

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

September 2017

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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community, with new chapters such as PWOC 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 Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).

**Next Meeting:** Saturday, September 30, 2017  
10:00 a.m. – 12:30 p.m.

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

**Topic:** **"I Published a Book" Is Not a Marketing Plan**

**Speaker:** **Lee Wind**

How do you get your book noticed in a sea of books?

Learn how to leverage your book's themes, conversations, and your own passionate authenticity to target and engage your audiences. Do it right, and you're not selling them, you're *engaging* them about your shared interests and passion... and that gets your book discovered!



**Lee Wind** is the Director of Marketing and Programming for the Independent Book Publishers Association (IBPA). A writer and book blogger himself, Lee is passionate about empowering others to have their voices heard, and he's looking forward to meeting members of Publishers and Writers of San Diego!



## **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  
[lynnette@allmybest.com](mailto:lynnette@allmybest.com)

**Lauren Castle**  
Circulation Manager  
[lauren@impress-express.com](mailto:lauren@impress-express.com)

## **Other Key Volunteers**

**Sheri McGregor**  
Member Profiles  
[sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com)

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

### **PWSD News**

Teri Rider, of Top Reads Publishing, publisher of the award-winning *Outrageous* by Neal Katz and new member of the IBPA Advocacy Committee, walked us through, explained, and illustrated IBPA's Industry Standards Checklist. This is an attempt by IBPA to level the publishing playing field and encourage that books from independent publishers are not discriminated against because of their business model, but evaluated on the merits of the book. This means any book published needs to meet certain baseline professional standards. This was a highly interactive meeting with lots of great questions from the attendees. Teri has graciously shared her files, so look for them in the Blog section of our website, at [www.publisherswriters.org](http://www.publisherswriters.org).

On September 30, Lee Wind, IBPA's Director of Marketing and Programming, will join us to describe success strategies for marketing your book to bookstores and libraries. He'll discuss strategies for getting your book noticed in the sea of publications and media. And he'll bring examples of what has been most successful.

We'll end the year for PWSD on October 28 with Robert Wolff's inspiring and motivating presentation about how to get out of your own way of success. There's more in store. That's just the next couple of months of working together for publishing success.

### **Publishing University News**

IBPA's Publishing University, one of the best conferences for independent publishers, will be held April 6–7, 2017, in Austin, Texas. For information, go to <https://www.publishinguniversity.org>. As many of you know, IBPA extends one scholarship to PWSD each year. The scholarship is for full tuition for the event, and PWSD throws in another \$250 towards travel expenses and hotel. Scholarship applications are now being accepted at <https://www.publishinguniversity.org/scholarship>, and the **Deadline is November 30, 2017**. Note the stipulations: You must be a publisher with a book, and you must be an active member of both IBPA and PWSD. The PWSD board will evaluate all the applications and award the scholarship early in 2018.

### **PWOC News**

**PWOC meets in the Rotary Room at the City of Orange Library.** Join us October 7, when we welcome Laura Akers, from Writes Again, who will share "Promoting Your Book through Communication and Connection."

A reminder for PWSD members: You may attend PWOC meetings for the member price, \$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. Join us in Orange County sometime!

*Continued on next page*

## **President's Message—continued**

### **PWSD/PWOC Membership**

As most of you know, our yearly dues are a great deal at only \$47 per year. In addition to the reduced meeting fee, you get a listing in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

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

### **IBPA Membership**

If you have launched on your publishing journey, I encourage you all to explore the benefits of joining Independent Book Publishers Association. This is the national association that includes regional affiliates such as PWSD. You can find information on their very robust and informative website, [www.ibpa-online.org](http://www.ibpa-online.org). Membership is very affordable but to make it even better, PWSD members get a \$30.00 discount. Just enter PWSD in the coupon code.



## **Member Benefits**

When you join Publishers and Writers of San Diego, you have lots of resources at your disposal. Did you know you have lots of member benefits you are not even utilizing? Go [publisherswriters.org](http://publisherswriters.org). Scroll down to past speaker event and find the links for power point presentations. If a presenter had a power point presentation, it may be downloaded for your use and reference. Check it out.

