

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

April 2012

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Publishers & Writers of San Diego (PWSD)

is a professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10 a.m. to 12 noon on the last Saturday of each month (except November and December), at the 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 for information and to RSVP for meetings.

Closing date for newsletter contributions is the **1st day of each month**. Send contributions to Glenna A. Bloemen at gab11853@aol.com

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

Next Meeting

Date: Saturday April 28, 2012
Time: 10:00 a.m. to 12:30 p.m.
Location: Carlsbad Dove Library – Auditorium
1775 Dove Lane, Carlsbad, CA 92011
Topic: Solid Gold Marketing
Presenter: Sheryl Roush

Solid Gold Marketing: Discovering Your Dynasty

How to Use Speaking to Mine Gold and Boost Book Sales

This is a double-loaded program—addressing public speaking and marketing skills!

In this interactive program, you will discover “the Mother Lode” of useable ideas:

- Tap into the rich veins of unique markets for selling your books
- Strike it rich in the streams of self-publishing
- Leverage public speaking to promote your book, gain credibility—and boost sales!
- Mine more nuggets from your efforts to build your empire
- “The Golden Guide”—what gets placed where in your promotional materials to get radiant results

About the Speaker: *Sheryl Roush, a professional speaker for 25 years, will openly share her journey, which has taken her from her native San Diego, and from owning five graphic design studios, to becoming an internationally top-rated speaker, having presented over 3,000 presentations and numerous speaking tours throughout nine countries.*

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**LOOKING FOR A NEW
CONTENT COORDINATOR!
WILL YOU HELP?
For more information
or to volunteer,
Contact Glenna Bloemen at
gab11853@aol.com**



If you plan to attend one of our monthly meetings, please help out and volunteer to write the **recap** for this newsletter.

Contact Lauren Castle at lauren@impress-express.com. She's accepting signups for 2012. We're looking for one volunteer a month so we can have each meeting covered.



By Karla Olson

President, Publishers & Writers of San Diego

At the March meeting, David Wogahn of SellBox.com brought us up to date on the latest developments in eBook publishing. Overflowing with information, David discussed the latest trends in ebooks, marketing and positioning, and pricing, and he even got into a bit of the technical side of things. He's agreed to share his slides, so if you missed the meeting, get them at <http://www.sellbox.com/2012/04/ebooks-and-ereading-presentation-publishers-writers-san-diego/>

I'm very excited to welcome Sheryl Roush as our speaker on April 28. Many of you know Sheryl as the author and publisher of the *Heart of a . . .* Series of inspirational books. She is going to speak to us about her publishing journey and also about how to get and use speaking engagements to sell more books. You won't want to miss this meeting.

Please note: The April 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 have had 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've got some very exciting meetings coming up. Join us on May 26 to hear literary agent Kevan Lyon speak about how to get representation in this very challenging climate. I've seen Kevan speak before, and she is terrific. In June, author and coach Deirdre Maloney will tell us how to have successful book presentation and signing events. She's been regularly selling books to 50% of her audiences, and she's going to let you in on her secrets. July 28 is Nancy Juetten, down from Seattle.

Nancy is an expert in writing an exciting and enticing bio—a neglected but essential part of every marketing piece. "Bye Bye Boring Bio" is the name of Nancy's intriguing presentation. And I am thrilled to announce that on August 25, Amazon is sending representative Thom Kephart to introduce us to the abundance of author resources on Amazon, including Kindle Direct Publishing and CreateSpace. You will be amazed at the support available through Amazon, so don't miss this meeting.

Thank you to those who have volunteered to help out with the redesign/rewriting of the website (so needed). If anyone else is interested in getting involved, please let me know as soon as possible. We will have a planning meeting in next couple of weeks. Remember, many hands make quick work, so the more of you who are involved, the better. Thanks again!

See you all on April 28.





Upcoming Events

Upcoming Read Local events include a Local Author Day at Warwick's on April 14. Author slots were all taken in a couple of hours, so I've started a priority waiting list for the next couple of events. I hope to set the dates for those as soon as possible.

Our co-op booth at the Encinitas Street Fair on April 29th is almost sold out. I have one slot available from 9:00 to 11:30 and another one from 1:30 to 4:00, so let us know right away if you would like to take one. Cost is \$25 per time slot. Please email Laura Kohl at lkohl1920@hotmail.com to reserve.

