

## Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

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

### **Membership**

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

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

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

### *Next Meeting*

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

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

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

**Topic:** Learn the Craft of Screenwriting

**Presenter:** Marni Freedman

### ***Ever dreamed of taking your work to the big screen?***

This fun and interactive workshop will include:

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

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

She worked as a script doctor for Fox Searchlight, Disney, and other film companies and worked as a script agent for the Mary Sue Seymour Agency. One of her plays, "Playing Mona Lisa," was made into a film and was produced by Disney. She has published articles in several magazines and online sites, worked as a ghost-writer for a how-to book series, and is currently in demand as a book editor and script doctor. Currently, around San Diego you can find Marni teaching writing workshops at San Diego Writers Ink and UCSD Extension, as well as running the popular San Diego screen-writer's group, The Writer's Circle.

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

## President's Message

### PWSD Officers

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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)**

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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).

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**By Karla Olson**

**President, Publishers & Writers of San Diego**

Happy New Year everyone! I can already tell that 2013 is going to be a great year for authors and books! From the new reports I've seen, many independent bookstores had a great holiday season, and eBook sales are continuing to increase. This is an exciting time in publishing, with new innovation constantly. We all need to keep up with the changes by sharing our challenges as well as our successes—what worked and what didn't. That is the value of a great group like PWSD. As I always say, we are all in this together; but each book is unique, so we aren't directly competitive. Our meetings, our Facebook page, our programs—these are opportunities to share what we learn in this adventure that is publishing in 2013!

The holiday party was so much fun! Thank you to all who came out at such a busy time of year. We celebrated our books and publishing accomplishments this past year. Thanks to Jeniffer Thompson and Chad Thompson for help with setup, serving, and cleanup. Chad also took some wonderful photos, too; visit our Facebook page to see the great time we had.

We've got some great programs coming up that you won't want to miss:

**January 26** we welcome Marni Friedman, who will speak about how to turn your book into a screenplay, a TV show, or a documentary. Marni is a pro, and she'll share her tips from many years of experience. Even if all you want to do is create a short book trailer (one of the best ways to market your book), you need to know how to write the script. Marni will get you off to a great start. January's program is at the Carlsbad (Dove) Library.

**February 23** we welcome Charmaine Hammond, who hosts the Internet radio show, "So You Want to Be an Author." She will share the tale of her own publishing journey, as well as some of the stories she's heard from her guests. This is sure to be an inspirational, motivating program.

**March 30** Sharon Lynn Wyeth will teach us about Neimology®, the study of the meaning of names. Ms. Wyeth will explain what the alphabetic characters and combinations of letters mean and the implications and underlying meanings of names. This is, of course, a great program for our fiction writers, but if you are writing non-fiction, it is still important to understand the impression your name and the names of others in your book make on your readers. I think this program will be fascinating.

**April 27** we will be joined by none other than the guru of independent publishing, Dan Poynter. I am so excited Dan will be joining us; he has been the leader in the independent publishing movement for 30 years or more, since he started publishing his own books on parachuting. If you've published already, chances are you've read his books or follow his blog. If you haven't published, it all begins with Dan. Come listen to his wise advice about what has worked for him and what hasn't, and get his perspective on the major changes going on in publishing. If you come to only one meeting this year (and I encourage you to come to them all—you won't be sorry), this is the one you can't afford to miss. This meeting will be held at the Encinitas Community Center.

We are still having some challenges with finding presentation spaces that can accommodate us. Please be sure to check the website, the newsletter, and the event emails to make sure you are showing up at the right place.

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

Thanks, too, to Jeniffer Thompson, keeper of the website, who is doing a wonderful job getting all the kinks out of, as well as updating, our fantastic membership directory. Submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org), and she will get it into the directory as soon as possible. Our website is 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 is \$37 a year, just as it has been for the last 10 years, and it's 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.



Be sure to sign up for the Read Local Directory at . This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, event planners have all used the Read Local Directory to find authors to features 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 if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.

