



## Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

November 2012

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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 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Library (540 Cornish Drive, Encinitas, CA), or the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas); check meeting information in newsletter.

### **Membership**

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. For information and to RSVP for meetings, visit [www.PublishersWriters.org](http://www.PublishersWriters.org)

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**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send contributions to Glenna A. Bloemen at [gab1853@aol.com](mailto:gab1853@aol.com)

If you would like to sign up for a **member profile** in this newsletter, contact Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com)

### *Next Meeting*

**Date:** Saturday, January 26, 2013

**Time:** 10:00 a.m. to 12:30 p.m.

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

**Topic:** Come Learn the Craft of Screenwriting

**Presenter:** Marni Freedman

PWSD is dark during the month of November 2012.

However, we will celebrate the year end with our Annual Holiday Party open to the public on Friday, **December 7, 2012**.

Our Annual Holiday Party is from 5 to 7 p.m. at the La Costa Valley Club, located at 2280 Calle Barcelona, Carlsbad, CA 92009.

Please join us to celebrate a great year in publishing and your book or dreams of a book! Bring a friend and introduce them to all the wonderful people in publishing. This event is FREE!

Most importantly, bring a friend or colleague. This is a terrific way to learn about PWSD, free!

*(Continued on page 4)*

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WILL YOU HELP?  
For more information  
or to volunteer,  
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**

Liz Goodgold brought red-hot branding advice to our October meeting. If you weren't there, you missed an insightful, entertaining meeting. To get her "Lizdom," visit her website ([www.redfirebranding.com](http://www.redfirebranding.com)) and sign up for her newsletter. She points out our great branding—and bad—and some of the examples are hilarious. Along with Liz, you'll be wondering, "What were they thinking?" Branding is so important for authors and their books, and by connecting with Liz you will learn so much—I promise.

Finally, we have a space for our annual Holiday Publishing Celebration. It will be held on Friday, December 7, 2012, from 5:00 to 7 p.m., at the lovely Valley Club in La Costa Valley, Carlsbad. As always, this party is a thank-you to our members and supporters and is a celebration of our accomplishments of this last year in publishing. You don't have to have published a book; maybe all you did was think about it, but that's a step in the right direction and we hope you will join us. As a gift to all our members and supporters, this party is FREE! Bring yourself, and while you are at it, bring a friend or two, someone who has published or is thinking about publishing. Introduce them to the great resource for their publishing journey—PWSD! Bring a copy of your book to show to your fellow members, and enjoy some fellowship with others interested in the publishing field. We hope to see you!

And I'm so excited to announce the beginning of our programming for next year. In January, Marni Freedman will speak about how to turn your book into a screenplay or a TV show. Marni is a pro, and will share her tips from many years of experience.

In February, we welcome Charmaine Hammond, who hosts the Internet radio show, "So You Want to Be an Author." She will share the tale of her own publishing journey.

In March, Sharon Lynn Wyeth will teach us about neimology®, the study of the meaning of names. Ms. Wyeth will explain what the alphabetic characters and combinations of letters mean and the implications and underlying meanings of names.

And I am so excited to announce that in April, we will be joined by none other than the guru of independent publishing, Dan Poynter. Dan has been the leader in the independent publishing movement for 30 years or more, since he started publishing his own books on skydiving. If you've published already, chances are you've read his books or follow his blog. If you haven't published, it all begins with Dan. Come listen to his wise advice about what has worked for him and what hasn't, and get his perspective on the major changes going on in publishing. If you come to only one meeting this year (and I encourage you to come to them all—you won't be sorry), this is the one you can't afford to miss. There's more, but I'll wait until the Holiday celebration to reveal the rest.

Welcome to the many new members we've gained in the last few months! I appreciate your patience as we transition from Tony Vianna's caretaking of the membership to Robbie Robinson's. Robbie and I realize now what an awesome job Tony did, keeping up with the membership listings, sending our welcome emails, and sending renewal reminders. It's a lot of balls to keep in the air. We are a little behind in welcoming new members, but hope to get up to speed before the next meeting.

Thanks, too, to Jeniffer Thompson, keeper of the PWSD website, who is doing a wonderful job getting all the kinks out and updating our membership directory. Submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org), and she will get it into the directory as soon as possible. Our website is highly ranked on Google, which means you will get broader exposure by being part of the directory.

Just a quick reminder, though, that you have to be a member to be included in the membership directory. Membership is \$37 a year, just as it has been for the last 10 years, and it's one of the best professional deals around. Even if you have 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.



Be sure to sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25, and it 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.

