

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

March 2012

In this Issue

Next Meeting
President's Message
Feature Articles
News/Announcements
PWSD Member Events
& Announcements
Events & Resources
From the Editor
Newsletter Team

~~~~~

## **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 Encinitas Library (540 Cornish Drive, Encinitas, CA) or the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas), unless a different location is announced.

## **Membership**

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

~~~~~

Closing date for newsletter contributions is the **1st day of each month**. Send contributions to newsletter@publisherswriters.org

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

Next Meeting

Date: Saturday March 31, 2012
Time: 10:00 a.m. to 12:30 p.m.
Location: Carlsbad Dove Library - Auditorium
1775 Dove Lane, Carlsbad, CA 92011
Topic: Ebook Publishing
Presenter: David Wogahn, Principal, Sellbox.com

Confused about the publishing technology revolution? Then come to the next Publishers & Writers of San Diego meeting. David Wogahn of Sellbox.com will provide answers to all your technical eBook questions.

The publishing industry is changing, and in order to stay in the game, compete effectively, and make money, you as an author or illustrator have to change how you produce and market your books.

David Wogahn is the co-founder of Times Mirror Multimedia and University netcasting (UNI). UNI created an innovative brand publishing model for licensing university athletic department trademarks and content to create a network of college sports websites.

Sellbox is also the publisher of a business-to-business print and online directory used in the golf industry. Founded in 1994 and acquired by Sellbox in 2005, Golf Yellow Pages has a print circulation of 16,000.

David Wogahn is a frequent speaker on the topic of eBooks, writes for the IBPA Independent, and hosts a monthly Meetup about Kindle and eBook publishing.

PWSD Officers

Karla Olson
President
karla@publisherswriters.org

Tony Vianna
VP Treasurer and Membership
[simpatico1@juno.com](mailto:simpatco1@juno.com)

Bob Goodman
Founder

Andrew Chapman
Past President
andrew@publisherswriters.org

PWSD Newsletter Staff

Glenna Bloemen
Newsletter Editor
gab11853@aol.com

Lynette Smith
Copyeditor
lynette@allmybest.net

Lauren Castle
Circulation Manager
lauren@impress-express.com

**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

I'm so sorry I missed the February meeting on Book Trailers. I hear it was excellent! Now, no one has an excuse for not having a terrific book trailer posted on YouTube and your own site. Thank you to our speakers, Laura Beken of HandBookLive and Reo Carr of *The San Diego Business Journal*.

This month, Saturday, March 31, we are pleased to welcome back David Wogahn of SellBox.com. David spoke to us last summer about eBook publishing, but things are changing so quickly in this aspect of our business that it is never too soon to have him give us an update. David will share his perspective on the state of the market in 2012, key trends, eBook/eReading resources, case studies, eBook marketing, and the 5 steps of eBook publishing: designing, formatting, conversion, quality control, and distribution. Whether you are self-publishing your first book, planning a strategy for your backlist, or simply curious about the future of reading and publishing, this session is for you.

Please note: The March meeting will be held at the Carlsbad (Dove) Library. We will be meeting in the auditorium this time, since our attendance has overflowed from the meeting room. Please be sure to always check the newsletter or the website for the meeting location, as we are having to move from one place to another lately. Thank you for your attention and patience.

Speaking of which, I must remind all new members—and anyone else interested—that you must sign yourself up for the newsletter. That does not happen automatically. Please go to www.publisherswriters.org and click on the Newsletter and Notices link in the upper right hand corner.

We had an unfortunate incident at our last meeting. A member had displayed his books on the table at the back of the room (a member-only benefit). He got to talking to another attendee and when he went to retrieve his books, all three copies were gone! Please note that members display their book usually for sale, so be sure you check with the author before you pick one up. If you are a member, I suggest that you include a sign that tells how much the book is to attendees. Let's work together to make sure this doesn't happen again.

In April we will be joined by Pam Hendrickson, who is a product development specialist. She will motivate us to create a 3 Step Master Plan to a product empire! This meeting, on April 28th, you can't afford to miss.

