

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

June 2012

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### **Publishers & Writers of San Diego (PWSD)**

is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10 a.m. to 12 noon 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 **1st day of each month**. Send contributions to Glenna A. Bloemen at gab11853@aol.com

If you would like to sign up for a **member profile**, contact Lynette Smith at lynette@allmybest.com

Next Meeting

- Date:** Saturday, June 30, 2012
- Time:** 10:00 a.m. to 12:30 p.m.
- Location:** Carlsbad Dove Library–Auditorium
1775 Dove Lane, Carlsbad, CA 92011
- Topic:** Speaking Engagements
- Presenter:** Deirdre Maloney, Author
The Mission Myth

How to get effective speaking engagements is the topic of our June 2012 meeting. Our speaker is Deirdre Maloney, author of *The Mission Myth*.

Deirdre Maloney will share with us about using your book to get speaking engagements and your speaking engagements to sell your books.

Deirdre Maloney has been regularly selling to 40% to 50% of the people in the room when she speaks, so she obviously has success stories and secrets to share. Come and find out what they are!



Announcing our new club logo! Look for quality in education and support whenever you see it.

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**LOOKING FOR A NEW
CONTENT COORDINATOR!
WILL YOU HELP?
For more information
or to volunteer,
Contact Glenna Bloemen at
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. She's accepting signups for 2012. We're looking for one volunteer a month so we can have each meeting covered.



**By Karla Olson
President, Publishers & Writers of San Diego**

In May, agent Kevan Lyon of the Marsal Lyon Literary Agency gave us the latest on how to secure representation by an agent. She talked about how to approach an agent, what she is looking for in a query letter or proposal, and what to expect if an agent takes you on as a client. Her talk was detailed and motivating, but with a dose of reality. She said to be sure to match the agents you approach to your project, to make sure your query, synopsis, and sample chapters are in great shape when you send them, and to be professional in your approach (i.e., don't send an email addressed to several agents at once). She also touched on independent publishing and encouraged the highest professional standards every step of the way. She provided so much great information about the industry today and the future. Thank you, Kevan.

The June 30 meeting will once again be held at the Carlsbad (Dove) Library. Deirdre Maloney, author of *The Mission Myth*, will speak to us about using your book to get speaking engagements and your speaking engagements to sell books. Maloney has been regularly selling to 40% to 50% of the people in the room when she speaks, so clearly she has success stories and secrets to share.

July 28 is Jeniffer Thompson of Monkey C Media, who will be introducing the awesome features of our new website and showing you how it can help you promote your books. She will also do a presentation on SEO. You've heard the term over and over, but what does it really mean? Jeniffer will use your membership bio as a concrete, hands-on example of how you can use SEO to promote your book and yourself.

To go along with updating your bio, at our July 28 meeting, professional photographer Chad Thompson of Chad Thompson Photography will be offering appointments, right there at the library, for professional headshots. We will be making appointments from 9:30 a.m. to 10:30 a.m. and noon until whenever. A set of professional headshots will be \$35.00. This is a terrific deal!

Check out Chad's work at www.chadthompsonphotography.com, and sign up for an appointment at <http://chadthompsonphotography.com/pwsd/>. This is a great opportunity to get a head shot for the back of your book, your website, or your promo materials. Don't miss out!

I am thrilled to announce that on August 25, 2012 Amazon is sending representative Thom Kephart to introduce us to the abundance of author resources on Amazon, including Kindle Direct Publishing and CreateSpace. You will be amazed at the support available through Amazon, so don't miss this meeting.

Continued on next page

Thanks for your patience with the PWSD website as we update and improve it. Did you notice the new logo at the top of the newsletter? And if the new website isn't up, it will be shortly. I'm so excited for all the features and the new look! Thanks to all our volunteers—Chelsea Cowell, Shelley Miller, Sharon Lightholder, Jan Loomis, and Tom Hinton—who helped put the contact together, and to Monkey C Media (monkeycmedia.com) for the new look and programming the site.

See you all on June 30.



News/Announcements



The Fiesta Del Sol Read Local booth in Solana Beach on June 2 and 3 was busy. The only street fair we have scheduled for the fall is Encinitas Fall Festival on November 20. We want to do more! If you have a fair in your town or know of one that we should investigate for a co-op Read Local booth, please contact Laura Kohl at lkohl1920@hotmail.com.

