

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

October 2014

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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](http://www.PublishersWriters.org)

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

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

## ***Next Meeting***

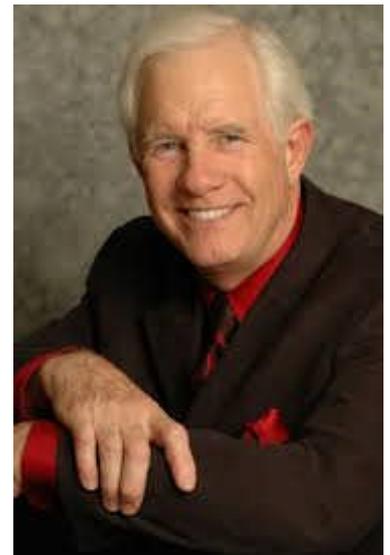
- Date:** Saturday, October 25, 2014  
**Time:** 10:00 a.m. – 12:30 p.m.  
**Location:** Carlsbad (Dove) Library  
1775 Dove Lane, Carlsbad, CA 92011  
**Topic:** Publishing Poynters from the Guru  
**Speaker:** Dan Poynter

Whether you sell out to a publisher or publish yourself, the author must do the promotion. This has always been true, but the book publishing industry is changing. Today, book promotion is faster, easier, cheaper, and a lot more fun.

Dan will describe the new ways to promote your book and provide you with the necessary tools: All specifics, no generalities. Dan's presentation will be full of supporting stats and scenarios, and the voluminous handout will have all the take-home details. Doesn't your book deserve publicity?

Dan Poynter is an author (130+ books), publisher (since 1969), and speaker (Certified Speaking Professional). His seminars have been featured on CNN, his books have been pictured in *The Wall Street Journal*, and his story has been told in *The New York Times*.

The media come to Dan because he is the leading authority on book publishing. A professional speaker, he travels more than 6,000 miles each week to share his book plan. Dan is a past vice-president of the Publishers Marketing Association. He lives in Santa Barbara, California.



**PWSD Officers**

**Karla Olson**  
President  
[karla@publisherswriters.org](mailto:karla@publisherswriters.org)

**Jeniffer Thompson**  
Web Master  
[j@monkeymedia.com](mailto:j@monkeymedia.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)

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



If you plan to attend one of our monthly meetings, please help out and volunteer to write the **recap** for this newsletter; Contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com)



**By Karla Olson**  
**President, Publishers & Writers of San Diego**

Thank you, David Wogahn—I heard from so many that your presentation on September 27 was terrific, and I'm sorry I had to miss it. We have lots to learn from our cousins in the publishing world, the music industry and the video market. It's great that you urged us to look there for successes and failures. We so appreciate your astute mind and careful eye on the industry.

What a treat we have this month! Most of you have at least heard of Dan Poynter, who launched the independent publishing movement more than 40 years ago and has been successfully self-publishing ever since. I've had the privilege of hearing Dan speak many times, but never enough. His publishing wisdom is vast and deep, and he shares his pearls so generously. You definitely won't want to miss this meeting, especially when we are charging only the usual member/nonmember meeting fee. Dan often speaks at conferences where it costs several hundred dollars to hear him. So be sure to come along for this extra-special meeting. Bring a friend, and spread the word to anyone you know who has an interest in writing and publishing. You won't want to miss this. *NOTE: This meeting is at the Carlsbad (Dove) Library.*

I'm happy to announce that we have a date and location for our Annual Holiday Party. Join us Thursday, December 4, 2014 at the Encinitas Library to celebrate PWSD's 20<sup>th</sup> Anniversary, as well as all that we've each accomplished in the last year in publishing. More to come, but be sure to save the date.

There's no better time than now to join PWSD for \$37 per year, which you will recover if you attend only four out of our 10 meetings per year. For information on the benefits of membership and to join, please visit [publisherswriters.org](http://publisherswriters.org).

A reminder to all members that you must submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are not sure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

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Also, if you already have a bio posted on the website, please make sure it still accurately reflects what you have to offer; if it doesn't, send our webmaster a replacement write-up.

