



## Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

August 2013

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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)

**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 [lynette@allmybest.com](mailto:lynette@allmybest.com)

### *Next Meeting*

**Date:** Saturday, August 31, 2013

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

**Location:** Carlsbad Dove Library  
1175 Dove Lane  
Carlsbad, CA 92008

**Topic:** Self-Publishing vs. Traditional:  
An IP Attorney's Perspective

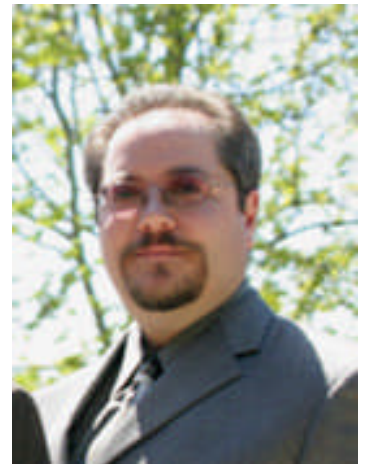
**Presenter:** Mark Reichenthal, Esq.

In our next meeting, learn what an IP Attorney believes about self-publishing vs. traditional publishing.

Mark Reichenthal practices in the areas of intellectual property, licensing, new media, entertainment law, book publishing, and general business contracts.

Prior to joining Branfman Law Group, P.C., Mark was a Senior Counsel at Wiley Publishing, Inc., publisher of the wildly successful and famous "... For Dummies" series, where Mark was responsible for managing the day-to-day legal affairs of the company, including the negotiation of book contracts, supervising the enforcement of the "... For Dummies" trademark, and all company trademark and copyright licensing.

Mark earned his Juris Doctor degree from California Western School of Law in 1995 and a Master of Science degree in Book and Magazine publishing at Pace University in 1992. After joining the Bar, he was the Contracts Manager for Vivendi Universal's software division. Mark is heavily involved with the Bar Association of North County San Diego, as he was the Co-Chair of its Intellectual Property Section and Editor in Chief of its *North County Lawyer*. Currently, Mark is serving as a member of the *North County Lawyer* Editorial Committee and its Board of Directors, and he is a Co-Chair of the Business Section. Mark is admitted to practice law in California.



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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

Thank you, Julia Drake, for filling us in on the essentials of creating a book publicity plan. Julia provided lots of terrific guidelines for the best ways to get word out about your book, and she shared some examples of terrific book trailers. A valuable and stimulating meeting.

As you all know, much of the responsibility of publishing is falling onto the shoulders of the authors, who are now publishing independently in greater numbers than ever before. That means authors must understand all aspects of the business, including their legal rights and options. Our August speaker, Mark Reichenthal, an IP attorney, will present his lawyer's view of the pros and cons of independent versus traditional publishing. This is sure to be a fascinating, though-provoking meeting that you can't afford to miss.

This meeting is at the Carlsbad (Dove) Library.

We'll be finishing up our program calendar this year with a bang. Watch for a survey from PWSD and SellBox about your experiences and expectations for e-publishing. The results will be reviewed in our September presentation from e-publishing expert David Wogahn, who will also provide an update on the rapidly changing e-pub world. And in October, we welcome the grandfather of independent publishing, Dan Poynter. Be sure to mark your calendars now for the last Saturday of the month so you won't miss these terrific events!

And remember, always check the website for location.

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

Membership, which is \$37 a year, just as it has been for over 10 years, is 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.





Fall is coming quickly. Let us know if there is an annual street fair in your neighborhood, and we will look into getting a booth for local authors. Now is the time to start signing up. The only event we have on the calendar right now is the Encinitas Holiday Festival. More on that to come.

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.



**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)  
and let us know you like us!**



## BOOK REVIEW SHOWCASE

Here we feature book reviews of PWSD members' works. Submit your work to Editor Glenna Bloemen for publication consideration. You can contact her by calling 619-743-5192, emailing [gab11853@aol.com](mailto:gab11853@aol.com), or reaching out to her at any of the monthly meetings. This is a new member benefit you won't want to miss!

