

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

October 2015

## In this Issue

President's Message  
Read Local  
Member Invitations & Reminders  
Chapter Announcements  
Book Review  
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, October 31, 2015

**Time:** 10:00 a.m. – 12:30 p.m.

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

**Topic:** **The Reading Room**

**Speaker:** **Kim Anderson**

Kim Anderson is Chief Executive of TheReadingRoom.com, an online book discovery platform for readers with more than 1.3 million members, based in New York. It enables members to connect with other readers, recommend books to each other, share their reading experience by writing reviews, starting discussion by joining online reading groups. Members can also read the latest reviews from the *New York Times* and *The Guardian*, consult carefully curated featured bookshelves, and track their favorite authors. The site is also ecommerce enabled, and members can buy print and eBooks as competitive prices.

Kim is also a Non-Executive Director of ASX 100, listed Carsales.com.au, and the STW Group, Australia's largest marketing communications group. Kim's career spans a wide range of media development including book, magazine and newspaper publishing, online media, mobile and free-to-air television, including digital and interactive formats.



Kim attended the University of Sydney and UTS before she went on to train as an editor. She was Managing Editor of the twelve-volume *Bicentennial History of Australia*. Originally based in Sydney as Non-fiction Publisher HarperCollins, Kim has worked for a variety of book publisher and media proprietors, including John Fairfax and Sons, Publishing and Broadcasting Limited, and News Corp. In 1993 she was posted to New York to set up a new media vision for HarperCollins. In 1995 she returned and joined Publishing and Broadcasting Limited to create Australia's number one online portal ninemsn.com.au and ran digital media for the Nine Television Network. In 2004 Kim joined Southern Star Entertainment as CEO and was instrumental in creating the digital entity Kim Southern Cross View, creating Australia's first talk-back portal, Mytalk.com.au.

Kim has been a member of the Expert Advisory Panel for Law and the Humanities for the Australian Research Council, a Federation Fellows judge, a Fellow of Senate of The University of Sydney from 2004–2011, former Chair of Sydney Talent, and a former director of the Sax Institute. She lives in New York.

## *President's Message*

### **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)

**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**

### **PWSD News**

Thanks to Antoinette Kuritz for stepping in for her business partner Jared, who had a last-minute family obligation before the September 26 meeting. I'm told everyone learned a lot about how to convert your publishing "hobby" into a business and put success practices into place. Antoinette also shared information about the upcoming La Jolla Writers Conference, a well-established opportunity for learning, growth, and professional advice. For more information, see [lajollawritersconference.com](http://lajollawritersconference.com).

As we all know, tens of thousands of books are published every year, more than ever before. How do you make your book stand out to potential readers and book buyers?

In October, I'm happy to welcome Kim Anderson, from The Reading Room ([theradingroom.com](http://theradingroom.com)), a book discovery site that you, an author or publisher, need to know about. I sent everyone a survey last week, and I encourage you all to complete it. Kim plans to use your input to develop the best book discovery programs available to authors and publishers who want to reach out to readers.

This is an opportunity for all of you to partner with a terrific site that highlights books of all types, and to be a part of the planning. I've been talking with The Reading Room about working with independent authors for several months now, and I know they are developing exciting, effective ways for you to market your book. If you want your book to be a success, be sure you join us for this meeting.

**This meeting is at the Carlsbad (Dove) Library.**

### **PWOC News**

In October, Donna Stellhorn, author of ten books, shared with us how she uses YouTube to market her books. Donna has it down to a science, regarding how to promote with video, and she generously revealed her secrets. YouTube is a great and very accessible tool.

For November, we weren't able to get our usual meeting room at the Orange Library, so the PWOC team is going to change it up a bit with a brown-bag-lunch Q&A Round Table meeting on November 7 in Yorba Linda at the home of longtime member Lynette Smith—get all the details on page 5 of this newsletter. Round-table discussions have always been very popular at past PWSD meetings, thanks to the talents and experience of our members. So bring your burning questions and resource files, along with your lunch, to this free meeting.

