

### In this Issue

Next Meeting  
President's Message  
Read Local  
Feature Article  
Member Profile  
Member Events & Announcements  
Events & Resources  
From the Editor & Newsletter Team

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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Library (540 Cornish Drive, Encinitas, CA), or the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas); check meeting information in newsletter for current location.

### 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 [gab11853@aol.com](mailto:gab11853@aol.com)

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

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

April 2013

### Next Meeting

**Date:** Saturday, April 27, 2013

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

**Location:** Encinitas Community Center  
1140 Oak Crest Park Drive  
Encinitas, CA

**Topic:** Best Ways To Get Published

**Presenter:** Andrew Zack

Random House is merging with Penguin. The Department of Justice has sued to change the way books are sold. Traditional publishers are providing services for self-publishers. And agents are becoming publishers. To quote Battlestar Galactica, “What the frack is going on?” Join veteran literary agent, author coach, and publisher Andrew Zack as he tries to sort it all out and provide authors with guidance on the best way to get published. From the traditional to the guerilla, he’ll take a look at it all.



Andrew Zack is president of The Zack Company, Inc., a literary agency, and Author Coach, LLC, an author coaching and editorial consultation service, as well as publisher of Endpapers Press. A publishing veteran with nearly a quarter-century in the publishing business, Andy has worked in-house and freelance for many major publishers. He began his literary agent career at Scovil Chichak Galen Literary Agency in New York, and started his own firm in 1996. In 2006, he moved to San Diego, CA. His areas of interest for both TZC and AC are wide and varied, covering nearly all areas of fiction and nonfiction. A complete list of representation areas can be found

## President's Message

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**STILL LOOKING FOR A NEW  
CONTENT COORDINATOR!  
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

To say that March's presentation by Sharón Lynn Wyeth was mind-expanding is an understatement. I certainly had never thought so deeply about the significance of my name, but Sharon hooked the audience and pretty soon we were all nodding agreement with her observations about character revealed by the letters in a name. As I told her, I've been struggling to understand my husband for close to 30 years, but the minute I considered the indications of the letters in his name, I cancelled our next counseling appointment! Just kidding, but it was a very thought-provoking program. If you missed it, find out about Sharón's theories at <http://knowthename.com/>. Thank you, Sharon.

Coming up on April 28, 2013 join us for a stimulating presentation by Andrew Zack of The Zack Company, a literary agency, as well as Author Coach. Andrew's going to give us his perspective on the state of publishing today, as well as offer tips for publishing as strategically as possible. You won't want to miss Andrew's broad perspective on the state of publishing today.

April's meeting is at the Encinitas Community Center, in Encinitas at Encinitas and Balour. Please check the website for the address and to RSVP.

Upcoming programs include Larry Edwards in May, discussing the fine art and importance of a thorough edit for your book. In June, Sheri Fink, bestselling author, will describe her publishing journey.

And please put it on your calendar today to attend Dan Poynter's sure-to-be excellent program on October 26, 2013. Dan is the godfather of independent publishing and a terrific speaker. It is an honor that he had agreed to speak to PWSD.

See you all April 27<sup>th</sup>.



Our next Read Local event is the always popular Encinitas Street Fair on April 28. We've got 12 author spots, and they will go quickly, so send an email to [Karla@readlocal.org](mailto:Karla@readlocal.org) if you interested in securing a space. The cost is \$25 per author slot, and slots are available from 9 to 11:30, 11:30 to 1:30, and 1:30 to 4. This is one of the best attended street fairs in the whole county, with tens of thousands of visitors

We are also again sponsoring the La Mesa Readers and Writers Fest on June 15 from 10 to 1. This year it will include artists as well. We had a great turnout last year, with over 40 authors involved. Please sign up for the Read Local newsletter at [www.readlocal.org](http://www.readlocal.org), and I will send out registration information soon.

