

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

May 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 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](http://www.PublishersWriters.org)

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**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send contributions to Glenna A. Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

If you would like to sign up for a **member profile**, contact Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com)

## ***Next Meeting***

**Date:** Saturday, May 26, 2012  
**Time:** 10:00 a.m. to 12:30 p.m.  
**Location:** Carlsbad Dove Library–Auditorium  
1775 Dove Lane, Carlsbad, CA 92011  
**Topic:** Literary Agents and the Publishing Industry  
**Presenter:** Kevan Lyon, Marsal Lyon Literary Agency

May's meeting will explore the world of literary agents.

Once you are published, you are faced with the inevitable question – Do I hire an agent to sell my creative work?

The answer to this can be complex. If you do chose to hire an agent, then finding just the right agent is a difficult task.

On Saturday, May 26, 2012, Kevan Lyon of the Marsal Lyon Literary Agency will take the mystery out of hiring and working with agents. She is going to let us in on all the secrets of how to work with a literary agent to profitably sell your book to a publisher.

Ms. Lyon will provide information on how to:

1. Find the right agent
2. Approach an agent
3. Understand what an agent does
4. And lots more

Ms. Lyon will give us the agent's perspective on the revolutionary changes in the publishing industry, and tell how to give your project the best chance to be picked by a publishing house.

## President's Message

### PWSD Officers

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**LOOKING FOR A NEW  
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WILL YOU HELP?  
For more information  
or to volunteer,  
Contact Glenna Bloemen at  
[gab11853@aol.com](mailto:gab11853@aol.com)**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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

Contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com). 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**

Sheryl Roush of Sparkle Presentations is a lifesaver. Stepping in at the last minute, Sheryl did indeed deliver a sparkling presentation about creating a publishing dynasty (always think about how your book can be multiple products) and how to sell your book as a speaker. She shared proven speaker and product one-sheets, showing how to position yourself, both conceptually and visually, in the best possible way. Sheryl is many things: a coach, a speaker, a graphic designer. If you are interested, please visit her website at [www.sparklepresentations.com](http://www.sparklepresentations.com)

Join us on May 26 when Kevan Lyon of the Marsal Lyon Literary Agency is going to let us in on all the secrets of how to work with a literary agent to sell your book to a publisher. She will give us the agent's perspective on the revolutionary changes in the publishing industry, and tell how to give your project the best chance to be picked up. This is going to be a fascinating meeting that you won't want to miss.

Please note: The May 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. Go to [www.publisherswriters.org](http://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. June 30, author and coach Deirdre Maloney will tell us about 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 on 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.

To go along with updating your bio, at our July 28 meeting, professional photographer Chad Thompson of Chad Thompson Photography will be offering appointments, right there at the library, for professional headshots. We will be making appointments from 9:30 to 10:30 and noon until whenever. A set of professional headshots will be \$35. This is a terrific deal! Check out Chad's work at [www.chadthompsonphotography.com](http://www.chadthompsonphotography.com), and sign up for an appointment at <http://chadthompsonphotography.com/pwspd/>. This is a great opportunity to get a head shot for the back of your book, your website, or your promo materials. Don't miss out!

**Continued on page 3**

## ***President's Letter Continued from page 2***

And I am thrilled to announce that on August 25, 2012, Amazon is sending a representative, Thom Kephart, to introduce us to the abundance of author resources on Amazon, including Kindle Direct Publishing and Create Space. You will be amazed at the support available through Amazon, so don't miss this meeting.

Thank you to those of you 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 the next couple of weeks. Remember, many hands make quick work, so the more of you who are involved, the better. Thanks!

See you all on May 26.



### *News/Announcements*



Our co-op booth at the Encinitas Street Fair on April 29, 2012 was great! All together, the authors sold 30 books! And they were able to give out a lot of information about their books, so they may have sold even more.

Upcoming, we are planning to have a booth at the Fiesta Del Sol in Solana Beach on June 2 and 3, 2012. We will have three shifts per day: 9:00 a.m. to 11:30 a.m., 11:30 a.m. to 2:00 p.m., and 2:00 p.m. to 5:00 p.m. For more information or to secure a timeslot, please contact Laura Kohl at [lkohl1920@hotmail.com](mailto:lkohl1920@hotmail.com). Please let her know what time slot you would like and whether you would like Saturday or Sunday—or both! Each slot is \$25.00. As always, first come, first served. This is a busy fair, with music in the evenings that draws a lot of people, so you won't want to miss out.