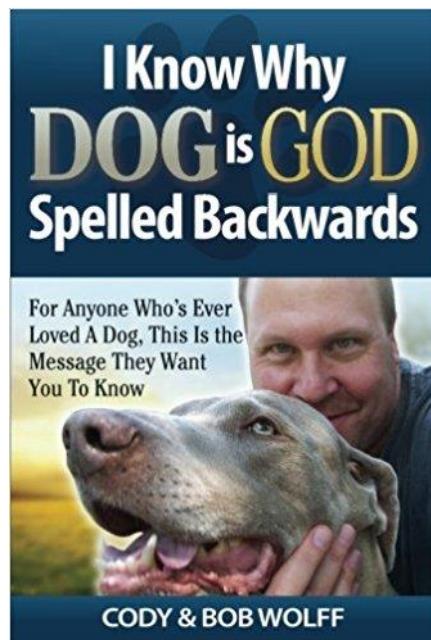


### **A Special Treat at PWSD on October 28:**

## **“Big Things Are Calling Your Name... Getting Out of Your Own Way to the Success You Seek”**

Author and publisher of over 30 books on a wide variety of topics, Robert Wolff is an expert at following a path when it is presented to you, despite roadblocks, caution signs and speed bumps. In this inspiring presentation, he will offer strategies to find success even when the odds seem against it. A great way to end our year; inspiration for goal-setting for 2018.

**About Robert Wolff.** The passion to inspire and help people change their lives for the best is a driving force for Robert Wolff and his writings. He has interviewed Grammy, Emmy, Golden Globe and Nobel winners, along with some of the world's biggest names including Simon Cowell, Diane Warren, Jennifer Hudson, Toni Braxton, Jerry Bruckheimer, David Foster, Two-time Nobel Prize winner Dr. Linus Pauling, World Heavyweight Boxing Champion Evander Holyfield, Arnold Schwarzenegger and hundreds of others. As the author of more than 30 books, Robert Wolff's words and ideas have helped millions enjoy happier lives.





Upcoming: Encinitas Holiday Fair in November. Be sure to put yourself on the Read Local mailing list for more information.

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, 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 \$25.00, 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. Check it out. Read Local is one of the best marketing deals around.



*Because spell check isn't enough...*

*Manuscript review – on sale now!*

Professional editor with 25 years' experience is offering discounts through September 30, 2017. For more information, contact PWSD member

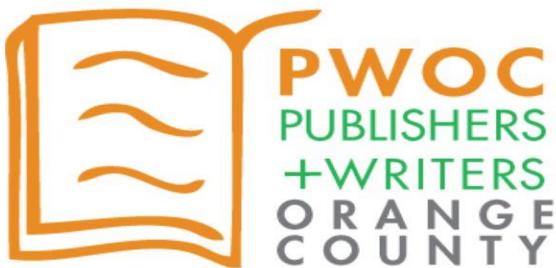
## Laurie Gibson

Email: [wordworker1@earthlink.net](mailto:wordworker1@earthlink.net)

LinkedIn profile URL: <https://www.linkedin.com/in/laurie-gibson-a6b2645>

*Laurie Gibson has edited/proofed hundreds of books, including the writing of success guru Brian Tracy, trailblazing novelists Alice Walker and Virginia Woolf, one former US president, and innumerable first-time authors of both fiction and nonfiction. Her current clients include the Southern Poverty Law Center and Stanford University. For several years, Laurie also taught editing for the Extension programs at UCSD and UCLA.*

~ Paid Advertisement ~



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

## IN THE OC OR VICINITY?

Come Join Us on the  
First Saturday of the 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.

Tell your writing and publishing friends in the area 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. A fun, after-meeting plus: Whenever you attend our meetings, bring your walking shoes along; weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, possibly *al fresco* lunch. 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!

### ***Join Us on October 7 for “Promoting a Best-Selling Book through Communication and Connection” Presented by Laura Akers of Writes Again***

Have you written a well-crafted book? Do you want it to gain more exposure and sell more copies? In today's market, writers must become part of the promotion process, a prospect that sometimes feels unnerving.

In this thought-provoking and content rich discussion, you will learn:

- How to create interest in your book
- What to say at a book signing or other event
- How to maximize your presentation skills through storytelling
- How to connect with your audience in a way that will increase sales



Participants will receive one-on-one “mini-coaching” to add small, specific techniques that will impact your message positively and help you connect emotionally to every audience.

**Laura Akers** is an award-winning keynote speaker, presentation expert and in-demand life success coach. A prosecuting attorney by age 24, she has learned to dissect and demystify communication and connection to help individuals improve both their business and personal lives.

She presents keynote, break-out workshops and personal coaching on connection, confidence, communication and leadership skills. Laura coaches all levels of speakers, from beginners who freeze at the words “public speaking” to CEOs who want to improve their business and profits.

