

In this Issue

President's Message
Read Local
Chapter Announcements
Member Invitations & Reminders
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 such as PWOC forming in other parts of Southern California, too. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas), or the Encinitas Library (540 Cornish Drive, Encinitas, CA); check meeting information in newsletter for current location.

Membership

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit www.PublishersWriters.org

Closing date for newsletter contributions is the **1st day of each month**. Send to Glenna A. Bloemen at gab11853@aol.com

If you would like to sign up for a **member profile** in this newsletter, contact Sheri McGregor at sherimcgregor@yahoo.com.

Next Meeting: Saturday, January 27, 2018
10:00 a.m. – 12:30 p.m.

Location: Carlsbad Dove Library
1775 Dove Lane
Carlsbad, CA

Topic: “Marketing Basics for Authors”

Speaker: Anna-Marie Abell

Although no PWSD meetings are held in November or December, PWOC will be meeting on December 2; see page 4 for details. Happy Holidays!

January 27, 2018, Meeting: 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 and 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. Anna-Marie 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 marketing her just-released first novel, Holy Crap! The World Is Ending! How a Trip to the Bookstore Led to Sex with an Alien and the Destruction of Earth.

PWSD Officers

Karla Olson
President
karla@publisherswriters.org

Jeniffer Thompson
Web Master
j@monkeycmedia.com

Bob Goodman
Founder

Andrew Chapman
Past President
andrew@publisherswriters.org

PWSD Newsletter Staff

Glenna Bloemen
Newsletter Editor
gab11853@aol.com

Lynette Smith
Copyeditor
lynette@allmybest.com

Lauren Castle
Circulation Manager
lauren@impress-express.com

Other Key Volunteers

Sheri McGregor
Member Profiles
sherimcgregor@yahoo.com

Lisa Nordquist
Social Media Liaison
Lisa@loveyourselffit.com



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



By Karla Olson
President, Publishers & Writers of San Diego

PWSD News

Robert Wolff (www.RobertWolff.com) joined us from Boise, Idaho, to give an inspiring and motivating presentation about how to get out of your own way to success. Bob shared numerous examples from his own success journey of being open to recognizing opportunities that may surprise you. It is an important message for independent publishers, who often break the rules or pave new paths, and it's a great way to end the year.

That's right, our San Diego chapter won't meet again until January 27, 2018, which is coming up faster than I imagined possible. At the January meeting we welcome Anna-Marie Abell with her "Marketing Basics for Authors." Anna-Marie is a marketing whiz, having worked in marketing and PR for over 18 years, and she is best known for a video promoting Oceanside that earned over 48 million views. Now Anna-Marie has published her own book, so she's got insider information about how to promote it. A great way to start off the year.

Have a wonderful holiday season, but if you find that you are missing us too much, do come join us at Publishers and Writers of Orange County on December 2. All are welcome; full details are on page 4 of this newsletter.

Publishing University News

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

PWOC News

PWOC meets in the Rotary Room at the City of Orange Library. Thank you, Candace Conradi and Olga Singer of Writers Circle and Storytellers' Edge, for reminding us that even the publishing journey takes a village to be successful. Candace and Olga presented ways to stay motivated and connected, even when the road feels lonely. For more on Writers in a Circle, visit candanceconradi.com.

On December 2, Catherine Barr will share her many years of experience as an indexer. Why is an index more important to your book's success than ever before? Catherine will let you know!

Continued on next page

President's Message—continued

Just a reminder for PWSD members: You may attend PWOC meetings for the member price, \$10 per meeting. It's the same for PWOC members who want to attend PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

PWSD/PWOC Membership

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

Reminder to all members: Submit your member bio and headshot to webmaster@publisherswriters.org. 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 take advantage of this benefit. If you are not sure when you should renew, please contact me at karla@publisherswriters.org, and I will let you know.

IBPA Membership

If you have launched your publishing journey, I encourage you to explore the benefits of joining Independent Book Publishers Association. This is the national association that includes regional affiliates such as PWSD. You can find information on their robust and informative website: www.ibpa-online.org.

Membership is quite affordable, but to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.



