



Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

July 2012

In this Issue

Next Meeting
President's Message
Feature Article
Member Profile
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 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)

~~~~~

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, July 28, 2012
- Time:** 10:00 a.m. to 12:30 p.m.
- Location:** Carlsbad Dove Library–Auditorium
1775 Dove Lane, Carlsbad, CA 92011
- Topic:** Learn about the PWSD Website
- Presenter:** Jeniffer Thompson, Monkey C Media

Join us on Saturday, July 28th as [Jeniffer Thompson of Monkey C Media](#), reveals all the bells and whistles of the new and improved PWSD website:

- Learn how to optimize your PWSD page—what to include and why it will increase your overall exposure
- Announce your upcoming book events
- Contribute to the PWSD community blog
- And more...

Plus, learn how to get your own site ranked in the search engines and drive traffic to your own website.

- Learn why you need a professional website
- Learn what makes an author site powerful
- How to optimize your site for more visibility, drive traffic, and sell more books.

This is one meeting you won't want to miss!

Note: *The originally scheduled speaker Nancy Jutten was unable to present. Look for her at a future date and time.*

PWSD Officers

Karla Olson
President
karla@publisherswriters.org

Jeniffer Thompson
Web Master
j@monkeyCmedia.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.com

Lauren Castle
Circulation Manager
lauren@impress-express.com

**STILL 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.



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

Those of you who attended the June meeting were offered a plethora of ideas about how to secure speaking engagements that will help to sell your books, and how to sell your books at events. Deirdre Maloney of Momentum, Inc, a coaching and consulting firm, presented her tried-and-true techniques for booking engagements and making them as successful as possible. If you didn't make the meeting, Deirdre is going to do an abbreviated version of her talk at National Author's Day at the Oceanside Library on November 3. (More information below.) Or she offered to share her slides. You can email her at Deirdre@makemomentum.com.

Our next meeting is July 28, once again at the Carlsbad Library. Jeniffer Thompson of Monkey C Media will be introducing the awesome features of the new PWSD website and showing you how it can help you promote your books. She will also do a presentation on SEO. You've heard the term over and over, but what does it really mean? Jeniffer will use your membership bio as a concrete, hands-on example of how you can use SEO to promote your book and yourself.

To go along with updating your bio, also 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, and sign up for an appointment at <http://chadthompsonphotography.com/pwsd/>. 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!

Thanks again to all the volunteers (Chelsea Cowell, Shelley Miller, Sharon Lightholder, Jan Loomis, Tom Hinton) who helped put the contact together, and to Monkey C Media (monkeycmedia.com) for the new look and programming the site.

Please mark on your calendars that on August 25, Amazon is sending its 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. It will be held at the Encinitas Community Center. Please pass the word on to all your publishing and writing friends, as it is not often that we have an Amazon representative in town to answer all your questions.

As mentioned above, another date to put on your calendar right now is November 3, National Authors Day. Along with North County Authors and Poets, PWSD is putting together a great program called "So You Want to Be an Author? Don't Wait—Do It Now!" Unlike other publishing conferences in San Diego, this one is FREE! Watch this newsletter for more information.

See you all on July 28.

Publishing University Notes from Kathi Burns CPO®, addSpace to Your Life!

Publishing Industry Opportunities

Presented by Dan Poynter at the 2012 IBPA Conference

The success of your book is not about who you know, it's about who knows your book. If you are not doing social media, you are missing the boat.

Forums—everyone needs to be on list serves and publishing forums.

There are two types of forums and list serves:

1. Publishing forums
2. Forums on your subject area

They are the cheapest advice you can get. Take action and get involved. Go to YahooGroups (www.Groups.Yahoo.com) and see how active they are. Log on and contribute, chat with people of like mind about your favorite subject.

Google Alerts—sign up for specific Google alerts using key phrases around your topic of interest. Google alerts can tell you what information you need to include in your book. This is an easy, easy research tool to help you create book content.

Amazon—look up 5–6 books related to your topic and read reviews to find out what they (reviewers) want in those books and what should be left out. See what other books reviewers mention when they talk about your topic.

Give a five star review—write a review and always sign your review with your name and the title of your book. For example: “Kathi Burns, *How to Master Your Muck*.”

Reviews work! They are second referrals. Get your book known and get yourself known.

Reviewers are now different, they are bloggers. You can now find specific bloggers who specialize in your area of expertise.

Send them a print copy of your book. They will get it, sit it on their shelf and later will be looking for something to blog about. They will then pick up your book and blog about it. They are committed to your topic.

Attend Book Blogger Conventions—Dan went last year and there were 300 attendees. Average age was 23-year-old stay-at-home moms. These mommy bloggers have people all over the world who follow them.

Back Cover Sales Copy—it is extremely important that you write your back cover copy *before* you write your book. By the time Dan had finished his book, he had changed his title three times and tweaked his copy until it was perfect. He was even able to enlarge his copy font to 14 point.

Pursue Your Passion Center—you should love to write about, read about, talk about, and learn about your subject.

Social networking—post on Amazon. Write reviews. Meet new friends. This is our advantage over big publishers, because we are focused on our topic much more than they can be.