Be sure to sign up for the Read Local newsletter to get notices about upcoming events and activities. Go to www.sandiego.readlocal.org and under "Stay Informed" in the right column, click on "newsletter."

While you are on the Read Local website, please be sure 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.



ISBN Essentials: An FAQ for eBook Publishers

David Wogahn, SellBox.com

This is a quick reference summary of what you need to know about ISBN numbers when it comes to eBooks. See also [ISBN defined](#) (Wikipedia).

Here are five basics:

1. A print book ISBN cannot be reused for the eBook.
2. One unique ISBN is required per type of book. A type is Kindle, ePub (Nook, Apple, etc.), PDF, audio, and print.
3. Change the book beyond typos and you need a new ISBN.
4. There is no such thing as an e-ISBN.
5. You do not need an ISBN to publish using Amazon Kindle Direct Publishing (KDP) or Barnes & Noble Pubit (Nook).



What is an ISBN?

This stands for International Standard Book Number. You will see references to “ISBN10” and “ISBN-13”. The 13 version is the same number but with a prefix to identify it as being for book publishing. Most people will show both numbers in the book.

How much is it?

Currently the cost is \$125 for one, 10 for \$250, 100 for \$575 and 1000 for \$1000. R.R. Bower is the exclusive sales agent in the United States. They have a separate website devoted to this topic: www.myidentifiers.com.

Can you get a free ISBN?

Yes. Some publishing services firms (like Smashwords) will make it available for free, while others may charge a nominal amount (\$10 to \$25 each).

What’s the catch with a free ISBN?

Your name won’t be listed as the publisher. ISBNs are registered to a “publisher” when sold, so if you get one “free” or as part of a publishing package you buy from someone, the master record will show that company as the “publisher.” If you want to be listed as the publisher, you should buy your own ISBN.

When is an ISBN required?

Whether or not you need an ISBN is up to the store selling your book or eBook.

What if you have published a book or eBook and you are changing it; do you need a new ISBN, or can you use the old one?

Unless you are making minor changes like fixing typos, you need to assign a new ISBN. Adding more information or changing information requires a new ISBN.

Can you use the same ISBN for both Kindle and ePub?

No. You need a separate ISBN for each type of format. Kindle, ePub, audio, print, etc. are separate formats, and each requires its own ISBN.

Do you put the ISBN in the eBook?

Yes, add the number to the copyright page of your eBook. You can put all the numbers together on the copyright page or add the appropriate ISBN to the file type you are publishing. For example:

ISBN 13: 978-0-9999999-9-9 (Paperback edition)

ISBN 13: 978-0-9999999-9-9 (Kindle edition)

ISBN 13: 978-0-9999999-9-9 (ePub edition)

If you buy...

Don’t forget to return to your Bowker MyIdentifiers account and complete the information for each ISBN assignment. This is very important! The data is shared with book industry databases such as libraries and other retailers. Without it, they won’t know the book exists, should someone ask for it.

Multiple Intelligences: How to Connect with Anyone

Sheryl Roush, Sparkle Presentations, Inc.

Noted research by Howard Gardner, Ph.D., proves there are basic “intelligences” that can easily be utilized in sales, marketing, lead generation and conversion techniques, speaking and training efforts, networking, and daily interpersonal communication.

These seven dimensions of intelligences—individual tendencies or communication frequencies—are areas at which we naturally, intuitively enjoy and excel. His research has classified these inherit modalities as Verbal/Linguistic, Logical/Mathematical, Visual/Spatial, Musical; Bodily/Kinesthetic; Interpersonal, and Intrapersonal.

The more intelligences used in communication, the greater the connection, rapport, and credibility with listeners/readers/buyers. The main tactic is to match, or mirror, where they are, and speak to those individuals using their preferred modality. Here is an overview of these multiple modalities.

Verbal/Linguistic—exhibits sensitivity to sound, meaning, and order of words; semantics; loves stories, discussions, brainstorming, metaphors, analogies, poetry, foreign languages, and rhymes.

Logical/Mathematical—has the ability to think in numbers and other complex logical systems; natural problem solver; scientific; needs presentations in sequential order, structured systems, facts, numbers, bottom line, statistics, and details.

Visual/Spatial—has the ability to perceive the visual world and recreate/alter it mentally or on paper; needs to see the big picture first, then the details; appreciates demonstrations, graphics, color diagrams, videos; excels at mind-mapping and visualization.