Many of you know that I recently took a job as the Director of Publishing for Patagonia, the clothing company. The job requires me to be working in the Ventura office during the week. If we want the Read Local events to continue, please contact me about volunteering to help. Researching and registering events, organizing participants, setting up the booths, and coming up with new ideas for how to present our books to local audiences are just a few of the ideas that we need help with. If you want to help, please contact me at [karla@readlocal.org](mailto:karla@readlocal.org)

In the meantime, go to the Read Local website to sign up for the Read Local Directory. Click on “Get Connected Now!” in the center column and that will take you to the submission form. Fill this out with author/book information, and information about you and your book will be available to booksellers, librarians, reporters, producers, event planners, and all kinds of other people who can help you get the word out about your book. A basic listing is FREE! and gets you listed in the following categories: Author, Title, Genre, and Location. For just \$25 a year, you can add a book description, an author bio, keywords, and other important information that highlights your book. Go to the Read Local website today to learn more! [www.sandiego.readlocal.org](http://www.sandiego.readlocal.org).



## BOOK REVIEW CORNER IS COMING

**Beginning with the May 2013 issue, we will be featuring book reviews of PWSD members' works. Submit your work to Editor Glenna Bloemen for publication consideration. You can contact her at 619-743-5192, [qab11853@aol.com](mailto:qab11853@aol.com) or at any of the monthly meetings. This is a new member benefit you won't want to miss out on.**

## **Your Name is Your Brand**

### **by Sharón Lynn Wyeth**

Your brand name represents your reputation, indicates your business ethics and becomes the symbol of what people think of you. The same is true for your own name. Your name is your brand, your representation of who you are. People received impressions of who you are, consciously or unconsciously, based on your name. When we hear a first name, we immediately think of other people who have shared that same first name that we have previously met.

Our impression of others we know with the same first name correlates into our first impression of the new person. Actually our first impression of a person lies in the first initial of the first name.

Why do we go back to others that we know with the first name? It helps to know that all people are not the same and yet they share similarities. Imagine that you were given the ingredients of eggs, cheese, butter and a few vegetables. There are many different dishes that you can make out of those same ingredients. You could make an omelet, scrambled eggs with vegetables, a quiche or breakfast tacos, just to name a few items. What will you choose to make with those ingredients?



*Sharon Lynn Wyeth shown with two PWSD members  
Photograph by Lynn Hamilton*

Our first name gives us the ingredients that we use to make a meal while our last name indicates the dish that we will make, or how we will use those ingredients. Our brand name also indicates how well we will accomplish certain tasks. Let us compare two names of businesses as an example. Since a name is the first impression, the names of companies and their products are of vital importance. Drug companies spend thousands of dollars researching names for their drugs.

Businesses realize that their name carries their reputation. When creating brand names, logos and/or trademarks for a business, it is wise to see if those aspects of the name match the intent of the business. United Parcel Service is known by their initials UPS. This indicates two things: to take advantage of them and to use their smart services. That is exactly what UPS wants people to do: use their services and take advantage of what they have to offer. Together the letters 'UP' says use me, take advantage of me, while the "S "says they are smart. Since the 'S' is in the final position, that is the lasting impression that one has when thinking of UPS. UPS wants to be used and is going to do its service in a smart way.

In comparison, the United States Postal Service is using the abbreviation of USPS. Adding the extra 'S' separates the 'U' from the 'P'. By doing this, the United States Postal Service deletes the message to use them and to take advantage of their service to the same extent that UPS does. While both companies state they are competent to get the job done, UPS does a better job of conveying this to the customer in their name.

Our name shares similar information about us, just as a company's name tells us about them. The best part is that once we know what our name advertises about us, we can change the things that we no longer desire about us. Within our names are multiple opportunities, to accept the gifts that we have or to succumb to the challenges and let them get the better of us. Hopefully, we will choose to share our gifts and by focusing on them we can over our challenges. Our names are our brand names and indicate to the world exactly who we are.

