

## Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

June 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, June 29, 2013

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

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

**Topic:** “Marketing Secrets from a Best-Selling Independent Author”

**Presenter:** Sheri Fink

Sheri Fink, local author of the #1 best-selling children’s books, *The Little Rose* and *The Little Gnome*, will share her inspirational journey to becoming an independent children’s author as well as her marketing and social media strategies for maximum success. Learn how to cultivate and grow your Fan base, how to leverage word-of-mouth marketing to spread the word about your book, and how to use social media for fun and profit. Whether you’re independently published, traditionally published, or hoping to one day be published, you’ll receive valuable insights from this session.

Sheri Fink is a #1 international best-selling, award-winning children’s author and creator of “The Whimsical World of Sheri Fink” children’s brand. Sheri writes books and gives talks that inspire and delight children while planting seeds of self-esteem. Her first book, *The Little Rose*, was a #1 best-seller on Amazon for over 60 weeks, became the #1 Top-Rated Children’s eBook on Amazon and won a gold medal in the Readers Favorite International Book Awards. Her subsequent books, *The Little Gnome* and *Exploring the Garden with the Little Rose*, debuted on the Amazon best-seller list. Her next book, *The Little Firefly*, was published in March 2013.

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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

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Happy summer, everyone! As we all know, we live in the best place for summer—long beach days, beautiful sunsets, and warm ocean breezes. What a gift San Diego is for us all.

Thank you, Larry Edwards, for convincing us all of the importance of having a professional edit of our manuscripts. You've all heard me say this over and over, but it is so very important to treat each step of the publishing process with professionalism and respect. Larry's talk just reiterates that we have great resources and talent within PWSD. Be sure you use the expertise and experiences within our group to make sure your book, when you publish it, is as great as it can be.

On June 29 we welcome Sheri Fink, who will share her "Marketing Secrets from a Best-Selling Independent Author." She's created a great brand for her speaking and her books and will reveal just how she did it. This meeting is at the Carlsbad (Dove) Library.

In July, we are pleased to have Julia Drake share with us the basics of how to create a book publicity plan. Julia is the founder of Julia Drake PR, based in Los Angeles, and she specializes in public relations for books. This meeting will also be at the Carlsbad Library. There will still be plenty of time to hit the beach after the meeting, so be sure you put it on your calendar.

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 the last 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.



Thanks to all authors who participated in the 2<sup>nd</sup> Annual La Mesa Readers, Writers, and Artists Festival on June 15. We had over 35 authors at the festival, which is a great turnout. Thanks to Larry Edwards, Judy Reeves of Writers Ink, and Jeniffer Thompson of Monkey C Media for their presentations about the steps to take to get published. Thank you, too, to PWSD member Glenna Bloemen, for inviting us to participate the last two years. It is a terrific event that benefits the La Mesa Friends of the Library.

Please let me know if there is an upcoming street fair in your town, and we will look into obtaining a Read Local booth. Send me an email at [karla@readlocal.org](mailto:karla@readlocal.org).