Musical—appreciates rhythm and cadence; often links tunes to concepts; sing, hums, whistles; keeps pace with information, whether tapping a pen, or bouncing a foot while listening.

Bodily/Kinesthetic—uses one’s own body for self-expression, goal attainment or entertainment; learns best by doing; hands-on and tactical experiences. (For your handouts, consider fill-in-the-blanks.)

Interpersonal—perceives and understands other individuals and their moods, desires and motivations; loves to communicate, persuade, and negotiate.

Intrapersonal—understands his or her own emotions, values and personal philosophies; reflective; needs “thinking time,” self-paced information, choices, and projects.

In public speaking, lecturing, and training, use *each* of the frequencies to fully connect with your listeners. Tailor one-on-one conversations to meet their modalities.

Dr. Gardner is the Professor of Cognition and Education at the Harvard Graduate School of Education and author of 18 books. He is highly respected for his most famous work, *Frames of Mind: The Theory of Multiple Intelligence*. One of his latest books is *Changing Minds: The Art and Science of Changing Our Own and Other People’s Minds*.

Sheryl Roush is the President/CEO of Sparkle Presentations, Inc. She is a speaker, trainer, speaking coach, 13-time Author. Sheryl Roush brings to your program over 35 years in communication: in person, in public and in print. You can contact Sheryl at: Sheryl@SherylRoush.com or call for an appointment: 858-569-6555. Videos and blog: www.SherylRoush.com



*Publishing University 2012 Insights
From Kathi Burns CPO®, addSpace to Your Life!*

Trends in Book Publishing

Presented by Steven Piersanti - Berrett Koehler Publishers

1. Digital is the new provider king.
2. Print was in trouble even before digital started siphoning off sales:
 - There is a huge growth of people getting information from other places.
 - People have stacks of books they have not read, so they quit.
 - In 1996, due to Amazon, the market place changed.

The average book today is selling less than 3,000 copies over its lifetime. With the same quality and same marketing, new books will have only 1/3 sales these days, due to new products on the market.

What to Do?

(Note ~These tips are only for serious non-fiction books)

1. Change your writing style. Know that people will actually not read your book all the way through. They will read samples and snippets. Because of this, you need to work your message so that is so clear from only reading the title or the subheads.
2. Improve your marketing copy. The message of the book needs to be on every page because readers will typically read only three pages.
3. Front-load your main ideas into the front of your book.
4. Build your book around a big new idea, and put it in the title.
5. Give up the idea that people will actually buy the book; most sales are pass-along sales, given to them by management or change agents. So who are the pass-alongers who create the pass-over sales? They are your fans who pass out your book because it has content that they want to spread throughout their company or culture.
6. Orient your marketing copy to the pass-alongers, not the actual readers. Keep your message simple and on point with a pass-along message like who moved my cheese, eat that frog, or stop procrastinating. Sales need to become institutionalized and made as institutionalized pass-along sales or sold by the author speaking.
7. Give up the idea that mentions and public relations strategies will actually make customers pay attention and buy your book. We are saturated by media and we all have too many books that we have not read. We will Google or read more about it online.

More Concrete Strategies for Sales

1. Create immersion experiences. Events create sales as mementos to solidify experience at the event. Author speaking is still a large point of sales.
2. Leverage author communities, because someone will pass it to them or their community will tell them that they need to read it.
3. Social media builds community. Start connecting with your community while book title is being formed. (Dan Poynter says he does this every time). Take survey with 5-6 title choices to get community involved
4. Brands stand out in this crowded market—branding starts with your title. Build the book as a brand, bring out new editions. Established authors are doing well now. It is harder to break in new authors because they have no brand.
5. Master new digital channels for community building. Use You Tube to create videos to promote your book.



The Future of Print Media

Nathan Bransford

Blog Reprinted with Permission

As you may have noticed from my gazillions of posts about the wonders of e-books and the future of publishing, I'm a rather relentless techno-optimist. I think the future is going to be better than the past, and I believe having more books out there in the market is a decidedly good thing. I'm counting down the days until there's an invention that allows us to read five books at once.

At the same time, along with technological change comes major disruptions, and change is never even. There will inevitably be institutions and ways of life and old habits and jobs that will go by the wayside to make room for what's to come. Even if things are better on the whole (and I really do think they will be), there are going to be good things that are lost as well.