Be sure to sign up for the Read Local newsletter to get notices about upcoming events and activities. Go to [www.sandiego.readlocal.org](http://www.sandiego.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.sandiego.readlocal.org](http://www.sandiego.readlocal.org)



# Design Your Print Marketing to Consistently Get Great Results

Sheryl Roush, Sparkle Presentations, Inc.

Are you making this major mistake in your marketing material: emphasizing yourself, your service or your products, at the expense of your prospect and customer?

We all come from a “What’s In It for Me?” (WIIFM) perspective. Make sure your promotional literature keeps that customer-centric viewpoint front and center. Your marketing materials must succeed:

- ❖ In the first few seconds, readers are deciding: “Do I need to read this, or can I recycle it? Pitch it?” On websites, you have 2.5 seconds to show relevance and create a sense of urgency. The impact you want to leave them with: “You need to read this, and you need to read it now.”

## Relevance

- ❖ After you establish relevance, readers are browsing, looking for signs that the material is still relevant to them. They’re asking, “How will this benefit me?” You have a maximum of 1.5 minutes to confirm that they made the right decision in reading your copy.

## Confirmation

- ❖ Readers are looking for instructions. Answer this question for them: “What should I do next?” Be specific. Who should they call? What should they do? How can they buy?

## Action - The Interrupt Stage

- ❖ Your potential customer has more media and opportunities vying for his or her attention than ever before. You need to interrupt your prospect’s plans for the moment, to make your material the most compelling thing in his or her universe at that time. That’s why relevance is so important.

## Design with the End in Mind

Often, the last part of a marketing piece gets the least amount of design and copywriting attention. That’s a mistake. Follow these design steps to get the impact you want from marketing pieces and your website:

**Step 1:** Concentrate on the action you want readers to take. Research shows that your “call to action” should be positioned in the bottom right-hand corner of a page.

**Step 2:** Now, decide how you will grab attention and establish relevance in the upper left-hand quadrant of that page, which is where researchers say we look first at any document. What needs to be there graphically to interrupt readers, and capture their interest?

**Step 3:** Design the upper, right-hand corner of the page with short body copy. Give a strong, clear answer to the question: “What’s in it for me?”

**Step 4:** This last part is the payoff for the avid readers—10-15% of the population. Provide more in-depth copy for those who want to know more in the lower left quadrant of the page.

## ‘Hot’ Words that Get Results

When you speak to your audience in print or on the Web, use “trigger” words. Here are the top ones on the list of 38:

1. **Free/Complimentary:** Choose the one that best fits your reader's level of sophistication. Be careful to keep these words out of subject lines in email blasts. Run any mass emails through a free "spam filter check" that you can find via Google.
2. **You/Your:** They create a relationship with your reader.
3. **How to:** If you want to provide a seminar, offer training or help, these words will hit home.
4. **Benefit:** Don't assume that spelling out your benefits is enough. You have to use the word "benefit" to reinforce it for people.
5. **Money:** Tell people how to get it, save it, earn it. The word itself is a huge draw.
6. **Value:** How will your readers' lives be changed or made better? Tell them that this is the value.

*About the Author: Sheryl Roush is President/CEO of Sparkle Presentations, Inc. She is a speaker, trainer, speaking coach, and 13-time author. "Working with organizations that want to sharpen their internal and external communication to boost morale, garner attention and get results," Sheryl Roush brings to your program over 35 years in communication: in person, in public and in print. You can reach Sheryl via email at [Sheryl@SherylRoush.com](mailto:Sheryl@SherylRoush.com) or by calling 858-569-6555 to schedule. Videos and blog: [www.SherylRoush.com](http://www.SherylRoush.com)*



## Legal Updates

**Stealing Ideas?** "Brick City" is a well-known nickname for Newark New Jersey, which has long suffered from high rates of poverty and crime. In 1990, Everett Jackson wrote a novella called *Brick City*, telling the fictional story of five teenagers in a hard-life, big-town housing project.

