Next Meeting: Saturday, October 29, 2016
10:00 a.m. – 12:30 p.m.

Location: Carlsbad Dove Library
1775 Dove Lane
Carlsbad, CA

Topic: “Key Success Factors for Top Writers Today”

Speaker: Steven Wilson

With so many changes in the writing and publishing space, how do we differentiate the best routes to choose in writing and selling books? Steve Wilson, founder of FastPencil, a complete platform for publishing success, will discuss a variety of industry trends and evaluate the many ways authors can leverage technology to write, collaborate, publish, and market their book to the world. Here are a few key discussion areas:

1. How can you use technology to make writing and publishing easier — without compromising quality?

2. What is the latest technology available for writers and publishers today?

3. What are the benefits of going through traditional publishers?

4. Can I still get my books in brick and mortar stores if I publish independently?

5. How should I market my book outside the US?

6. What are key success factors for the top writers today?

See you at the meeting!
**President’s Message**

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

**PWSD News**

Brooke Warner presented a stimulating program in September, discussing best practices and considerations for successful publishing, as well as her astute assessment of the changing publishing world. As we all know, it is an exciting time with lots of great opportunities. However, as Brooke pointed out, you need to be reflective and strategic about every move. Thank you, Brooke, for all your insights.

In October we welcome Steve Wilson, founder of Fast Pencil, a complete platform for publishing success. Steve has been working with independent publishers since 2008, and he’s gathered his clients’ experiences to present “Key Success Factors for Top Writers Today.” I’m sure it will be a fascinating program.

**PLEASE NOTE: This meeting will be held at the Carlsbad (Dove) Library.**

After the October meeting PWSD will recess until January. However, watch this newsletter for exciting news about upcoming programs.

**PWOC News**

Sharon Goldinger provided a wealth of information, including some excellent resource materials, at our October 1 meeting in Orange County. We discussed best practices, marketing, and lots of other topics—all in answer to great questions from our members. Thank you, Sharon, for a terrific meeting. *(Read Penny S. Tee’s meeting synopsis on page 5 of this newsletter.)*

In November, Anna-Marie Abell of Big Head Marketing will brainstorm great marketing ideas especially for you and your book. Then, in December, look forward to a great holiday celebration that honors you and your publishing accomplishments, and continues the sharing of ideas and strategies for publishing success.

**PWOC meets in the Rotary Room at the City of Orange 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!
President’s Message—continued

PWSD/PWOC Membership
As most of you know, our yearly dues are a wonderfully affordable $47 per year. As a member, 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 by sending a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

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

The Encinitas Fall Festival is coming up on November 20, 2016. We'll feature 12 authors in the booth throughout the day. Be sure to sign up for the Read Local newsletter (www.readlocal.org) for more information about securing a space in the booth. I'll send information very soon.

Please visit 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 stories 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!
Tell your writing and publishing friends in the area we’d love to meet them at the next meeting; visit 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, al fresco lunch. **Other PWOC questions?** Email Jan Kingaard at jank3345@aol.com. **Remember:** As a PWSD or PWOC member, you can attend either or both chapters’ functions at member rates!

### “Marketing Basics for Authors”

*With Anna-Marie Abell*

**Saturday, November 5, 2016**

Okay, so you put your book on Amazon. Now what? Why isn’t it selling? Placing your book on Amazon is like throwing a needle into a haystack—a really big haystack—and expecting people to find it. If you want people to discover your book, you need to put a giant spotlight on it, and that means taking the time to market it. The good news is that marketing your book can be fun!

In this presentation, Anna-Marie is going to walk us through the marketing basics checklist. This is the bare minimum you need to do as an author or publisher to market your book. In this day in age, with social media taking over the world, authors must adapt and stay current, and more importantly, build a social fan base. This presentation will cover different ways to accomplish this. She will also talk about some unique marketing opportunities for authors.