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've 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.

One final announcement: We've opened an affiliate in Riverside: Publishers and Writers of the Inland Empire. Please spread the word to your writer and publishing-related friends in the Riverside, Lake Arrowhead, and San Bernardino areas. We are excited to extend our networking and publishing education to the Inland Empire. For more information, please visit [publisherswritersinlandempire.org](http://publisherswritersinlandempire.org).

*Read Local*



Our next Read Local San Diego event is the Fall Festival in Encinitas on November 24, 2014. Be sure to visit [www.readlocal.org](http://www.readlocal.org) to sign up for the newsletter so you don't miss other opportunities.

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

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# Build Your Marketing Wings on the Way Down

## Kimberly Vargas

Posted on July 17, 2013 –Printed with permission

*The person who says it cannot be done should not interrupt the person who is doing it.*  
—Chinese Proverb

*Go to the edge of the cliff and jump off. Build your wings on the way down.*  
—Ray Bradbury

These powerful quotes began a wonderful book marketing seminar I attended recently with Sheri Fink, a #1 international best-selling, award-winning children's author and creator of "The Whimsical World of Sheri Fink" children's brand. Sheri writes books and gives talks that inspire and delight children while planting seeds of self-esteem. She is also very generous with sharing her best practices, as she has an extensive background in marketing.

No matter how you come to the table as an author, marketing is going to be a certainty for the duration of your career. How can we turn marketing into a labor of love? Sheri advises authors to "Write the story your heart wants to tell." Although she enjoyed a very successful career in corporate America, her dream was to encourage and help children through writing. Sheri was able to leverage her work experience into a successful book launch, and within a few short years, her series had evolved in ways she never dreamed would happen. For example, she was approached by a playwright from Washington, DC, who wanted to adapt one of her books for the stage, because he believed in her product. Over the course of a year, he shopped it around until a theater in Tennessee picked it up. It is now in production and will be playing to audiences in the near future.

During the seminar, Sheri emphasized the importance of graciousness and authenticity when interacting with readers. Going all out with a focus on creating a special event for the guests will result in a more enjoyable experience for everyone. At a recent festival in Mission Viejo, author Dean Koontz stayed hours longer than he was scheduled to attend a book signing. Why? Because he still had fans waiting to speak to him. Mr. Koontz posed for pictures and even put someone's pet poodle on the table for a photo opportunity. This kind of attitude goes far in keeping fans for life.

The secret of your success will always be people, so grow your network and always add value for others. Be willing to give first. Know your readers and customers. When someone tells you they like your book, ask for a review. Make it easy for people to help you. Be specific in your request. Write and provide the campaign copy in advance. Always thank the people and share the result of their efforts, because books are marketed best by word of mouth. Your fans will always be your top marketers, so nurture and reward them in ways they will appreciate.



Think of yourself as the CEO of your own business and have an entrepreneurial mindset. Your work space will be important, so create space for what you want to come into your life. Establish a physical environment that's conducive to your best writing. Set up a schedule to support your writing, publishing, and marketing goals. Come up with a consistent font and a brand, an umbrella under which all of your projects can be covered. Be strategic in your marketing efforts. Leverage your books into a brand and promote the whole line.

Find a mentor and/or coach. Create or join a mastermind group, which is a set of five to six people who have phone conferences. In these meetings, the group asks each other for assistance, shares accomplishments, and provides feedback. Be sure to leverage ideas from people with diverse backgrounds who are from different parts of the world. Hire interns to help you (pay them, set expectations, set goals, and let them know what they are getting out of the program you create). Give them a confidentiality agreement. At all times, show professionalism.

In closing, Sheri acknowledged that It takes a lot of courage to build your wings on the way down, but if you're going to dream, then dream big. Don't let other people's limitations limit you. Play to win – be fearless and take action, because you never know when you're going to catch an elusive breeze that allows you to take off and soar to new heights.

