In this Issue
Next Meeting
President’s Message
Feature Article
Member Profile
PWS Member Events
& Announcements
Events & Resources
From the Editor
Newsletter Team

Publishers & Writers of
San Diego (PWS) is a
professional association of the
San Diego publishing community.
PWS 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

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, October 27, 2012
Time: 10:00 a.m. to 12:30 p.m.
Location: Carlsbad Dove Library
1775 Dove Lane, Carlsbad, California
Topic: Naming Workshop—Branding
You, Your Book and Your Business
Presenter: Liz Goodgold

Your readers really do buy a
book by its cover and by its
title. Most authors just guess
at the process and ask a few
friends, but Branding Guru Liz
Goodgold is ready to spill the
beans to ensure your title
sizzles and sells.

Author of Red Fire Branding, Liz Goodgold will
share the secrets on how to incorporate your
brand vocabulary into your titles and how to make
your brand soar.

Liz will show you how to create a winning title that
creates “flawless recall” and much, much more.

As a bonus, one lucky attendee will be selected for a
“coach and call out” session in which Liz will
help you with both your brand and your book title.
President’s Message

By Karla Olson
President, Publishers & Writers of San Diego

A big thank you to Sarita Maybin for an uplifting presentation in September. We all need to be reminded that there is a positive way to spin anything, and that staying positive will keep the energy flowing. Sarita gave us lots of tools to use to keep a smile on our faces and in our minds, even when the going gets tough or there are just too many demands pulling us in all directions.

Next month we welcome back Liz Goodgold of Red Fire Branding. Liz will be helping us pick the perfects names—for our books, for our brands, for publishing companies. First impressions count, and you have less time than ever to grab your reader’s attention. That means it is more important than ever that you have the perfect title that says exactly what your book is about in a clear but clever way. I’ve worked with Liz on an important project this last year, and her process and expertise is inspiring. She is constantly, inspiringly playing with words, which can lead to that “aha” that’s just what you were looking for. Bring your potential book titles and work with Liz to tweek them until they are perfect.

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 sending renewal reminders. It’s a lot to juggle. Although we are a little behind in welcoming new members, we hope to get up to speed before the next meeting.

Just a quick reminder, even if you have joined PWSD recently (one of the best membership deals around at only $37 per year), 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.

And remember, too, to submit your headshot and brief member bio to webmaster Jeniffer Thompson at webmaster@publisherswriters.org, and she will get them into the newsletter as soon as possible. (Take a look at the member directory listings at www.publisherswriters.org for an idea of what you can do.)

Finally, I encourage you all to come to the FREE National Authors Day celebration on November 3 at the Oceanside Library. You can see the terrific slate of speakers in the newsletter. With a theme of “So You Want to Be an Author—Don’t Wait! Do It Now!” we’ll be covering all the steps you need to take to make your dream come true. Hope to see you there, and—did I mention? —it’s FREE!
The next Read Local San Diego event is the Encinitas Holiday Street Fair on November 18, 2012. This is one of the most popular holiday events, with over 100,000 attendees expected. We will have 9–12 author slots throughout the day. At $25.00, this is one of the best deals for gaining exposure for your books.

Be sure you are signed up for the Read Local mailing list, and you will receive notification about the street fair and other events. Go to [www.readlocal.org](http://www.readlocal.org) and scroll down to “Stay Informed.”

And while you are there, 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, 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 you 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. Your help will be greatly appreciated to keep Read Local going.

“PWSD Likes Facebook!”

Visit us on Facebook today and let us know you like us!
A few months ago, I heard about a major exhibiting opportunity and thought of Read Local. The California Women’s Conference, which had been a successful annual event since the late 1980s under state government sponsorship, had become a casualty of budget cuts a few years ago. But an independent event-planning company was going to reinstate it as a two-day event without government assistance, relying instead on private sponsorships, exhibit sales, advertising, and conference fees. It was hoped that attendance would approach the 20,000 level that had been attained at previous Conferences.

When the opportunity was brought to the attention of Read Local San Diego Founder Karla Olson, she agreed it would be worth a try, especially since the significant discount for nonprofits made it affordable, and special permission was obtained from the event-planning company to share the allotted five exhibitor badges with the authors participating from shift to shift. For Read Local, it was the first “bigger than a street fair” event, in terms of cost and attendance; it involved a Sunday evening shift and three Monday shifts, with three to four Read Local authors promoting and selling their books in each shift to mostly business and professional women.