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

We are currently registering for events in the spring. We'll be participating in the 2<sup>nd</sup> Annual Readers & Writers Festival in La Mesa in June, and the Encinitas Street Fair in April. Let us know about an event in your town, and we will look into getting a booth for Read Local authors. Send your ideas to [karla@readlocal.org](mailto:karla@readlocal.org).



## 10 Bright Ideas to Freshen Up and Maintain Your Website for 2013

By Jeniffer Thompson

As another calendar year passes by, it's time to look around your site and clean out the cobwebs. Here's a list of maintenance items to think about:

1. Renew your URL: Make sure you know when to renew your account. Not sure? Look it up here: [www.whois.net](http://www.whois.net). Also, take note of when your hosting is due; if you've changed your email in the past year, you may not get your renewal notice.
2. Is your copyright up-to-date? People will often see if your site is updated and current by checking your copyright date. If you're stuck back in 2004, your audience may wonder if you are still in business. Your audience will take you as seriously as you take yourself.
3. Are you blogging? Make the commitment. Once a week is enough to make a world of marketing difference.
4. Bad Links: <http://validator.w3.org/checklink>; not only do bad links annoy your readers, but they stop the search engine crawlers dead in their tracks -- when a crawler hits a bad link they back out of your site on move on.
5. Add new images: Flickr is a great place to find free, rights-free images.
6. Track your traffic to see where people are coming from, where they land, what they do on your site, and from which page they leave.
7. Make a commitment to develop a network of guest bloggers you invite to write for you and who will allow you to guest blog for them—more exposure equals more traffic, which equals more sales.
8. Update your media page: Do you need a new author headshot? Is your one-sheet up-to-date? Do you have any interviews or reviews you can add to your site? Can you write a press release about any exciting new happenings in your company like a new assistant, an exciting event, or a new office location?
9. Create an author interview video for your website—video is a powerful way to extend your reach and touch your readers profoundly.
10. Join Facebook, Pinterest, Twitter, Google+, Digg, and LinkedIn—all great ways to network and increase your visibility.

*Jeniffer Thompson is passionate about helping authors understand and leverage the power of the Internet. Her company, Monkey C Media, is a full-service design house specializing in author websites, book packaging, branding development, and more. With more than 20 years' experience in marketing and publishing, she brings a unique perspective to every client project. For marketing and website tips, read her blog at <http://JenifferThompson.com>. Learn more about her website and design services at <http://monkeyCmedia.com>.*



## Excerpt from a *New York Times* article by David Streitfeld

A recent article by David Streitfeld in the *New York Times* stated eBook prices aren't falling rapidly because the growth rate of eBooks aren't as rapid as they once were and e-readers are falling in price. This explanation doesn't tell the whole story.

In April, the Department of Justice sued Apple and five book publishers for allegedly colluding to fix eBook prices. Eight months later, the Department of Justice (DOJ) settled with four of the five publishers. The settlement allows retailers to discount settling publishers' eBooks with a few restrictions. The expectation was this would lead to lower eBook prices.

However, Streitfeld noted that hasn't happened so far. "Prices have selectively fallen but not as broadly or drastically as anticipated," Streitfeld writes. "The \$10 floor that publishers fought so hard to maintain for popular new novels is largely intact." Streitfeld attributes this to two factors: The growth rate of eBooks isn't as rapid as it once was, and e-readers are getting so cheap that Amazon can't afford to lose money on content as well as devices.

There may be other explanations.

**eBook prices aren't dropping faster because they weren't high to begin with.** A fact that often gets lost in the eBook pricing debate is that most eBooks never cost \$9.99 in the first place. Between 2007 and January 2010, when Amazon charged that price for *New York Times* bestsellers, very few people owned e-readers and Amazon had no competition from other eBook retailers. The point is that publishers' adoption of agency pricing happened as the eBook market was taking off. The pricing was in response to those market changes.