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**Kimberly's note about Sheri:** *Sheri Fink's first book, The Little Rose, was a #1 best-seller on Amazon for over 60 weeks, became the #1 Top-Rated Children's eBook on Amazon, and won a gold medal in the Readers Favorite International Book Awards. Her subsequent books, The Little Gnome and Exploring the Garden with the Little Rose, debuted on the Amazon best-seller list.*





## Linnea Dayton

Dayton Publishing LLC  
Solana Beach, CA  
858-254-2959

[publisher@daytonpublishing.com](mailto:publisher@daytonpublishing.com)

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

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

**Linnea:** I am a very new, very small, very independent publisher. Some of the books I publish are authored by me, others by other authors.

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

**Linnea:** I have always enjoyed figuring out how to do things. As an author, I usually wrote books about how to do things that I wanted to know how to do. So now I'm trying to figure out publishing. I think my first attraction to publishing was my desire to take control of the publishing process after experiencing the frustration of trying to get a couple of children's books accepted for publication by agents or traditional publishers. I didn't stick with that effort for very long, because after 25 years of publishing nonfiction (how-to) titles with traditional publishers, the process I encountered with children's books just didn't make sense to me.

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

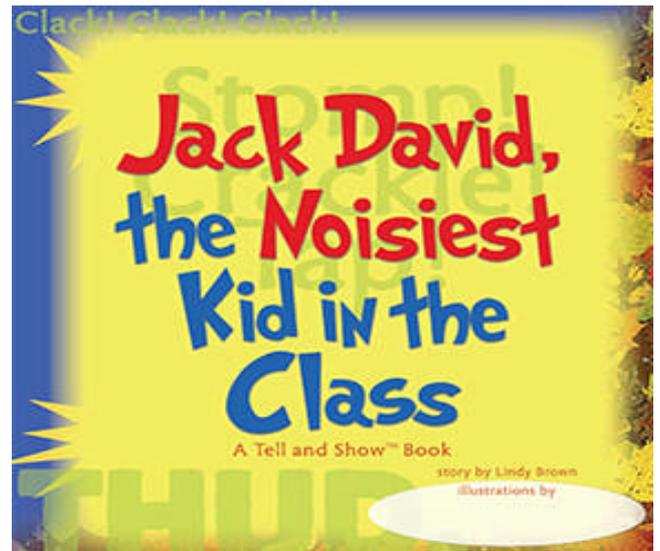
**Linnea:** I have been a book packager for many years and have done all aspects of writing and editing, as well as some book design, art direction, layout, and production. I have enjoyed learning print-on-demand publishing over the last 11 months. I haven't had much experience in promotion and marketing, so that's a real challenge. Not only is it all new to me, but it seems to be constantly and quickly changing.

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

**Linnea:** I think I've been a member only since January of this year. I find PWSD to be one of the most helpful professional organizations I've encountered. Its programs are always interesting and helpful.

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

**Linnea:** We are just launching Dayton Publishing's fourth book. (Our first was published in October 2013.) All are children's books, two in the *Hound's Glenn* series (whimsically illustrated chapter books for children 7 and up and the grownups who read to or with them, by Tonton Jim and E. Felix Lyon) and two in the Tell and Show™ imprint (children's books that are interactive, but not digital, as the reader contributes to the writing or illustration of the story). We have a children's picture book in production now, with another anticipated, and then two trade editions, probably paperback, of artists' books that I think have broad appeal. I'm also working on ebook editions of the two *Hound's Glenn* books.



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

**Linnea:** I'm not sure I've been at this long enough to offer guidance. I'd be happy to answer any specific questions people may have about my experience to date with print-on-demand, and soon, about my experience as I turn the *Hound's Glenn* books into ebooks. Also, things are changing so fast in publishing now that I guess my advice would be: if you can't find what you're looking for in POD or eBook conversion, wait 15 minutes and look again.