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!”**

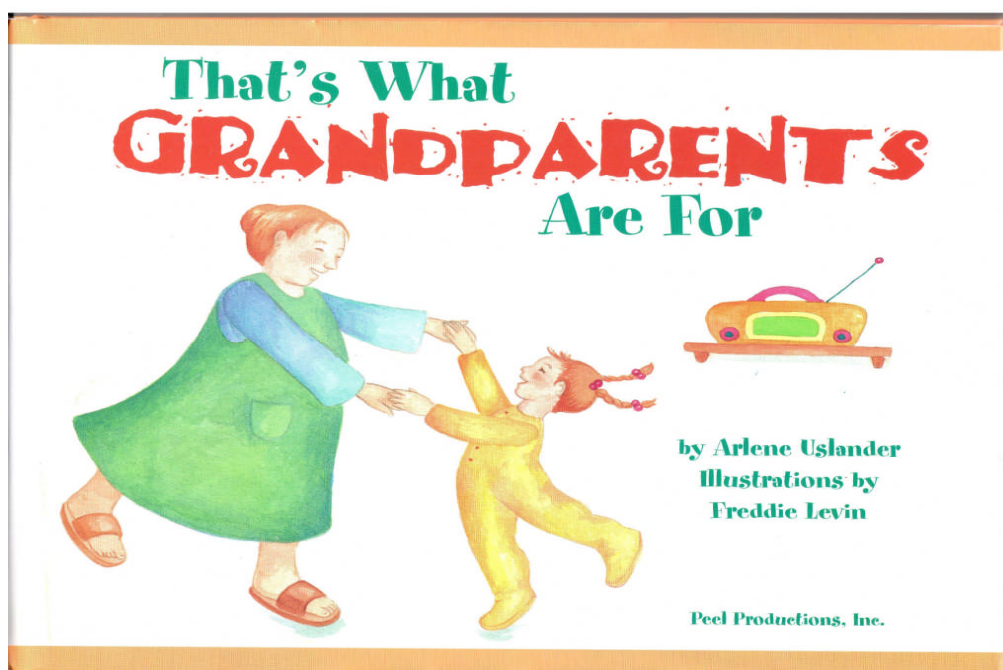
**[Visit us on Facebook today](#)  
and let us know you like us!**