Under agency pricing, publishers sold most front list eBooks at \$12.99 to \$14.99, but priced plenty of older eBooks a lot lower. The pricing strategy developed as the eBook market itself changed and those prices are still working for the market today. We've seen that readers are happy—or at least willing—to pay for hot new eBooks.

**Publishers still have power over eBook prices.** The settling publishers have not switched back to a wholesale model for eBooks, in which they set a suggested price and the retailer buys the eBooks at a discount (usually 50 percent) and then sells them for whatever price it wants. Rather, publishers are using a modified form of agency: They set an eBook's list price and pay the retailer a commission (Before the settlement went through, that commission was 30 percent; we don't know what the new retailer contracts dictate, but the commission is likely still around 30 percent.) In addition, publishers are now free from Apple's price bands, which tied eBook price directly to print book list price, so if a publisher wants to raise an eBook's list price—from, say, \$12.99 to \$16.99—it can. A retailer who wants to discount that book to \$9.99 will then lose even more money.

This dynamic may keep both eBook prices stable. Publishers can increase their eBook prices, but if they raise them beyond a certain point, they risk losing sales if the retailer doesn't discount. At the same time, retailers who discount eBooks too heavily may see the publisher respond by raising the eBooks' list price, causing the retailer to lose even more money by continuing the discount.

**Kindle has a lot more competition now.** Back when Amazon priced all *New York Times* bestsellers at \$9.99, it was the only player in the game. Streitfeld writes as if Amazon is the only retailer out there, but it now has competition from Barnes & Noble's Nook, Apple's iBookstore, Kobo and Google. These retailers have all shown themselves willing to match Amazon's price drops on eBooks. The prices aren't always exactly the same across stores, but they are at least close enough that there is little incentive to switch retailers if you're already using a platform you like.

Streitfeld does note that "it is possible that Amazon, which controls about 60 percent of the eBook market, is merely holding back with price cuts for the right moment." The same is [true] for any of the other retailers selling eBooks. A retailer simply may not see much incentive to drop eBook prices by a dollar or two if (a) people are already buying those eBooks through them at the higher price, (b) other retailers are likely to match the discount, and (c) the slightly lower price won't convert many new buyers.





## Glenna A. Bloemen

Author, Small Press Publisher, Public Speaker

Vanderblumen Publications

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

**Glenna:** I am a small press publisher and book shepherd who assists first-time and seasoned authors in getting published, whether through print on demand (POD) or conventional media. I am also an author of biographies, trade articles, technical manuals, legal blogs, and fiction.

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

**Glenna:** My family has always been in publishing. My father worked for the *Union/Tribune Newspaper* in San Diego, California, as foreman in the composing room for over 33 years. My mother was a graphic designer for the *PennySaver*. My grandmother was the office manager of the Hawaiian magazine, *Paradise of the Pacific*, now known as the *Honolulu*. At a very early age, I always wanted to be the Brenda Starr of my community, getting the news out and investigating the newsworthy events so I could report them.

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

My first job was with Foodmaker, Inc./Jack-In-The-Box in the public relations department. I learned food photography and the business of promoting fast food restaurants. I worked on training manuals and promotional pieces for the restaurants. My in-house newsletter, *Sooper Scooper*, was recognized as an award winning publication. As senior editor of *Emergency Product News*, I gained insight into the emergency medical field while writing and producing a monthly magazine. I have worked as the production director for four monthly magazines, *Guns Magazine*, *Shooting Industry*, *Arts & Crafts* and *American Handgunner*, where my skills were honed in the production aspects of publishing.

Not satisfied with just the main components of the writing and publishing industry, I began to attend law school part time in 1983 while working full time and earned my Juris Doctorate from Western Sierra Law School in 1991. I have continued to work in the legal field, assisting attorneys with legal research, drafting of pleadings, and case management. My legal career has given me a solid foundation for contract law, copyright, and trademark law.