Recent work includes:

- A workshop on Confidence for UCSD Faculty and Staff
- Coaching a Tony Robbins employee to do a keynote presentation in London
- National class on jury selection for trial lawyers

Website: [www.LauraAkers.com](http://www.LauraAkers.com)

**Have newsletter feature articles/ideas? Send them to Glenna Bloemen 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 have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna. Thank you for your continued support.

**Want to be profiled in the newsletter? Tell Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.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*. If you're an active (current) PWSD member, all you have to do is answer six questions in some depth, provide a JPG head shot, and optionally provide one to two 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 Sheri McGregor and let her know you wish to be profiled. We are currently scheduling member profile features for 2018. Thanks, and let Sheri 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. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olson at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and she will let you know.

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

Yearly dues are only \$47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. As a member, you save \$10 at every PWSD and PWOC meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 4) in each newsletter issue.



**“PWSD likes Facebook!”**  
**Visit us on Facebook today**  
**and let us know  
you like us!**



# How to Use Amazon Ads to Boost Sales

## Ian Lamont

*This article originally appeared in the Independent Book Publishers Association's (IBPA's) IBPA Independent magazine. It is reprinted here with permission. For more information, visit <http://articles.ibpa-online.org/>.*

Online and mobile advertising have been a mixed bag for indie publishers. You may have tried such platforms as Google's AdWords tool or Facebook Ads, which let publishers target audiences searching online or browsing their social media feeds. But there's a relatively new player in town, Amazon Marketing Services, which deserves a close look from independent publishers. My company, i30 Media, has been using the service for a few months to place advertisements on Amazon.com, and has realized a respectable sales boost for a relatively small investment.

i30 Media publishes a series of how-to guides under the *In 30 Minutes*™ brand. Our tagline is "Quick guides for a complex world," and we target readers who want a quick and easy way to understand computer software, genealogy, personal finance, and other mildly complex topics. Recent titles include *LinkedIn In 30 Minutes* by Angela Rose and *Genealogy Basics In 30 Minutes* by Shannon Combs-Bennett.

Many readers find out about *In 30 Minutes* guides through organic keyword searches on Google and Amazon. We have optimized our websites for Google searches, and on Amazon and other retail websites we make sure product descriptions and metadata can help attract readers who are searching for books about the topics we cover.

However, i30 Media is not the only publisher with books explaining LinkedIn or genealogy. On Amazon, many of our titles compete with dozens or even hundreds of other books. Good covers, strong marketing copy, and positive reviews can only go so far. When I realized it was possible to start leveraging Amazon's self-serve advertising platform, I decided to launch a few experiments to see if it could help *In 30 Minutes* guides stand out. So far, I have had good results for our utility nonfiction titles.

Amazon Marketing Services (<https://ams.amazon.com>) offers three types of ads:

1. **Headline search.** People searching for specific terms will see your ad above Amazon search results.
2. **Sponsored products.** People browsing products after a keyword search will see your book in a rotating "sponsored products" carousel and other locations.
3. **Product display.** Your ad appears on specific product pages or pages associated with specific interests designated by you.

A single ad takes a few minutes to set up. After registering at [ams.amazon.com](https://ams.amazon.com), click the button to create one of the ad types described above. For instance, I built a headline search ad that directs people to different Amazon product pages for *LinkedIn In 30 Minutes*. I uploaded a licensed piece of stock photography, entered some text ("Make a rock solid profile & boost your job search"), bid on 41 keywords, and set a daily budget of \$5. Amazon approved the ad, and that day shoppers started seeing my ad when they searched for one of the 41 keywords.

If I did not have that ad running, someone searching for "linkedin book" would only see *LinkedIn In 30 Minutes* by scrolling down the page of results, where it currently ranks #13 organically. However, with the headline search ad, it now appears prominently above the other 12 titles.

While this ad has generated nearly 20,000 impressions, only a few hundred people have clicked or tapped the ad to learn more about *LinkedIn In 30 Minutes*. Every time someone clicks on the ad, Amazon charges i30 Media a small amount of money—currently, about 10 cents per click. The people get taken to the Amazon

product pages for the paperback and Kindle editions of the book. Most don't do anything, but a small percentage end up buying the book.

At first, I was skeptical the ads would work. In past years, I had experimented with Google AdWords and Facebook Ads, but the results were disappointing. Despite lots of testing with different keywords, images, and messaging, my Google and Facebook campaigns always cost a lot more than the sales they generated.