Regarding local events, we are always looking for help with finding and coordinating local events. If you can put a little time into research or paperwork, please contact me at [karla@readlocal.org](mailto:karla@readlocal.org). Your help will be greatly appreciated to keep Read Local going.

We are currently registering for events in the Spring. We'll be participating in the 2<sup>nd</sup> Annual Readers Writers Fest in La Mesa in June. Let us know about an event in your town and we will look into getting a book for Read Local authors. Send your ideas to [Karla@readlocal.org](mailto:Karla@readlocal.org).



*(Continued from page 1)*

*About Our Next Meeting*

**Saturday, January 26, 2013, at the Carlsbad Dove Library**

**SCREENWRITING:**

**Come Learn the Craft of Screenwriting with Marni!**

*Have you ever dreamed of taking your work to the big screen?*

This fun and interactive workshop will include:

- The differences between screenwriting and novel writing
- The basics of adaptation—how to take your novel and turn it into a screenplay
- Creating a marketable film story idea
- Loglines, what are they and how to use them
- Utilizing the Hero's Journey to sell your work
- The 10 most popular genres in Hollywood
- 6 simple steps to screenplay structure
- An introduction to utilizing the Beat Sheet—a vital tool that will shape your screenwriting forever

*Note: If you email her in advance at [Marnifreedman18@gmail.com](mailto:Marnifreedman18@gmail.com), she can send you the handouts; otherwise, she can email them to you after the lecture/workshop.*

Marni Freedman is a produced, published and award winning writer. After graduating as an award winning student from the USC School of Filmic Writing, Marni began her career with her play, "Two Goldsteins on Acid," which was produced in Los Angeles.

She worked as a script doctor for Fox Searchlight, Disney, and other film companies and worked as a script agent for the Mary Sue Seymour Agency. One of her plays, "Playing Mona Lisa," was made into a film and was produced by Disney. She has published articles in several magazines and online sites, worked as a ghostwriter for a how-to book series and is currently in demand as a book editor and script doctor.

Currently, around San Diego you can find Marni teaching writing workshops at San Diego Writers Ink and UCSD Extension, as well as running the popular San Diego screenwriter's group, The Writer's Circle.



## How to Respond When Someone Asks Your Opinion and You Have Nothing Nice to Say

By Sarita Maybin

Have you ever been cornered by a colleague and asked a potentially incriminating question: “*What do you think about the new boss?*” or “*What do you think about the co-worker’s new hair cut?*” or “*What do you think about the CEO’s new [controversial] policy?*”

The list of potential gossip-inducing questions is endless. However, the outcome is always the same: Anything you say can and will be used against you!

In order not to get pulled into the he-said/she-said fray, here are three options for responding:

1. **Non-response.** In this instance you choose not to take the bait. You can make non-committal responses such as:

“I’ve been too busy to even think about it.”

“I haven’t even given him much thought.”

“I’m not even going to go there!”

2. **Throw it back.** Typically, when someone asks “what do YOU think?,” he or she has a strong opinion on the subject. You can capitalize on that, and avoid their trap by responding:

“Sounds like you have some thoughts. What do *you* think?”

Or, combine option # 1 and #2 by saying:

“I haven’t given it much thought. What’s *your* opinion?”

3. **Focus on the positive.** You can stay out of trouble by focusing on the positive aspect of something. A long list of negative things about a person or situation may come to mind. However there’s always at least a positive thing or two. For example, if someone asks your opinion on the new boss, you can identify a couple strengths you’ve noticed:

“I have to admit, he really is organized and good at goal setting.”

By the way, these strategies can be useful outside the workplace too. I remember asking my teenage daughter her opinion on a new outfit I was wearing. Her tastes and mine differ greatly, so that could have been a losing proposition. She promptly responded using the throw-it-back option:

*“Mom, the important thing is what do you think of your new outfit?!”*

Lastly, I should point out that there are times when friends and colleagues legitimately ask for and want our feedback. The important thing here is to be as honest as possible without being harsh. In these cases, we can use a version of Option #3 by focusing on the positive.

Here are some examples of how you can focus on the positive by offering constructive suggestions:

You're *asked*, "What did you think of my presentation?"

You're *thinking*, "It was monotone & boring."

Instead *say*, "I think that adding a little more inflection in your voice and a couple personal stories would be great!"

You're *asked*, "What do you think of my idea?"

You're *thinking*, "Dumbest idea I've ever heard!"

Instead *say*, "I'm concerned that the strategy may not succeed because of our limited budget. How can you overcome that?"