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

**Glenna:** In 2008, I discovered PWSD online, attended a meeting, and joined that very day. The caliber of speakers and the subjects addressed, along with the networking potential, has been invaluable. The skills the

members possess and my ability to access that talent is why PWSD has become so important in my publishing career, not to mention the lifelong friends I am making from the association.

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

**Glenna:** Civic participation is a large aspect of my life. As an active member of the Kiwanis of La Mesa Club, I wanted to give back to the community through some type of literacy program. From that desire, the First Annual Readers' and Writers' Festival was birthed. In June 2013, we will again be sponsoring the 2<sup>nd</sup> Annual Readers and Writers Festival at the La Mesa Library in La Mesa, California. Plans are underway that invite authors from San Diego County to meet the public and promote the sale of their books. The event is a fundraiser for the Friends of the La Mesa Library. This year, illustrators and artists will be included in the Festival.

As for the writing and publishing aspect of my business, I am currently completing a project with a client who has written a book for young Christian men on how to be a better husband. I am also assisting another client in promoting and selling her first children's picture book. The author and illustrator are both members of PWSD.

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

**Glenna:** Perseverance. To really perfect your craft takes time and courage. The publishing industry is constantly evolving, yet stays the same in many respects. Authors are getting rejection letters on a daily basis. The foundation is there, but the electronic method of delivery has made publishing a reality for more authors and illustrators than the conventional way of publishing. The implementation of self-published books as a recognized and established method of publishing has opened the gates for many first-time authors to get their works into the hands of the reading public.

Remember, this is a business. You have a story you want to share, but you have to stay professional and produce your work with quality. Don't just write a story and expect it to be published online and everyone is going to buy it. You have to be sure the spelling and grammar are correct, the sentence structure is clean, and the story follows a good story line. As you are writing, keep your target audience in mind. Analyze your market and make sure your work will meet the needs of your readers. Only then will they buy it.



**“PWSD Likes Facebook!”**

**Visit us on Facebook today**  
**and let us know you like us!**



## 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 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**



## Local

### **“Publish & Profit with Ebooks” (two half-day workshops)**

**Saturday, February 16, 2013, 10:00 a.m. to 5:00 p.m.**

**Coco’s Restaurant, 407 Encinitas Blvd, Encinitas**

PWSD members Andrea Glass and Bruce Fischer through The Ebook Academy will present two half-day workshops, **“Publish & Profit with Ebooks”**: From 10:00 a.m. to 2:00 p.m. will be **“Write & Publish,”** and from 1:00 to 5:00 p.m. will be **“Promote & Profit.”** Both sessions overlap at the networking lunch and will allow participants to discover a proven formula to write and publish ebooks that readers want to buy, as well as the best methods to promote ebooks online and off. Lunch and valuable bonuses are included. The Ebook Academy is an online school where you learn to earn with ebooks through live and online courses, ebooks, and retreats. Cost is \$79 per workshop or \$139 for both. For more information and registration, please contact The Ebook Academy at 858-350-5235 or [info@TheEbookAcademy.com](mailto:info@TheEbookAcademy.com). Alternatively, you may visit [www.TheEbookAcademy.com/Courses111012](http://www.TheEbookAcademy.com/Courses111012).

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

## Non-Local

### **Writing for the Soul Conference**

**February 14–17, 2013**

**Broadmoor Hotel, Colorado Springs, Colorado**

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



## Blog Posts

Here are 10 blog posts provided by **John Kremer** that should help you sell more books (with the last one just something for fun):