*Continued next page*

*Continued from Previous Page*

We're getting together in November because our next meeting won't be until February 6—and it's going to be a good one. Tricia Van Dockum from Ollie Media will speak to us about book promotion and publicity. Tricia is the best, so mark your calendar now. For that meeting, we'll be back in our regular meeting place, the Rotary Room at the Orange Public Library.

Just a reminder for PWSD members that you may attend PWOC meetings for the member price, \$10 per meeting. It's the same for PWOC members who want to join 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!



***Read Local***



The Encinitas Holiday Fair is coming up. Watch for a Read Local email with details. And be sure to sign up A.S.A.P., as spaces fill up fast.

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 features in their stores and on their programs. A Basic Listing is FREE, and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25 and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.



**“PWSD Likes Facebook!”**

**Visit us on Facebook today**

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



**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 Karla Olson at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and she will let you know.

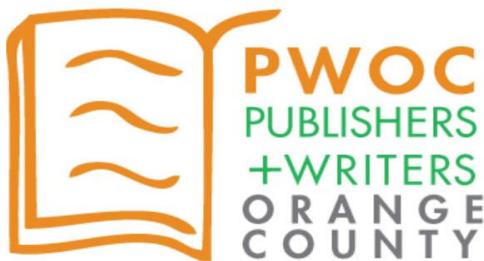
**Save more and learn more: Attend both PWSD & PWOC Meetings at reduced member rates!**

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.

**Dates for PWSD and PWOC meetings and events for the next few months:**

- **PWSD**—the next meeting is October 31. PWSD does not meet in November or December 2015. The first meeting in 2016 will be held January 30.
- **PWOC**—the next meeting is a November 7 Brown-Bag Round Table discussion at a member's home; see page 5 for details. PWOC will not meet in December or January, but will return to the Orange Public Library for its February 6 meeting.
- **December Holiday Social**—PWSD and PWOC members are welcome, free of charge, in San Diego County; date and details to follow.





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

Please tell your writing and publishing friends in the area that we'd love to meet them at the next meeting; details below. 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!

**Saturday, November 7, 11:00 to 1:00**

**Join us for a  
“Brown Bag Round Table Q&A”  
At the Home of Member**

**Lynette M. Smith  
5852 Oak Meadow Drive  
Yorba Linda, CA 92886**

Phone Number (in case you get lost):  
714-777-1238



**We're changing it up this time!** Bring your brown-bag lunch and beverage to this informal problem-solving gathering, taking place either on the patio or indoors, depending on weather.

**No meeting fee** (this time only)

**Please RSVP** by email, to Jan Kingaard at [jank3345@aol.com](mailto:jank3345@aol.com) **before November 6**

**Do bring:**

- **Your brown-bag lunch** and chosen beverage
- **Your rotary file** or other go-to resource list
- **A folding chair** (leave it in the car unless it's needed)
- **Your member-display materials**
- **The first burning question** you'll ask when you introduce yourself



**Recap of October 3 PWOC Meeting, by Member Eve Gumpel**

## Give YouTube a Try, Says Social Media Guru

**Donna Stellhorn is a master when it comes to promoting her books and her business on YouTube.** And, if you have a book, you ought to do it, too, she advised attendees at a meeting hosted by Publishers and Writers of Orange County.

In addition to being an author, astrologer and feng shui expert, Donna is an active blogger, coder and host of half a dozen websites.

Creating your own videos requires time and some costs. However, she says, “your reward is a huge customer base and content that is easy for people to consume.”

Consider these statistics: 81.2% of Internet users use YouTube. As of March 2015, 31.8 million visitors ages 18 to 24 spent an average of 10 hours on the site. Another 19.4 million visitors 65 and older spent nearly 4 hours on the site.

An added bonus: YouTube is owned by Google, so those videos rank high in Google search results—particularly if people watch and comment on it.

One caveat: When it comes to social media sites, once your content is posted, it belongs to that site.

Things you'll need for your video channel:

1. *Channel art, the photo that runs across the top of your channel.* Donna says a site called Canva.com will trim your photo to the right size for social media and email headers.
2. *Video editing software.* YouTube offers “enhancements,” or video editing options. But unless you have a Macintosh computer, which comes with free editing software, you may want to purchase your own. Available software includes:
  - Animoto, which starts at \$10 a month. And your video will vanish once you stop paying the site.
  - Stupefix, which has a free option.
  - PowerDirector, which goes for a one-time fee of about \$100.
  - Camtasia, which costs \$300 to purchase.
3. *Royalty-free music, to purchase as well.* Sites include Freeplaymusic.com and Envato.com.