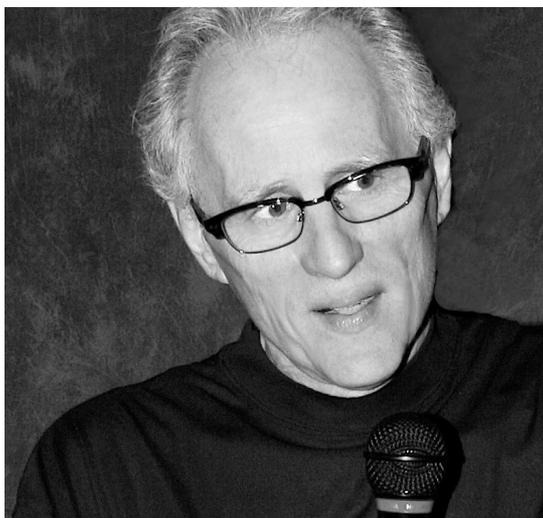
Seventeen years later, Sundance Channel began airing a series also called *Brick City*, documenting the real-life attempts of Mayor Cory Booker to reform the city. Jackson sued, claiming infringement of the copyright in his 1990 novella.

**Court decision:** The court read Jackson's book and watched the entire first season of the television show. From a comparison of the two works, it is clear that no reasonable observer could find his book and the defendants' show **substantially** similar beyond a few "scenes a faire" (conventions of the genre). One sentence of dialog—"I know the kid"—is not enough. There was no infringement.

**Moral of the story:** The key phrase is "substantial similarity." An *author's particular expression* is protectable, while the *general theme or idea* is not. (*Jackson v. Booker*, U.S. Ct. of Appeals, Third Circuit, No. 11-3400, decided 2/16/2012, not officially published.)

Summary by Randal Morrison, 619.234.2864, [rrmatty@yahoo.com](mailto:rrmatty@yahoo.com).





## David Wogahn

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Carlsbad, California

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- [www.sellbox.com](http://www.sellbox.com)

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

**David:** I am currently most actively involved in eBook publishing and Internet marketing consulting.

**PWM:** What first attracted you to publishing?

**David:** I was first introduced to publishing while working for Times Mirror, the former parent of the *Los Angeles Times*. I landed there after managing IBM's donation to the 1984 Los Angeles Olympics (the Games no other city in the world wanted, by the way).

**PWM:** Did you previously have related experience in publishing?

**David:** While at Times Mirror, I had a chance to work with just about every type of publisher. Not just newspapers and magazines, but art book publisher Harry N. Abrams and a range of college and scientific publishers. In 1992, I volunteered to be the point person on the use of multimedia CD-ROMs and something called the "Internet." (I recall attending a conference in Washington, DC in early 1993 where a presenter told the group we would run out of Internet addresses in three years.)

Shortly after this, I joined a start-up here in Carlsbad that was producing CD-ROMs for college football programs like Notre Dame and USC. The Internet essentially put us out of business, so we did a pivot to the Web, and three college website businesses later, here I am.

More recently, I got involved in publishing a print directory for the golf industry. I sold advertising and we also did email and direct mail marketing.

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

**David:** I joined PWSD in June of 2011 as a last-minute stand-in to speak about eBook publishing when the previously scheduled speaker had an emergency. I have to give credit to Andrea Glass for referring me to Karla. I had started a Kindle Publishing group a year earlier, and Andrea attended a meeting. I should also give a shout-out to Thorn Sully, because I had taught a workshop for him and had already prepared a good amount of background material. The PWSD presentation was so warmly received that I've been coming back ever since.

But that isn't the only reason. I also think the programming is excellent. If you don't leave with at least one good idea, then you weren't listening, or weren't asking questions. Publishing is going through tremendous changes, and I find our programs are one of the best ways to stay current and network.

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

**David:** My big focus these days is convincing businesses and non-profit organizations about the content marketing value that comes from publishing an eBook. I'm surprised by how many continue to publish PDFs that are nearly impossible to enjoy on a Smartphone screen. I expect that will change over the next year as non-traditional publishers get introduced to our version of publishing.

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

**David:** I've noticed in my website analytics that I get a lot of visitors clicking through from publisherswriters.org. This is a huge member (and SEO) benefit, and members should be leveraging it. I've seen more than a few PWSD member profiles without links to more information about the member. *If you don't have a website, you should link to your LinkedIn profile or your author profile on Amazon (if you have one).* If you don't know what I am talking about or you have questions about the best way to do this, give me a call or send me an email.