The statewide event was held Sunday and Monday, September 23 and 24, at the Long Beach Convention Center. Over 200 exhibitors were present in the enormous exhibit hall that also contained a large stage and a small one for major or breakout sessions. The following authors were present at Read Local’s exhibit: Pamela “PJ” Adams, Flora Brown, Jennifer Crittenden, Leann Garmes, Ida Greene, Lorraine Huang, Laura Kohl, Lisa Monaco-Gonzales, Veronika Paul, Lynette Smith, Donna Stellhorn, Suzan Tusson, and Udo Wahn.

While conference attendance did not begin to approach the envisioned 20,000 level and on-site book sales by authors were more intermittent, there were nevertheless plusses for the participants:

- Conference attendees took the authors’ literature with them, which could mean future sales either directly or through online booksellers such as Amazon or Barnes & Noble; and it’s also possible that these people were going to check to see if eBook versions were available for sale.
- Some members of the media were walking the exhibit aisles and in at least two instances expressed interest in an author’s book.
Authors within a given shift had the opportunity to meet and/or get to know each other, as well as share useful tips and in some instances develop synergistic relationships.

Authors could wander the exhibit hall themselves, before or after their shift, to see what synergistic contacts could be made to benefit their own book sales and promotion.

Partway through the first shift, it was realized that the booth directly across from us—complete with skirted table and two chairs—had remained vacant, so one or two authors in each shift “helped it look occupied,” allowing all authors in the shift a little more elbow room and greater exposure to passersby.

Here are a few experiences reported by some of the other Read Local authors present:

Lorraine Huang, author, *The Woman Radical: How the Chinese Language Defines Women*: “We had such a wonderful time and never mind about the sales. Meeting the group and some of the wonderful people that passed through for just a moment in our lives was worth it all.”

Flora Brown, author, *Color Your Life Happy*: “Three big wows for me: 16 attendees subscribed to my newsletter mailing list; 2 of [the attendees] are in niches that complement my happiness niche; and I’m happy to have recommended a book of one of our PWSD members to one of my new subscribers.”

Udo Wahn, author, *Cabo and Coral* children’s books and more: “There I was, minding my own business, when a handsome tall man in a suit came up to the Read Local booth and checked out my book, *Your Guy’s Guide to Gynecology*. Turns out, this was Graham Stedman—yup, Oprah’s pal. That was a pretty cool moment!”

Suzan Tusson, author, *Women at P.L.A.Y!*: “Kerri Pomarolli ([www.kerripom.com/](http://www.kerripom.com/)) stopped by my booth and shared, ‘I really like what you’re doing. This is great.’ I asked her what type of work she does. She said, ‘Oh, I’m a comedian. You can hear me later. I’ll be up on the stage.’ I didn’t know who she was until I looked her up online. I didn’t even know I was having a ‘Wow’ moment!

“Another ‘Wow’ moment was meeting the folks in the booth next to me, who do amazing work: CouplesRetreat.com and also Relationship BootCamps ([RelationshipHelpCenters.com](http://RelationshipHelpCenters.com)). They have a 90% success rate over time for couples staying together, even if they have been separated for many years prior to going to these retreats. Dr. Phil refers people here too; they have formed a business alliance with him! I’m now pursuing doing some work for them as a facilitator/coach, and we have a meeting set up.”

Jennifer Crittenden, author, *The Discreet Guide for Executive Women*: “I have had several exhibit tables at conferences, and my experience is that you don’t sell a lot of books, but it’s still useful public relations. PR is a slow, building process, and readers usually have to encounter your book several times before they purchase it. That’s why it’s important to have promotional cards to hand out—that’s the first encounter, and it’s fairly cheap if the cards are small. Two of the sales I made that day were to people who met me before without books or who had seen the book before, so when they saw me there with my book, it clicked.
“I would also advise future attendees to walk around the conference holding their book. I sold a book at lunchtime because a woman saw it sitting next to me. And who knows how many hundreds noticed the book and are rushing to buy it on Amazon as we speak?”