It was a different story when it came to Amazon ads. I was pleasantly surprised to see modest sales taking place on Amazon within a few days of starting the campaigns. For a few titles, including *Excel Basics In 30 Minutes*, *Twitter In 30 Minutes*, and *Genealogy Basics In 30 Minutes*, i30 Media realized fantastic returns on investment for the simple headline and sponsored product campaigns. However, for reasons that are unclear, I was unable to get satisfactory results for the product display ads.

The AMS dashboard provides various metrics for each campaign in your account, as well as each keyword. Data includes impressions, clicks, click-through rate (CTR, or the ratio of clicks to impressions), average cost per click (aCPC), spend, and total sales of the books being advertised. The figure I paid the most attention to was ACoS, or average cost of sales. This is the ratio of ad spend to sales. For the LinkedIn headline search ad, my ACoS is \$26 (the amount spent on ad clicks thus far) divided by the total sales (\$221), or about 12%. That's not bad, but it's important to remember that the sales figure reflects Amazon's sales, as opposed to my net revenue after Amazon and middlemen take their cuts. In this case, the true ratio of ad spend to i30 Media's net revenue may be closer to 25% ... but it's still a profitable campaign.

The bid for a particular keyword reflects the maximum price a vendor is willing to pay for a single click on the associated ad. However, the average cost per click may be much lower if there is not much competition. Not surprisingly, Amazon regards the ad program as a potential profit center, so it encourages vendors to make higher bids on keywords, set larger daily budgets, and create campaigns with no end date. It's easy to change the default settings provided by Amazon, though.

In addition, not all keywords are created equal. Some keywords may be bid on by other publishers or even vendors selling non-book products, which may drive up my average cost per click. Other keywords may get a lot of clicks that don't result in sales.

Based on the high ACoS rates, I may pause my bids on "career" and "job search." I may also want to pause the dozens of keywords that are generating only a few impressions or clicks, such as "LinkedIn for Dummies" (yes, you can use competing titles or authors as keywords, but I have found the results to be underwhelming). On the other hand, considering the impressions cost nothing and the clicks are relatively cheap, I may keep those keywords active and see how they perform over time.

For upcoming titles such as *Microsoft Word In 30 Minutes* and *Crowdfunding In 30 Minutes*, Amazon ads will be an important part of our launch marketing. However, I am keeping a close eye on CPC rates, as they will surely go up as more publishers see the opportunity in Amazon ads. This is what happened with Google AdWords campaigns, which offered inexpensive keyword bids in the early days but became far more expensive over time as marketers piled into AdWords.

If you do decide to experiment with Amazon ads, start with a small daily budget and low keyword bids and try different visual and text combinations. Evaluate the response rates over a period of two or three weeks and adjust keywords and bids as necessary. If something works for one book, try a similar campaign for another title. However, if you are not having success for a particular campaign, it's okay to retire it and move on. Further, even if the ads boost your visibility and top-line revenue, be sure to keep an eye on the ACoS ratio and remember that it reflects total sales at Amazon, not the revenue you will collect after Amazon and others take their respective cuts.

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*Ian Lamont is the founder of i30 Media Corp., publisher of In 30 Minutes guides ([in30minutes.com](http://in30minutes.com)). He is also the author of an upcoming guide to the Lean Media framework ([leanmedia.org](http://leanmedia.org)). Follow him on Twitter at @ilamont.*

## Lillian Nader

**Author and Copyeditor**

***Theep and Thorpe: Adventures in Space***

Yorba Linda, CA

Email: [Lnader1910@sbcglobal.net](mailto:Lnader1910@sbcglobal.net)

Website: <https://LillianNader.com>

Facebook: [www.facebook.com/Lillian.nader](http://www.facebook.com/Lillian.nader)



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

**Lillian:** I am a self-published author and a freelance copyeditor. Therefore, I am interested in all aspects of publishing and writing, including marketing. My creative writing interests are stage plays for adults and science fiction novels for young readers.

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

**Lillian:** As an English major in college, I read the works of Edmund Spencer and began writing similar stories based on the personalities and antics of my friends and classmates.

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

**Lillian:** I had no creative writing experience before college, although I began keeping a diary at age thirteen. My high school writing assignments were mostly report and essay writing with heavy emphasis on grammar. Students were forced to learn and implement the rules of the *Plain English Handbook*, which contributed to my skills in editing later in life.