So I thought I'd devote a post to what I personally think are some of the biggest challenges for publishers, agents, authors, readers, and bookstores.

Publishers: Relevancy

In the old era, only major publishers had the infrastructure to get books to readers. You *had* to go through them to reach readers in large numbers.

In the e-book era, that necessity is no longer going to be there, and the distribution advantage that publishers have enjoyed for a couple of centuries will be severely, if not completely, eroded. All of a sudden authors, big and small, are going to have the option of going it alone if they want to, and the value proposition that publishers provide is not as clear-cut.

I don't think publishers are going to disappear entirely, and the [package of services](#) they bring to bear to produce a book is still unmatched. But if bestselling authors begin setting off on their own with regularity, it's going to have major ramifications for publishers' size and profitability.

Agents: Standardization

I don't think agents are going away. You know that phrase about how a combative person could start a fight in an empty room? Well, agents could start a negotiation in an empty room.

I personally think the biggest threat to agents isn't a decline of publishers—as I say whenever I'm asked, agents will negotiate with whomever is still around. As long as there are authors and readers, there will be someone getting the books to the readers, and authors will need agents to negotiate with someone. Even in an era where agents aren't the gatekeepers to the literary world, [they'll still have a role](#).

So what's the biggest threat to agents? I think it's standardization of terms.

Apple's iTunes and App stores have been revolutionary in many respects, but perhaps the most revolutionary is the one-size-fits-all 70/30 revenue split for all apps. Big, small, it's 70/30. That 70/30 split is so powerful it even caused major publishers to adopt the model across the board for e-books.

If, hypothetically, advances largely go by the wayside and authors of the future are simply offered the same revenue split as everyone else and there's no room for negotiation, agents may be necessary for only the biggest authors.

Continued on next page

Bookstores: Survival

When bookstores are already struggling and facing a looming mass conversion to e-books, it doesn't take a genius to see the challenges which bookstores will face. If you love bookstores, support them with your dollars please!

And my unsolicited advice for bookstores: You have a brand that people trust, and people will always need recommendations. Move that brand online as soon as possible, don't hide from the e-book era and give people a reason to keep coming back.

Authors: Attention

I actually think authors have a good situation in the new era, because everyone will have a chance to be heard. Unfortunately, not all chances are going to be created equal. There will still be a big difference between a book launched with a major publicity campaign and a book anonymously and quietly uploaded to Amazon.

In any situation where there is a great deal of choice, people tend to retreat to trusted brands, and I think that's going to be true of the new era. Mega-bestsellers and celebrities will continue to sell more, and everyone else may find it difficult to stand out.

However, as [Double Rainbow guy](#) goes to show, hits can come out of nowhere. All it takes is a few people raving for a book to go viral and start spreading. In the new era, word spreads faster than ever.

Readers: Confusion

I think some of the fears about a deluge of poorly written books are overblown. No one is going to have to go sifting through a huge pile of bad self-published books to find the good stuff. Besides, the era of the deluge is already here. There are millions of books out there and we are still able to find the good ones.

There are going to be some challenges for readers. While I think anyone who wants a print book will be able to buy one for the foreseeable future, as bookstores close readers are going to have to find new ways of locating books, there could be format confusion and DRM frustrations, and territorial issues and glitches.

Ultimately, I think readers will benefit the most from the new era. The more books there are to choose from, the more likely it will be that the perfect ones for you are out there.





Deborah Smith Parker
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PWM: In what aspect of publishing or writing are you involved or interested?

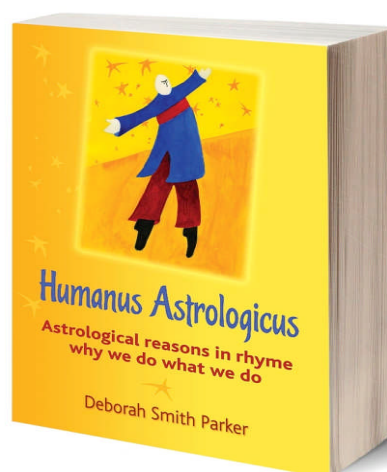
Deborah: I'm a creative writer of poetry and non-fiction. For the past 18 years I've gotten published in periodicals locally and around the country. Then two years ago I published my first book, *Humanus Astrologicus*, a fun and insightful astrology book (if I do say so myself) written about 60% in clever verse. This book is of equal value and interest to both the astrological newbie and the professional astrologer.