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



## Membership Directory Update

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



## Welcome, New and Returning PWSD Members!

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

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

You'll also enjoy these additional benefits of membership:

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

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

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



## Night Out So They Can Read

Friday, November 7, 2014

Moniker Warehouse

705 16th St. San Diego, CA 92101

Join us Friday, November 7, 2014 from 7:00 to 10pm at the Moniker Warehouse in the East Village for *A Night Out So They Can Read* to raise money for children's literacy programs in San Diego and abroad! Enjoy cocktails and local craft beers while sampling tasty bites from your favorite local restaurants. Test your knowledge in a group quiz competition and get inspired by a special children's art show presented by IDW Publishing plus so much more! 100% of the event proceeds will benefit Traveling Stories, a San Diego-based nonprofit that has been featured on KPBS, 10 News and Forbes. Use discount code PWSD for \$10.00 off your ticket! Get tickets online at: <https://www.eventbrite.com/e/night-out-so-they-can-read-tickets-1931720829>



### Monthly Dinner Series for Authors Thursday, November 6, 2014, 6:00 p.m.

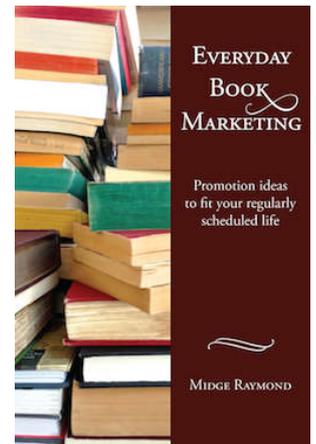
**Guest Speaker:**  
Award-Winning Author Midge Raymond

**Topic:** "Everyday Book Marketing for the Busy Professional"

**Venue:** Real Office Centers

**Cost:** \$25 (includes dinner, event, and a FREE signed book to the first 50 who register *and attend*)

Go to [www.adventuresbythebook.com/authorpreneurs/](http://www.adventuresbythebook.com/authorpreneurs/) for general information, or [here](#) for specific dinner-presentation information. *Please note this event is open ONLY to writers.*



## SoCal Author Academy

Sunday, November 9, 2014 (both workshops)

**Topics:** "Create Your Own Book Marketing Plan" (10:00 a.m. – 12:30 p.m.)  
"Ten Creative Book Marketing Strategies" (1:00 – 3:30 p.m.)

**Instructor:** Midge Raymond

**Venue:** Marina Village **Conference** Center

**Cost:** \$59 (or \$49 for returning writers) for a *single* workshop  
\$99 (or \$89 for returning writers) for *both* workshops

Go to [www.adventuresbythebook.com/authorpreneurs/](http://www.adventuresbythebook.com/authorpreneurs/) for general information, or [here](#) for specific workshop information. *Please note this event is open to writers at all levels.*



**31st Annual SDSU Writers' Conference**  
Friday through Sunday, January 23-25, 2015  
San Diego Marriott Mission Valley  
San Diego, CA

**Learn How to Hone Your Craft, Develop a Proposal, Find an Agent, and Navigate the Industry!**  
Now in its 31st year, the SDSU Writers' Conference has launched the careers of numerous writers who are now published authors. Attendees can shave years off the learning curve on both their skills and their strategy for getting published, via author and agent panels, workshops, and direct feedback on their writing. The three-day conference also affords numerous opportunities for networking. Each year, more than 300 attendees come from all over the U.S. and as far away as Japan, South America, and Switzerland, to pursue their dreams. Please join us. **Registration Opens Oct. 1, 2014.**

**Early-Bird Special Pricing until January 6, 2015: \$399**  
**Regular Pricing January 7–21, 2015: \$435**  
**At the Door: \$500** (if space allows)

### **2015 Writers' Conference Faculty and Speakers**

#### **Keynote Speaker**

- **Chip MacGregor**, Literary Agent and President of MacGregor Literary Inc., a full-service, West Coast literary agency.

#### **Special Guests**

- **Anne Rice**, *New York Times* bestselling author. Her first novel, *Interview with the Vampire*, was published in 1976 and has gone on to become one of the best-selling novels of all time.
- **Christopher Rice**, *New York Times* bestselling author. His first novel, *A Density of Souls*, was published when he was just 22, and by age 30, Rice had published four *New York Times* best-selling thrillers.

#### **Times:**

*Friday: 12:30 to 9:00 p.m.*      Check-in and registration table open 12:30–5:00 p.m.  
No-host mixer 5:00–7:00 p.m.  
Night owl 7:00–9:00 p.m.