Be sure to check your analytics to see whether people are finding and engaging with your videos. Donna recalls wondering why people were only watching one video for one minute and 49 seconds, when it was two minutes and 20 seconds long. Turns out that 1:49 was the point where she said, “That’s about it”—so people clicked away.

You can reach Donna at [donna@donnastellhorn.com](mailto:donna@donnastellhorn.com) and visit her website at [www.DonnaStellhorn.com](http://www.DonnaStellhorn.com).

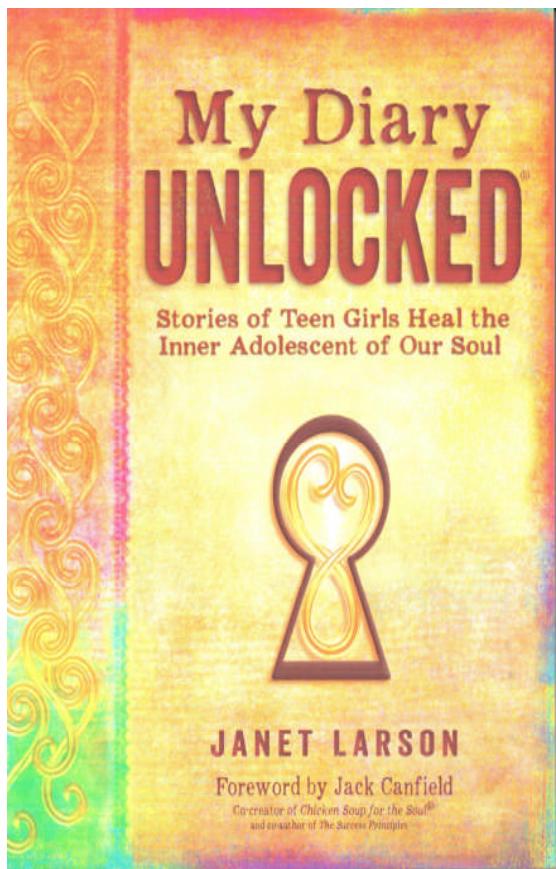


---

*Contributing author Eve Gumpel is owner/operator of Good Writing Matters, offering copywriting, editing, ghostwriting and proofreading services. You can reach Eve at [eve@evegumpel.com](mailto:eve@evegumpel.com) and visit her website at [www.EveGumpel.com](http://www.EveGumpel.com).*



## Book Review



Finding the key to surviving your teenage years is a challenge. Janet Larson, in her book *My Diary Unlocked: Stories of Teen Girls Heal the Inner Adolescent of Our Soul*, shares the stories of teenage girls as their words provide answers to understanding this age.

Parents are given a glance at the inner world of teenage girls. These are stories of human experiences and the struggles of young teenage girls trying to find meaning in their lives and answers to problems they don't understand. The stories demonstrate their fears and anxiety in daily life, which can provide the key to understanding between the parent and child. Janet explores friendship, death, grief, stress, bullying, depression, and accountability from the perspective of a teenage girl.

Janet Larson, MS, trains self-esteem enhancing courses. For over 30 years, she has worked with Girl Scout Troops to management executives. Her message is that happiness arises from authentic self-acceptance and allowing oneself to be vulnerable to share our unique expressions to make a difference in the lives of others.