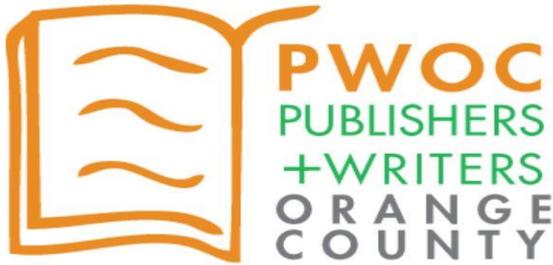
Read Local



Upcoming is the Encinitas Holiday Street Fair in November. The roster is full for this one, but be sure to put yourself on the Read Local mailing list for more information. 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. Booksellers, 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 adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and whether 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!**





www.PublishersWritersOrangeCounty.org

IN THE OC OR VICINITY?

Come Join Us on the
First Saturday of the Month!

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

Rotary Room, City of Orange Library*

407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

**Always check the meeting announcement
or website to confirm the location.*

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit www.PublishersWritersOrangeCounty.org and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. **A fun, after-meeting plus:** Whenever you attend our meetings, bring your walking shoes along; weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, possibly *al fresco* lunch. **Other PWOC questions?** Email Jan Kingaard at jank3345@aol.com. Remember, as a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!

Join Us on December 2, 2017:

"Index Wisdom"

Presented by Catherine Barr

Under the Oaks Indexing

In the days of Google and SEO, failing to include an index in your nonfiction book is a shortcut that can hurt you in the long run.



Indexing expert Catherine Barr reveals why indexes are even more valuable than ever. She'll explain the types of indexes and the purposes they serve. She'll help you evaluate what makes for a good versus a bad index. She'll also explain what kind of indexers there are, how they do what they do, and why you should never attempt to index your book yourself. She'll describe why librarians, book reviewers, and search engines love indexes, and how a good one can help promote your book.

Member of the American Society for Indexing, Catherine Barr has been indexing for many years for a variety of texts such as biographies, histories, how-tos, cookbooks, and more. Through her website, [Under The Oaks Indexing](#), as well as active attendance in local writing groups, she has been an advocate for her profession.



See Next Page for November 4 PWOC Meeting Recap

PWOC Meeting Highlights, November 4, 2017

“Promoting Writers Inner Circle”

Presented by Candace George Conradi and Olga Singer

I had an interesting experience at our PWOC meeting this month—my mouth wasn’t moving, but my heart and thoughts were being spoken. As Candace Conradi, founder of Writers Inner Circle, began speaking, that’s how I felt. I’ve talked often of how, on my journey to writing my book, I’ve fallen in love with writers, and how I find being in their presence inspiring. It’s why I established Writers4Writers, a writers support group. Here was another writer who felt the same way. I suppose I shouldn’t have been surprised—people in this business are awesome—but once again, I knew I’d found my *peeps*.

Candice, together with her partner, Olga Singer, have created an online writers’ community where writers can share and thrive together—a safe haven to share ideas, provide feedback and receive guidance. They’ve differentiated themselves among writing support groups by providing virtual roundtables, writing retreats, and master classes for writers.



Candace George Conradi is a published author, writing coach, and founder of Writers Inner Circle and Storytellers Edge, a live mic forum for writers/authors. She was first published in 2006 and has since written and published her books independently. Having experienced the many formidable and inevitable challenges most writers face, she uses her knowledge and experience to inspire her clients. Intuitively leading them to the heart of their story, her unique methods then offer strategic and effective guidance. Whether working with private clients or with small intimate groups, writers find their way from first word to final chapter, a completed manuscript, and a pathway to publishing options. Visit the Writers Inner Circle website at <http://www.writersinnercircle.com> and explore the possibilities!

Olga Singer is an experienced and talented graphic artist, event planner, and facilitator for groups. Her company, Simply Two Design, where she partners with her sister, specializes in creating custom websites that are pleasing to the eye and easy

to navigate. As an expert graphic artist, she has designed book covers, book interiors, logos, and marketing material. Her eye for design and her ability to organize and run events and retreats are invaluable. As a partner at Writers Inner Circle, her professional expertise is an asset to both the ongoing development of their programs and to the individual members of WIC.

During the meeting, as the PWOC members introduced themselves, an interaction unfolded that I imagined was not unlike the atmosphere at Writers Inner Circle. Participants talked about their heartfelt projects—a hearty soup filled with topics as varied as one author’s being an oncology nurse who had experienced cancer herself, to memoirs of rock bands and baseball moms, to one writer’s wanting to provide relief for people with dry eye—using the creative format of a comic-book-styled pamphlet.