So, there you have it...three ways to share your not-so-nice opinion in a constructive way!

*Sarita Maybin is a communication expert and speaker whose audiences have fun learning to stay positive, constructively confront tough communication situations and work together... better! She is author of the book "If You Can't Say Something Nice, What Do You Say?" available on Amazon.com. Contact her at [saritatalk@aol.com](mailto:saritatalk@aol.com) or 760.439.8086, or visit <http://www.saritamaybin.com>*



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us know you like us!**



# Rules Regarding Review Copies

By James A. Cox

*Reprinted with Permission*

Every new publisher should know the "rules" regarding review copies. There is an industry standard that governs, and there are things to watch out for.

1. The quid-pro-quo is that publishers send reviewers a free copy of a book as part of their marketing plan, in the hope that it will be reviewed and brought to the favorable attention of the reviewer's audience/readership. If reviewed, the reviewer is under obligation to send a copy of the review to the publisher for whatever use the publisher would like to make of it in the course of the publisher's marketing activities regarding the book. No permission release is required because of the quid-pro-quo expectation incumbent upon both parties.
2. Publishers are under no obligation to send review copies to reviewers they do not wish to work with. Reviewers are under no obligation to review a book sent to them unrequested. Reviewers are under an ethical obligation to consider a book for review that they had specifically requested. If a requested book is dismissed from review consideration then the publisher, upon inquiry, should be told why.
3. Publishers should keep careful track of to whom (and when) a book is sent for review. This includes some form of review copy follow-up contact. If they do not receive a review, or if the review is unsatisfactory, then the publisher should think carefully before sending out review copies of any future titles to that particular reviewer.
4. Review requests from reviewers unknown to the publisher should be assessed. This can be done by asking other publishers (in such online discussion groups as Publish-L and Pub-Forum) if they've had experience with the particular reviewer; and/or follow Cox's guidelines on detecting the fraudulent reviewer; and/or ask for samples of the reviewer's previous work.
5. All books sent to a reviewer for review consideration, requested or unrequested, become the property of the reviewer to dispose of as he or she deems fit. This is why it is so essential to screen review copy requests and to consider carefully the appropriateness of your title for a given reviewer, publication or media event. Stamping a book "Review Copy, Not For Sale" is to protect the publisher against the book coming back to them as a bookstore or distributor return. It does not prevent or oblige the reviewer from disposing of the book to a used bookstore, garage sale, Friends of the Library fund-raiser, etc. That book is part of the reviewer's compensation (and in the case of free lance or volunteer reviewers, their only compensation) for reviewing the book and has become their personal property to keep or to sell or to give away.
6. If you encounter your review copy for sale in a bookstore, recognize that it is part of the cost of doing business in the publishing industry. The key is to minimize that cost by insuring that you are dealing only with reputable reviewers appropriate for the nature of your book, and avoiding the scam artists and the inappropriate reviewers.

*James A. Cox is Editor-in-Chief of Midwest Book Review, which has offered book reviews, book-lover resources, and advice for writers and publishers for over a decade. For more information, visit [www.midwestbookreview.com](http://www.midwestbookreview.com).*





## Denise Middlebrooks

Literary Editor  
(Content/Developmental/  
Mentoring)

San Diego, California

619-952-8426

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**PWM:** In what aspect of publishing or writing are you involved or interested?

**Denise:** Since I work with fiction, let me share with you a short exercise I came across in an essay written by David Jauss, who teaches an MFA program at the Vermont School of Fine Arts. He tells his students that the exercise will teach them everything they need to know about creativity. First, he asks them to write down their names. After they have done this, he asks them to write an alias. In most cases, it takes longer to come up with the alias than their own name. Why? The answer has to do with *Possibility*, and is opposed to our usual way of thinking. For instance, my name is **Denise**. That is the only correct answer. But what about my alias? There is only one *incorrect* answer—**Denise**—and an infinite number of *correct* answers. It takes longer to come up with an alias because an infinite range of correct answers need to be considered prior to making a choice. To encounter this panorama of possibilities is what makes writing, or any creative process, both awesome and daunting.

As an editor, I like to take this exercise a step further. Writers of fiction, dwelling in all that is possible, must pluck from their imaginations situations, events, characters, setting, etc. Then, to top it off, they have to come up with words to describe what they've imagined. By the time a first draft exists, they've dealt with a panorama of possibilities, and every word and page of the manuscript consists of choices made along the way. Not even the best authors make good choices 100% of the time. My job as a content editor is to identify those choices that are less than optimal and may obscure a potentially good manuscript. I make comments throughout the manuscript and suggest changes. This process is highly interactive, and the manuscript will usually go back and forth several times. This particular stage of the writing process, what I call the "sculpting" stage, is where the fine tuning occurs and is done prior to a copyedit or proof.