*Saturday: 7:30 a.m. to 6:00 p.m.*      Check-in and registration table open 7:30 a.m.  
Reception 5:00–6:00 p.m.

*Sunday: 7:30 a.m. to 12:00 p.m.*

**Venue:**      SDSU College of Extended Studies  
5250 Campanile Drive, San Diego CA 92182-1925  
(619) 594-3946

**More Info:**      [sdsuwritersconference@mail.sdsu.edu](mailto:sdsuwritersconference@mail.sdsu.edu)  
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## San Diego Public Library's 49<sup>th</sup> Annual Local Author Exhibit

**Entire Month of February 2015; Registration and Book-Submittal Deadline: November 30, 2014**

The San Diego Public Library's 49th Annual Local Author Exhibit is nearing and the library is calling its resident authors for submissions. If your book or eBook was originally published in 2014, the library would like to display it in the exhibit, which will run the entire month of February 2015 in the beautiful San Diego Central Library at Joan Irwin Jacobs Common.

For information and to register for this event, please visit the [San Diego Local Author](#) webpage (also accessible from the San Diego Public Library's web site, [www.sandiegolibrary.org](http://www.sandiegolibrary.org) under the PROGRAMS & EVENTS tab). Please note that there are two registration forms: one for print books and one **ONLY** for eBooks. If your book is in both formats, register/submit the print version only. Please mail your book to: SAN DIEGO PUBLIC LIBRARY, ATTN: RACHEL ESGUERRA, 330 PARK BLVD, SAN DIEGO, CA 92101-7416.

Authors submitting a hardcopy book will not receive official e-mail confirmation until both the registration and book is received and processed. Authors submitting an eBook must register first to receive an e-mail confirmation with information on how to submit an image of your book cover for display purposes. Please allow up to two weeks to receive confirmation. **Last day to register and submit your book is Sunday, November 30, 2014. ONLY ONE TITLE MAY BE REGISTERED PER AUTHOR - NO EXCEPTIONS.**

All submissions to the Local Author Exhibit become gifts to the San Diego Public Library for possible inclusion in the collection. Qualified participants will be invited to an exclusive Local Author event to kick off the exhibit. Be sure to add [resquerra@sandiego.gov](mailto:resquerra@sandiego.gov) to your contacts so that further correspondence does not end up in your junk mail. If you have any questions or comments please call 619.236.5841 or simply reply to this e-mail.

Please share this message with your author friends and like the [SDPL Central Library Facebook page](#) (<http://www.facebook.com/pages/SDPL-Central-Library/134245953252231>).

For more information, contact Rachel Esguerra, Local Author Exhibit Assistant, 619-236-5841 or [resquerra@sandiego.gov](mailto:resquerra@sandiego.gov)



## 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.



## IBPA'S Publishing University April 10–11, 2015

**Sheraton Austin Hotel at the Capitol  
701 East 11th Street, Austin, Texas 78701**

We're headed to the Austin, Texas for IBPA Publishing University 2015! As always, IBPA's [Publishing University 2015](#) will bring you information-packed seminars developed and led by industry leaders. Join us in Austin, Texas, for experiential workshops, enlightening lectures, and the always popular Ask the Experts program! More Information: [ibpapublishinguniversity.com](http://ibpapublishinguniversity.com)



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

*From the Editor*

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

**The closing date for newsletter contributions is the 1st day of each month.** Send your contributions to [gab11853@aol.com](mailto:gab11853@aol.com).

If you'd like to appear in the newsletter's **member profile**, Contact Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.com).

Would you like to help out by taking notes at one of our monthly meetings and then **writing up the meeting recap** for the next newsletter? If so, contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com). We're looking for one volunteer a month so we can have each meeting covered.

**Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing Community!**

*Newsletter Team*

**Vanderblümen  
Publications**

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

Newsletter Editor

*All My Best*

**Copyediting, Formatting, and  
Heartfelt Publishing**

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

Copyeditor



**Lauren Castle**

*Image & Branding Strategist*

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

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