We discussed our challenges and sought feedback, and members offered guidance and suggestions to move their projects forward. There was a sense of community—an atmosphere of *how can we help?*

Candace advised us to “trust the path you are on.” She urged us to brag about our books, acknowledging that “it’s a tremendous feat to finish a book—be proud of it!” Candace talked about the difference between a tribe and a community. A tribe, she said, has rules that you have to follow or be ostracized, whereas in a community you can stand as a unique individual and gain support.

Candace told the story of Steve Jobs, founder of Apple, and his commitment to the importance of building community. He had actually structured the physical layout of the building of his company so that the individual

departments were stacked like a wedding cake. Yet to go to the bathroom or eat lunch, everyone had to gather in the basement—facilitating an organic development of community as people from the varied departments were drawn together in a central location to do the essentials of what humans do—use the facilities and nourish themselves. Ultimately, he hoped to provide fodder where fellow employees from different units could have a creative flow and interchange of ideas.

It reminded me of the fact that to write a book, it takes a village. Of course there's the writer, but once the manuscript is written, you need the varied talents of the editor, cover designer, book interior designer, and marketing professionals to help make your book the best and most successful product possible. Don't we want to combine the gifts of what each offers to support birthing our babies?

Another point Candace made was that you need to protect yourself; if you aren't being buoyed by the participants in a group, leave. The atmosphere in too many writers groups is that of criticism and one-upmanship. I agree; so much so that whenever we do readings in Writers4Writers, we've established safe feedback guidelines (I won't even go so far as to call them critiques—I bristle at the word).

A tribe, she said, has rules that you have to follow or be ostracized, whereas in a community you can stand as a unique individual and gain support.

But this isn't to say you should leave a group because its members disagree with you. We as writers need to hear—sometimes painfully—opinions from those truly trying to help. Double-check yourself, that you aren't being defensive. It's hard to listen to opposing viewpoints, but we need to involve other people who have varying backgrounds and aptitudes, to make our work the best it can be. The same eyes that created something can't see the flaws—don't you want someone to tell you the label of your shirt is showing before you go out in public?

Your writing communities are a rich resource—a fertile ground in which to grow and explore new ideas... throw out that *wild ass thought* you had and see if lands softly or falls with a clatter to the floor. It's all right; your buddies will pick it up, dust it off, and spit-shine it into something you can use or let you know it just isn't working... thank you!

Candace demonstrated what could be the definition of thinking outside the box. She showed us an ordinary, blue-colored flat piece of paper and asked us, "How could you put this around your whole body?" It was only a few inches, certainly not big enough to wrap around someone's girth. After a few attempts at answers from her audience, we were stymied.

Your writing communities are a rich resource—a fertile ground in which to grow and explore new ideas...

So she showed us the solution: Candace folded the paper in half and held it horizontally. Then she put cuts vertically about a half an inch apart down the length of the paper, alternating the incision toward the fold, one about 3" and the next 4", until the end of the paper. Voila—as she pulled the opening apart like a paper doll, the key was unlocked, she shimmied it over her shoulders, and damned if she didn't fit it around her entire body. Brilliant! What new way of looking at something could a newfound friend in a writing community offer you?

During the meeting, Karla Olson, PWOC's founder, talked about the various types of publishing: traditional, hybrid, and indie, and how the IBPA (Independent Book Publishers Association) was working long and hard to ensure independently published books were indistinguishable from traditionally published books. She reminded us that one of the added benefits of being a PWOC/PWSD member is to receive a discount on IBPA membership. There are definitely advantages and disadvantages to both traditional and indie publishing, but what's clear is that you're on your own with regard to marketing. If you want to be successful, you have to accept that you just took on another full-time job.

It's agreed that publishing a successful book takes time, money, and luck. But don't reinvent the wheel; you and your story are unique—but the path to market has been traveled by others. You have to know yourself and your audience. Where are your readers? How would you be comfortable selling your book?

Would your readers be at a book signing, at a book fair, at a speaking engagement? Or would you be comfortable emulating what some successful writers have done, peddling your books across the country from the back of your car? It's all been tried before. Research it and discover what would work for your topic and genre. Look at how similar authors have marketed, and let them drop crumbs for you to gobble. (Sorry, Thanksgiving is coming soon, and I haven't eaten breakfast yet.)

