandra Beckwith is an award-winning former publicist who now teaches authors how to market their books. Download her free "Top 5 Free Book Promotion Resources" at <http://buildbookbuzz.com/gift>.*





## Michael Drouilhet, LCSW, BCD

Carlsbad, CA. 92008

(760) 720-0662

[mdrouilhet@yahoo.com](mailto:mdrouilhet@yahoo.com) and  
[partnershipmarriage@gmail.com](mailto:partnershipmarriage@gmail.com)

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

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

**Michael:** I am totally involved in writing to educate/show couples how to live together more effectively without causing any damage to their relationship and, if damage has been caused, how to heal that damage. I also am committed to showing couples how to prevent damage, how to manage conflict so it becomes productive, how to clarify, and how to solve problems in ways that work for both partners.

**PWSD:** What first attracted you to writing?

**Michael:** In my 36 years of seeing couples in therapy, I have come to understand the three basic reasons couples get in trouble in the first place, and the three essential skills all couples need to avoid damage, heal damage, and maintain their loving connection in ways that work for both. I had been experiencing an encouraging rate of success with couples in therapy and felt I needed to get this information out so more couples could learn these critical skills and create their own sustainable loving relationships.

**PWSD:** Did you previously have related experience in writing?

**Michael:** In graduate school at LSU and the University of Hawaii, I wrote many term papers (and a master's thesis) on both Western and Asian philosophy. While these will never be published, I learned a lot about writing as clearly as possible about difficult topics.



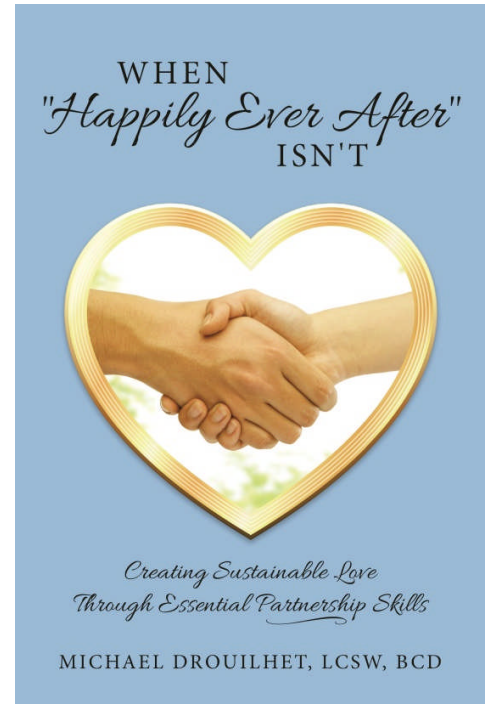
**PWSD:** How long have you been a member of PWSD, and what role has the organization played in your success?

**Michael:** I've been a member of PWSD for about 4 years. PWSD has been an extraordinary resource and learning experience for me. I doubt I could ever have learned what I needed to about the various aspects of publishing—getting an editor, eBooks, finding a self-publishing company, marketing, and so on—without PWSD. I will certainly continue learning what I can from PWSD, as at times the process seems highly complex and endlessly evolving.

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

**Michael:** I am continuing to refine and clarify the essential ideas in my book *When "Happily Ever After" Isn't: Creating Sustainable Love Through Essential Partnership Skills*. I am working on articles for magazines with the hope that more people will become aware of the simple effectiveness of these fundamental "how to live together" skills. I am absolutely convinced that all couples need to learn and use these skills which are basic to sustaining a loving friendship and partnership.

I've also given presentations to various groups about the essence of the book, showing how these skills are critical for couples trying to heal past damage and create and sustain a more effective lifelong loving *partnership*. I will continue to search for venues and opportunities to present the message of my book: how to live a loving *partnership*.



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

**Michael:** Go to the monthly presentations, ask questions, get to know other members, and let them teach you what they have learned. PWSD is a remarkable singular resource for publishing success which everyone can experience.