**Anna-Marie Abell** has been in the marketing and advertising business for over 18 years, specializing in delivering unique marketing content for her clients. She is most well known for the promotional video she did for Oceanside Tourism that has generated almost 48 million views on YouTube. She currently runs her own marketing company, Big Head Marketing, and dedicates all her free time to finishing her first novel.

*Read the next page for Penny S. Tee’s meeting synopsis of PWOC’s exciting October 1 meeting, “Get Your Publishing Questions Answered with Sharon Goldinger.”*
PWOC Meeting Synopsis, October 1, 2016

“Get Your Publishing Questions Answered”
Presented and Facilitated by Sharon Goldinger

Attending this past PWOC meeting, I couldn’t help but think of a beautiful flower garden. There were authors writing with every color, type, and shape—whether a true travel adventure about a family’s vacation in Israel, finding themselves cowering in bomb shelters, to helping men to recognize the core traits of manhood, murder mysteries, poetry, how-to books on writing heartfelt letters, and even an outrageously creative cartoon book on dry eye. Our Orange County group is small and eclectic. And, when combining the experience of our speakers and members, it is fertile ground in which to grow and flourish.

Sharon Goldinger, our presenter, offered her seeds of wisdom about how we could pursue our dreams of successfully marketing and publishing our books. Karla Olson, our president, was also there to offer her sage advice after so many years in the publishing industry.

Sharon is the owner of PeopleSpeak in Laguna Hills, California, and vice president of the Publishers Association of Los Angeles (PALA). She is a book shepherd and publishing and marketing consultant. We were able to pepper her with questions relevant to each of our own writing journeys. She came prepared with bonuses—sending us home with invaluable articles and lists of information on such topics as “Publishing and Production Resources,” a “Publishing Checklist,” “Making the Most of Email Marketing,” and “How to Pitch a Book Blogger.”

First, Sharon explained, you have to have an elevator speech on the tip of your lips at all times. In 25 words, you need to be able to spark the person’s interest and make them want more. Then wait, and let them absorb what you said. Hopefully you have tickled their curiosity and they will ask for more information. Be ready with another 50-word compelling discourse about your amazing book, so that they can’t take another breath without buying it.

You have to thoroughly know your reader. Pick three distinct audiences, and you can even do a vision board: What do they look like? What do they watch on TV? How do they spend their free time? Start out narrow, and then broaden your reach. As we approach the holidays, would your book be a great item for a gift under the tree? Surely your book would be just right for Jacob for one of the eight days of Hanukah.

Both Sharon and Karla acknowledged that, in today’s whirling evolution of the publishing world, change is the only constant. Good luck keeping up with it! In our discussion about the differences between traditional and indie publishing, Sharon emphasized to be sure to thoroughly read contracts; and if it’s too technical or boring, hire a professional—you don’t want any painful surprises! If you hire freelancers to help deliver your “baby,” make sure you have a contract with each, spelling out their responsibilities. As writers, we are so familiar with what we are trying to say, that sometimes we mistakenly think we have put it on the paper—only to have an astute editor question what we meant to say. Contract stipulations are not the time for those kinds of mistakes!

Continued on next page
In choosing between indie, traditional, or hybrid publishing, first examine your publishing goals. Is the book for your family’s eyes only, or do you have dreams of being the next Stephen King? It matters. Will your choice impact people’s perceptions of the quality of the content or the marketability for your genre? If you want to be a financial success, your book must be presented in a professional manner—don’t get caught with your margins the wrong size. To publishing professionals, it’s no prettier than trying to squeeze a size 20 body into a size 10 pant. The *Chicago Manual of Style* is the industry standard. Make sure your cover artist is a *book cover designer*—not your brother who is pretty good at paint-by-numbers. Don’t give people an obvious reason not to take your book seriously. Know, without any doubt, who owns the intellectual property. “Self-publishing service” companies can be tricky—how much is it going to cost you to buy your own book copies?