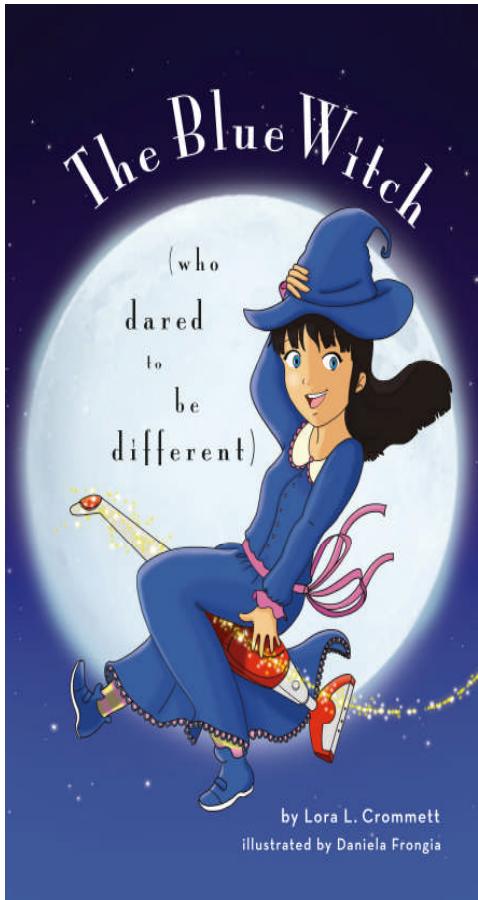
Paperback, 339 pages, with a foreword by Jack Canfield. ISBN 9781940711096, \$19.95. Available on both Amazon.com and IndieBound.

Janet Larsen is one of four top finalists in the self-help category for the 2015 **IBPA Benjamin Franklin Awards**, which includes 55 categories recognizing excellence in book editorial and design and is regarded as one of the highest national honors for independent publishers.

**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!**





## JUST RELEASED

Lora L. Crommett's chapter book "The Blue Witch Who Dared to be Different" for young emergent readers has been released just in time for Halloween. She invites PWSD members to join her at one of her book signing events:

**October 24, 2015** 10 am – 12 pm  
Encinitas Library  
540 Cornish Drive, Encinitas, CA 92024

**October 28, 2015** 10 am – 4:30 pm  
Del Mar Library  
1309 Camino Del Mar, Del Mar, CA 92014

**October 30, 2015** 11 am  
San Diego Children's Discovery Museum  
320 North Broadway, Escondido, CA 92025

**November 4, 2015** 2 pm – 4 pm  
Fallbrook Library  
124 South Mission Road, Fallbrook, CA 92028

Available at Amazon, Barnes & Noble,  
Independent Book Store and ebook on Kindle,  
Nook, and Apple Iphone.

**"PWSD Likes Facebook!"**

[Visit us on Facebook today](#)

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



# Your Book Promotion Foundation

Dan Poynter

Because many smaller and newer book publishers are short of time and money, they must concentrate their resources in the most productive promotion areas. The mission is to tell the maximum number of opinion molders and potential buyers about your book at the least possible cost while expending the least possible amount of time. For most nonfiction books, publishers should follow a five-step plan. The first four steps will assure all the basic areas are covered, and the fifth is where book marketing becomes creative and fun.

Whether you sell out to a publisher or publish yourself, the author must do the promotion. Publishers do not promote books. So, this advice is important to you, whether you have a publisher or have self-published.

## **Customer/Reader.**

**First**, sell directly to the user by promoting the book with book reviews, news releases, and articles, and by alerting your friends, relatives, and associates by email. Book reviews are the least expensive and most effective promotion you can do for your book. If you are not sending out 300–500 review copies, you are not exploiting this form of free publicity. News releases and articles are a way to keep your issue, name, and book before the public after the book is out. If you are not sending out a news releases to all the magazines in your book's subject every month, you are missing out on a lot of free publicity. Naturally, book reviews and news releases will generate interest from wholesalers, bookstores, libraries, and book clubs too. See [http://www.pma-online.org/coopcats\\_bfr.cfm](http://www.pma-online.org/coopcats_bfr.cfm) and <http://parapub.com/getpage.cfm?file=/bookprom.html>

Spend your money on your book's cover and your creative energy on review copies, news releases, and articles.

Tell the ultimate buyers of your new book with a pre-publication mailing, offering them a copy hot off the press; tell them you will pay the shipping if they order now. Later, make periodic offers to small, highly targeted lists.