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



These are our newer members, Christine Hartwell and Lucy Cafiero, at Lucy's first book signing. The event was held Saturday, March 31, at the San Pasqual Wine Tasting Room on La Mesa Boulevard in La Mesa. Lucy's first book, *One in Eight*, is her personal story about breast cancer survival. The book is also filled with general information about the types of cancer, plus breast cancer awareness tips. Lucy currently teaches breast cancer awareness to high school students in North County. Congratulations, Lucy!

Do you have a book signing event coming up? Would you like to include the event in the newsletter? Then email the Editor with your information, and we will include it.



Why You Must Suck It Up & Create Your Facebook Business Page Today

*Reprinted with permission from the March 1, 2012, Issue #267 of
THE BOOK MARKETING EXPERT NEWSLETTER*

If kids, soon-to-be adults and millions of not-so-young adults are your future audience, then you need to have a Facebook business page, as you need to be where your audience is. And, today, our children, teens, young adults, and even older adults like my former roommates and my ex (who deny they are addicted to Facebook) can be found updating their profile, commenting and changing their status updates regularly.

The *New York Times* even wrote an article recently that showed kids are finding crafty ways to get around the increasing number of Facebook bans their schools are implementing. One eighth grader, who preferred not to be named, said he coached a school administrator on avoiding the ban last year. “She hated not being able to get on Facebook at work and asked for my help one day in the office,” the boy explained, more than a little sympathetic to her plight. “What could I do?”

It came as no surprise to me, and it's speaking volumes of the need for small businesses, as much as they want to continue down that stream of FB Denial, to get on board and create a Facebook business page. It is time for them to put themselves in front of this next generation of Facebook addicts.

Need more proof?

5 Reasons Why You Must Set Up a Facebook Fan Page Fast!

1. Kids, soon adults, and millions of young and not-so-young adults are your future audience, and they are all there, “friending” Justin Bieber under their covers (like my daughter last night) when they should be asleep.

2. With over 600 million users and almost 50% of them on Facebook daily—stop—think about it—and over 40% of existing businesses already up and running on it, you want your business to be where your customers and potential customers are going, right? If you knew that your customers were passing by one of the huge billboards in Times Square every day and those billboards didn't cost millions per month to be advertising there, you would want to be up there—wouldn't you?

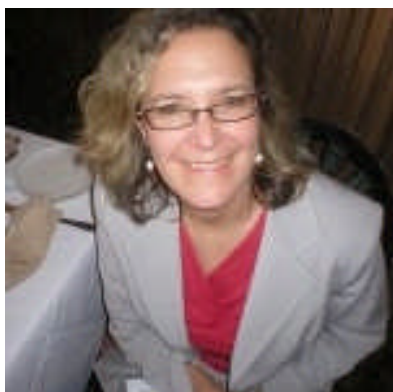
3. Your Facebook business page is like the huge billboard in Times Square except for the fact that it's free. Your customers are there, their friends are there. And you can say a heck of a lot more on a Facebook page than you can on a billboard.

4. The search engines love a Facebook business page. Because a business page is a public URL and not a private one, your site will have a much easier time making it to the top of a Google search than your website. That's unless you've invested a lot of \$ into SEO (not that there's anything wrong with that).

5. As mentioned earlier, your competition already has a Facebook business page, and not because they want to share about their favorite rice and beans recipe. The “Like” button has become the new “link.” Many online marketers, me included, now believe that the Facebook “Like” button is becoming just as significant as backlinks to a website. In other words, the more “likes” your page has, the greater the chance of it's ranking high in the search engines for your specific field and keywords. So think of it as a link and encourage your customers to press it. Every time you update something on your page these customers will now see it as they have been “linked” to it.

There are so many good reasons to create one of these Facebook business pages I could blather on and on about them forever. For now, think about the math. The average Facebook page has 140 friends. When you post to Facebook, your “friends” and all their “friends” will view your post. Can you spell V-I-R-A-L? As insane as it might sound, there's a reason why Shop Rite wants you to “Like” them on Facebook.