Full of astonishing true stories and the result of years of research, *Know the Name; Know the Person* by Sharón Lynn Wyeth showcases the patterns in our names and shines a light in an area that very few of us know or understand: <http://www.knowthename.com>





## **Donna Stellhorn, Author**

*2013 Year of the Water  
Snake and Feng Shui Form*

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

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

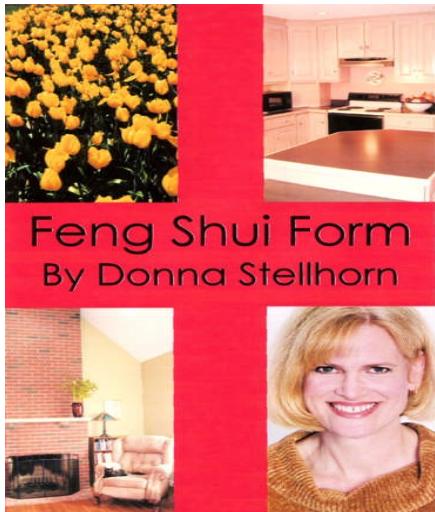
**Donna:** I write nonfiction books. My eighth book came out a few months ago, first as an eBook and then later as a print-on-demand book.

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

**Donna:** I wrote my first book when I was 12. I sent it off to a publisher and got the nicest rejection slip. They said they liked the book very much and that I should keep sending it out, but they no longer published children's books. Then my mother took my book to the local librarian, who shot a bunch of holes in my plot and lectured me on grammar. I was in my 20s before I got the courage to start submitting my work again.

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

**Donna:** In the mid '80s I wrote three articles for three different magazines, and all three were published in the same month. After that I started writing in earnest. In the '90s I was writing for a local newspaper, and a publisher from Switzerland called and said they wanted to publish my book, not even knowing if I had a book. I asked when they would need it, they said two weeks. So I went home and wrote it in 11 days. That book, *Fuhl Dich wohl mit Feng Shui*, came out in 1996. My next book was actually a booklet, *Sage & Smudge: Secrets for Clearing Your Personal Space*, which described how to do the Native American inspired ceremony of smudging by burning white sage. It came out in 1999 and became a best-seller. To this day it is still on the Top 10 list of metaphysical titles, according to New Leaf Distributing, the largest distributor of spiritual books in the U.S. My latest book, *2013 Year of the Water Snake: Predictions and Feng Shui Cures*, is about Chinese Astrology and predictions for each of the 12 animal zodiac signs. In February, during the Chinese New Year celebration, this eBook hit #1 on Amazon in Feng Shui Kindle books, #1 in Eastern Astrology Kindle books, and #2 in Feng Shui print books.



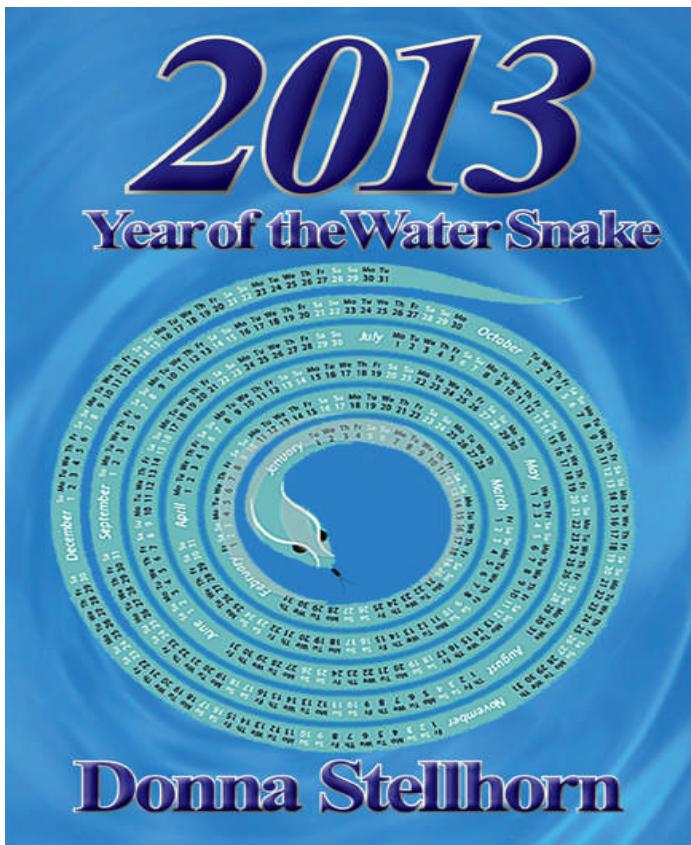
**PWM:** How long have you been a member of PWSD, and what role has the organization played in your success?

