

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

March 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)

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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** in this newsletter, contact Lynette Smith at lynette@allmybest.com

Next Meeting

Date: Saturday, March 30, 2013
Time: 10:00 a.m. to 12:30 p.m.
Location: Encinitas Community Center
1140 Oak Crest Park Drive
Encinitas, CA
Topic: The Science of Names
Presenter: Sharón Lynn Wyeth

How do writers know what to name their characters?

If you have the correct name, everybody can identify with that character and buy into what that character is doing. However, the wrong name separates your audience from your character, as readers cannot identify with your character.

Certain names, like Brutus or Bruce, traditionally mean bad guys. Certain other names indicate the good guys, like Maria and Mary. Misnaming your character spells certain death for your material. How can you make sure you have the right name?

Sharón Lynn Wyeth (spoken Shah-roné Lynn Y-ith) has developed Neimology® Science, the revolutionary study of how the placement of letters in a name affects who we are. Her first book, *Know the Name; Know the Person: How a Name Can Predict Thoughts, Feelings and Actions*, is an Amazon bestseller that earned a Literary Excellence Award.

Come hear what this author has to say about names and how to determine the perfect name for your characters.

President's Message

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**STILL LOOKING FOR A NEW
CONTENT COORDINATOR!
WILL YOU HELP?
For more information
or to volunteer,
Contact Glenna Bloemen at
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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.



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

Thanks to Charmaine Hammond for a terrific program in February! Charmaine, who has several strong-selling books, shared with us her tips and techniques for treating your book as a business. She included invaluable cost-saving marketing ideas and discussed her successes with sponsorship. Charmaine has a weekly radio show, as well as a website chockfull of ideas. For more information, or for her "Your Book as a Business in a Box," visit her website at www.hammondgroup.biz.

Thank you to all the attendees for your patience and for making yourselves cozy during the program at the Valley Club.

Luckily, we are back at the Encinitas Community Center for the next couple of months. Our program for March is going to be fascinating. Sharón 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. Again, **we will be meeting at the Encinitas Community Center for this one.**

We had to move Dan Poynter to October because his presentation to PWSD was scheduled for the same weekend as Publishing University. Don't worry, though; he's still coming to speak to us, regaling us with his independent publishing wisdom in October. Meanwhile, in April, Andrew Zack, of the Zack Company, will be telling us what's really going on in publishing. Andrew is an agent, book coach, and packager. You won't want to miss his insights into the publishing world.

Welcome to the many new members we've gained these past 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 and updating our membership directory. Submit your member bio and headshot to 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, and I will let you know.

Membership, which is \$37 a year, just as it has been for the past 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.



We've added an upcoming event to the Read Local San Diego program. We are participating in Vista's St. Patrick's Day Street Fair on Saturday, March 16, 2013, from 9:00 a.m. to 4:00 p.m. We will be scheduling 9:00 a.m. to 12:00 p.m. authors in the following time slots: 9:00 a.m. to 11:30 a.m.; 11:30 a.m. to 1:30 p.m.; 1:30 p.m. to 4:00 p.m. A time slot costs \$25. You will need to bring your books, a way to make change, and a chair (if you want to sit). I also encourage you to bring a flyer, bookmark, or postcard to hand out to visitors. If you are interested in participating, please email me at Karla@readlocal.org or sign up for the Read Local newsletter at www.readlocal.org. I will be sending out additional information.

While you are on the website, be sure to sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Booksellers, 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 adds a thumbnail of your cover, a book description, and other information that lets people know you where to get your book and whether 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. 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 Encinitas Street Fair in April and the 2nd Annual Authors & Artists Festival in La Mesa, California in June. 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.



Amazon as a Disruptive Force

By Mike Shatzkin

*Reprinted with Permission from the Author and IBPA
(IBPA Independent – February 2012 Issue)*

Amazon has three pretty powerful things going for it, and two are entirely its own doing.