### **How to Write Heartfelt Letters to Treasure** *For Special Occasions and Occasions Made Special*

Letter writing is the earliest form of written communication in order to establish relationships. How and what we write has changed the course of history, determined whether people lived or died, engendered romance and love, and created generations of leaders and contributors to our society.

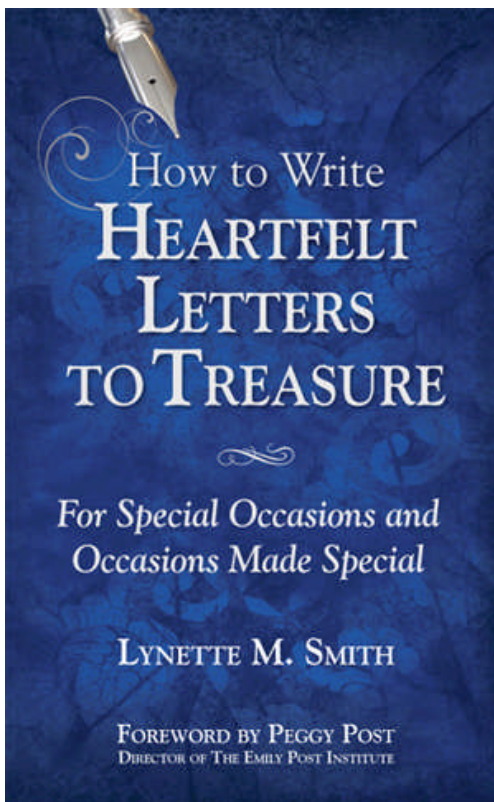
Now, in a single reference book, *How to Write Heartfelt Letters to Treasure* author Lynette M. Smith offers you a step-by-step guide for writing those special letters to family, friends, and business

colleagues. Handwritten notes and letters are the best, and Lynette shows you examples of when and how to write letters of congratulations, sympathy, service, appreciation, and much more. In today's world of texting and email, we have lost sight of what the handwritten word can do.

Many of us grew up reading Emily Post's column, learning how to practice our etiquette. Lynette's book goes beyond writing etiquette. Her book brings you back to the basics of building relationships through writing. Praise comes from Peggy Post of The Emily Post Institute. In the book's foreword, Peggy writes, "I'm excited about being involved this project because Lynette espouses exactly what we promote at The Emily Post Institute: positive relationships."

Enjoy the love of writing in all aspects of your life with this comprehensive book as your guide.

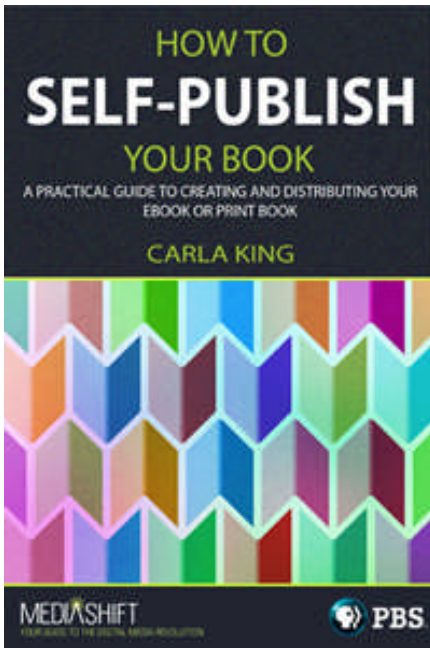
Published by All My Best, © 2012. ISBN 978-0-9858008-0-2 (paperback); ISBN 978-0-9858008-1-9 (ePub); ISBN 978-0-9858008-2-6 (Mobi). *How to Write Heartfelt Letters to Treasure* retails for \$19.99 in paperback and \$14.99 in eBook.