Karla Olson advised that your book proposal needs to be 5 pages and your marketing plan should be 25. PWOC/PWSD is a writing community founded to promote education about the business of writing. She said it is estimated that there are between 8 and 40 million books on Amazon (Amazon won't release the figure); how do you get discovered? Our work is cut out for us; after all, this is a business.

She also spoke about another organization she was involved with—Read Local, which is dedicated to promoting books of local authors. This is another community trying to help authors get the word out about their books and provide an avenue to sell.

As you can see, there are many communities out there. Are you looking for support? For knowledge about the publishing business or the craft of writing? Push yourself away from your solitude and computer and explore. Find your peeps. You'll be glad you did.

PWOC Scribe Penny S. Tee is a nonfiction writer and blogger. She is currently writing her book, Blasted from Complacency, the true account of her family's vacation in Israel in 2014, when they found themselves touring extraordinary, historic, sacred sites, and cowering in bomb shelters. The impact of being human targets caused a dramatic shift in her life, moving her to work on Peace. Part of her story appeared in June 2016 at the Memoir Showcase at the Grand Horton Theatre in San Diego. Her blog is <http://www.pennystee.com/>. She also is the founder of Writers4Writers, a writers' support group meeting the third Saturday of every month, 2:00–4:30 p.m., at the Rancho Santa Margarita Library. Attendance is free. On November 18, Cherie Kephart, author of A Few Minor Adjustments: A Memoir of Healing, will present what she learned about writing from almost dying, and also share writing tips she learned from writing her memoir, that apply to all genres. Register at <http://pennystee.com/event/writers4writers-rancho-santa-margarita-library-november-18-2017-2-430-p-m/>



Because spell check isn't enough... Manuscript review – on sale now!

Professional editor with 25 years' experience is offering discounts through January 31, 2018. For more information, contact PWSD member

Laurie Gibson

Email: wordworker1@earthlink.net

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

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

~ Paid Advertisement ~

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*. If you're an active (current) PWSD member, all you have to do is answer six questions in some depth, provide a JPG head shot, and optionally provide one to two JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example. It's easy to be profiled; just submit your name to Sheri McGregor and let her know you wish to be profiled. We are currently scheduling member profile features for 2018. Thanks, and let Sheri hear from you soon!

Get found in the directory: Email your bio & headshot to webmaster@publisherswriters.org.

Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olson at karla@publisherswriters.org, and she will let you know.

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

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



“PWSD likes Facebook!”

[Visit us on Facebook today](#)

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



A Consumer's Guide to Publishing Tools and Services

By Carla King

*Excerpts from Chapter Three, Pages 11–16
Reprinted with Permission*

3. Direct to Retailer Distribution

The tools listed here are provided by the online retailers so that you can create and upload your book to their store. It can be smart to try this first before “going big” with a distribution service like IngramSpark, especially if you feel that your book isn’t quite ready for prime time.

Note that you can use Amazon Advantage, CreateSpace, Kindle Direct Publishing, and Kids Book Creator to enjoy a direct relationship with Amazon while distributing elsewhere using IngramSpark, Smashwords, Pronoun, or another aggregation or distribution service.

The considerations and nuances of all of these decision-making processes are explained in the *Self-Publishing Boot Camp Guide for Authors*.

The Big 5

When people talk about “the Big 5 online retailers” or bookstores, they mean Amazon, B&N, Apple, Kobo, and GooglePlay. When people talk about the Big 5 publishing houses, they mean Hachette Book Group (HBG), HarperCollins Publishers, Macmillan Publishers, Penguin Random House, and Simon & Schuster.

Amazon Advantage

amazon.com/advantage

If you’ve printed hundreds or thousands of books using an offset printing company to keep costs down, you can use the Amazon Advantage fulfillment service to get your book into the Amazon store. The \$99/annual fee is deducted from your sales. If you don’t generate enough sales, they waive the unpaid difference.

In this scenario you have printed your book elsewhere (probably with an offset print company—see the *Self-Publishing Boot Camp Guide for Authors* for direction on how to do this correctly). You ship your books to them (at your cost) at their request. They’ll ask for them when they need more. They will pay you 45% of your book’s list price. You do risk returns of unsold books.