1. Alexandria Brown: 7 Ways to Use Audio to Increase Your Web and Email Sales – <http://bookmarketingbestsellers.com/alexandria-brown-7-ways-to-use-audio-to-increase-your-web-and-email-sales>
2. Jennifer Miller: Innovative Ways to Market a Novel – <http://bookmarketingbestsellers.com/jennifer-miller-innovative-ways-to-market-a-novel>
3. Jeff Rivera: Create a Book Trailer on a Shoestring – <http://bookmarketingbestsellers.com/jeff-rivera-create-a-book-trailer-on-a-shoestring>
4. Listen to the replay of a very informative webinar on audio publishing, well worth the listen—and actionable from the content within the webinar alone. Again, you can listen to the replay here – <http://www.realfastaudiobook.com/johnk>
5. 17 Facebook Marketing Tips You Should Know – <http://bookmarketingbestsellers.com/17-facebook-marketing-tips-you-should-know>
6. Martin Luther King on Service – <http://myincrediblewebsite.com/martin-luther-king-on-service>
7. John Robert Marlow: 10 Things Hollywood Wants in Source Material Like Books – <http://bookmarketingbestsellers.com/john-robert-marlow-10-things-hollywood-wants-in-source-material-like-books>
8. Can a Bad Book Be Sold with a Good Marketing Plan? – <http://bookmarketingbestsellers.com/can-a-bad-book-be-sold-with-a-good-marketing-plan>
9. The Wholesale Dollar Value of U.S. Book Sales – <http://bookmarketingbestsellers.com/infographic-the-wholesale-dollar-value-of-u-s-book-sales>
10. The Spinning Propeller Optical Illusion – <http://myincrediblewebsite.com/the-spinning-propeller-optical-illusion>



# Infographics

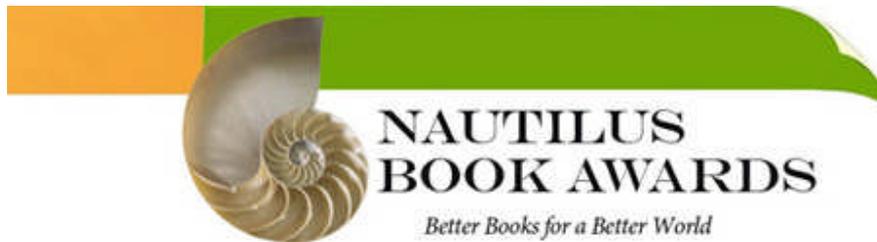
Here are 15 new bookographics **John Kremer** shared on his new website, [www.infographicaday.com](http://www.infographicaday.com):

1. Susan Stiffelman: 14 Tips for Managing Your Anxiety After the Newtown School Shootings – <http://infographicaday.com/susan-stiffelman-14-tips-for-managing-your-anxiety-after-the-newtown-school-shootings>
2. Maya Angelou: What I've Learned – <http://infographicaday.com/maya-angelou-what-ive-learned>
3. LinDee Rochelle's 7 Tenets of Legacy Writing – <http://infographicaday.com/lindee-rochelles-7-tenets-of-legacy-writing>
4. Brian Bartes: Life Lessons and Rules Bookographic – <http://infographicaday.com/brian-bartes-life-lessons-and-rules-bookographic>
5. Alva Sachs: 10 Tips on How to Write a Children's Book – <http://infographicaday.com/alva-sachs-10-tips-on-how-to-write-a-childrens-book>
6. D. L. Hart's Gratitude Rules Bookographic – <http://infographicaday.com/d-l-harts-gratitude-rules-bookographic>
7. Jan Hagelein on Throwing Grapes and Moving Mountains – <http://infographicaday.com/jan-hagelein-on-throwing-grapes-and-moving-mountains>
8. Joel Orr on Writing a Good Non-Fiction Book Quickly – <http://infographicaday.com/joel-orr-on-writing-a-good-non-fiction-book-quickly>
9. Monica Strobel: How to Give Meaningful Compliments – <http://infographicaday.com/monica-strobel-how-to-give-meaningful-compliments>
10. Kimberley Payne: 5 Fitness Rules for Women of Strength – <http://infographicaday.com/kimberley-payne-5-fitness-rules-for-women-of-strength>
11. 7 Steps to Becoming a Click Millionaire – <http://infographicaday.com/7-steps-to-becoming-a-click-millionaire>
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