# How Six New Tools Change the Equation for Writing and Self-Publishing Your Book

By Carla King

*Reprinted with permission  
Published December 18, 2012*



**When writers first exchanged pen and paper for word processing systems we didn't realize how firmly it put us on the path toward self-production and self-publishing.**

The jury's still out on whether the creative process was altered for better or worse. [Marshall McLuhan](#), an early media pundit, recognized back in 1962 how "the divorce of poetry and music was first reflected by the printed page."

In contrast, today's tools marry writing and publishing, bringing artists ever closer to the end product with click-of-a-button eBook creation capabilities built into the writing tools.

In 2012 the technology plot thickened, with the development or maturation of six representative tools that change the way we will write, produce, and perhaps even change our very concept of a book in 2013:.

- **Scrivener**, a writing and organization tool so effective that it makes MS Word seem as primitive as scribbling on legal pads. It also compiles eBooks and print books in just a few clicks.
- **Aerbook Maker**, a browser-based multimedia picture-book maker with drag-and-drop eBook creation in the cloud.
- **Vook**, an eBook formatting service akin to BookBaby that allows multimedia.
- **Hyperink**, an eBook publisher that seeks experts and works with bloggers to curate their existing posts, videos and comments to create eBooks.
- **Kwik**, a desktop application that extends Photoshop so you can create pages, add multimedia, and even physics to take your book one step further into the game space.
- **PressBooks**, a blog-to-book tool that outputs formats for any device and to print.



## SCRIVENER RETHINKS WORD

I've recently started using [Scrivener](#), a tool created by developer Keith Blount to help outline, edit, and storyboard his own novel. In an [interview by Mac AppStorm](#), he explains that "I kept thinking that there must be a better software solution [than MS Word] for this way of working, something that would allow me to rearrange a long document using synopses, to allow me to edit the text in small pieces or as a whole and so on."



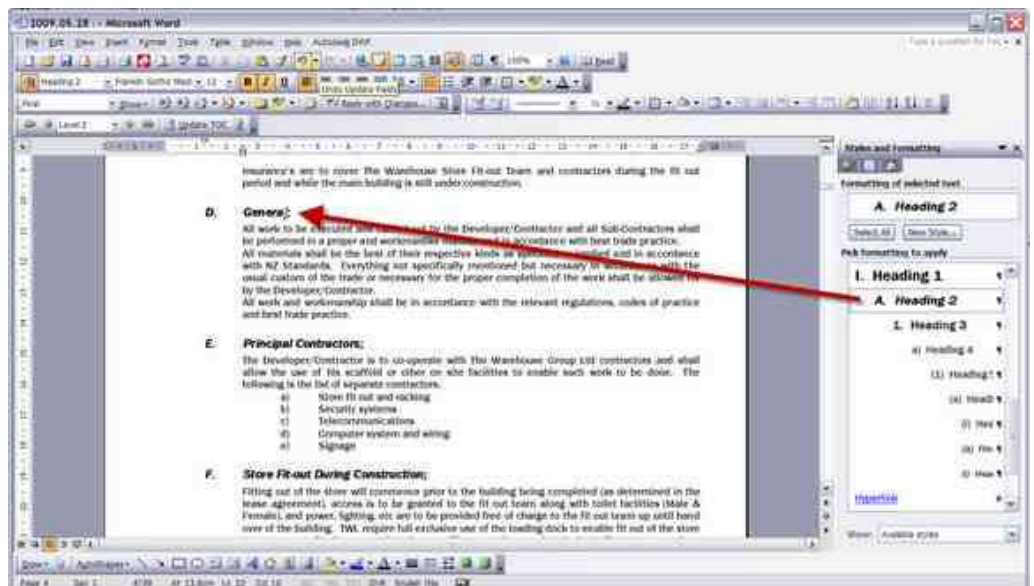
Scrivener allows authors to write, organize, and "grow" books, scripts, even articles. (I used it to develop this piece.) Converting the document to an eBook, web page, a PDF for print, or a Word doc works surprisingly well, with just a few clicks.