Authors have used Amazon Advantage as a workaround to get print book pre-orders in the Amazon store (since CreateSpace does not have pre-order capability), but you can distribute pre-orders to Amazon using IngramSpark. (See below.)

Why would you do this instead of using CreateSpace to get your print books into the Amazon store? If you have a great platform and you know you can sell thousands of books on Amazon, you may want to use an offset printer to maximize profits and cut your printing costs in half (or more). Use IngramSpark’s POD [print on demand] service to distribute everywhere else.

I advise most authors to distribute their books POD first to get the bugs out (there’s always something!) before printing a large quantity. It’s heartbreaking to have paid for 1,000 copies of a book with errors.

Amazon CreateSpace

createspace.com

Amazon CreateSpace is the tool Amazon wants you to use to get your print books into the Amazon store. They produce paperbacks, but not hardback books. (For hardcover books I suggest IngramSpark.) Create your files (I recommend using Book Design Templates and not the CreateSpace templates) and upload a PDF of the interior and the cover. They offer paid design services with CreateSpace Services, but really this is so easy you should be able to do it yourself.

IngramSpark, BookBaby, Gateway Press, and others may distribute to Amazon, but I suggest using CreateSpace to enjoy a direct relationship with Amazon. That way, you'll never get those pesky "Out of Stock" messages on your book page there. In addition, you can experiment with keywords and categories without incurring a change fee.

Royalty rates are 80 percent of list price in the CreateSpace store (but nobody shops there!), and 60 percent in the Amazon store (worldwide).

Do not use their Expanded Distribution, which will make your book available to other online retailers and bookstores, because the discount is set at 40 percent, which is all wrong in several ways: 1) You only need to set a 30 percent discount to sell to online retailers. 2) For bookstores you'll need to set a 53 percent discount plus inclusion in a returns program, which CreateSpace does not offer. 3) And finally, bookstores don't like Amazon, and are hesitant to order books from them.

So upload your paperback direct to Amazon using CreateSpace, but use another service to sell everywhere else. Also note that you should use the same ISBN (purchased directly from your ISBN agency and not through a distributor or service) for your paperback format, wherever you print and distribute your book.

Amazon Kindle Comic Creator

amazon.com/gp/feature.html?docId=1001103761

Kindle Comic Creator is a free download for Windows or Mac for authors and publishers to turn comics, graphic novels, and manga into Kindle books. Import artwork, create guided navigation, set double-page spreads or facing pages, and preview how your book will look on Kindle Fire tablets and Kindle eInk readers.

Amazon Kindle Direct Publishing (KDP)

kdb.amazon.com

Amazon Kindle Direct Publishing (KDP) distributes your ebook in Kindle (MOBI) format to the Amazon store only. If your book is already for sale in the Amazon CreateSpace store, the Amazon **Kindle Conversion Service** team will create your file for \$79, but you can upload your manuscript in the following formats: Word doc or docx, HTML (ZIP, HTM), MOBI, EPUB, RTF, TXT, PDF, or KPF. Most authors use Word.

TIP: If you have already formatted your book for the Smashwords edition (using their style guide or a [book design template](#)), give it a new ISBN and make adjustments as spelled out in the KDP formatting guidelines. (Or vice-versa, you can copy your KDP file and modify it for Smashwords.)

Price your book between \$2.99 and \$9.99 USD and you earn 70 percent minus 15 cents per megabyte. (Other countries have similar pricing but for authors in Brazil, India, Mexico, and Japan it defaults to 35 percent flat royalty.)

Amazon KDP provides email customer support with knowledgeable staff and good response times.

You can also get your book in the Amazon store by distributing with IngramSpark, Pronoun, and the assisted self-publishing companies listed in this book.

Ebook royalty rates are 35 percent of list price in all territories or 70 percent of list price minus delivery costs in set territories (and 35 percent of list outside those territories). To get 70 percent your ebooks must be priced between \$2.99 and \$9.99.

Amazon Kindle Kids' Book Creator

kdp.amazon.com/kids

Use **Amazon Kindle Kids' Book Creator** to create and sell children's ebooks to owners of Kindle Fire tablets. The authors I know who have used it say that it's still pretty basic, but expect improvements and enhancements over time. This is the only way to create a children's book for the Kindle Fire other than doing it yourself or hiring a professional designer and, I think, a great way to break into publishing books for kids.