## 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 out on.

### FEATURED CHILDREN'S PICTURE BOOKS



### ***That's What Grandparents Are For***

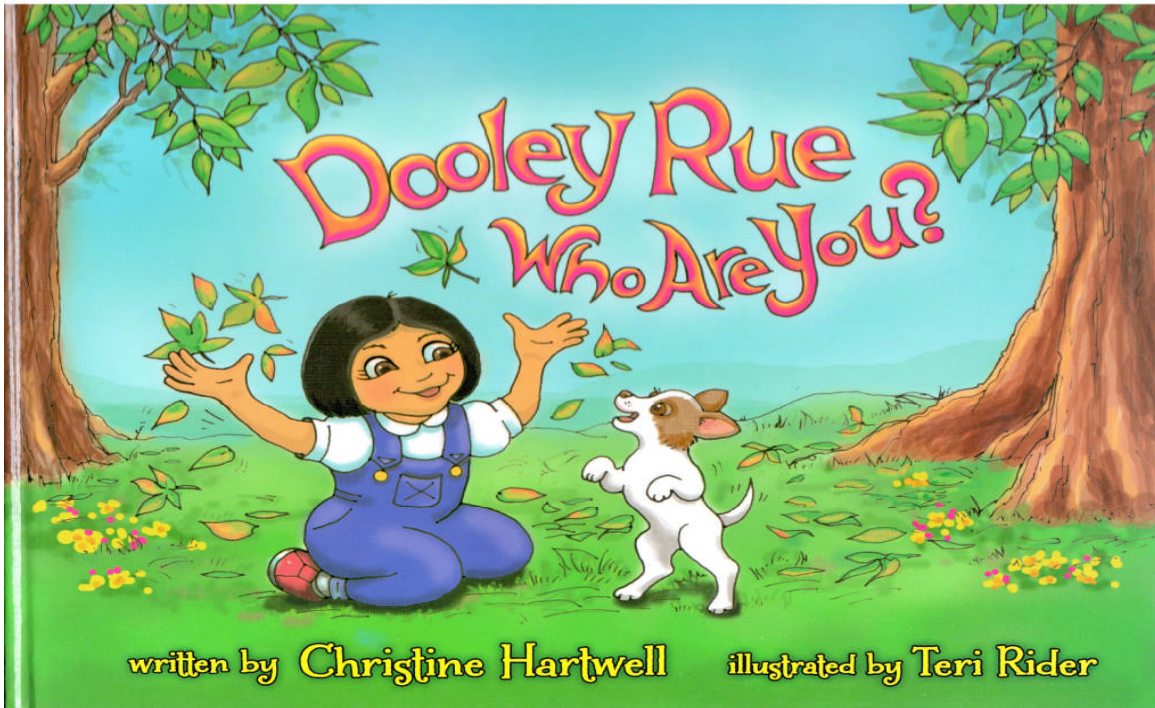
By Arlene Uslander

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

*That's What Grandparents Are For* is a delightful children's picture book about time shared with grandparents and grandchildren. From the moment of birth to sharing time at the zoo, Arlene tells the story about the bond that is created between grandparents and their grandchildren as they share special times together.

Author Arlene Uslander is a retired elementary school teacher and an award-winning journalist who writes books and articles about children. She and her husband are the proud grandparents of three grandchildren, who have provided the inspiration for her book.

This children's picture book, which is illustrated by Freddie Levin, illustrator and art teacher to young children, retails for \$15.95 and is published by Peel Productions, Inc.



## ***Dooley Rue Who Are You?***

By Christine Hartwell

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

A whimsical day in the life of a young girl is the heart and soul of first-time author Christine Hartwell's children's picture book. Written for her granddaughter Sophia Elizabeth, Christine tells the story of a young girl's search for her "Dooley Rue" during the course of the day. The girl is accompanied by her faithful dog, Agrughki, as they explore the yard together, finding the Dooley Rue is everywhere. She discovers that the Dooley Rue, like a guardian angel, is always there to keep her safe and that everyone has a Dooley Rue.

Christine explains that, while the story was being birthed, the book's title was coined from her granddaughter, who had written another story for her grandmother. When Christine asked Sophie what "Dooley Rue" was, she quickly explained, "Don't you see, Grandma? It is the *Daily News*." From this inspiration, Ms. Hartwell created her children's picture book.

The book is illustrated by another PWSD member, Teri Rider, who is a graphic designer specializing in book design and illustration. Ms. Rider discovered her love of books when she began illustrating for a well-known publisher of special education material. During her employment there, she authored, illustrated, and collaborated on hundreds of books. Teri now owns her own graphic design studio, where she assists authors in producing their work.

The book retails for \$17.95 and is published by Vanderblumen Publications.



# When to Choose a Book Publishing Coach

By Glenna A. Bloemen

Your creative juices are flowing. You are in the zone and your book is taking form, just like a lump of clay begins to take on the shape of a magnificent art piece. Now your first draft is done. What next?

For many of you seasoned authors, the steps are simple, but for the first time author it is truly a mystery.

**First:** Find a good developmental or content editor, someone who can read the story as a whole and provide guidance for where chapters should be placed and where holes in the story exist. The structure of your story is critical, and your editor can assist you in developing the story to a greater depth.

**Second:** Find a good copyeditor to review your final draft to correct spelling, grammar, and punctuation errors; this person may also suggest minor rewrites that assure consistency or improve clarity and flow.

**Third:** Decide whether you want to self-publish or go the traditional route.

## Traditional Publishing

If you choose the traditional route, be prepared for a long wait and a lot of rejection. That does not mean you won't get lucky and find just the right editor on the first try, but the odds are not necessarily in your favor. Traditional publishing houses want to make money. Hiring an agent who has connections may get your foot in the door, but you'll still have to do a lot of legwork yourself to promote your book. Publishers are looking for a story that SELLS. Many editors are reluctant to take on new authors without a proven track record.

Your new job as author is to write the perfect query letter that will get noticed by the editor and prompt a request for a complete book proposal. You will want to attend as many workshops as possible where editors are available, for a fee, to read and critique a chapter of your work. Sometimes you can get noticed and there is interest. You will be given suggestions to improve the work. So back to the desk you go to re-write. Two years later, you may still be sending out query letters and hearing from your agent that there is no news.