My own experience? A media representative requested a complimentary copy of my newly published book, *How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special*. He said he was working on a *Huffington Post* article relating to expressing heartfelt sentiments, and he and I might be able to help each other. I said “I'll go you one better!” and handed him an envelope labeled “Media Kit” that contained not only my book (with ‘Wow – A Review Copy!’ stamped across the page edges, visible only when the book was closed) but also a press release and my business card with a famous quotation relating to gratitude on one side and my book and contact information on the other.

He thanked me and said, “I have something here you might like.” He reached into his satchel and handed me a royal blue rubber-band style bracelet bearing two messages: “Be Grateful & Multiply” and “Go Positive Now.” As the Native Americans would say, “Good trade.”

---

**Member Profile**

**Lynette M. Smith**

All My Best

Professional Copyeditor, All My Best
Author, *How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special* (All My Best, 2012)

Yorba Linda, California
714-777-1238
Lynette@AllMyBest.com and www.AllMyBest.com
(Business and Nonfiction Copyediting)
Lynette@GoodWaysToWrite.com and www.GoodWaysToWrite.com (Publishing)

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

**Lynette:** For over 30 years I've enjoyed copyediting professionally, correcting spelling, grammar, punctuation, clarity, usage, and flow. Today I work with nonfiction book manuscripts, memoirs, theses and dissertations, marketing collateral, business reports, and Web copy.

In late 2008, when our son married, he and his wife each presented their respective parents with beautifully framed letters of appreciation. Their heartfelt acts inspired me to self-publish four marriage-themed tips booklets on writing treasured letters and launch my publishing website to market them.
Last November, when wondering aloud to a friend whether to create a unique comprehensive reference book about writing all types of letters of appreciation, I heard a gentle voice in my head respond, “Your book will be published by August 15th.” I honored that voice, and How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special was indeed published this past August! That month, between my pre-publication offer and book-launch party, I sold and signed nearly 100 copies—a great start.

This book is now available on the major online bookstores plus my own publishing website. The book has a “Big Achievable Goal”: to get millions of people worldwide to write more letters of appreciation in order to establish, enhance, and rebuild their relationships—and thus change their world.

PWM: What first attracted you to working with words?

Lynette: I won the girls’ spelling bee competition in my third-grade class. In fourth grade, my interest in words was further sparked when our teacher described homonyms—words that sound alike but are spelled differently, like to/two/too. (I’ve since learned these are more precisely called homophones.) Right away I bought a composition notebook, titled it My Book of Homonyms, and collected examples for the next several years.

In my high school junior English class spelling lessons, I learned Greek and Latin prefixes, roots, and suffixes. Those lessons re-ignited my fondness for words as much as they helped my spelling.

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

Lynette: I love playing with—pardon me, working with—other people’s words, so I’ve been copyediting professionally in one form or another for a long time. In 1980, I established Qualitype Editing and Word Processing and operated it successfully for 16 years. On the side, I sometimes wrote how-to articles for various industry newsletters, as well as one for Word Perfect magazine and another for In Business magazine. I also wrote and published six popular how-to pamphlets for colleagues in my service industry.

Subsequently, for 5 years I directed a 500-member trade association, where I also edited the association’s award-winning 16-page monthly journal, Industry Focus, conceptualizing layout, writing a monthly column and occasional how-to articles, and copyediting all other contributed content. I also worked with our trade-manual authors to revise and publish new editions of five manuals and introduce a sixth one.

In 2003, I established All My Best, which initially encompassed solely business and nonfiction copyediting, and in 2009 I added a publishing website to market my self-published appreciation- and writing/editing-themed information products. Then last fall I added eBook formatting and conversion to my services mix.

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

Lynette: I joined in 2007 and regularly make the 144-mile round trip from Yorba Linda to the meetings, picking up carpoolers along the way; the wonderful speakers and great members I meet there (and in the carpool) make the trip worthwhile. Funny thing, though: I’d attended all these years to network for author clients and to learn whatever might relate to serving them better; yet, when I was writing How to Write Heartfelt Letters to Treasure, I was able to apply the valuable information I’d been acquiring at the meetings to my own writing and self-publishing. Thank you, PWSD!
PWM: What are you working on now?

Lynette: My eBook edition of *How to Write Heartfelt Letters to Treasure* is nearly ready to publish in all the popular eBook formats. I also have a couple of info-product ideas that employ a version of the 15 highly targeted demographic lists appearing in my book’s appendix titled “Great Words to Describe Someone Special.” Meanwhile, I have an author/presenter “one sheet” to create, review copies of my book to distribute, organizations to contact for presenting at their meetings, and author interviews to schedule on Web-based radio talk shows, plus the potential of promo spots on local airwave radio and cable TV stations. I look forward to the adventure!