Apple iBooks Author

apple.com/ibooks-author

Available free on the Mac App Store, iBooks Author enables you to create ebooks for the iPad and the Mac. You can use an Apple-designed template or use your own imagination. If you have a full-color ebook or interactive book idea, know that you can create swipe-friendly photo galleries, animations, scrolling sidebars, pop-over widgets, and 3D objects. Widgets can be set to play automatically, offering your readers a fun surprise when they turn the page. Then export your book in iBooks format to [publish and sell on iTunes](#). You can also upload your book to [Gumroad](#) or another direct sales tool. Royalties are 70 percent of list price.

If you have a simpler book and don't need all the bells and whistles of iBooks Author, or a plain text book, a good alternative for creating EPUBs to upload to Apple (and other stores) is [Vellum](#).

B&N NOOK Press

<http://nookpress.com/>

NOOK Press is owned by Barnes & Noble and offers two publishing options; one for ebooks and one for print books.

For print books, you'll format your manuscript and book cover according to their formatting guide (though I would just use a [book design template](#)), create a proof and, upon approval, your book will be listed for sale on BN.com. For print, you earn a royalty based on the retail list price that you set minus the printing cost. You earn 55 percent of the retail price that you set, minus the per-book printing cost.

NOOK Press for ebook provides a cloud-based tool that enables you to write, edit, and format your manuscript, as well as collaborate with friends and editors. When it's finished you can sell the book in the Barnes & Noble online store and order copies for yourself. For ebooks, your earnings are 40 percent if they're priced between 99 cents and \$2.98, 65 percent if between \$2.99 and \$9.99, and 40 percent between \$10.00 and \$199.99.

A 6x9, 200-page black and white paperback book will cost \$4.00 per book to print, plus tax and shipping. Use their [Quick Quote calculator](#) to get a quote for your book.

Google Play

play.google.com/books/publish

With Google Play your ebook has the potential to reach one billion Android users in over 50 countries on multiple platforms. Your books can be discovered and previewed on the world's most popular search engine through Google Books.

To upload books directly to Google Play, sign in using an existing Google Account, or create a new account. Use the Play Books Partner Center to upload content, set prices, and choose the countries where you want to sell your books.

You will receive 52 percent of the list price (before taxes). In the US, if your book is priced at \$14.95 you'll get \$7.77. If the book is sold in another country, the earnings are calculated at 52 percent of the book's price at the exchange rate at time of sale.

Kobo Writing Life

kobowritinglife.com

Kobo Writing Life is a do-it-yourself publishing portal to get your book into the Kobo store. You simply upload your document and they automatically convert it to EPUB format (as long as it's formatted correctly with [Styles](#)). As with other direct-to-retailer ebook services, you don't need an ISBN; they'll assign a number for you. (Though you could, and I think you should, assign your own [ISBN](#) to each format of your book.)

Your book will be available to over 12 million readers in 190 countries. Many readers use the Kobo e-reading device, but your book will be available via their app on any EPUB reader.

Kobo is a Canadian-based company with retail partners around the globe and an arrangement with the American Booksellers Association to sell ebooks in bookstores.

Kobo offers authors 70 percent of the list price on books priced \$2.99 and higher, 45 percent for books priced between 99 cents and \$2.98, and you can also offer your ebooks for free.



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





Janet F. Williams Good Day Media

- *You Don't Ask, You Don't Get: Proven Techniques to Get More Out of Life*
- *Superior: Adventure Romance*

San Marcos, CA

760-917-6125

gooddayjanet@gmail.com

www.janetfwilliams.com

www.gooddaymedia.com

Facebook:

<https://www.facebook.com/You-Dont-Ask-You-Dont-Get-108109095885139/>

LinkedIn:

<https://www.linkedin.com/in/janetfwilliams/>

Twitter:

@JanetFWilliams

PWM: Which aspects of publishing or writing are you involved or interested in?