Scrivener is the first significant software tool that has truly changed the way writers create books since MS Word, an application that we love or hate but that is undeniably embedded in business culture, writing culture, and anybody-who-wants-to-write-a-letter culture. Word has become so easy to use that even professional writers, who consider it their primary tool, often create really sloppy documents with it. In my [self-publishing workshops](#) I am constantly amazed that professional writers have not troubled themselves to learn the intricacies of their most important tool, especially using "styles" to automatically format titles, headings and paragraphs (at the least).

## TOOLS THAT BUILD ON WORD

Learning Word styles may never have really mattered, except Mark Coker built the Smashwords "Meatgrinder" conversion tool around MS Word styles. ([Amazon Kindle Direct Publishing](#) relies on consistent document styles, too.) .....

[Smashwords](#) was founded in 2008. In its first year, it published 140 books from 90 authors. Its catalog reached 6,000 books in 2009, 28,800 in 2010, 92,000 in 2011, and in 2012 it has more than 140,000 books, many from first-time authors. Why?



Ease of publication. But the general concept of a book has remained the same—a written or illustrated work with a certain number of printed pages, and an eBook is the same book, but delivered electronically, possibly containing hyperlinks to the web.

But with authors no longer looking to traditional publishing to define terms, a book no longer must hold a certain number of words, or pages to be printed on “signatures” that get fed through a printing press. No longer does it even have to be on paper. How many pages is a book, anyway—26 pages, 2,600 pages, 26,000? Authors are just beginning to realize that we can include not only hyperlinks, but audio, video, voiceovers, animations, and even physics that allow interactive game play. When do we stop thinking of our book as just a book, and start thinking about hybrid publications, such as book and “website,” “app” or “game?”

## CROSSING INTO THE GAME SPACE

Picture and multimedia toolmakers naturally cross these boundaries. Alex Souza, who developed the [Kwik](#) Photoshop plug-in, is thrilled that a book can expand into game territory, but realizes that this can be intimidating for some. “Authors can expand their stories with features not available in the traditional media, and creating for digital devices requires a new set of skills,” Souza said. “Creating a multimedia eBook that expands into game territory requires the author to think about the entire experience: audio, visual, even tactile. While this excites many, the increased complexity frightens others. So my goal for Kwik is to remove as much of the learning curve as possible, leaving them free to do their best, which is transform ideas into magic.”

## MARRYING WORDS WITH MULTIMEDIA

Matthew Cavnar, president of [Vook](#), a multimedia e-book creation service, said, “I’ve seen authors change their vision when they became aware of how the eBook medium allowed them to expand their story or narrative or the message outside of their book. It might seem like a small thing, but putting a link into a book connects that book to the Internet, and by extension every idea and thing and community that people have created digitally.”

Cavnar cites Jeff Corwin, the nature conservationist and television personality, as an example. “He knew he wanted to expand his message into books, and when he and his team realized they could add video, they understood that they could now represent that core part of Jeff’s identity as a television personage within the book format itself.” The writers on Jeff’s team were able to create a multimedia book, instead of separate media properties for book, app, audio, and video.



## SMALL PUBLISHING INNOVATES FASTER

But these new tech tools are not just for self-publishers anymore. While you don't see Big Publishing innovating much around the new capabilities, smaller publishers are eager to be first in the space. Remember the popup book? They were mostly for kids, but I remember some great artsy books that used the delightful and complex popup “technology.” Unicorn Labs, a developer of eBooks and early learning apps, worked with popup book maker David A. Carter to create “Spot the Dot,” delivered in [iTunes](#). Chief Product Officer Mark Sigal describes it as “an interactive picture book app comprised of 10 different play spaces for young minds, such as ‘Sliding Windows,’ ‘Popcorn,’ and ‘Spinning Coins.’ We worked with the author to rethink the medium

of the popup book for the iPad, a domain where touch, tilt, drag and rich voice and sound are native to the 'canvas.'" [Kirkus Book Reviews](#) recognized "Spot the Dot" as one of the Best Kids' Books Apps of 2011.