## **Bookstores.**

**Second**, get a distributor. Distributors have sales reps [who will] visit the stores and get the orders. See <http://parapub.com/getpage.cfm?file=resource/promote.html> and <http://www.pma-online.org/benefits/tradedistribution.cfm>

Bookstores are best contacted through cooperative bookstore mailings, targeted mailings to specialized bookstores, special editions of appropriate magazines, and the American Booksellers Association's Single Title Order Plan (STOP). See <http://www.pma-online.org/programs.cfm>

## **Libraries.**

**Third**, since libraries are good pay but only order one book each, publishers cannot afford to spend a great deal of time and money pursuing them. It is best to use this seven-step library plan and move on to other areas of promotion.

Offer your book to Quality Books prior to printing. They often take 200 copies or more directly from your printer. Other library wholesalers will order in dribs and drabs, while Quality will give you a large early order. The secret is to let Quality know about your new book early enough. Fill out their New Book Information form and send it with a brochure, description, manuscript, or galley well before you go to press.

Become a stock publisher with Baker & Taylor and get your book listed on their database. Notify all the library wholesalers about your book. Pursue reviews in the library review magazines such as Library Journal and ALA Booklist. Acquisition librarians read and believe reviews. Take part in the Publishers Marketing Association

mailing to libraries. Make highly targeted mailings to appropriate special libraries and libraries with special collections. Finally, take part in special editions of appropriate book-trade magazines. See <http://www.pma-online.org/library.cfm>

## **Subsidiary rights.**

**Fourth** in the area of book promotion is subsidiary rights. Most rights contacts can be handled via email, and most should be pursued before the book goes to press. Some subsidiary rights are periodical rights, condensation rights, anthology rights, book club rights, performing rights, translation rights, mass market reprint rights, and merchandising rights.

## **Nontraditional markets.**

**Fifth**, now that the basics are covered, you may (almost) forget about bookstores, libraries, and subsidiary rights and concentrate your time, money, and resources on the more lucrative nontraditional areas. Some of these non-book trade outlets are specialty shops, local shops, catalogs, premiums, fund raisers, associations, the export market, and selling to the U.S. Government/military.

The nice things about specialty shops are that most buy in large quantities, pay in 30 days, feel a 40% discount is very generous, and have never heard of returns. For example, Para Publishing's books on parachutes and skydiving are sold to parachute lofts (stores), to skydiving schools, to parachute catalog houses, and to the U.S. Parachute Association for resale to its members.

Bookstores are not the only place to sell books—they aren't even a good place to sell books. In fact, bookstores are a lousy place to sell books.

Sales to catalogs for fund raising and to premiums buyers can take more time, but the orders are much larger. They are worth the effort.

## **Don't miss marketing opportunities.**

Many newer and smaller publishers come into this unique marketing arena with years of experience in other fields. While they are initially mystified by some of the book promotion basics that are required, they offer refreshing marketing creativity to the field. If you are new, cover the basics first, step-by-step, before you get creative.

With a pre-publication mailing to readers, some wholesaler orders, an order from Quality Books, and some subsidiary rights (book club?) interest, you should sell enough books to exceed your print bill. Certainly, this is a nice target to aim for.

Publishing and promoting books is creative, invigorating, and fun, particularly when you are organized and have a plan to follow.

---

*Dan Poynter, the Voice of Self-Publishing, has written more than 100 books since 1969 including Writing Nonfiction and The Self-Publishing Manual. Dan is a past vice-president of the Publishers Marketing Association. For more help on book publishing and promoting, see <http://ParaPub.com>.*

© 2003



**Member Profile**



**Neal Katz**

**Author**

**Encinitas, CA  
503-883-1973**

[nealineden@gmail.com](mailto:nealineden@gmail.com)

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

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

**Neal:** I am interested in writing books and managing all the steps it takes to successfully indie publish.

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

**Neal:** I first began writing for business as a CEO. I have also written inspirational poetry. I have always enjoyed reading and have felt compelled to write for some time.

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

**Neal:** I have no prior experience in the publishing world, although my first job was at a bookstore—Campbell's Bookstore next to UCLA. I used to go in as a kid and organize, in numerical order, all of the children's Landmark Books series, which was 100+ historical novels. I asked for a job at age 12, and Mr. Campbell told me to come back when I turned 16. On my 16<sup>th</sup> birthday, he hired me. I've loved books and the adventure of reading for a long time. In the business world, I have authored several business plans, compliance filings, and marketing materials.