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

**Lillian:** I have been a member of PWSD/OC for two years. I have met some outstanding colleagues and made new friends from attending the meetings in Orange County. One of the members referred a client to me for editing and another selected me as editor of her children's book and wrote the following testimonial for me to post on my website:

*I'd like to thank the Publishers and Writers of Orange County (PWOC), who encouraged me through the process of getting this book into print and provided numerous resources and connections. I met my knowledgeable and capable editor, Lillian Nader, at PWOC, and I couldn't imagine a more perfect match for my personality. Lillian honed, corrected, and drew out of me, the vision I had of Mazy and Snub so that my readers could really imagine their world.*

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

**Lillian:** As an editor, I am working with a new author of a book for young readers set in Hawaii. As a writer, I am currently working with a script consultant to revise the libretto of the musical, *Pandora*, and I'm writing the first draft of a sequel to my first book for young readers, *Theep and Thorpe: Adventures in Space*.

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

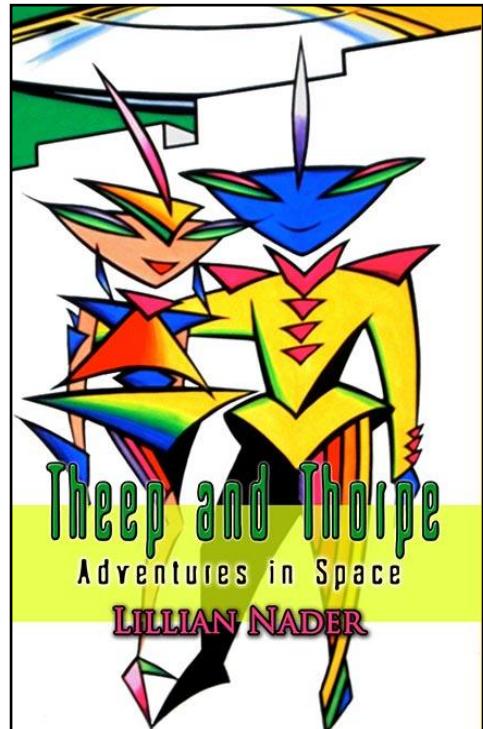
**Lillian:** Keep an open mind and allow your intuition to guide you.

**PWM:** Anything else?

**Lillian:** I will be participating in the following events and hope to see many of my PWSD/OC friends there:

**Indie Author Day:** Saturday, October 14, 2017, from 1:00 to 4:00 at Anaheim Central Library, 500 West Broadway, Anaheim, CA 92805. Guests will enjoy book sales and author autographs, raffle prizes, and an author panel featuring our own Flora Brown.

**Open Book Series at the MUZEO Museum and Cultural Center:** On Thursday, November 16, 2017, from 6:00 to 8:00 p.m. I'll be reading from *Theep and Thorpe: Adventures in Space*. MUZEO is located at 241 South Anaheim Blvd., Anaheim, CA 92805.





# 10th Annual Fall Into Fiction EXTRAVAGANZA

## Fall Into Fiction

Emeryville, California

Website: [Fall Into Fiction](#)

Friday, September 22, 2017, to Sunday, September 24, 2017

UCAAB was created as a way for African-American book clubs in California to network, support, and promote our reading groups, black-owned independent bookstores, and the authors we love to read. Many of us live, work, and meet in the same area; but, rarely do we get a chance to come together as one! UCAAB is our way of officially creating and sustaining a cohesive environment that celebrates the uniqueness of each member (book club or individual), encouraging community bonding, embracing fellowship, and supporting the literary contributions of authors of African descent.



## San Diego City College Book Fair

San Diego, California

Website: [San Diego City College Book Fair](#)

October 2017 – Dates to be Announced



## High Desert Book Festival

Victorville, California

Website: [High Desert Book Festival](#)

Saturday, October 7, 2017

Time: TBD

The High Desert Book Festival will include lectures and book signings by guest authors, booths for our many local published writers, lectures on the writing craft, a small indie-publishing house, speakers who are professionals in their field, book-related merchandise for sale, and a children's book corner with storytelling.



## **SCIBA Trade Show**

Pomona, California

Website: [SCIBA Trade Show](#)

Friday, October 27, 2017, to Saturday, October 28, 2017

The Southern California Independent Booksellers Association (SCIBA) is a non-profit trade association of independent booksellers, book wholesalers, publishers, and other industry professionals located primarily in Southern California and Southern Nevada.