## MARKETING GETS INTEGRATED INTO THE WRITING PROCESS

The new services that matured in 2012 not only break through authors' ideas of what a book is, but help them market the book too, with built-in book publicity tools. "The idea that the book you build can be simultaneously integrated with the fabric of the social web leads to the book as a centerpiece for conversation leading to discovery and sales," said Ron Martinez, founder of [Aerbook Maker](#), a multimedia picture eBook creation tool in the cloud that publishes for EPUB, KF8, HTML5, iOS and Android.



While authors are creating, they can also be marketing by publishing their books "in whole or in part to the web, with pages shareable on Twitter, Pinterest, Facebook and other social networks," Martinez said. "Aerbook authors can embed "share" buttons in their eBooks. One nifty feature even lets potential customers download a sample via SMS to your smartphone.

Blogs are also a great marketing tool, and a natural outlet for a writer's creativity. The very nature of blogging has also changed how many people write, in short or long bursts, in a casual, personal style. But why not build a book by blogging? The idea of blog-to-book systems has been around for a few years now. But the only free blog-to-book service I've found that actually works is [PressBooks](#). Export your WordPress blog (or just the posts in a single category), import it into PressBooks, and you've got a draft. Slap on an introduction, a table of contents, a cover, and get it edited, and voila. You've got a book that can be delivered in formats ready for any of the e-readers and apps, for the web, and in PDF for print books. Services have evolved, and they even provide a distribution service to Kindle, Apple iBooks, Nook and other retailers.

Kevin Gao of [Hyperink](#), an e-book publisher that seeks experts and works with bloggers (like Penelope Trunk) "to curate their existing posts, videos, and comments and create books," said that "technology enables authors to think beyond just a book towards things like the backend channel, for example, using the book to promote more expensive products like videos, conferences, and follow-up books. While books build your brand and customer base, higher-priced products are where an author can make serious money." Gao pointed out that really savvy authors like personal finance adviser and entrepreneur Ramit Sethi see books "as just the starting point in building a larger personal, digital, online brand now. No longer are books an end point in themselves," said Gao, "but just one step in a funnel to build a community and monetize it."

While purists might argue that merging marketing tools with writing tools corrupts the art of writing, remember that most authors have beta readers. They have traditionally been their editors, who critique and shape a work on behalf of the publisher and future book buyers, essentially pre-vetting the book for marketing. Today, in the absence of traditional publishing to shepherd writers, beta readers can be found on fan fiction sites, where *Fifty Shades of Grey* was shepherded into a knockout bestseller, and on social publishing sites like [Wattpad](#) (which is reaching beyond its young adult writers to literary, non-fiction and other genres), [All Romance](#) (if you're writing romance, you must be here), and [Scribd](#) (a document-sharing site that has great features for authors), to name a few.







## Tasha Donahue

Author, *Meet Me Under the Eiffel Tower*  
Del Mar, California

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[www.MeetMeUnderTheEiffelTower.wordpress.com](http://www.MeetMeUnderTheEiffelTower.wordpress.com)

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

**Tasha:** I am a writer who would love to find mainstream publishers or agents for my present and future books. Marketing is important; how do I get the world to know I am here and have a funny, insightful story to tell? (Every writer's dilemma.) I am interested in encouraging women to be all they can be without necessarily joining the Army. I want to remind women that just because they turn fifty, divorce, or become grandmothers, life has not passed them by. "Maggie is alive on a hot tin roof!" said Elizabeth Taylor. But you may have to find a new hot tin roof!

**PWM: What first attracted you to these areas, and did you previously have related experience in publishing?**

**Tasha:** What first attracted me to write? Learning my ABC's. Writing followed. I started as a little girl writing in my diary. (Wish I had those obsolete accounts now; it would be great fun to go back and re-acquaint my older self with my younger self!) Then I started writing short stories in my pre-teens. Later I wrote for newspaper syndication in Chicago about France, cooking, chefs, etc. I wrote about travel, wine, food. Still later, I was picked up as a newspaper columnist writing about issues of relevance to young families. I also reviewed children's literature. I also hosted and produced a seven-part television series about food and wine. As life marches on, however, and a woman becomes more confident in her own personal philosophy, that is when writing gets interesting! All of that gave me experience in writing, and in telling it like it is. The truth attracts.