**Donna:** I joined right after moving back to California in 2011. My publishers, [ETC Publishing](#), were members and they told me about the group. ETC Publishing has been so supportive. They have published seven out of my eight titles, and they have done amazing work getting my books into stores and online. For example, here's their [webpage for Feng Shui Form](#).

PWSD has been great. The lecture by the Amazon representative several months ago changed the way I marketed my latest eBook, which really contributed to its success. I also exhibited at the California Women's Conference at the Read Local San Diego booth (which I would not have learned about had it not been announced at a PWSD meeting); there I met Stedman Graham, who asked for a copy of one of my books. Those were two opportunities that I would not have had without my involvement in PWSD.

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

**Donna:** I am working on three projects right now. I'm revising my booklet, [How to Use Magical Oils](#). This booklet on the meaning of scent came out in 2002 and has had moderate success, but my publisher had the idea of adding information on popular perfumes and colognes. So I am researching this now and we'll be changing the title and possibly adding graphics. I also co-wrote a booklet called [The Money & Prosperity Workbook](#), a set of affirmations we are expanding with stories and testimonials, which will triple its size and transform it into a book, and it will tie in to stories on the website. My big project is [Plate Size Matters: How Kitchen and Restaurant Décor Affect Eating Habits](#). This manuscript is with my editor and should be out in eBook form in a couple of months. Once that's done, I will begin work on [Chinese Astrology 2014 Year of the Wood Horse](#).



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

**Donna:** So many things. Have a website for every book you have out and make sure the website will allow you to gather people's email addresses. In February of this year, when the *Coast to Coast AM* radio show interviewed me for Chinese New Year, my website was all ready. My list of emails of interested readers quadrupled overnight. These are the people I will be emailing with each new title I release.

When you put out an eBook, understand that many don't yet know how to download or that they could get a free Kindle app and so on. Be ready to answer their questions by phone or email; otherwise you'll get some disgruntled customers really quickly. Still, eBooks sell better than print books. So unless your book is really dependent on pop-up pictures, consider doing an eBook. This year my publisher is experimenting with the print-on-demand option. So we'll know how that goes in a few months.

Write fast and edit later. It's better to get it on paper and get it out the door than to sit on a project for years. Having a publisher who gives me deadlines helps a lot. But if you don't have that, then find a friend or even pay someone to hound you into finishing. Some people write every day. I write in spurts, so having someone I'm accountable to really helps.

If I didn't already have a publisher I would self-publish. Now my publisher has a self-publishing division that helps people with the process of getting their book printed or in eBook form. My experience of having a publisher come to me, asking to publish my first book, is extremely rare. If your book is ready, don't wait—get it out into the world.

## **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 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 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**

## **Book Signing**

**April 24, 2013, 6:00 to 8:00 p.m.**

**Societe Brewing, 8262 Clairemont Mesa Blvd., San Diego, CA 92111**

Jeffree Wyn Itrich will be holding a reading and book signing at Societe Brewing on Wed, April 24, 6p-8p, located at 8262 Clairemont Mesa, Blvd. San Diego 92111 (<http://www.societebrewing.com/wordpress/>). Societe will arrange for one of those fancy dancy food trucks for anyone who wishes to purchase something to eat, and the tasting room will be open as well for anyone who wants to cozy up to a beer while the event takes place. The reading/signing is for her novel, *Destiny at Oak Valley*, but she will also have copies available of her cookbook and children's book. When asked why she picked a brewery for this book event, her response was: "Why not? It'll be fun." But the other reason to do it at Societe, she explained, is that Societe sports an Old West theme that fits nicely with the Old West theme of the book.