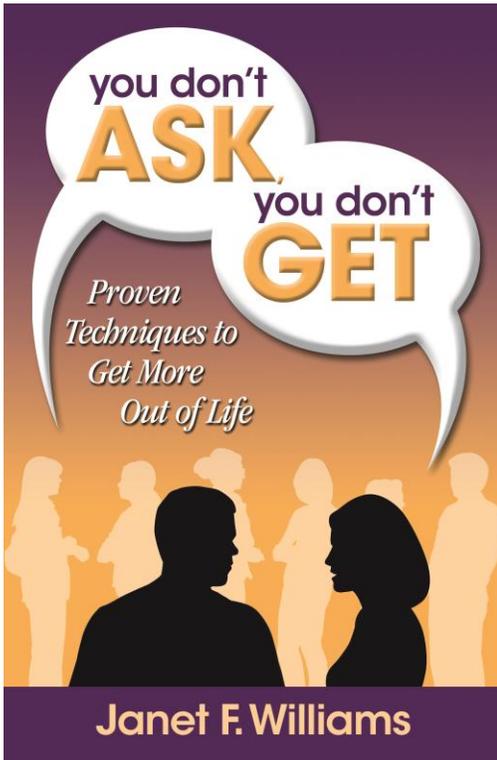
Janet: I enjoy writing and editing for my clients and for myself. Businesses come to me for help with their web pages, blogs, e-books, sales materials, and other communications. I write product descriptions for jewelry clients, a niche I pursued after selling fine jewelry. I edit more manuscripts these days, and I also teach creative writing. I created my company, Good Day Media, to help me with my publishing and to create a platform from which I conduct business. Both of my paperbacks are under that imprint. I also have a handful of short-story e-books that are self-published.

PWM: What first attracted you to writing?

Janet: I love words and I'm a voracious reader. My friends and family have enjoyed my storytelling over the years, listening to me read out loud and sometimes making up stories on the spot. My mother is a professional writer and editor, and I took an interest in her career. In the mid-1990s, an idea for a fiction story stuck in my head. I wrote down some notes, thinking it would be a short story, but the next thing you know, I was doing research and it turned into a book. Other books followed, as did many short stories, articles, and op-eds.

PWM: Tell us a little about your background.

Janet: I was involved in publishing early in my career, first working for CREEM, a national rock and roll magazine, and later for a small educational publisher, though my primary responsibilities were in the graphics department. I designed book and magazine covers, which is helpful to me now. I took 18 months to travel the world before moving to San Diego County in 1984, and I've worn all sorts of hats since arriving. Some of the more interesting positions include assistant executive director for a video starring Ed Asner, fine artist, avocado farmer, jazz radio show co-host, co-curator for a cartooning exhibit at the California Center for the Arts Museum, finance manager at Harloff BMW, selling jewelry at Ben Bridge, and owning my own business. You can learn more by visiting my two websites: www.janetfwilliams.com and www.gooddaymedia.com.



PWM: Tell us more about what you've written.

Janet: I wrote *You Don't Ask, You Don't Get: Proven Techniques to Get More Out of Life*, named by Kirkus Indie as the Best Specialized Instruction Book of 2010 (self-help), one of their top 10 books of the year! A few years back I published *Superior: Adventure Romance* under my pen name, Zoe Amos, as well as numerous short stories included in anthologies and self-published e-books. Two more novels are unpublished. I write books I want to read with stories I feel I need to tell.

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

Janet: I think I've been a member for about eight years. I wish I had joined a little sooner and not waited until I was ready to put out *You Don't Ask, You Don't Get*. It did well, but I made some beginner mistakes I could have avoided with a little more advance knowledge. I attend meetings often to stay current, refresh my memory, and meet new people.

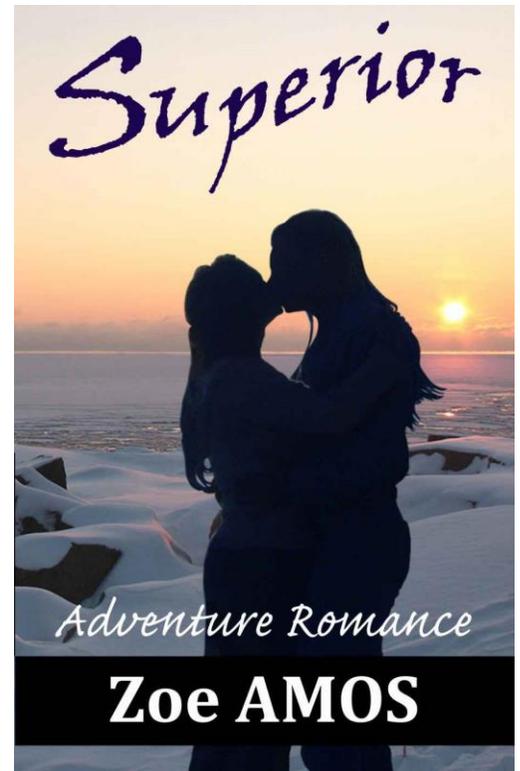
PWM: What are you working on now?