See you all on March 31.



READ LOCAL UPCOMING EVENTS

Thank you to all the authors who participated in the wonderful First Annual La Mesa Readers and Writers Festival on February 25. We had nearly 50 authors, many of whom did readings and presentations, as well as participating in the book fair. It was a beautiful day and we understand everyone had a great time. Happy Centennial to La Mesa!

Upcoming Read Local events include a Local Author Day at Warwick's on April 12, and our coop booth at the Encinitas Street Fair on April 29. Be sure to sign up for the Read Local newsletter to get notices about upcoming events and activities. Go to www.readlocal.org and under "Stay Informed" in the right column, click on "Newsletter."

And 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.readlocal.org.



CREATING A SELLING MARKET WITH AN EVENT IN YOUR COMMUNITY

By Glenna A. Bloemen, J.D.

You have your first book. Now what? Whether you are a first time or seasoned author, you need a market in which to sell your books. One of the ways to accomplish this is to look to your community for events that will support your sales.

There are many civic organizations—the Chamber of Commerce, schools, Kiwanis, Rotary, Optimist, Lions, and Elks, to name a few—that welcome a guest speaker to their meetings and events. Go to Google and search out the organizations in your community. Find out when and where they meet, and email or telephone the organization. Find the fundraisers and other civic events, street fairs and craft shows. Let the organizations know you want to present your story and have books to sell afterwards. Get involved in your community.

Our Kiwanis Club of La Mesa has entered Roger Conlee and John Culea early in their careers. Our very own Marjorie Hart, wife of a former member of our club Pete Cuthbert, has been to many of our meetings and has shared her story of success. We were delighted to own a copy of her adventure in New York City.

To improve your marketing skills, continue to attend as many writers' seminars as you can to network with other authors, editors, publishers and illustrators. Hear about what others are doing. If it feels right for you, do it. Join professional organizations like Publishers & Writers of San Diego to get the support you need.

This is an evolving market. The rules are changing and we as authors, photographers, and illustrators have to change with the tide. The Readers' and Writers' Festival held February, 25, 2012, was birthed out of the need to get exposure for our local talent into the east county.

For special events, it is critical to produce a flyer advertising the event. Get a press release out to the local media. You will want to brand your flyer with you business name right at the top in large type. Get your URL right up there also, because you want people to go to your website.

Partnering with related businesses helps to make your event successful. Barnes & Noble has played host to a lot of authors, and the public loves it. Keep the momentum going, and best wishes in your publishing careers.

Glenna A. Bloemen is the founder and publisher of Vanderblūmen Publications, a self-publishing house that assists first time authors to get into print. She established her company in 1993, although she began her writing career at the early age of 7, producing a self-published children's book. She resides in La Mesa, California, with her two cats, Sir Charles and Prince Harry, and she shares her writing and 30 years of publishing skills and experience with children of all ages.



How to Create a Powerful Media List

Reprinted with Permission from *The Book Marketing Expert Newsletter*, a free ezine offering book promotion and publicity tips and techniques. <http://www.amarketingexpert.com>.

THE BOOK MARKETING EXPERT NEWSLETTER. **March 1, 2012 Issue #267** Penny C. Sansevieri, Editor

Building a media list is often tricky. Traditionally PR firms spend a lot of money on yearly subscriptions to online databases that give them access to every media contact in the U.S. and sometimes the world. As a business owner, speaker, or author you don't need to have that big of a media list, you just need a strong set of contacts that you can go to when you have a news item, a launch, or an interesting story to tell.

When we consider our publicity budget, we don't often take into account the pricey subscriptions to these services. It's generally not a good idea, or a prudent use of your marketing budget, to sign up for a database such as this. But the problem is that you still need the contacts. There is, however, an alternative that does require some work and planning but will help you build a strong, long-term list.