Last year, I self-published my book, *Meet Me Under The Eiffel Tower*. Targeted for women over fifty, it basically is an entertaining memoir about rediscovering me in the madcap, anything-goes environment of Paris. It is, however, more than my sexual memoirs; it is about the importance of regaining and retaining balance in life and about embracing one's multi-dimensionality, regardless of age. I now give two types of PowerPoint presentations: on my experiences living in Paris and/or on women's issues.

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

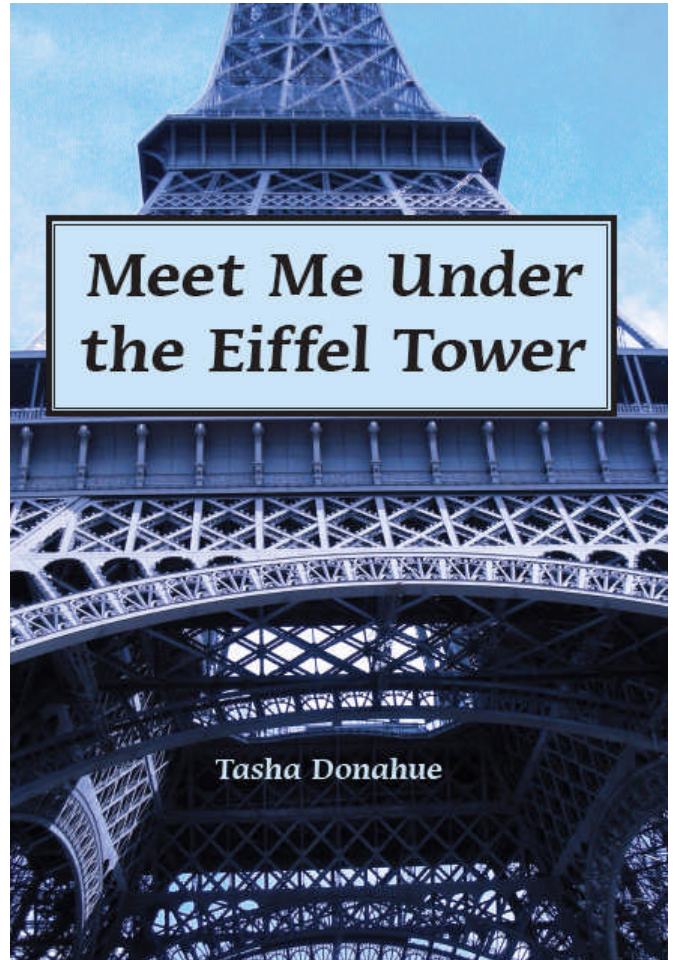
**Tasha:** I have been a member of PWSD for a year. A good friend, Bob Goodman of Silvercat Publications, introduced me to this group. I am astounded that the wonderful volunteers in this organization have so many great speakers and motivators available monthly. I would love to see more agents and publishers involved in meeting writers one-on-one. I will grow as a writer as this journey continues and expect to know more when I finish my second and third books than I did with my first one last year.

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

**Tasha:** I begin two new books in September. *My Journey Through Motherhood* (and what a journey it has been!) will be my personal memoir of motherhood. *Our Journey Through Motherhood* will feature women from around the country and their stories. Members of PWSD are welcome to submit chapters to me for consideration of inclusion in this book. If you know a woman with an interesting story, please refer her to me. Motherhood is the hardest job in the world, and it never ends. Authenticity is mandatory to the success of these books. If you had a chance to go back in time, what would your experienced, mature self advise your younger self regarding your approach to life? It can be funny; it can be serious. It can be short or your story can take up to twenty double-spaced pages. Just write from your heart.