Guest post by Suzen Pettit: Suzen specializes in designing, building, marketing and maintaining optimized websites and social media profiles for busy small business owners. By using her strategic Internet marketing techniques you will ensure your business is being found and that clients are seeing what YOU want them to see on the Internet about you. For even more free tips, tools, strategies and resources, read her free articles at: <http://www.omaginarium.com/blog/>



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

Karla: As of November of this year, I will have been involved in book publishing for 30 years. I've always been most interested in the strategic development of books, setting goals for the outcome and reception of the book in the marketplace. I love to work with writers, to help them realize their dream of writing a book that will speak to a particular audience and enhance others' lives, whether through entertainment or information.

PWM: What first attracted you to publishing?

Karla: I knew in college that I wanted to work in the publishing industry. I've always loved books and reading and writing, and I saw publishing as a way to embrace what I love as a career. Lucky for me, the industry has gone through revolutionary changes during the years I've been working in it, and that has kept it interesting and challenging.

PWM: Did you previously have related experience in publishing?

Karla: This has been my chosen profession since early on. I started at a traditional (legacy) publisher in New York, and then worked for many years as the Editorial Director of a book development company. I have had a couple of consulting businesses, Via Press and now BookStudio, and I've also worked for several publishers, particularly as Creative Director of Tehabi Books. It has been a fascinating, exciting journey for me.

One of the many wonderful things about this industry is that you are constantly learning new things, about new subjects. I must admit, after 30 years in the business, I am great at a cocktail party—I know a little bit about so many subjects!

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

Karla: I've been involved in PWSD for 6 or 7 years. I was on the board as director of volunteers until 3 years ago, when I became president. Prior to that, when I lived in Phoenix, I was on the board of Arizona Book Publishers Association.

Throughout my career I have been a big supporter of publishing trade associations. I believe it is imperative to work together to maintain professional standards for all publishing strategies—legacy, independent, or print on demand—that deliver on a promise to the reader. If we don't, this exciting author-driven movement going on in publishing right now will collapse like a house of cards.

I'm so excited that PWSD has been able to be there for so many writers who are interested in exploring the possibilities of publishing. I think we had about 35 members when I joined PWSD so long ago. Now we have over 180! There is a tremendous amount of power in what we can learn from each other through this organization and its national counterpart, Independent Book Publishers Association.

PWM: What are you working on now?

Karla: I always have about 15 book projects that I am working on with BookStudio, my publishing consulting business. But I am also working hard on my other project, Read Local. I came up with the idea for Read Local about 2 years ago, and PWSD and the rest of the writing community have been very supportive. The idea is to find ways to highlight local authors within their communities, and to give authors opportunities to market their books directly to potential readers. We do this in two ways. First we have developed a subscriber database of authors searchable by location. I was hearing so often—from librarians, booksellers, producers, reporters, etc.—that they would love to feature local authors, but they couldn't find them. So I decided to create a website where they could search by zip code or location, and find authors and their books in their area. Although in the beginning stages, Read Local already has over 100 subscribers and has been used by librarians to put on book festivals (La Mesa most recently), by producers for on-air guests, and by reporters for local interest stories.



In addition, through the nonprofit Read Local Foundation, we organize local co-op events for authors, such as street fair booths. By co-oping the booth fees, we allow authors to participate in street fairs without breaking the bank. This has been a very popular initiative.

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

Karla: Don't compromise! If you are going to put your work out there, don't rush it into production at the risk of errors and gaffs. Commit to going through the process as professionally as possible. Research your market, plan your book, then write and rewrite. Hand your book over to professional editor and listen to what he or she suggests. Work with a book designer to get a terrific cover design—one that is targeted to your market, not just something you like. Choose the best strategy for bringing your book to market, not based on cost but based on your potential readers and how they would like your material delivered to them. And finally, don't market with only the energy and resources you have left over. Marketing continually to your pinpointed readers is the only way to get word out about your book. Don't be overwhelmed. Just commit to doing 1 or 2 smart, strategic things every day to create awareness of your book and yourself as an author.



Welcome, New PWSD Members:

Shirley Clukey, Alpine, Editor and Non-Fiction Writer
A. B. Curtis, Escondido, Author
Paula Shaw, San Diego, Self-Help Author
Gus Rowe, Encinitas, Non-Fiction Writer

Congratulations on joining Publishers and Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing! You all have made a wise investment.