*Pictured here is a recently completed project for the Alaska Siberia Research Center.*



## Welcome, New and Returning PWSD Members!

### **NEW MEMBERS:**

**Josie Balkowski**

**Jennifer Boudreau**, Murieta, coach and speaker

**Debbie LaChusa**, Santee, non-fiction

**Beverly Hawkinson**, Escondido, how-to, self-help, non-fiction, children's

**Jill Knox**, Oceanside, author

**Eileen Mendel**, Carlsbad, non-fiction writer

### **RETURNING MEMBERS:**

**Dharlene Marie Fahl**, El Cajon, inspirational writer, poet

**Francesca Romero**, Oceanside, publisher, social media management

**David Vokac**, San Diego, travel guide author

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 a 50-word description to [Webmaster@PublishersWriters.org](mailto: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](http://www.ibpa-online.org)), Small Publishers Association of North America ([www.spannet.org](http://www.spannet.org)), and Small Publishers, Artists, and Writers Network ([www.spawn.org](http://www.spawn.org));
- An opportunity to stay in touch with other members by signing up for the PWSD YahooGroup ([www.groups.yahoo.com](http://www.groups.yahoo.com)) (type PWSD in the group search box); and
- Regional collaborative marketing efforts.

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

Karla Olson, President, PWSD

Jeniffer Thompson, Web Design, PWSD

Antonio F. Vianna, Treasurer/Membership, PWSD



Image Strategist/Style Advisor and PWSD Member **Lauren Castle** has expanded her company, Impress Express (<http://Impress-Express.com>) to include J. Hilburn, Men's Clothier. Impress Express offers hundreds of high-end and well priced European fabrics to choose from for customized shirts and suits.

Now in addition to coaching authors and publishing executives in the ways to present themselves effectively, she provides men with outstanding reasonably priced custom clothing. Next time you're invited to make a speech, presentation, provide a workshop or be interviewed, you'll definitely want to work with Lauren and make that first impression a lasting one. (And for the ladies in our organization, Fathers Day and Graduations are just around the corner; a one-of-a-kind custom shirt for that one-of-a-kind guy makes a perfect gift.) Check it out at <http://laurencastle.jhilburn.com/> or give Lauren a call at 858-354-1010.

### *Events & Resources for the Publishing & Writing Community*

## **CHILDREN'S BOOK FAIR** **Sunday, May 20, 2012, La Mesa, California**

A Children's Book Festival in La Mesa is almost here! With lots of interesting authors of picture books and books for young adults, this event will surely interest all book lovers. Disney Animators will be here directing kids to draw some of our favorite characters. Professional Storytellers of San Diego will carry us away with breathtaking stories. Even the PGA and Tennis Association will be here attracting our children to a more active life, and Children's Hospital will show us a healthier life-style.

There is so much more going on, you have to attend to see everything. There will be plenty of eateries in the area to keep the growling tummies away.

It all happens on Sunday, May 20, 2012, from 10am-4pm in the La Mesa Plaza parking lot and fountain area, located in the 8100 block of La Mesa Blvd. The La Mesa Blvd. trolley station is right in the heart of this event, so do take the trolley! For more information, visit [www.ChildrensBookFestivalLaMesa.webs.com](http://www.ChildrensBookFestivalLaMesa.webs.com) or else call 619 992-6240.

## **RESOURCES**

California Writer's Club: [www.calwriters.org](http://www.calwriters.org)

Independent Writers of Southern California: [www.iwosc.org](http://www.iwosc.org)

Romance Writers of America: [www.rwa.org](http://www.rwa.org)

Society of Children's Book Writers & Illustrators:  
[www.scbwi.org](http://www.scbwi.org) (national) or [www.sandiego-scbwi.org](http://www.sandiego-scbwi.org) (chapter)

Southern California Chapter Mystery Writers of America – [socialmwa.com](http://socialmwa.com)



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

*From the Editor*

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, Web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of [www.PublishersWriters.org](http://www.PublishersWriters.org) for membership information, and visit the home page to sign up for this newsletter.

**The closing date for newsletter contributions** is the **1st day of each month**. Send your contributions to [gab11853@aol.com](mailto:gab11853@aol.com).

Would you like to appear in a **member profile**? If so, contact Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com).

Would you like to help out by taking notes at one of our monthly meetings and then **writing up the meeting recap** for the next newsletter? If so, contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com). 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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