PWM: What first attracted you to writing?

Deborah: I like to say I am bilingual, equally fluent in prose and poetry. My father was a businessman and an incredibly clever poet. He was generally clever anyway, but poetry—especially with great wit—was his true brilliance. He had us speaking in different meters and rhyme schemes before we could read. When my brother and I got older, we used to collaborate on writing projects as a family with a particular bent for humor. We all read voraciously, and both my parents were exceptionally well versed in the Classics. My dad in particular was colorful and known for his recitations—people begged him to recite.

PWM: Did you previously have related experience in writing or publishing?

Deborah: I always wrote and was singled out all through school as a writer, even majoring in English. I didn't start to get my work published until much later; I think it was because, as soon as I entered the workforce after graduating from college and my employers saw I could write, I generally got tapped to do the heavy lifting in business writing. Business writing can rot your brain. But eventually, beginning in my 40s, my creative juices insisted on running out into my personal life, and I started writing both fun and very serious stuff that got published and even won some prizes. I've had both prose and poetry in publications ranging from *New Press Literary Quarterly* to *Journal of the American Medical Association* to *Nuthouse*.



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

Deborah: I've been a member for about 3 years. It's expanded my awareness and knowledge about things a writer and author needs to know about in terms of marketing, technology (I'm a real technophobe), e-books, and more marketing. It's been helpful to meet other people working to do the same things I am, and to meet those who can provide support. I find the informal contacts as helpful as some of the presentations.

PWM: What are you working on now?

Deborah: I'm about to publish a memoir, and I am working on my second book. Also I'm getting my first book into e-book format. All publications from this point on will also be e-books. I will always have printed books—I love the feel and smell of books, and love turning pages.

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

Deborah: Learn all you can, and then trust your instincts. Select knowledgeable people who have skills you need, whose work you have seen and like and who you feel good about working with. Be wary of black-box packages for publishing and marketing for authors. Make sure all components of those who want to help you get your book from your head to the page to the printing press/e-book to the marketplace are clearly spelled out and priced with timelines. Furthermore, be sure you are the decision maker on all decisions regarding your book, and that you own and have access to all outputs.

Getting your book published shouldn't be a magical mystery tour that drains your bank account. Let me say it again—*make your own decisions*. Ask for a lot of input and supporting reasons why the professionals involved in the preparation of your book are making their recommendation. Don't be pigheaded either. The AA serenity prayer works here—have “the wisdom to know the difference.”

Don't let anyone take you and your essence out of the presentation of your work. I'm highly energetic and forward thinking, and when you see my book cover and my website you'll see that part of me looking back at you.

And get out there and blog! It's some of the best marketing of yourself and your writing you can do. It also makes you a better writer. Why that is true, I'm not sure; perhaps because the feedback is so immediate.



Welcome, New and Returning PWSD Members!

NEW MEMBERS:

Patti Adams, San Diego, non-fiction
Ashley Anello, Vista
Phil Bolsta, Encinitas, writer
Bill Effinger, San Marcos, non-fiction, fiction
Billy Falling, Chula Vista, Non-fiction
Dianna Bonny, Carlsbad, non-fiction
Joe Bonpensiero, San Diego, non-fiction
Marcia Buompensiero, San Diego, mystery writer
Jennifer Cassell, San Diego, paranormal mystery fiction
Shirley Crawford, San Marcos
B. Travis Dolk, Germantown, WI, non-fiction
Carol Gardner, San Diego, fiction writer
Laurie Gibson, La Mesa, Editor
Margaret Horgan, Solana Beach, non-fiction
Teresa Nieves, San Diego, Children's books
Cris L. P. Olsen, San Diego, YA paranormal romance writer
Glenn Revere San Diego non fiction
Audessa Siccardi, Carlsbad, best-selling author
Carol Jean Spizzirri, San Marcos
Jamie Winn, Oceanside, fiction

RETURNING MEMBERS:

Michael Drouilhet, Carlsbad
Mara Hoover
Bryna Kranzler
Louise Mathews, Santee, fiction and non-fiction
David and Kym Raines, San Diego
Marge Woodard, Carlsbad, non-fiction, cookbooks

Congratulations on joining Publishers and Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing! You all have made a wise investment. While there are many benefits to being a member of PWSD, you'll need to take the following two steps to optimize your membership:

1. Subscribe to PWSD at www.PublishersWriters.org. This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
2. Enjoy a spot in the Membership Directory with PWSD. Go to www.PublishersWriters.org to promote your business by sending your JPG photo, brief contact information, and a 50-word description to Webmaster@PublishersWriters.org.