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

**Tasha:** Don't expect overnight success. Hang out with others in your field of writing/publishing. You can help each other. Most of all, write because you love to write, not for any glory or money; the reward will be in the journey.



## 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/pwzd-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 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**



## **Eleventh Annual Southern California Writers' Conference** **Friday through Sunday, September 20–22, 2013** **Los Angeles, CA (in Newport Beach)**

The Great White Art is what John Gardner called it, what it is that we, the writers, do. While artists we may be, today's publishing realities mandate that in order to win over the needed, passionate advocates of our work, we must also become *entrepreneurial* authors. Entrepreneurial in spirit. Entrepreneurial in execution. Excellence in craft alone no longer cuts it.

Having facilitated some \$4 million worth of first-time authors' book and screen deals, the SCWC is devoted to writers of all levels working to become both exceptional authors and modern, entrepreneurial self-advocates. Through its uniquely tailored, inclusive programs, the SCWC empowers writers with the vital recognition, encouragement, understanding, and opportunities required to succeed in today's ever-changing trans-media marketplace.

So whether you're a writer just starting out, a writer looking to get professional feedback on your work, a writer at the ready, or a writer simply wanting to hang with other writers, join you fellow writers for the Eleventh Annual Southern California Writers' Conference Los Angeles, CA (in Newport Beach), September 20–22, 2013.

Because a writer is a writer before, as well as after, publication. And more than at any other time, today publishing is personal. Cost: \$425.00. Contact: <http://www.writersconference.com/>



## **The La Jolla Writers Conference** **Friday through Sunday, November 1–3, 2013** **Paradise Point Resort & Spa, San Diego, CA**

Conference registration is limited to the first 200 attendees, so register early for 2013!

Military and group discounts are available.

Full Conference Fee includes the following: (Lodging not included)

- Access to all Workshop & Lecture Classes
- Friday Night Cocktail Reception & Keynote Address
- Saturday Afternoon Lunch & Keynote Address
- Saturday Night Cocktail Hour & Author Signing
- Saturday Evening Dinner & Keynote Address

Registration Cost: \$385.00. Contact: <http://www.lajollawritersconference.com/> for details.



**But Wait ... There's More!**  
**(See Next Page)**



**SDSU Writers' Conference—30<sup>th</sup> Anniversary Celebration**  
**Friday through Sunday, January 24–26, 2014**  
**Doubletree Hotel—Mission Valley, San Diego**

Dream of seeing your books in the hands of readers? Are you a writer of young adult, fantasy, historical fiction, mystery, nonfiction, thriller, suspense, or another genre? The SDSU Writers' Conference is for you. Plan to attend the best Writers' Conference in the nation. Here's what to expect:

- Networking opportunities with publishing professionals
- Knowledge share from top editors, agents, and authors
- On-the-spot critique sessions
- Conference Choice Awards
- A 30th Anniversary celebration with surprise guests

Questions? Contact [sdsuwritersconference@mail.sdsu.edu](mailto:sdsuwritersconference@mail.sdsu.edu)



**Southern California Writers' Conference**  
**Friday through Monday, February 14–17, 2014**  
**San Diego, CA**

**Any number of** how-to books combined may not give a writer the one priceless bit of clarity that can make the difference between being published or not. Rejection by an editor or agent seldom yields the reason as to why a manuscript doesn't grab them, and almost never reveals how it can be fixed to ensure that it ever will.

Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated some \$4 million worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work.

And since the surroundings afford it—and SCWC certainly encourages it—plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level.

So whether you're a writer just starting out, a writer unable to determine why your work's not working, a writer simply in search of some answers, a writer wanting feedback on what you've written, or just a writer who wants to hang with other writers, do yourself a favor and join your fellow writers for the 28th Annual Southern California Writers' Conference (and Retreat).

Your words are worth it! Cost: \$425.00. <http://www.writersconference.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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