For marketing, pick your poison (my term, not Sharon’s). Sharon says that ideally, marketing should start 2 years in advance of publication. A plethora of marketing options exist—choose the ones that fit your personality and also inspire you to act. If posting on Facebook gives you a stomach ache because you don’t care about reading what Aunt Martha had for lunch today, don’t do it. To get any traction, you have to post at least twice a day! There are so many options. Facebook still has a big impact, but there’s also Google Plus, Twitter, Pinterest, Instagram—the list continues to expand. Would a series of YouTube videos or Ted Talks make sense? See what works for you.

Make a marketing plan. Write down the tasks you are comfortable with, or at least can tolerate doing, such as writing blogs for your own website, guest blogging, writing articles, speaking, teaching classes, and conducting webinars. What tasks make sense for your time constraints and personality? If you are planning to blog, create an idea list of 52 topics. You can probably use the chapters in your book to develop ideas. Research who else blogs on your subject and stalk them. Make thoughtful comments on their blogs. Once your name becomes familiar in the blogger’s comments section, you can approach the blogger about a guest blogging gig.

Sharon says that speaking is the easiest way to make money and the best way to connect with people. Back-of-the-room sales or bundling your books as part of the ticket price for your appearance can yield good returns on your time investment. Be sure to have a sign-up sheet to capture the contact information for your audience members who are interested in following you. This builds a permission-based readership. Then consolidate this data into email software such as MailChimp or ConstantContact, and stay in touch with your readers.

The final *pièce de résistance* was the jaunt over for lunch by most of us, to continue our conversations and compare notes about what we had learned. PWOC is a smaller, engaging group. Come try us out—you’ll be glad you did.

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**PWOC Meeting Synopsis**—continued

PWOC Scribe Penny S. Tee is a nonfiction writer and blogger. Her book, “Blasted from Complacency,” that she is currently writing, is the true account of her family’s vacation in Israel, July 2014, when they found themselves touring extraordinary, historic, and sacred sites, interspersed with cowering in bomb shelters. The impact of being human targets caused a dramatic shift in her life, influencing her to begin working on Peace. Part of her story appeared last June in the Memoir Showcase at the Grand Horton Theatre in San Diego. Her blog is [http://www.pennystee.com/](http://www.pennystee.com/). She also is the founder of Writers4Writers, a writers’ support group that meets on the third Saturday of every month, 2:00–4:30 p.m., at the Rancho Santa Margarita Library. Attendance is free. [Register here.](http://www.pennystee.com/)
Have newsletter feature articles/ideas? Send them to Glenna Bloemen at 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.
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 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 the next six months. Thanks, and let Sheri hear from you soon!

Get found in the directory: Email your bio & headshot to webmaster@publisherswriters.org
Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. 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 Olsen at 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. Since our members’ meeting fee will stay the same, you save $10 at every meeting you attend, vs. the $20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 4 or 5) in each newsletter issue.
In an Interesting Twist, B&N to Sell Self-Published Books in Stores

Thad McIlroy

Excerpt IBPA 2016
Reprinted with Permission

The big news about Barnes & Noble is that after 20 years of battling with Amazon, they have finally made a competitive move that Amazon cannot match. Barnes & Noble, with 640 bookstores in 50 states, is giving self-published authors a chance to get access to their hallowed bookshelves. Meanwhile, Amazon runs one bookstore in Seattle (albeit with 3 more slated). Barnes & Noble wins this contest hands down.

The news reads best at a quick glance: "...authors have the opportunity to sell their print books at Barnes & Noble stores across the country... participate at in-store events including book signings and discussions, where they will be able to sell their print books and meet fans."

But the devil's in the details: The program is for "eligible" NOOK Press authors, defined as “those print book authors whose eBook sales [of a single title] have reached 1,000 units in the past year.” The in-store promotion is for “those print book authors whose eBook sales [of a single title] have reached 500 units in the past year.”

To try for bookstore access, eligible authors must then submit their print books “for review by Barnes & Noble's Small Press Department and one of the company's corporate category buyers.” To participate at in-store events, authors need a “review from a Barnes & Noble store manager.” But how many copies might the chain order? How long will they keep those precious books in inventory? Where will they be displayed? What about returns of unsold copies? So far there are lots of unanswered questions. It’s not a slam-dunk.