1. **Amazon is, by far, the most book-industry-focused company that is active in endeavors much larger than the book business.** Barnes & Noble and Ingram are just focused on the book industry, but they really don't go beyond the book business. Google and Apple are, like Amazon, leveraging their book activities into other areas and vice versa, but they have nowhere near the presence in the book business that Amazon does. (Kobo, which is focused on the book business but has just been bought by a much larger Internet retailer, is still a bit of a wild card in this regard.)
2. **Amazon executes.** Its hardware and software and platforms and content delivery all work just about perfectly. It seems odd to me that, at this relatively late date in the e-book switchover, Amazon is still the only place I can shop for e-books and see my choices arrayed by (highly granular) subject with the most recently published books on top. (Note to all competitive retailers: Please let me know the minute your shopping experience can offer the same thing!)
3. **Amazon is the runaway market leader** in the only two segments of the book business that are growing—e-books and the online purchasing of print—and it is cleverly leveraging the leadership position it has to make challenging it even more difficult in the future.

Amazon's willingness to take losses—on some transactions to grow share, on Kindle devices to lock customers into its ecosystem, and on e-books when it can emphasize it is the low-cost provider—is enabled by the wide array of products, in media and far outside, on which it doesn't need to sacrifice margin for competitive advantage.

Amazon's industry focus is nature, since it started with books (even though books are now a fraction of its business). Its history gives it the presence and the knowledge to be highly disruptive.

Amazon knows how to go after authors directly (apparently even more effectively than Barnes & Noble, which has been signing up content on a proprietary basis for well over a decade and has owned a publishing company for some time).

Amazon uses price as a weapon to sell books, disadvantage competitive retailers online and in stores, and lock in customer loyalty for print (with its Prime program) and for e-books (with its proprietary Kindle platform). Amazon's execution has been a keystone of its success from the very beginning, from its invention (or at least early use) of a database for "discovery" even larger than its supply capabilities. (It wanted customers to know when a book they were looking for was no longer available, so they could choose something else.) Amazon's promised dates for delivery were almost always met; customer service aggressively solved every problem; and intuitive navigation and execution did for online retailing what Apple did with hardware and operating software.

And when Amazon decided to do hardware, it might not have made anybody forget Steve Jobs, but it apparently made his company address the Kindle Fire by considering pricing response on the iPad late last year [2011].

Heads-Up on Two More Traits

All three of these realities cause concern in the publishing ecosystem—among publishers, retailers, and agents—because everything in publishing seems to be flowing downhill toward a future where the vast majority of what people read as books is both found and purchased (and often consumed) online.

And two additional components to Amazon's success are also important in this context:

1. **Amazon's brilliance at acquiring companies that might have provided platforms to cause it trouble.** There have probably been many such acquisitions, but here are three worth attention:
 - ❖ **The acquisition of Mobi 10 years ago** took the one format that could have united the e-book market (then divided between the Palm and Microsoft formats) out of circulation before some other retailer (specifically: Barnes & Noble) could serve the entire marketplace and might have accelerated e-book growth many years before the Kindle.
 - ❖ **The acquisition of Lexcycle in 2009** gave Amazon Stanza, an e-book platform that was extremely consumer-friendly and cross-platform, and that could have constituted a threat to Kindle's development when that Amazon format was in its infancy.
 - ❖ **The acquisition in 2011 of The Book Depository** put in Amazon's hands a global online retailer of print that had developed technology and logistics that would have made it a great foundation for competing with Amazon for global book sales. Amazon made this acquisition at the very time that three major publishers on each side of the Atlantic were investing in competitive retailing enterprises (Bookish in the United States and Anobil in the United Kingdom).
2. **Amazon's lack of involvement in the most capital-intensive elements of the legacy book business (press runs and returns as a publisher, brick stores as a retailer).** Publishers have a valuable proposition to offer authors as long as Amazon is one of a diversified set of paths to the purchasing consumer. But it is becoming increasingly obvious that technology is enabling Amazon to persuade book customers not just to shop with it, but also to buy from it when they've shopped elsewhere.

In today's world, where print is still 70% of the sales of most straight-text books and most of the print is still sold in stores, an author who has the opportunity to work with a regular publisher makes a real sacrifice of market exposure to work directly with Amazon. Even if Amazon were to eschew its Kindle-only insistence on e-books for titles it signs directly through its imprints (and we hear rumors from the deal-making world that they might on a selective basis), Amazon would still have a great challenge getting exposure for one of its titles through brick outlets.

One important thing Amazon hasn't learned from its experience is how to meter inventory into stores to maximize marketing exposure but keep returns manageable.