## Self-Publishing

So what happens next? You know your story is good. You know that if you could just get it out there, the public would buy it.

That is where self-publishing has provided a vehicle to show the traditional publishing house that your book can sell. Having a published book, in a way, is a calling card to the bigger houses.

So if you choose to self-publish be aware that your book has to stand out in the crowd to get noticed. That means it must be free of spelling and grammatical errors, the cover must be professionally designed, and all the legal bases must be covered for copyright and ISBN registration.

## **Book Publishing Coach**

That is where a book publishing coach comes in. Sometimes known as a book shepherd, writing coach, or publishing consultant, this person can guide you through the steps of producing your book, assisting you in securing your ISBN registration and barcode artwork, and registering your work with the Library of Congress and gaining copyright protection.

The book publishing coach is a resource of publishing and marketing knowledge. You will want to choose from a list of experienced, professional and proven coaches. Their fees range in price, so there is a coach for every budget.

The book publishing coach is not necessarily a marketing expert, although many have experience in this area. The responsibility of the coach is to get your book produced for you. You have spent countless hours producing this work, and you want to get it noticed and sold. So take your time and find just the right coach who will work with you to help you get your book produced professionally. They can assist you in finding your way through the publishing maze.

Happy publishing.





**Christine E. Miller, M.S.**  
***Tell Me What You Want to Say***

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

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

**Christine:** I've been a professional freelance writer and copyeditor for 20 years. I started out doing reports, marketing copy, and business correspondence, and as my confidence and creativity grew over the years, I broadened my expertise to blogging, ghostwriting, and editing.

Several years ago, I became interested in the publishing industry when I was mentored by a local literary agent in writing book proposals for first-time authors. By concentrating on book proposals—a marketing piece necessary for authors presenting their non-fiction book or book idea to an agent or publisher—not only did I learn how to promote a great variety of manuscripts and evaluate subject areas for marketplace viability, but I discovered I had a knack for helping new writers organize and develop their rough material into a finished book.

One required component of the proposal is a 50-page portion of the actual manuscript, and review of this sample by an experienced writer and copyeditor like me is basically essential for any author to feel confident that this is a compelling representation of their book. The value of a second (and even third and fourth) pair of eyes on anyone's written work is undeniable.

Because more and more authors are self-publishing these days, the demand for book proposals has obviously declined. The skills involved in writing proposals, however, are the same ones I apply to excelling as a ghostwriter, writing coach, publishing consultant, and manuscript copyeditor.



**PWM: What first attracted you to writing and copyediting?**

**Christine:** High school is the earliest time I recall enjoying literature and writing. Remember *Tess of the D'Urbervilles*, *One Day in the Life of Ivan Denisovich*, and *The Grapes of Wrath*? This was the beginning of my interest in words, language, and composition. Nonetheless, I suspect that, as Lady Gaga would put it, I was “born this way.”

Regardless of my early interest—and in life’s typical way of diverting us in any of a million different directions—it’s taken more than a couple decades for me to embrace writing as my passion and true calling. Over the years, I’ve changed my professional focus and specialties, but I still think of myself as a work in progress. I love the idea of continuing to learn, expand, and get better at my craft.

**PWM: Did you previously have related experience in book proposals?**

**Christine:** My strong background in creating marketing/advertising copy, in particular, is reflected in my book proposals, which require that authors “sell” their book or *book idea* to a potential agent or publisher. The knack for writing positive and persuasive copy obviously comes into play in composing effective proposals. Furthermore, my continually developing abilities to organize information and express ideas clearly and concisely are ones I constantly draw upon in writing these pieces.

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

**Christine:** Being a member of PWSD over the past 4 years has greatly contributed to my knowledge of the publishing industry. I’ve gained information about areas ranging from maximizing the impact of my company website to the secrets of writing a winning screenplay. Through PWSD, I have also acquired contacts for specific business-related services such as SEO, social media support, and video advertising, many of whom I have hired to assist me with my own company marketing.