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

Lynette: From writing and publishing my own book, I can share this advice: To meet a book-publishing deadline, don’t get bogged down refining your work in the first draft; instead, just correct any typos you’re aware of at the time you make them, and then keep writing. Your job in the second draft is to correct everything else you can find, smooth the flow, and be sure the content makes sense and will communicate well to your readers. For your final draft, reread your manuscript one last time to polish it and catch and correct any newly discovered errors. Then hand this best-effort manuscript to a qualified professional for copyediting, additional polishing, and perhaps some bare-bones formatting. (Yes, even I invested in an editor’s services at the final-draft stage to help my manuscript shine!)

Later in the publishing process, when your book printer asks you to approve the proof copy, request a hard (printed) copy and inspect it carefully; you’ll see problems that might have been too subtle to notice on an e-proof PDF. If you revise at that stage, order another hard-copy proof. Repeat this process until you’re satisfied, and only then approve the printing or place your initial order.

While writing your book, if you find yourself confused about what type of editor you should be seeking, go to [http://www.GoodWaysToWrite.com/asp/What-Editors-Do.asp](http://www.GoodWaysToWrite.com/asp/What-Editors-Do.asp) for an affordable tool to guide you.

And finally, for free tips on preventing common writing mistakes, visit [www.AllMyBest.com](http://www.AllMyBest.com) and click on the Writing Tips tab.
**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/pwsd-website-inf/](http://publisherswriters.org/member-information/pwsd-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 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](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. (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;


- 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**
2nd Annual Oceanside Arts Clash
Saturday, October 13, 2012
10:00 a.m. to 4:00 p.m.

A Word With You Press is hosting its 2nd Annual Arts Clash on Saturday, October 13, 2012 from 10:00 a.m. to 4:00 p.m. at 802 South Tremont Street, Oceanside, California. The day will feature 8 artists displaying their work and 8 writers presenting their work and answering questions. Food and beverages will be available, and there will be a raffle for various prizes. A disk jockey will be providing the music, and there will be spoken-word performances from Glassless Minds. A portion of proceeds will be donated to Kid Expression. For more information, contact PWSD member Thorn Sully at 760-967-9673 or visit www.AWordWithYouPress.com.
eBooks Presentation
Saturday, October 27, 2012
2:00 p.m.
PWSD Member Andrea Glass of WritersWay and The eBook Academy will be speaking about eBooks at Cal State San Marcos, 333 S. Twin Oaks Valley Rd, Markstein Hall at GET CONNECTED: Internet Fair for 50+.
You can get more information at www.FirstMile.us.

“Promote & Profit with eBooks” Workshop
Saturday, November 10, 2012
10:00 a.m. to 5:00 p.m.
Encinitas—The eBook Academy will offer the workshop “Promote & Profit with eBooks” at Coco’s Restaurant, 407 Encinitas Blvd. The all-day workshop 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. PWSD Member Andrea Susan Glass, award-winning author and Dean of Education at The eBook Academy, along with publisher and marketing consultant Bruce Fischer, Dean of Marketing at The eBook Academy, will be the instructors. Lunch and valuable handouts are included, as well as a drawing for a private consultation. The eBook Academy is an online school where you learn to earn with eBooks through live and online courses, eBooks, and retreats. For more information and registration, contact The Ebook Academy at 858-350-5235 or info@TheEbookAcademy.com, or visit www.TheEbookAcademy.com/Courses111012.
Celebrate National Authors Day!
Saturday, November 3, 2012
9:30 a.m. to 3:00 p.m.
Oceanside Public Library
330 North Coast Highway, Oceanside, California 92054
Co-Sponsored by PWSD and North County Authors and Poets

Free Admission!

“So You Want to Be an Author? Don’t Wait—Do It Now!”