But the publishers' advantage here has a shelf-life. For online sales, individual authors are becoming persuaded that Amazon gets them more than the other outlets combined. Barry Eisler has expressed great satisfaction with his Amazon-only sales. Another author, Robert Niles, reports that Amazon far outsells all the other e-book retailers for his self-published work, and he thinks it is because Amazon promotes the self-published author more effectively.

When you read the thread on Amazon's online forum in which authors discuss what happens when this retailer picks one of their books for a price promotion, you get a sense of the excitement Amazon generates through the sales it can create with tools that are uniquely at its disposal.

What that probably means is that more and more authors will be available exclusively through Kindle, some because an Amazon imprint signed them and others because they don't bother to put their books up on other sites for paltry sales. If that happens, Amazon's natural advantages just grow.

The Challenge of Competing

Although Anobil's founding CEO, Matteo Berlucchi, tells an imaginative and persuasive story about converting the social aspect of books into a commercial proposition (which has been the effort of independent startup Copla for the past year), I think the challenge for Anobil and for Bookish, the U.S. version of a publisher-sponsored online book retailer, is steep.

The problem for them is the same as B&N's: Amazon brings resources and ammunition to this competition that stem from a much bigger base than the book business alone, which means it can use books as loss-leaders to sell more movies or computers or groceries. (By the way, that is exactly what brick book retailers coped with in competing for bestseller business with mass merchants who could sacrifice margin on books that brought people into their stores because they could make it up on other items.)

There is really only one way publishers will be able to compete with Amazon for authors in the future, and that's to find book customers Amazon doesn't have, either by working through other retailers or by creating direct publisher-to-customer contact.

The percentage of sales that go to Amazon is the single most important barometer of a book publishing company's future. Of course, every publisher wants to make its Amazon sales grow. Their challenge is to make other sales grow faster.

*Mike Shatzkin, founder and CEO of the Idea Logical Company, has been an industry consultant for three decades. His blog, the Shatzkin Files (idealog.com/blog), is the source of this article, and a compendium of the first two years of blog posts is now *The Shatzkin Files, Volume 1*, available as an e-book and in a print edition. To reach him, email mike@idealog.com.*



Barbara Field

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Photography by Chad Thompson

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

Barbara: Well, I've been lucky because I've made my living as a writer, editor and marketer for quite a while. I've written about everything from movies for CBS in New York City to cheese food for ad agencies; from writing and editing science/medical stuff for Ligand and Scripps to fashion for Macy's; from creating flap copy

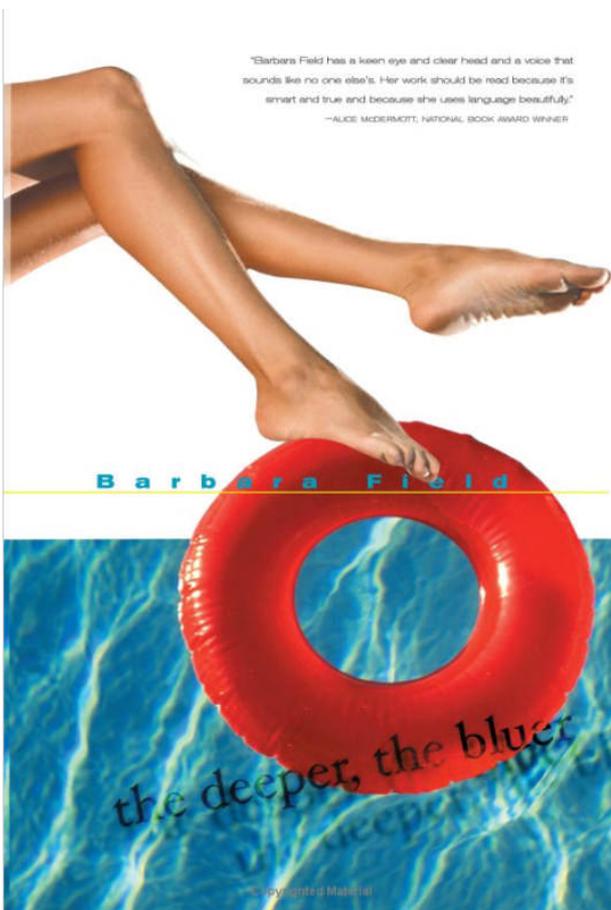
for Harcourt Brace Children's Books (we worked on books by James Michener, Jimmy Buffett, and Whoopi Goldberg) to putting together major accreditation materials for universities (including a Catholic university that always blessed this Jewish girl). I have created diversity brochures, am currently spearheading my eighth marketing campaign to 25,000 students, and have written journalistic pieces and essays for newspapers, magazines, and websites about brave heroes, artists, nanotechnologists, and even a former NASA scientist who became the first Latina chancellor of a California university.