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

**Christine:** At the moment, I’ve just completed copyediting two full-length novels. One is a bicultural memoir/love story, and the other is a science fantasy for young adult readers. Now I know this is my profession, but honestly, working on projects like these is just plain fun! The two novels will be published within the next 2–3 months, and I can’t wait to publicize them on my website, through social media, and wherever else I can!

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

**Christine:** If asked for advice on writing, I would tell authors, new or experienced, to be persistent and patient in building their technical and creative skills. There is so much criticism and competition among writers... it is far too easy to become discouraged. Focus on what you’re able to achieve now, but keep striving to improve and try new things. Always remember that as writers, paper is our canvas, words our paint. The picture we make will be ours alone, unique and intrinsically valuable.



## 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/pwsc-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.

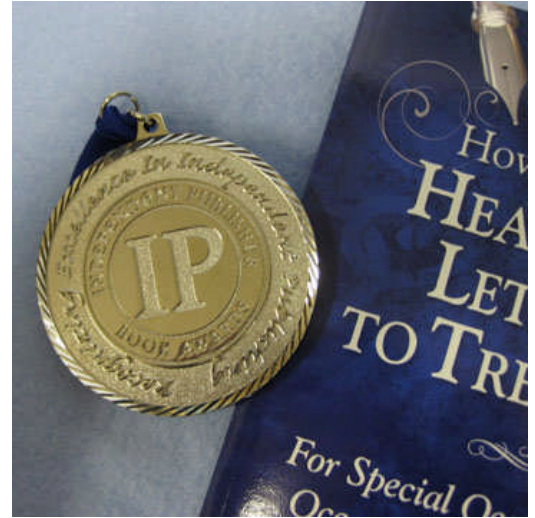
**Karla Olson, President, PWSD**  
**Jeniffer Thompson, Web Design, PWSD**



## Lynette Smith Wins IPPY Award in 17<sup>th</sup> Annual Competition

Congratulations to longtime PWSD member Lynette M. Smith of All My Best for winning the Silver medallion in the printed reference book category of the 2013 Independent Publisher Book Awards for her recently published book, *How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special*, available at major online retailers and at her publishing website, [www.GoodWaysToWrite.com](http://www.GoodWaysToWrite.com).

Conducted each year to honor the year's best independently published books, the "IPPY" Awards recognize excellence in a broad range of subjects and reward authors and publishers who "take chances and break new ground." Launched in 1996 as the first unaffiliated awards program open exclusively to independent, university, and self-published titles, the IPPY competition awards gold, silver and bronze medallions in 77 national, 22 regional, and 10 ebook categories. This year, over 5,000 entries were received in this prestigious competition, which means only about 7% of submitted titles received an award. For a complete listing of all award winners in the 2013 Independent Publisher Book Awards, see <http://www.independentpublisher.com/article.php?page=1653>.



*Events & Resources for the Publishing & Writing Community*

## Summer Ebook Writing Retreat August 2–4, 2013 Oceanside, CA

It's time to write your ebook!

PWSD members Andrea Susan Glass and Bruce Fischer of The Ebook Academy are hosting a Summer Ebook Writing Retreat from Friday, August 2, to Sunday, August 4, 2013, at a retreat center in Oceanside, California.

Aspiring authors who want to write a book or ebook but can't find the time or have too many distractions will find the retreat an ideal solution! The cost of the retreat covers a room with private bath, six meals, two optional workshops, several private coaching sessions, and opportunities for networking and brainstorming with other authors.

Bonuses include an ebook cover design and marketing plan. (Attention PWSD members: Remember to ask for your special discount!) For more information and to register, visit [www.TheEbookAcademy.com/Retreat](http://www.TheEbookAcademy.com/Retreat), email [info@theebookacademy.com](mailto:info@theebookacademy.com), or call 858-350-5235.



*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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TODAY!**

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