## **SDSU Writers' Conference**

San Diego, California

Website: [SDSU Writers' Conference](#)

January 2018 – Dates to Be Announced

Whether you're a beginning writer or a published professional, the San Diego State University Writers' Conference is for you. Over 30 years old, this conference is designed to help every writer at every 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.



## **Los Angeles Times Festival of Books**

Los Angeles, California

Website: [Los Angeles Times Festival of Books](#)

April 2018 – Dates to be Announced

The Los Angeles Times Festival of Books began in 1996 with a simple goal: to bring together the people who create books with the people who love to read them. The festival was an immediate success and has evolved to include live bands, poetry readings, chef demos, cultural entertainment, and artists creating their work on-site. There's also a photography exhibit, film screenings followed by Q&A's, and discussion panels on some of today's hottest topics.



## 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@monkeymedia.com](mailto:j@monkeymedia.com). (See announcement at top of this newsletter page for details.)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held for PWSD the first 10 months of the year (usually on the last Saturday) and, for PWOC, on the first Saturday of every month (except on holiday weekends)—both offering 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;
- **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**, 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**

# 2017 Events Calendar

**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)**

## Warwick's "Weekends with Locals"

Program is currently accepting submissions for author signings to be held at Warwick's La Jolla bookstore. To apply, authors must currently reside within San Diego County, and this should be the author's first event in San Diego. Titles must have been published within the past year. CreateSpace titles will not be considered, and books must be available from distributors Ingram or Baker & Taylor. Does your book qualify? If so, email [authors@warwicks.com](mailto:authors@warwicks.com) for consideration or see <http://www.warwicks.com/local-author-submission-guidelines> for more information.

## La Jolla Writer's Conference

October 27–29, 2017

Hyatt Regency, La Jolla CA

Whether you are an aspiring author who has yet to put pen to paper, someone intent on writing a book to augment your business, a writer on the cusp of submitting to agents, or someone who wants to know more about the different and ever-evolving methods of publication, the La Jolla Writer's Conference is the place for you! For over a decade, community, intimate classes, personalized attention, ambiance, and a dedicated and outstanding faculty have annually converged to provide an intensive experience where writing becomes habit, habit breeds success, and writers become authors. Contact <http://lajollawritersconference.com> for more details.

## Members Helping Members

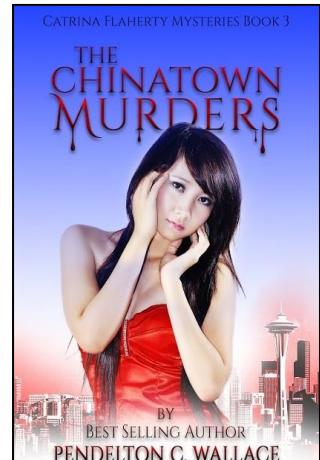
### Pendleton C. Wallace Seeks Specialty Knowledge for Novel in Progress

I have a couple of scenes I'm writing that I have no experience with. I'd like to solicit your help in making sure these scenes are accurate:

1. Does anyone live in Los Angeles? I'm writing a scene from the news helicopter of the local CBS news affiliate, KCBS. What do they call their helicopters?
2. Are you a doctor or surgical nurse? In the new Ted Higuera thriller, I have a scene in an operating room when the power goes out. I'd like to get a professional opinion so that I can make this authentic.

If you can help me with either of these areas, email me at [penn@pennwallace.com](mailto:penn@pennwallace.com). Thanks!

By the way, I gave up publishing hard copy books after Christmas Inc. in 2013. I was selling about one hundred ebooks for every hard cover book and didn't get a positive return on my investment. Times, they are a changing. I was fortunate enough to meet fellow member Rick Lakin of iCrew Digital Publishing here in San Diego. After much talk, we made a deal. I'd help him market some of his company's books if he helped me with the layout of *The Chinatown Murders*. Now available.



## From the Editor

If you're an independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, **consider joining PWS**D. 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).

To appear in the newsletter's **member profile**, Contact Sheri McGregor at [sherimcgregor@yahoo.com](mailto:sherimcgregor@yahoo.com).

Would you like to help out by taking notes at one of our monthly PWS 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 and OC Writing and Publishing Communities!**

## Newsletter & Social Media Team

### Vanderblümen Publications

Glenna A. Bloemen, J.D. MA Ed.

### 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 Proofreading  
for Authors & Publishers

Lynette M. Smith

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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)

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Lisa Nordquist  
*Love Yourself Fit*

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

Social Media Liaison