PWM: What first attracted you to publishing?

Barbara: Everybody in my neighborhood on Long Island knew I'd be a writer. I'm one of those kids who wrote a couple of novels by the time I was nine, created a little newspaper, and kept a diary in which every day I rated my family, including Frisky, our dog, on how nice they were to me. Doesn't everybody do that? I wrote poetry all the time, inspired by the Black poets.

PWM: Did you previously have related experience?

Barbara: Yes, as I mentioned I wrote throughout my childhood, I was published in a newspaper at age 15, and then I attended Barnard College/Columbia University for literature and writing. Add to that about 30 years of professional experience.



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

Barbara: I've been a member for maybe four years. The guest speakers are fantastic, and I've learned a lot about the changing landscape of publishing. I also go back and forth to New York, and things are definitely changing fast. It's great to share information with others about the business of publishing and writing. It's nice to meet up with colleagues and friends and see how Karla has really grown this group.

PWM: What are you working on now?

Barbara: In addition to my full-time corporate job at UC San Diego, I've brought the The Op Ed Project, a women's thought leadership project featured by Katie Couric, the *NY Times* and *Harvard Business Review*, to San Diego. Through the gateway of op eds, we help women become thought leaders. I feel great knowing I changed over 120 women's lives, including some from PWSD! Women take a seminar and get matched with major media mentors for a year. I'm working with corporations now about setting up private seminars. I'm continuing to help the Afghan Women's Writing Project and will likely be setting up my own projects. I'm also working on a second novel and getting back to my own writing.

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

Barbara: There's a lot of information out there, so be discerning and get your info from the best sources. Also, don't be afraid to ask questions, but be respectful of a professional's time. Lastly, it's great to have a community and partner on projects. For example, Chad Thompson, husband of Jeniffer Thompson, took a great head shot of me after a PWSD meeting [see prior page], and I'm also working with Ann marie Houghtailing, one of PWSD's speakers.



Photography by Peggy Peattie for the U-T San Diego



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. 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 an expanded description to 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), 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

Self-Editing Online Class

Beginning April 1, 2013
at UCSD Extension

Chris Stuart will be offering an online class through the UC San Diego Extension called "Self-Editing for Fiction and Non-Fiction Writers." Chris Stuart is a copyeditor, writer, and teacher. This is a new class that will concentrate on how writers can look at their own writing through the eyes of a copyeditor. The class also covers how to work with a copyeditor. Students will be able to submit their own writing on a weekly basis during the 9-week course for review and copyediting. Discussions concerning the editing will be held both publicly and privately. For more information contact <http://extension.ucsd.edu/studyarea/index.cfm?vAction=singleCourse&vCourse=WCWP-80029>.



Book Signing

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

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

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



IBPA Publishing University 2013

April 26–27, 2013

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

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



Local Writer's Expo

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

9645 Granite Ridge Drive, San Diego, CA

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



2nd 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 2nd Annual Readers & Writers Festival held to raise money for the Friends of the La Mesa Library. There will be guest speakers throughout the day. Illustrators, artists, and photographers are invited to join the event this year, and cost of an exhibit space is \$20 for the whole day. Like last year, spaces will be located in the area between La Mesa City Hall and the La Mesa Library. Please bring your own table and chair, as these will *not* be provided this year. The venue is located directly across from the La Mesa Library at 8074 Allison Avenue, La Mesa, CA 91942. This event was a great success last year and it would be great to have you all participate this June. Authors should contact Karla Olsen (karla@readlocalsd.org) to reserve your spot. Illustrators, artists, and photographers should contact Glenna Bloemen (619-743-5192 or gab11853@aol.com) or John Schmitz (619-460-1744 or jcschmitz@hotmail.com) to reserve your spot.



If you hear of an event or discover a valuable resource for publishers or writers, please send it to gab11853@aol.com by the 1st of the month.

“PWSD Likes Facebook!”

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



From the Editor

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, Web designer, or professional coach, **consider joining 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 the newsletter's **member profile**? 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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