***Are you a current PWSD member who would like to be profiled in a future newsletter issue?***

**Contact Member Profile Coordinator Jed Lewis at [jlewis@sdbookeditor.com](mailto:jlewis@sdbookeditor.com)**

## Membership Directory Update

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



## Welcome, New and Returning PWSD Members!

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

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

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held the first 10 months of the year (usually on the last Saturday), that offer educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- **Our monthly electronic newsletter, *Publishers & Writers Monthly***, containing information about local, regional, and national publishing activities, including news regarding your annual holiday social event that provides a time to socialize with members and new prospects;
- **Discounts on national membership dues** for Independent Book Publishers Association ([www.ibpa-online.org](http://www.ibpa-online.org)), Small Publishers Association of North America ([www.spannet.org](http://www.spannet.org)), and Small Publishers, Artists, and Writers Network ([www.spawn.org](http://www.spawn.org));
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup ([www.groups.yahoo.com](http://www.groups.yahoo.com)—type PWSD in the group search box);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate!**  
That's a \$10 savings each meeting, compared to the non-member meeting rate of \$20!

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

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



## October 5–31, 2015 Marketing for Copyeditors UCSD Campus – On line classes

"Marketing for Copyeditors" is being taught by Andrea Susan Glass at the UCSD Extension. Although primarily for copyeditors, if you're a ghostwriter or other service provider wanting to build your professional business, learn how to get the word out by identifying your ideal client and developing your marketing message, materials, and methods. Sign up for this four-week online course at <http://tinyurl.com/obhmkb8>.



## Society of Children Book Writers and Illustrators (SCBWI)

- [Annual Winter Conference in New York, February 12–14, 2016](#)  
The Annual Winter Conference is held over two days with an optional intensive day on Friday. The conference is held at the Hyatt Grand Central at Grand Central Station in New York City. Registration for the 2016 conference will commence in October, 2015.
- [Annual Summer Conference in Los Angeles, July 29 – August 1, 2016](#)  
The Annual Summer Conference spans three days with an optional intensive day on Monday. The conference is held each year at the Hyatt Century Plaza in Los Angeles. Registration for the 2016 conference will commence in mid-April, 2016. Many of the biggest authors and illustrators in children's books will be joining a bevy of agents, art directors and editors.

Office hours: Monday–Friday, 9 a.m. to 5 p.m., Pacific Time.

Website Questions: [webmaster@scbwi.org](mailto:webmaster@scbwi.org)

Membership Questions: [membership@scbwi.org](mailto:membership@scbwi.org)

Conference Questions: [sararutenberg@scbwi.org](mailto:sararutenberg@scbwi.org)

Grants and Awards Questions: [grants@scbwi.org](mailto:grants@scbwi.org)

General Questions: [scbwi@scbwi.org](mailto:scbwi@scbwi.org)

Phone: 323-782-1010

Fax: 323-782-1892

Mailing Address: 4727 Wilshire Blvd., Suite 301, Los Angeles, CA 90010

*Note: If you have a question about a regional event, please contact your regional advisor by e-mail. [www.scbwi.org/region-map/](http://www.scbwi.org/region-map/).*



# 2015 La Jolla Writer's Conference

## November 6–8, 2015

Hyatt Regency La Jolla at Aventine

**Registration: \$395 (lodging not included)**  
**Conference registration is limited to the first 200 attendees,**  
**so register early for 2015!**

### Full conference registration fee includes:

- Access to all Workshop and Lecture Classes
- Friday Night Cocktail Reception and Keynote Address
- Saturday Afternoon Luncheon and Keynote Address
- Saturday Night Cocktail Hour and Author Signing
- Saturday Evening Dinner and Keynote Address



### Terms and conditions of registration:

- By submitting the registration you agree to pay the amount stated on your registration form.
- You understand that no registration is guaranteed until you have received an e-mail confirmation from La Jolla Writer's Conference. Confirmation will be sent via email by conference staff upon successful processing of the transaction.
- Registration fee for the La Jolla Writer's Conference does not include lodging. Lodging is available at a discounted rate for conference attendees.
- Manuscripts for the Private Read & Critiques must be received by us, in accordance with the stated parameters, no later than October 1, 2015. No refunds for the Private Read & Critiques will be given after October 1, 2015.
- Only paid conference attendees can participate in any of the conference events including, but not limited to, classes, lectures, workshops, receptions, meals, and keynotes.
- This is a specially discounted registration special that includes the 2015 LJWC Recordings, a \$125 value. As such, this registration special is non-refundable.
- While we will make every effort to keep the information provided to you as accurate as possible, all information, including but not limited to classes, class schedules, and faculty, is subject to change. Feel free to contact us with any question you may have at (858) 467-1978.