## **IBPA Publishing University 2013**

**April 26–27, 2013**

**Palmer House, 17 East Monroe Street, Chicago, IL 60603**

These two exciting days are filled with information-packed seminars developed and led by industry leaders who share ideas and applications you can use in your day-to-day business! Get help improving and enhancing the profitability of your publishing company: Join IBPA in Chicago for cutting-edge Publishing University classes—plus the always popular, "Ask the Experts" program! For more information, visit [www.ibpapublishinguniversity.com](http://www.ibpapublishinguniversity.com) or contact IBPA at [info@IBPA-online.org](mailto:info@IBPA-online.org) or 310-546-1818.



## **How to Write a Self-Help or How-To Book Course**

**Beginning May 6, 2013 at UCSD Extension**

PWSD member Andrea Susan Glass will offer an online course through the UC San Diego Extension called "How to Write a Self-Help or How-To Book." Owner of WritersWay and The Ebook Academy, Andrea is a ghostwriter, copyeditor, instructor, and winner of the San Diego Book Awards for the best how to book in 2001. You have a unique opportunity to share your special knowledge and wisdom. Someone needs what you know. As a self-help author you can offer advice in the areas of health, finance, business, spirituality, or personal growth, to name a few. In the how-to market you can choose any topic you're an expert in. Can you teach readers how to choose wine, grow organically, build furniture, play the guitar, or maintain a car's engine? Discover how you can share your expertise with the world by writing a self-help or how-to book. This course offers a questionnaire to begin the focus and a method to select the best ideas. You will write an outline for your book, begin to gather content, start the writing process, and set a writing schedule for support and accountability to finish the book. To register for this 4-week course visit <http://extension.ucsd.edu>.



## **Local Writer's Expo**

**Saturday, June 8, 2013, 9:00 a.m. to 1:00 p.m.**

**9645 Granite Ridge Drive, San Diego, CA**

"Writers' Expo" will be held June 8, 2013, from 9:00 a.m. to 1:00 p.m., to raise money for University of Phoenix student scholarships. The expo is co-sponsored by the School of Business, San Diego Campus, University of Phoenix, and Delta Mu Delta International Business Honor Society. The event, which is free to the public, comprises four unique workshops on the craft and business of writing, a used-book sale, and an authors' book signing event. PWSO member Tony Vianna is looking for authors to showcase and sell their books. The fee is only \$20 fee per author, and all proceeds from book sales go to their exhibiting authors. Contact Tony at 760-931-9695 or [simpatico1@juno.com](mailto:simpatico1@juno.com).



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

**Saturday, June 15, 2013, 10:00 a.m. to 2:00 p.m.**

**Community Room, La Mesa Police Department, 8085 University Avenue, 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. There will be guest speakers throughout the day. Illustrators, artists, and photographers are invited to join the event this year, and cost of an exhibit space is \$20 for the whole day. Like last year, spaces will be located in the area between La Mesa City Hall and the La Mesa Library. Please bring your own table and chair, as these will *not* be provided this year. The venue is located directly across from the La Mesa Library at 8074 Allison Avenue, La Mesa, CA 91942. This event was a great success last year and it would be great to have you all participate this June. Authors should contact Karla Olsen ([karla@readlocalsd.org](mailto:karma@readlocalsd.org)) to reserve your spot. Illustrators, artists, and photographers should contact Glenna Bloemen (619-743-5192 or [gab11853@aol.com](mailto:gab11853@aol.com)) or John Schmitz (619-460-1744 or [jcschmitz@hotmail.com](mailto:jcschmitz@hotmail.com)) to reserve your spot.



*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.*

**“PWSO Likes Facebook!”**

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and let us know you like us!**



## 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 PWS**D. Visit the FAQ page of [www.PublisherWriters.org](http://www.PublisherWriters.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 [lynnette@allmybest.com](mailto:lynnette@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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a lasting impression!"

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Content Coordinator