While there are many benefits to being a member of PWSD, you'll need to take the following two steps to optimize your membership:

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

You'll also enjoy these additional benefits of membership:

- Monthly meetings, held the first 10 months of the year (usually on the last Saturday), that offer educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- Our monthly electronic newsletter, *Publishers & Writers Monthly*, containing information about local, regional, and national publishing activities, including news regarding your annual holiday social event that provides a time to socialize with members and new prospects;
- Discounts on national membership dues for Independent Book Publishers Association (www.ibpa-online.org), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
- An opportunity to stay in touch with other members by signing up for the PWSD YahooGroup (www.groups.yahoo.com) (type PWSD in the group search box); and
- Regional collaborative marketing efforts.

Let us know if you have any questions or comments about your membership with PWSD, or any ideas to improve upon our mission. Again, welcome to PWSD.

Karla Olson, President, PWSD
Jeniffer Thompson, Web Design, PWSD
Antonio F. Vianna, Treasurer/Membership, PWSD

THE AMERICAN SOCIETY FOR INDEXING (ASI) ANNUAL INDEXING CONFERENCE

Thursday–Saturday, 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

Saturday, 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, speaking about how to become a successful EBook author; and Lewis T. Decker, whose *Fingerprints...A Coffeehouse Reader* is in its second printing.
- Poets: One of Escondido's best known poets, Charlaine 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

Saturday & Sunday, April 21–22, USC Campus

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. So 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 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 booth cost 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.

**General Meeting/Discussion, Independent Writers of Southern California's
ANNUAL AGENTS PANEL, AGENTS UPDATE 2012: "WHAT WRITERS MUST KNOW
ABOUT FINDING & WORKING WITH REPRESENTATION TODAY"**

Monday, April 30, 7:30–9:00 p.m., Culver City

In a changing marketplace, it's more important than ever to have an advocate to fight for you when going the route of traditional publishing. Our April program will present a panel of stellar Southern California agents and a prominent literary attorney who will provide a look at their world today. We'll cover what you need to know to find the right representative, how to get their attention, and the steps you should take to create the strongest relationship. In addition, we'll look at the ebook factor, transitioning from self-publishing to traditional publishing, book-to-film deals, and phone apps. We also have a top manager of scriptwriters and directors, as well as a veteran author/screenwriter to share their insider insights. Come join us! **Panelists:** Susan Finesman, Agent, Fine Literary; Paul S. Levine, Agent/Attorney, Paul S. Levine Literary Agency; Jill Marr, Associate Agent, Sandra Dijkstra Agency; Jennifer Rofé, Agent, Andrea Brown Literary Agency; Jewel Ross, Manager, Silent R Management; Marv Wolf, Author/Screenwriter; and Moderator Robin Quinn, Book Editor/Coach. **Location:** Veterans Memorial Building, 4117 Overland Avenue, Culver City. Free parking when you enter on Culver, Corner of Culver Boulevard. **Admission:** IWOSC members free, Non-members \$20, Walk-ins \$25, space permitting. **Reservations required:** To reserve, call 877-799-7483 or email info@iwosc.org and give your first and last name, phone number, and whether you are a member. Deadline, space permitting, is 12:00 noon on the day of the meeting, and reservations are honored until 10 minutes before the meeting begins. If you reserve and cannot attend, please email info@iwosc.org to let them know.

Andrea Glass—UCSD Extension, Online Class:

HOW TO WRITE A SELF-HELP OR HOW-TO BOOK

Tuesday, May 1, through Thursday, May 31 (entire month)

Andrea Glass will teach "How to Write a Self-Help or How-To Book" through UCSD Extension online. 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 now at <http://extension.ucsd.edu>.

OP-ED SEMINAR: WRITE TO CHANGE THE WORLD

Saturday, May 5, 10:00 a.m. to 5:00 p.m., UCSD Campus, San Diego

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](http://EchoingGreen.org). This all-day seminar explains how to write effective op-eds. To learn more about the Women's Thought Programs and the May 5 seminar, contact Barbara Field, Regional Manager at Barbara@opedproject.org.

CHILDREN'S BOOK FAIR

Sunday, May 20, 2012, La Mesa

For information about this event, contact Deena While, Readers, Inc., A Children's Book Store Designed for KIDS!, 8219 La Mesa Boulevard, La Mesa, 619-461-1400, www.readersinonline.com.



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 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. She's accepting signups 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!

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