Visit <http://lajollawritersconference.com> for more information. You can register by mail, online, or by phone. Go to [www.lajollawritersconference.com/registration](http://www.lajollawritersconference.com/registration). Please print and fax your printable registration form to 858-467-1971 or mail it to La Jolla Writer's Conference, PO Box 178122, San Diego, CA 92177. You may register by phone with a credit card by calling 858-467-1978.



*Plan to attend the 32nd Annual*  
**SDSU Writers' Conference**  
**January 22–24, 2016**

Whether you're a beginning writer or a published professional, the San Diego State University Writers' Conference is for you. Now in its 31st year, this writers' conference is designed to help every writer at every writing level. Learn how to improve your writing skills, develop your marketing awareness, and meet one-on-one with top editors and agents to facilitate the next step in your publishing career.

**What to Expect**

- *Breakout Sessions: Fiction, Nonfiction, Career and Craft Panels, and More*
- *Consultation and Advance Reading Appointments*
- *No-Host Mixer*
- *Networking Lunch*
- *Saturday Evening Reception*
- *Conference Choice Awards*

**For More Details**

**SDSU College of Extended Studies**

5250 Campanile Drive  
San Diego CA 92182-1925  
(619) 594-3946

[sdsuwritersconference@mail.sdsu.edu](mailto:sdsuwritersconference@mail.sdsu.edu)

[facebook.com/sdsuwritersconference](https://www.facebook.com/sdsuwritersconference)

[twitter.com/sdsuwritersconf](https://twitter.com/sdsuwritersconf)

[linkedin/sdsuwritersconference](https://www.linkedin.com/company/sdsuwritersconference)







**Fall: September 25 – 27, 2015, Irvine**

**Winter: Presidents' Day Weekend, February 12–15, 2016, San Diego, CA**

**ANY NUMBER OF HOW-TO BOOKS** combined may not give a writer the one priceless bit of clarity that can make the difference between being published or not. Rejection by an editor or agent seldom yields the reason as to why a manuscript doesn't grab them, and it almost never reveals how it can be fixed to ensure that it ever will.

Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated some \$4 million' worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work.

And since our surroundings afford it—and we certainly encourage it—plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level.

So whether you're a writer just starting out, a writer unable to determine why your work's not working, a writer simply in search of some answers, a writer wanting feedback on what you've written, or just a writer who wants to hang with other writers, do yourself a favor and join us for the 30th Annual Southern California Writers' Conference (and Retreat) in San Diego, February 12–15, 2016. Your words are worth it!

**Limited to 175 conferees.** Pre-registration for the winter conference opens August 1, 2015. Our winter conference will again be held at the Crowne Plaza San Diego, 2270 Hotel Circle North, San Diego, CA 92108. Our fall conference will again be held in Irvine, CA, September 25–27, 2015. For more information, go to [www.writersconference.com](http://www.writersconference.com).



***Have an event/resource to report to the  
publishing and writing community?***

***Send your information to  
Newsletter Editor Glenna Bloemen at  
[gab11853@aol.com](mailto:gab11853@aol.com)***

*From the Editor*

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of [www.PublishersWriters.org](http://www.PublishersWriters.org) for membership information, and visit the home page to sign up for this newsletter.

**The closing date for newsletter contributions is the 1st day of each month.** Send your contributions to Glenna Bloemen at [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 & Social Media 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**



Refresh your mind. Renew your body.

**Lisa Nordquist**  
*Love Yourself Fit*

[www.LoveYourselfFit.com](http://www.LoveYourselfFit.com)  
[Lisa@loveyourselffit.com](mailto:Lisa@loveyourselffit.com)

**Social Media Liaison**