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

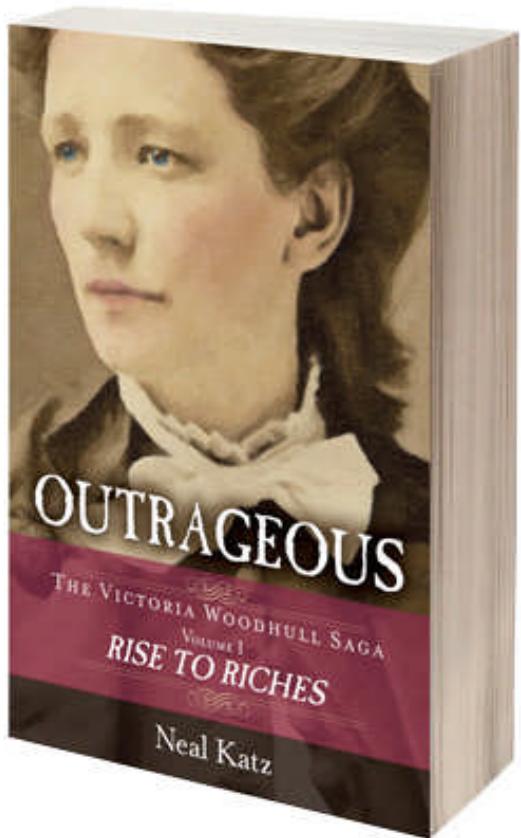
**Neal:** I have been a member of PWSO for two years. This group is incredibly informative and connects me to people who can really help me reach my goals. The best part is the spirit of encouragement and cooperation that pervades PWSO.

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

**Neal:** Right now, I am working on indie publishing my first work, *OUTRAGEOUS: Rise to Riches, Volume One of The Victoria Woodhull Saga*, through Top Reads Publishing, LLC, with Teri Rider. I am simultaneously completing the first draft of *Volume Two, SCANDALOUS: Fame, Infamy and Paradise Lost*. The release date for the first volume is October 1. Volume Two should be out mid-2016. I had no idea how much time and effort publishing was going to consume. I envy ghostwriters, who may not get the glory, but are allowed to pursue their craft.

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

**Neal:** I strongly advocate the following: Know your purpose. Write, write, write, and then write some more. Hire the best story (genre) editor you can find—listen to them and take no other advice until you are done with this phase. Hire a professional, highly qualified copyeditor—don’t skimp, or you will end up paying for it later. Work with a professional indie publisher and/or hire a great graphic designer for cover and interior layout. Hire an experienced PR and book promotions firm—call several authors they handle to vet them. Call or email me, I am happy to help you. (Please be patient if I do not respond immediately.)



**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)

#### Member Events & Announcements

**Lynette M. Smith seeks honest Amazon reviewers for her upcoming series of six themed *How to Write a Heartfelt Letter of Appreciation* guides.** Each is a reference-style book between 9,000 and 14,000 words and will be published at various times between November 4 and late spring 2016. To participate, email her at [Lynette@goodwaystowrite.com](mailto:Lynette@goodwaystowrite.com) with the one or two themes you're most interested in, from this list: (1) *To a Military Service Member* (email now for this one—it launches Nov. 4!), (2) *For a Cultural or Religious Rite of Passage*, (3) *To a Product Creator or Service Provider*, (4) *To a Supervisor or Employee*, (5) *To a Teacher, Coach, Mentor, or Student*; and (6) *To an Older Friend or Relative*.

At least a week before your chosen guide's publication date, Lynette will email you an advance, eyes-only PDF copy to read. Then, on the publication date, she asks that you buy (so Amazon will know you're a "Verified Purchaser"), at the discounted one-day-only 99¢ price (regular price \$4.99), the Kindle eBook (or the paperback book at its regular \$9.99 price), scroll through the pages (because Amazon keeps track), and post your *honest* Amazon review as soon thereafter as possible. She would be grateful for your support.