In my coverage of last fall’s NINC conference, I noted some remarks from publishing expert Lou Aronica. Lou provided a forceful reminder that self-published authors can’t afford to ignore print: It still accounts for some two-thirds of book sales overall. The larger problem is getting retail access for print. Independent booksellers have always been more open to dealing with self-published authors than the chains. But trying to get into the 2,311 outlets operated by the 1,775 American Booksellers Association (ABA) members is a logistical impossibility. Barnes & Noble has fewer total outlets than the ABA, but a lot more floor space. And just one buying office. At least one report shows bookstore chains with two-and-a-half times the market share of independents. Further, getting self-published books into non-bookstore outlets like drug stores and supermarkets is just a dream. And so access to Barnes & Noble should be a big deal.

So far there’s only modest reaction online. Self Publishing Advisor calls it “big news.” Good E-Reader is cautious. “Too Little, Too Late” is the theme both from Nate Hoffelder and the Passive Voice (where 63 comments will give you an additional sense of the reaction from the field). Author Katie Cross writes that it’s “nice to see them doing something. Following with interest,” while author Jim Cross thinks it “could be huge.”

The program will take months to implement. Obviously nothing is going to change quickly. The takeaway for me is the question of hope, whether the new regime at Barnes & Noble might start to claw back some of the territory they have so determinedly ceded to Amazon. That would be good news for authors of every stripe and for publishers everywhere.

Thad McIlroy is a publishing consultant and president of The Future of Publishing.
PWM: What aspect of publishing or writing are you involved or interested in?

Sheri: My publishing interests have run the gamut. My most recent book is the self-help title, Done with the Crying: Help and Healing for Mothers of Estranged Adult Children, released in early May 2016. It’s an extension of my work at www.rejectedparents.net, to help kind, supportive parents who find themselves among the growing population of parents who are estranged by adult children.

As a caring mother to whom the unthinkable happened, I know the shocking pain that wrings parents dry and triggers denial, anger, and even shame. In his twenties, one of my five adult children became estranged from the family. Most parents hope to reconcile, but reconnecting is often out of their hands. My master’s degree in human behavior and my work as a certified life coach inform the book, which provides helpful tools, the latest studies and research, and practical examples and insight from more than 9,000 parents of estranged adults.

In Done with the Crying: Help and Healing for Mothers of Estranged Adult Children, I help readers plan ahead, prepare for emotional triggers, and prevail over setbacks and pain. Hope can remain, but parents can take charge of their health and happiness and move forward in their own lives.

In addition to my self-help book, plus two novels that are still selling in foreign countries, my three hiking guides for the San Diego area remain popular. The third edition of one of those guides, 60 Hikes Within 60 Miles: San Diego, was released in February 2016.

PWM: What first attracted you to writing?

Sheri: I have always been a writer, and began in elementary school—my plays were performed by fellow students.
PWM: Did you previously have related experience in writing?

Sheri: When my children were young, I wrote to earn money while staying at home with them. I’ve written for national and international publications on everything from travel to business to women’s issues. I’ve also written for non-profits and corporations. My personal essays have appeared in magazines and anthologies, and I once provided a chapter for a middle-grade supplementary textbook. I continue to write for magazines. Most of my work relates to my personal interests, which is certainly true of my hiking guides.

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

Sheri: After many years in traditional publishing, my latest project required a different approach. I chose to independently produce Done with the Crying: Help and Healing for Mothers of Estranged Adult Children to ensure sensitivity in representing the thousands of hurting parents who shared their stories with me. With PWSD’s business focus and affiliation with IBPA, it has been informative. I have been a PWSD member for a couple of years. I volunteered to do the newsletter profiles as a means to better get to know some of the other members. Members benefit from the synergy that occurs in groups filled with intelligent, creative people.

PWM: What are you working on now?