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), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
- An opportunity to stay in touch with other members by signing up for the PWSD YahooGroup (www.groups.yahoo.com (type PWSD in the group search box); 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
 Antonio F. Vianna, Treasurer/Membership, PWSD

Ride-Sharing Request

I'm looking for an occasional ride to the monthly meetings when my regular ride is not available. I live in Encinitas just off South Highway 101 and J Street near the Self-Realization Fellowship ashram. You can contact me at phibolsta@mac.com or 763-219-1493. Thank you.



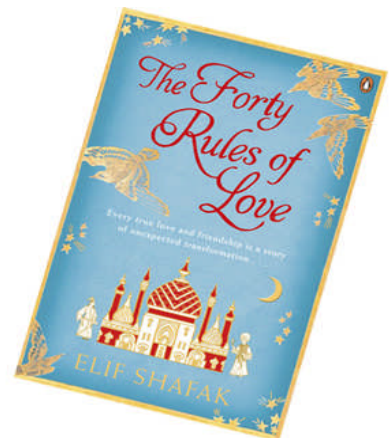
Events & Resources for the Publishing & Writing Community

Writer's Read Group June 24, 2012 3:00 p.m. to 5:00 p.m.

The Writer's Read Group is sponsoring book reading groups. On June 24, 2012, at The Ink Spot (710 13th Street, Suite 210, San Diego, CA 92101), Rebecca Jane will lead a discussion on *The 40 Rules of Love* by Elif Shafak. For more details email Gina Cameron at: gcameron13@mac.com. Cost is \$5.00.

Participants are invited to share insights and observations. Writers (and non-writing readers) of all genres and skill levels are welcome. The next dates for the continuing discussions are all Sundays from 3:00 p.m. to 5:00 p.m.

On July 29, 2012 a new book will be selected. Please consider picking a book and leading a discussion. One of the reasons our group has been so successful over the last four years is the wide variety of books our diverse group of discussion leaders have chosen (not to mention the good food). Let's keep up the fun! Choose quick before all the dates are gone!



Events & Resources Continued on Next Page

San Diego Writer/Editors Guild

The San Diego Writer/Editors Guild has an exciting project for 2012 in the works: **A SDW/EG Anthology** of short stories, essays, poems, fables, or other original non-published works authored by members of San Diego Writer/Editors Guild! Contribute, and add a publication to your list of credits, as well as enjoy the fruits of members' creativity. Authors will retain the copyright to their work.

Board of Directors member Linda Loegel will coordinate the project and will contribute her experience in self-publishing online with www.Lulu.com. There is no charge for submitting your work and having it included, although Linda will exercise editorial control of the content. The Guild will offer copies for sale. Pick up a copy of the agreement form at a meeting or email Linda Loegel or Ruth Leyse-Wallace.

Contributions of up to 1,500 words may be submitted to Linda at noirons@cox.net. In addition, include a short bio (100 words) to accompany your submission, and be sure to include your name and contact information. The tentative goal is a submissions deadline of October 1, 2012.

San Diego Events

Information provided from Read Local Website. Visit www.readlocal.org today!

- October 19–20, 2012: San Diego County Christian Writers Guild Conference, <http://www.sandiegocwg.org/>
- November 2–4, 2012: La Jolla Writers Conference, <http://www.lajollawritersconference.com/>
- January 25–27, 2013: San Diego State Writers Conference, <http://www.ces.sdsu.edu/writers/>
- February 14–17, 2013: Writing for the Soul Conference, www.christianwritersguild.com

More Resources/Websites

- Romance Writers of America–San Diego Chapter, <http://www.rwasd.com>
- Workshops and classes by Word Journeys Writes of Life: <http://www.wordjourneys.com>
- Publishing events around the world: www.bookfestivals.com
- San Diego Writers/Editors Guild: www.sdwritersguild.org



If you hear of an event or discover a valuable resource for publishers or writers, please send it to 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 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.

Would you like to appear in a **member profile**? If so, contact Lynette Smith at 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. 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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