- **Start early:** This process, while it will save you money, will take you anywhere from three to six months to pull a good list together. The longer you work this process, the more comprehensive a list you will develop.
- **Topics:** Be clear on the topics you feel you can cover and if you're unclear on how many areas you can address, spend some time with a professional publicity person who can help you brainstorm some areas. The more areas you can cover, the better and more fruitful your media campaign will be.
- **Google Alerts:** First and foremost you want to keep track of any news breaking in your market. You also want to keep tabs on other speakers, authors, or businesses that are similar to yours so you can see where they are popping up. This will also alert you to the various media (including online media, i.e., bloggers) who work in your particular area.
- **Which media:** Not all media is created equal, so be clear on which media you want to go after and what's doable for you. As you start building your list, you might find that your topic is very popular (lucky you) and there are opportunities in both broadcast and print media. Are you ready for prime time? Only you know the answer to this, but if you're just starting out the answer is probably no. Don't go for the big time media just because everyone else is. If you've had media training and you're not a novice then great, but likely you're just starting out. It's rare when a national morning show will feature a "green" guest. By that I mean someone who's never been on media or has no media training. If you're getting your feet wet, start locally and build from there.
- **Networking:** The next phase of this will be networking with your media contacts. And even though I cautioned you not to shoot too high if you're just starting out, that doesn't necessarily mean you can't start networking with them early. By networking I mean connecting with them on Facebook, Twitter and Google+. Comment on their posts, their news and be sure to connect with them if the stories they publish are also featured online. As you get to know your target media (and they get to know you) you'll begin to build a relationship with them and, if you're lucky, even become a source for their stories. Most media folk are pretty well connected. If they do broadcast media and you can't find their stories online, check out the station website to see where you might find them in the social media world.
- **HARO:** Don't forget to sign up with HARO (Help a Reporter Out). If you aren't familiar with this I have an article on media leads that will guide you through this process:

http://www.huffingtonpost.com/penny-c-sansevieri/maximizing-media-leads_b_748574.htm

Responding to media leads, even in the early stages of your project, will really help you build your media database and potentially get interviewed.

- **Staying in Touch:** Once you have a story you are actively pitching, I recommend “touching” each of your media contacts at least once every six months or once a quarter if you have a really hot topic. You can keep contact with them through a quick email telling them you enjoyed their story, or through a pitch idea, but this contact should be direct. A posting on Facebook or response to a Google+ update is just part of your daily/weekly communication but it can’t and shouldn’t replace direct contact.
- **Events:** As you go to industry events, always be alert to the media attending so you can network with them. Some events might publish their attending media list, but if they don’t you can often spot media by their badge (many press passes have special colors on them so they are easy to spot). Be sure to attend evening functions, which is always a great place to identify new, potential media who may be interested in your pitch.

Building a media list is more than just creating a list, it’s about building long-term relationships with media (both online and off) that you can turn to again and again. Once you have this media list, you’ll want to keep enhancing it. As your message and media data base grows, these relationships can grow with you. Like any relationships, they’ll take time so it’s best to start early. Once you implement these action items, they should become part of your daily/weekly/monthly marketing goals. At some point, as you continue networking and connecting with the right media, you’ll find that media opportunities become almost second nature. There’s no substitute for a mention in a popular blog, magazine, radio or TV show - you just have to be ready when opportunity knocks.

Good luck!



Welcome, New PWSD Members:

Sara Bates, Fallbrook, Writer, jsbates2@sbcglobal.net

Shelley Miller, San Diego, Home Exchange Memoir, homeexchangeexpert@gmail.com

Beverly and Cliff Noble, Carlsbad, Cook Book Author, bev4recipes@gmail.com

Roxyanne Young, San Diego, Author, Editor, Online Marketing, ry@roxyanneyoung.com

Michele Daniels, Encinitas, Author Memoir, mlschwien@roadrunner.com

Barney R. McEntire, Santee, Writer/Publisher, brmcentire@cox.net

Dr. Paul Wendee, Dana Point, Value Delivery Theory, pwendee@pmwassoc.com

Jennifer Horspool, Non-Fiction, jenniferhorspool@yahoo.com

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 photo and a blurb of no more than 50 words 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

Congratulations on joining PWSD! Just remember, to get on the mailing list you'll need to sign up at www.publisherswriters.org, and to get your listing in the membership directory you'll need to contact the webmaster at webmaster@publisherswriters.org (ideally with your JPG photo, brief contact information, and a 50-word description). Also, to stay in touch with other members, sign up for the PWSD YahooGroups (www.groups.yahoo.com); type PWSD in the group search box).