## 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.PublisherWriters.org](http://www.PublisherWriters.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.PublisherWriters.org](http://www.PublisherWriters.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**



**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)*

## **The Reading Room to launch Aspiring Writers Competition to Discover New Authors**



The Reading Room (New York, NY) announced today that it will launch its third Aspiring Writers Competition on **October 21, 2015**. The competition is an opportunity for first-time authors to receive valuable feedback from readers and industry professionals, as well as exposure to some of the world's most avid readers.

Aspiring Writers can submit online the first 500 words of their novel to The Reading Room's Aspiring Writers Competition. The submissions will be read and assessed by an expert panel of judges, who will select a short list of five (5) entries. The five (5) shortlisted submissions will be presented on The Reading Room, where members can read, share, and vote for their favorite entry.

The judging panel includes Catherine Drayton from literary agency InkWell Management; Kirsty Melville, President and Publisher of Andrews McMeel Publishing; and Karla Olson, Director of Patagonia Books and the President of Publishers and Writers of San Diego and Publishers and Writers of Orange County. Since winning the last competition, author Michelle Weidenbenner has published two children's books, a memoir, and the book that won her the grand prize. "Winning this award was one of the most exciting events in my life," she said.

The first place winner receives a cash prize of \$1,000 and the opportunity to discuss their work with the judging panel. In addition, all finalists will receive a voucher for publication on IngramSpark, an online publishing platform that delivers fully integrated print and digital distribution services for independent authors.

Submissions open online at The Reading Room on Wednesday, October 21. Voting begins on Sunday, November 22.

For more information, contact [Press@TheReadingRoom.com](mailto:Press@TheReadingRoom.com).

**For more information about The Reading Room, visit <https://www.thereadingroom.com/page/about-us>**



# 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.



# 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.

Have questions? [membership@scbwi.org](mailto:membership@scbwi.org) for membership; [sararutenberg@scbwi.org](mailto:sararutenberg@scbwi.org) for conferences; [grants@scbwi.org](mailto:grants@scbwi.org) for grants and awards; and [scbwi@scbwi.org](mailto:scbwi@scbwi.org) for general questions. For questions regarding regional events, contact the regional advisor by e-mail (see [www.scbwi.org/region-map/](http://www.scbwi.org/region-map/)).

Phone: 323-782-1010 (M–F, 9–5 Pacific Time); Fax: 323-782-1892

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



## **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, and 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](http://facebook.com/sdsuwritersconference)  
[twitter.com/sdsuwritersconf](http://twitter.com/sdsuwritersconf)  
[linkedin/sdsuwritersconference](http://linkedin/sdsuwritersconference)





## 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).



## IBPA Benjamin Franklin Book Awards Ceremony

April 8-9, 2016 Starts at 6:00 PM—Salt Lake City, Utah

Join the Independent Book Publishers Association (IBPA) on April 8, 2016 as they honor the winners of the 28th Annual IBPA Benjamin Franklin Awards! IBPA's **Benjamin Franklin Awards**, which include over 55 categories recognizing excellence in book editorial and design, are regarded as one of the highest national honors for indie publishers and self-published authors. Held in conjunction with IBPA's **Publishing University 2016** (April 8-9, 2016 in Salt Lake City, Utah), the 2016 award ceremony is a gala dinner where all Gold winners receive an engraved trophy marking their achievement.

### More About the Awards

The Benjamin Franklin Awards are administered by IBPA with help from over 150 book publishing professionals including librarians, bookstore owners, reviewers, designers, publicity managers, and editors. The Benjamin Franklin Awards are unique in that the entrants receive direct feedback on their titles. The actual judging forms are returned to all participating publishers.

In addition, Gold winners receive an engraved crystal trophy. Gold and Silver winners receive award certificates along with gold or silver stickers. All winners are announced to the major trade journals and media. The general registration fee is \$30 per person. Attendees of IBPA's Publishing University 2016 receive a complimentary ticket as part of their Publishing University registration. In addition, all award finalists receive two complimentary tickets to the ceremony. Finalists will be announced in mid-March 2016. Contact IBPA's COO, Terry Nathan, at [terry@ibpa-online.org](mailto:terry@ibpa-online.org) for details.



## 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