**PWM:** What first attracted you to content editing?

**Denise:** My attraction was serendipitous, in the sense that my original focus was writing, not editing. In 2003, I wrote a short story, "Amazing Grace," and entered it in the San Diego Book Awards annual contest. It placed first in its category. Encouraged, I wrote more stories. They weren't very good. In

each case, the well-written parts were obscured by what I like to call “clutter,” all those writing flaws that get in the way of a story’s potential. I wanted to become a better writer. I knew this would take time and hard work. I attended workshops in Santa Barbara, enrolled in programs through Stanford and UCLA, and studied with poet and writing instructor Jack Grapes. During this time, I was expected to critique other writers’ work. It was an epiphany to me how much can be learned from works in progress. The responses and encouragement I received from authors in this workshop environment pointed me toward editing. In order to gain a firmer foundation in grammar and style, I completed the UCSD copyediting program and became certified. It took a couple of years to realize that my niche is content editing, that this “sculpting” stage of the writing process is my passion.



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

**Denise:** I worked as an acquisition editor for Aberdeen Bay Publishing in its early days, where I read manuscript submissions and considered them for publication. While at Aberdeen, I wrote the introduction to the “About My Mother” writing contest, which I coordinated and judged. In 2011 and 2012, I participated as a faculty member for the Central Coast Writers’ Conference, creating workshops for this venue, among them “Beyond Subjectivity” and “Amateur or Pro—What a Manuscript Reveals About Its Author.”

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

**Denise:** I discovered PWSD in 2011, at which time I became a member. The caliber of speakers and the subjects addressed, along with the networking potential, is amazing!

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

**Denise:** I’m editing local author Michael Sedloff’s novel, BELLA WILL RALLY, about a young woman’s aspiration to race in the first cross-country rally from Los Angeles to Chicago. Also, I just completed a manuscript evaluation for Oxnard author William Winans. His novel, LOST PAGES, gave me the proverbial editor goose bumps during my initial read. It’s wonderful!

In addition to these projects, I’m in the final stage of a content edit on Kurt Kamm’s fourth novel, HAZARDOUS MATERIALS, which will be published next year. Kurt is a long-time client and, as usual, he has been meticulous in his research. He writes with authenticity and compassion about the challenges that confront his protagonist, HazMat specialist Bucky Carter, who has become addicted to painkillers. Bucky, who is well trained to deal with materials that threaten the environment, is unable to control the ones he ingests. The plot pulls Bucky into the L.A. County Sheriff’s efforts to pinpoint the location of a meth lab in the Mojave Desert. Mix in an outlaw motorcycle gang, surveillance drones, and endangered desert tortoises, and you have a riveting read. Please feel free to email me if you would like to receive a publication announcement.

Along with my editing work, I’ve started work on my own book about the revision stage of the writing process. As time permits, I work on my own short stories so that I’m always reminded how difficult and fulfilling the process of writing can be. I guess that’s why I enjoy working with authors so much.

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

**Denise:** Patience! Take time to learn your craft. Get good feedback. Consider your writing a profession, especially if you intend to publish your work. As writers, I believe a responsibility exists for making your manuscript the best it can be, regardless of whether you submit to an agent or small press, or decide to self-publish. At this time, the self-publishing opportunities are awesome for writers. Anyone, for the most part, who has written a book can publish that book.

But there is another side to this story, and that has to do with quality. I'm not talking about quality in the subjective sense, such as *I don't like romance novels so I don't read them much*. That's subjective. What isn't subjective is whether the novel is well written. And a number of writing flaws can clutter up a manuscript to the extent that it would not be considered well written, or even worse, obscure a promising manuscript's potential.

As an editor, and someone who finds the power of language endlessly fascinating, I believe writers have a responsibility not to lower the bar in this respect because, in the end, it's the quality of writing that determines the quality of readers as well.



## 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/pwds-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 her July 28 presentation.



## 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 all 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@PublishersWriters.org](mailto:Webmaster@PublishersWriters.org). (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**



## LOCAL

### San Diego Writers, Ink, Classes Remaining in 2012:

Sat., Nov. 24—Three Tools for Immersing the Reader, *with Tamara Guirado*

Tues., Nov. 27—Flash Fiction, *with Lisa Kessler*

Sat., Dec. 1—All About Agents and Publishing, *with Marni Freedman*

Thurs., Dec. 6—Make a Scene! *with Tamara Guirado*

Sat., Dec. 8—YA Writing for Teens, *with Laura Preble*

For more information, visit [www.sandiegowriters.org](http://www.sandiegowriters.org), or email [programs@sandiegowriters.org](mailto:programs@sandiegowriters.org).