Events

AUTHOR VICTOR VILLASENOR

Barnes & Noble, Oceanside, California

March 20, 6:00 p.m.

Author Victor Villaseñor will speak about his latest book, *Lion Eyes*. If you have never heard Victor speak, this is a wonderful opportunity to hear a mesmerizing speaker whose current book has been nominated for a Pulitzer Prize. This is the third time he has been in the running, and let's hope the "third time's a charm" thing is true. A Word with You Press has paired Victor with a fundraising event for *Kid Expression*, its non-profit program that encourages young people to become writers over an eight-week course. Beginning the Tuesday evening when Victor speaks, and for five days thereafter, a hefty percentage of what you spend at Barnes & Noble will be donated to this 501(c)3, simply by saying at the time of purchase that you support Kid Expression, and by presenting this event number: 10688992.

Email A Word with You Press and we will send you a flyer with the details. Please visit our website, and participate in our free writing contest to win prizes and increase your network contacts: www.awordwithyoupress.com

ANDREA GLASS – UCSD EXTENSION CLASS

April 1–30—Online Class

Andrea Glass will teach Marketing for Copyeditors through UCSD Extension. The class is ideal for new or established copyeditors who want to increase their business. Learn how to identify your area of expertise, determine niche markets, and investigate ways to market your services through online and offline strategies. Develop your marketing message and create promotional materials and presentations that relay your message. At the end of the course, you will have a 3-month marketing plan and schedule to get you into action. Build in support, accountability, follow up, and monitoring to help stay on track. Class size is limited. Register at <http://extension.ucsd.edu>.

THE AMERICAN SOCIETY FOR INDEXING (ASI) ANNUAL INDEXING CONFERENCE

April 19–21—Bahia Resort, San Diego

ASI was founded in 1968 to promote excellence in indexing and increase awareness of the value of well-written and well-designed indexes. ASI serves indexers, librarians, abstractors, editors, publishers, database producers, data searchers, product developers, technical writers, academic professionals, researchers and readers, and others concerned with indexing. As a national professional organization, it is devoted solely to the advancement of indexing, abstracting, and related methods of information retrieval. For those who write non-fiction work, this might be the conference for you. Learn about indexing and the importance of this research tool. Go to www.asindexing.org for more details.

ESCONDIDO LIBRARY AUTHOR & POET EXPO

April 21—Escondido

More exciting plans are in the works for the Escondido Library Author & Poet Expo. The program includes:

- Listing of participating authors & poets (probably excluding book titles due to lack of space)
- Opportunity for Editors, Typists, Printers, Publishers, etc. to advertise in the program (name, phone number, and email)
- Poetry Circles to include the writing community
- Five-Minute Readings of published and unpublished poetry and/or short stories

- Five-Minute Readings of participating authors at this second table
- Memory Board, in which each participating author, poet, reader, and vendor, is welcome to place *one* identifying item (bookmark, business card, poem title with author's name—nothing larger than 3x5 card) on a large poster board. A picture of this collage will be sent to the newspapers the next day.
- Great publicity for everyone and for promoting next year's event!
- Authors Panel (Turrentine Room):
 - Winner of last year's San Diego Book Award, Toni Noel. Toni will speak about how to become a successful EBook author.
 - Lewis T. Decker's "Fingerprints...A Coffeehouse Reader" is in its second printing.
- Poets: One of Escondido's best known poets, Charlene Coleman, will be joining the Poetry Circle for several readings during the day.