Sheri: As a way to take a break from the heavy research required for Done with the Crying: Help and Healing for Mothers of Estranged Adult Children yet remain productive, I’m working on a novel. Long hikes in the quietude of nature in San Diego’s backcountry foster percolating ideas and plot points and keep me up to date in preparation for the next editions of my trail guides. I’ve also begun my preliminary research on another sensitive self-help book and will begin the writing very soon.

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

Sheri: Writing requires discipline, optimism, and faith. There is no substitute for determined work. You may be the only one who believes in a project, but don’t let rejections get you down. Fill your own well. Utilize feedback that makes sense to you, but be yourself. Your unique voice is a beautiful gift, and it makes you memorable.

As writers, our words exist for a very long time, and they have the potential to influence people in powerful ways. That thought inspired the email signature line I came up with when my first hiking book came out more than a decade ago: Keep your path positive. You leave a trail for others.

![Image of Done with the Crying: Help and Healing for Mothers of Estranged Adult Children by Sheri McGregor, M.A.](https://example.com/done-with-the-crying-cover)
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. This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.

2. Enjoy a spot in the Membership Directory with PWSD. Go to www.PublishersWriters.org to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at j@monkeycmedia.com. (See 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 (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), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);

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

- **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
2016–17 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

Book Signing Events with Stan S. Katz, Author of the new novel, The Emperor and the Spy: The Secret Alliance to Prevent World War II

Tuesday, November 1, 2016, 3:30 to 5:00 p.m.
JCC (Jewish Community Center), La Jolla—Authors’ Lounge at Jewish Book Fair

Sunday, November 6, 2016, 2:00 to 3:00 p.m.
Carlsbad Cole Library—presentation and book signing

Saturday, November 12, 2016, 2:00 p.m.
Oceanside BARNES & NOBLE on Vista Way—book signing honoring Veterans’ Day weekend

La Jolla Writer’s Conference
November 11–13, 2016
Hyatt Regency La Jolla
San Diego, CA

Go to: http://lajollawritersconference.com/ to print the form and fax your printable registration form to 760-448-1127 or mail to La Jolla Writer’s Conference, P.O. Box 178122, San Diego, CA 92177. Register by telephone: 858-467-1978.

The Writer’s Road to Success Weekend:
Mapping Practical Steps to Reach Your Writing and Publishing Destination
Saturday, November 19, 2016, 9:00 a.m. – 2:00 p.m.
Sunday, November 20, 2016, 9:00 a.m. – 2:00 p.m.
The Screening Room
210½ Windward Way, Oceanside, CA
(a block from the beach, between the Pier and the Harbor)

Today’s publishing world is full of exciting opportunities for writers—and a lot of decisions. If you’ve ever questioned your next steps to finishing that manuscript, getting published, finding your audience, or finding a team to help you, you’re not alone. Stop now, and make a decision to attend this hands-on workshop from two veterans of the writing and publishing world that will give you your personal roadmap to success. Your guides are Author/Writing Coach Bridget Boland and Publisher/Publicist Leann Garms. For information and to register, contact Leeannigarms@gmail.com.
California Dreamin’ Conference  
March 24–26, 2017  
Embassy Suites  
900 East Birch Street, Brea, CA  
The next California Dreamin’ Conference will feature keynote speakers Robyn Carr and Sarah MacLean. In addition, the conference will have a Book Camp with Debra Dixon, an Agent & Editor Panel, critique sessions, and workshops. For more information, go to: http://caldreaminwriters.com/.

IPBA Publishing University  
April 7–8, 2017  
The Historic Benson Hotel  
309 Southwest Broadway, Portland, OR  
For nearly three decades, IBPA’s Publishing University has been the indie publishing community’s must-attend networking and educational event. Their expert speakers understand how to start, grow, and succeed in publishing’s new world... and they can’t wait to share what they know with you! For more information, go to http://www.publishinguniversity.org.
If you’re an 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).

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 PWSD 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!**

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**Vanderblümen Publications**

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Lisa Nordquist

[www.LoveYourselfFit.com](http://www.LoveYourselfFit.com)
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**From the Editor**