9:30 – 9:40 Welcome and Introductions—Librarian
9:40 – 9:50 Welcome—Mary Quigley and Karla Olson

Step One: An Idea Is Born
9:50 – 10:20 Getting Off to a Great Start—Karla Olson
Positioning Your Book for Success
Marketing Begins Before You Write: (a) Write your back cover copy—a short description to guide you; (b) target markets; (c) profiles; and (d) publishing strategy—quick cover of 3 options (traditional, online, and independent)

10:25 – 10:40 eBooks—David Wogahn
10:40 – 11:00 Writing Techniques—Judy Reeves

Step Two: Manuscript Complete—Now What?
11:00 – 11:25 The Essential Role of the Editor—Larry Edwards
11:30 to Noon Cover and Interior Design—Jeniffer Thompson

Step Three: Learning All You Can
Noon to 12:30 Lunch Break
Short Presentations on Publishing Groups in San Diego
Time to Visit Publishing Group Representatives for Read Local San Diego, Publishers & Writers of San Diego, Writers Ink, North County Authors & Poets, San Diego Book Awards Association, Romance Writers of America, and San Diego Professional Editors Network

Step Four: Time to Market!
12:30 – 12:55 Website/Social Marketing—Jeniffer Thompson
1:00 – 1:25 Traditional/Pre-Pub Reviews and Blogs—Tricia Van Dockum
1:30 – 1:55 Ebook Marketing—PJ Adams
2:00 – 2:25 Presentations—Deirdre Maloney
2:30 – 2:55 Don’t Wait, Do It Now!—Ann marie Houghtailing
2:55 – 3:00 Conclusion and Acknowledgments
Dan Poynter’s Global EBook Awards
Third Annual 2013 Awards
Open for Submissions

Imagine . . .

Entering your ebook in this award program and:

- Putting an official Nominee “sticker” on your Ebook cover, website, Amazon page, and promotion materials.
- Getting a free listing in Publishing Poynters Marketplace offering copies of your book for reviews in prestigious ebook dealers’ sites such as Amazon.com, Barnes&Noble.com, and others.
- Entering the Global Ebook Awards, which comes with a six-step publicity program. Each week, we show you how to publicize your ebook.
- Getting media coverage for your book and you.

In addition:

- Winners and finalists will be listed on the official Global Ebook Awards site.
- Winners and finalists are eligible to receive Global Ebook Award certificates attesting to their honor.
- Winners will be announced to the media in news releases.
- Discounts will be available on video trailers for YouTube, Amazon, and your website.
- Discounts will be available on other services for authors and publishers.

And much more...

To be successful, fiction has to get read.

To be successful, nonfiction has to be brought to the attention of its category audience. Readers have to read your book, love it, and tell someone else. This is “word of mouth.”

The Global eBook Awards are designed to help you achieve these goals. The Awards are more than a “sticker”—they come with a built-in publicity machine.

Accepting entries NOW:
From ebook authors and publishers.

More than 95 categories:
Based on the number of entrants for each category in 2011 and 2012, the categories have been expanded. See Categories
More than 200 Judges.
We have “category experts” such as book reviewers, book bloggers, editors, publishers, authors, book club/reading circle members, and others who love a particular category of book. More judges per category mean more evaluations of your ebook.

Eligibility:
See Eligibility

Application deadline:
March 12, 2013 (midnight, Pacific Time). The sooner you enter, the more judges will be able to read your ebook.

This website is not just about the Global eBook Awards.
It is your resource for everything eBook.
See Ebook Resources

Submitting your eBook for a Global Ebook Award is a publicity investment.
Your book deserves this promotion opportunity.

For more information, go to http://GlobalEbookAwards.com/.

More San Diego Events

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.
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.

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!**

---

**From the Editor**

---

**Newsletter Team**

---

**Vanderblümen Publications**

Glenna A. Bloemen, J.D.
Self-Publishing Coach
Assisting First-Time Authors
From Page to Press
P.O. Box 626, La Mesa, CA 91944
619.743.5192

gab11853@aol.com

---

**All My Best**

Business and Nonfiction
Copyediting & Formatting

Lynette M. Smith
“Get the Results and Respect Your Writing Deserves!”
714.777.1238

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

Lynette@AllMyBest.com

---

**Impress Express**

Lauren Castle
Image & Branding Strategist

858.459.7400

[www.impress-express.com](http://www.impress-express.com)

lauren@impress-express.com

“Make your first impression a lasting impression!”

---

**YOUR NAME HERE**

as **Content Editor:**

**VOLUNTEER TODAY!**

---

**Newsletter Editor**

---

**Copyeditor**

---

**Circulation Manager**

---

**Content Coordinator**