### Art in Books—a San Diego Writers, Ink. Special Event

All Day Sat., Dec. 15, at The Ink Spot, 710 W. 13<sup>th</sup> St., Studio 210, San Diego

10 a.m. to 2 p.m.—Bookmaking with Kevin Greeland with Writing Prompts by Rob

3 to 4 p.m.—Panel on Art in Books, featuring Kevin Grfeeland and SDWI's featured artist Blair Thorney ([www.blairthornley.com](http://www.blairthornley.com))

4 to 7 p.m.—Art Show Opening: Illustrations by Blair Thorney

For more information, visit [www.sandiegowriters.org](http://www.sandiegowriters.org), or email [programs@sandiegowriters.org](mailto:programs@sandiegowriters.org).

## 2<sup>nd</sup> Annual Readers & Writers Festival

Saturday, June 15, 2013 10 a.m. to 2 p.m.

Community Room, La Mesa Police Department, 8085 University Ave., La Mesa

Get ready for the 2<sup>nd</sup> Annual Readers & Writers Festival held to raise money for the Friends of the La Mesa Library. Cost of a spot is \$20 for the whole day. We will have guest speakers throughout the session. There are round tables and chairs in the facility, but we encourage you to bring a small table and chair to fill in the corners of the room. This venue is located directly across from the La Mesa Library located at 8074 Allison Avenue, La Mesa, CA 91942. This event was a great success last year and we would love to see you all participate this upcoming year. For details, contact Glenna Bloemen at 619-743-5192 or [gab11853@aol.com](mailto:gab11853@aol.com), or else John Schmitz at 619-460-1744 or [jcschmitz@hotmail.com](mailto:jcschmitz@hotmail.com).

## NON-LOCAL

### Writing for the Soul Conference

February 14–17, 2013

Broadmoor Hotel, Colorado Springs, Colorado

For more information, visit [www.christianwritersguild.com](http://www.christianwritersguild.com).



# Dan Poynter's Global eBook Awards

## Third Annual 2013 Awards

### Open for Submissions



## Imagine . . .

### Entering your ebook in this award program and:

- Putting an official Nominee “sticker” on your Ebook cover, website, Amazon page, and promotion materials.
- Getting a free listing in *Publishing Poynters Marketplace* offering copies of your book for reviews in prestigious ebook dealers’ sites such as [Amazon.com](http://Amazon.com), [Barnes&Noble.com](http://Barnes&Noble.com), and others.
- Entering the Global Ebook Awards, which comes with a six-step publicity program. Each week, we show you how to publicize your ebook.
- Getting media coverage for your book and you.

### In addition:

- Winners and finalists will be listed on the official Global Ebook Awards site.
- Winners and finalists are eligible to receive Global Ebook Award certificates attesting to their honor.
- Winners will be announced to the media in news releases.
- Discounts will be available on video trailers for YouTube, Amazon, and your website.
- Discounts will be available on other services for authors and publishers.

**And much more...**

**To be successful, fiction has to get read.** To be successful, nonfiction has to be brought to the attention of its category audience. Readers have to read your book, love it, and tell someone else. This is “word of mouth.” The Global eBook Awards are designed to help you achieve these goals. The Awards are more than a “sticker”—they come with a built-in publicity machine.

**Accepting entries NOW:** From ebook authors and publishers.

**More than 95 categories:** Based on the number of entrants for each category in 2011 and 2012, the categories have been expanded. See [Categories](#)

**More than 200 Judges.** We have “category experts” such as book reviewers, book bloggers, editors, publishers, authors, book club/reading circle members, and others who love a particular category of book. More judges per category mean more evaluations of your ebook.

**Eligibility:** Ebook released anytime 2011, 2012 or 2013. See [Eligibility](#)

**Application deadline:** March 12, 2013 (midnight, Pacific Time). The sooner you enter, the more judges will be able to read your ebook.

**This website is not just about the Global eBook Awards.** It is your resource for everything eBook. See [Ebook Resources](#)

**Submitting your eBook for a Global Ebook Award is a publicity investment.** Your book deserves this promotion opportunity.

For more information, go to <http://GlobalEbookAwards.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).

Would you like to appear in the newsletter's **member profile**? Contact Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.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!**

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