Janet: I taught two creative writing workshops at the Southern California Writer's Conference in Irvine this past September, and I

suspect I'll repeat them at the San Diego conference in February. One class is entitled "X-traordinary Sex Writing." The other, "7 Character Motivations You Need to Know," is based on my self-help book. I'll also be available for editing critiques. The conference will be held at the Crown Plaza Hanalei during Presidents' Day weekend. As for my own writing, I am querying agents for one of my completed novels, and I have a seed germinating for a business book. I've been busier than usual with speaking engagements and workshops, but I try to work it all in.

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

Janet: I'm happy to share what I've learned over the years from the meetings I've attended and from my own experience, whether it's about self-publishing, e-books, traditional publishing, book covers or interiors, whatever. I offer a free sample edit for those with completed projects looking for an editor. It's important to find a good fit with your editor, someone with whom you can communicate well so you understand what needs to be done and why. I offer a variety of services: critique, development (including story structure), rewriting with heavier copy editing, and/or lighter line editing. I suggest writers love what they write and to be persistent, because once you embark on a project you can stay with it a long time.



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

2017 Events Calendar

**Have an event/resource to report to the publishing and writing community?
Send your information to Newsletter Editor Glenna Bloemen at gab11853@aol.com**

Southern California Writer's Conference

Presidents' Day Weekend, February 16–18, 2018

Crowne Plaza Hanalei San Diego Resort, San Diego, California

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, SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated well over \$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 the surroundings afford it, plenty of other opportunities await those attending to mingle with editors, agents, executives, and others. Regardless which path to publication you are pursuing, join us for our 32nd Annual Southern California Writers' Conference (and Retreat) *San Diego, February 16-18, 2018. Your words are worth it! SD32 pre-registration now open. For details go to <http://writersconference.com/sd/registration/>

IBPA Publishing University

April 6–7, 2018 (Pre-conference sessions April 5)

Sheraton Austin Hotel at the Capitol, Austin, Texas

The premier educational event for indie publishers and self-published authors. There are hundreds of book conferences you could attend this year, mostly filled with fluff that's irrelevant to small presses and self-published authors. That's why the the Independent Book Publishers Association has established IBPA Publishing University! For nearly three decades, this has been the indie publishing community's must-attend networking and educational event. Why? Because its 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, visit <https://www.publishinguniversity.org/>.

San Diego Festival of Books

August 2018

Location to be announced

The San Diego Festival of Books is a celebration of reading and writing and the important role they play in our lives and our communities. Its goal is to provide a place where readers and authors can connect to share stories, ideas, and enthusiasm for the traditions, culture, and values of the written word. The San Diego Union-Tribune's inaugural 2017 event was a huge success with nearly 10,000 attendees, more than 60 exhibitors, and hundreds of authors. Expect another great festival in August! For more information on the 2018 event as details unfold, go to <http://sdfestivalofbooks.com/general-info.html>.



From the Editor

If you're an independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of 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.

To appear in the newsletter's **member profile**, Contact Sheri McGregor at 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. We're looking for one volunteer a month so we can have each meeting covered.

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

Newsletter & Social Media Team

**Vanderblümen
Publications**

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

Self-Publishing Coach

*Assisting First-Time Authors
From Page to Press*

P.O. Box 626, La Mesa, CA 91944
619.743.5192

gab11853@aol.com

Newsletter Editor

ALL MY BEST

**Copyediting, Basic Formatting,
and Proofreading**

Lynette M. Smith

*"Building Results, Respect,
and Relationships!"*

Yorba Linda, CA
714.777.1238

www.AllMyBest.com
Lynette@AllMyBest.com

Copyeditor



Lauren Castle

Image & Branding Strategist

858.459.7400

www.impress-express.com
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
Lisa@loveyourselffit.com

Social Media Liaison