If you are interested in participating contact Mary Lenore Quigley at www.Q2Ink.com.

LOS ANGELES TIMES FESTIVAL OF BOOKS

April 21–22

A Word with You Press is leasing a booth again this year at the *Los Angeles Times* Festival of Books, held this year on April 21 and 22 at the campus of University Southern California. The event is the largest of its kind, with close to 150,000 people expected. We are offering a timeshare of the booth, never more than four authors at one time, if you would like a chance to sell your books or promote your services. Price per two-hour block is \$40 to \$60, depending on the time of day you would like to reserve. Discounts are offered if you take more than one slot. It's a great way not only to sell your books but to network with kindred spirits, without having to absorb the entire cost a booth yourself. To reserve a spot or for more information, contact thorn@awordwithyoupress.com.

A Word with You Press is looking for a working partner, whose focus and whose income will be generated by marketing and distributing the fine books we have in our library (nine books in a year and a half, including a Pulitzer Prize winner, and multiple genres). The ideal candidate will be Web and media savvy, well organized, and able to work comfortably from both our office in Oceanside, or their home. Blogging and Wordpress experience necessary. Mailchimp, Facebook, Twitter and event planning fluency a real plus. We have fine books and offer honest and excellent services that can flourish with the input of the right candidate. Contract, scope of work and compensation negotiable. Please email thorn@awordwithyoupress.com after visiting our website.

ANDREA GLASS – UCSD EXTENSION CLASS HOW TO WRITE SELF-HELP or HOW TO BOOK

May 1–31

Andrea Glass will teach "How to Write a Self-Help or How-To Book" through UCSD Extension online May 1–31, 2012. You have a unique opportunity to share your unique wisdom. As a self-help author you can offer advice in the areas of health, finance, business, spirituality, or personal growth. In the how-to market you can choose any topic you're an expert in, from how to choose wine and grow organically to building furniture or maintaining your car's engine. Discover how you can share your knowledge with the world by writing a self-help or how-to book. Identify with your motivation and select the best ideas. Identify your ideal readers and create an outline for your book. Then you'll begin to gather content, start the writing process, and set a writing schedule for support and accountability to finish the book. Class size is limited. Register at <http://extension.ucsd.edu>.

OP-ED SEMINAR: WRITE TO CHANGE THE WORLD

May 5, 10 a.m. to 5 p.m.—UCSD Campus, San Diego, California

The OpEd Project is an initiative to expand the range of voices we hear from in the world, with an immediate focus on increasing the volume of women thought leaders in the public sphere to a tipping

point. Since women currently do not submit to key opinion forums with anywhere near the frequency that men do—and because these gateway forums feed all other media and drive thought leadership and policy—the OpEd Project targets and trains women experts at top universities, think tanks, nonprofits, corporations, and community organizations to write op-eds (opinion editorials) and more broadly to take thought leadership positions in their fields. The OpEd Project connects women to a national network of high-level mentor-editors and channels them to the media gatekeepers who need them, across all platforms. The OpEd Project is the recipient of seed funding and a 2008–2010 fellowship from [Echoing Green](#). Barbara Field will conduct this all-day seminar explaining how to write effective op-eds. To learn more about the Women’s Thought Programs and the May 5 seminar, contact Barbara Field at Barbara@opedproject.org.



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

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 our monthly meeting and **writing up the meeting recap** for this newsletter? If so, contact Lauren Castle at lauren@impress-express.com. She's accepting sign-ups for 2012. 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!

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

Newsletter Editor

All My Best

Business and Nonfiction
Copyediting

Lynette M. Smith

"Get the Results and Respect Your
Writing Deserves!"

714.777.1238

www.AllMyBest.com
Lynette@AllMyBest.com

Copyeditor



"You never get a second chance to
make a first impression!"

Lauren Castle

Image management specialist

858.459.7400
www.impress-express.com
lauren@impress-express.com

Circulation Manager

YOUR NAME HERE

as

Content Editor:

**VOLUNTEER
TODAY!**

Content Coordinator