Figure out who your customers are and where they are—go directly to user groups. Dan's book about parachuting would not sell in bookstores, but it sure sold in parachute stores!

In 1969 there were fewer than 3,000 publishers in the U.S. Now there are over 90,000! Nonfiction books are becoming more and more specific and popular. Fiction is much less expensive to produce.

Go where your customer is! Sell into your own tribe. Bookstores are a lousy place to sell books. Not everyone is your reader. You need to go specifically to your customer to get sales. Go directly to where your customers hang out and congregate. Don't try to sell to everybody. The places to move quantities of Dan's books were skydiving schools and skydiving shops. They bought in quantities, paid in Net 30 and did not return copies. It was in their best interest. It promoted their industry.

Readers are switching to eBooks. Everything about our industry is changing; the winners will be the authors who embrace these changes. We are closer to our buyers. Our customers have moved and we need to find them where they are.

Digital Book Sales rose 5.1% in 2011, up from 2010 (*Note: That last part is what I believe he said.*)

Newspapers in 1989 sold most newspaper advertising. This year the week before Publishing University, the *Los Angeles Times* fired 23% of its writers. Most newspapers will be gone in five years. Probably only five newspapers—the big five—will survive.

eBook—*please drop the hyphen!* It deserves to be its own name. Not e-book. eBooks are replacing pBooks. Audio books will still a player in this industry, because there are many people who travel and cannot read.

Learn and use iBooks—cookbooks, research, study materials. They are not in the future, they are *now*.

iPad, with its instant-on feature, now takes less time than pulling out a piece of paper.

Forget the paper books of the past—spend time learning new technology or you will be left in the dust. Start digitizing and start learning.

Unemployment is a great thing for those who have a book in them—writing books is self-employment. Doing what you love. Seventy-eight percent of folks do not like their job. One million people call in sick every day. Many people are not happy.

Writing and publishing books is where you turn your avocation and passion into your vocation. All your toys can then become tax write-offs. Self-employment is an asset, not a detriment.

The most expensive parts of publishing are the mistakes we make.

Read *Bernard Cornwell*, historical fiction author—he is an author/artist only because he came to the U.S. and could not get a visa, so he started writing instead of being bored. He will inspire you to get motivated and change with the times!

Best of luck to everyone!





Helen Chang

Ocean Cloud Media, Inc.
San Diego, California
858.205.7595

Helen@ghostwriter-needed.com
www.ghostwriter-needed.com

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

Helen: I ghostwrite and edit books, workbooks, eBooks, and Web content. I've written and edited books for several celebrity entrepreneurs, including Dani Johnson, who appeared on ABC's *Secret Millionaire*; Michael Sarracini and Scott McGillivray of HGTV's *Income Property*; Chad Mureta, an iPhone app entrepreneur; Michael Gerber, author of *The E-Myth Revisited* books; and many others.

PWM: What first attracted you to ghostwriting and editing?

Helen: I love writing. I've been writing since I was five years old, when I wrote poems and fables. I worked as a journalist and editor for many years before starting to ghostwrite workbooks and books. Now I do ghostwriting and editing exclusively. I love telling a story in a compelling way that informs and inspires readers and ultimately makes the world a better place.

PWM: Did you previously have related writing experience?

Helen: Yes, I've been a journalist writing for *BusinessWeek*, *MSNBC.com*, *San Francisco Chronicle*, *San Diego Business Journal*, and many other publications. In 2003, someone asked me to write his workbook to launch his national speaking tours, and my ghostwriting career just grew from there. In 2009, I went full time ghostwriting books. I've worked on book topics ranging from business to memoirs to health and spirituality.

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

Helen: I've been a member off and on since 2006. PWSD has been a great source of industry contacts, as well as providing valuable information about the latest publishing trends. I met my publishing lawyer through PWSD, and I've worked with a book shepherd, Web designer, editor, marketer, and other professionals who are PWSD members. They have all been top-notch in what they do.



PWM: What are you working on now?

Helen: Several book projects, which must remain confidential until they are published.

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

Helen: Have passion for what you do or write about, but think of your business as a business.



PWSD Member Events & Announcements

Welcome, New and Returning PWSD Members!

(We will announce your names next month; sorry for the delay.)

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

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, CA 92054

Co-Sponsored by PWSD and North County Authors and Poets

Free Admission – Watch for Details in a Future Issue of This Newsletter!

“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, 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***



National Events

Information provided from Read Local Website. Visit www.readlocal.org today!

Use the links to research details for events that interest you!

Progroff Intensive Journal Program <http://www.intensivejournal.org>
Mendocino Coast Writers Conference <http://www.mcbc.org>
Iowa Summer Writing Festival <http://www.uiowa.edu/~iswfest>
Colgate Writers' Conference <http://www.cwvc.net>
Colrain Poetry Manuscript Conference <http://colrainpoetry.com>
Writers Studio at UCLA Extension <http://www.uclaextension.edu/writers>.
Gotham Writers' Workshop – WritingClasses.com <http://www.WritingClasses.com>
Tin House Summer Writers Workshop <http://www.tinhouse.com/workshop>
Sewanee Writers' Conference & Young Writers' Conference <http://www.sewaneewriters.org>
Antioch Writers' Workshop <http://www.antiochwritersworkshop.com>
Jackson Hole Writers Conference <http://www.jacksonholewritersconference.com>
Southern California Writers' Conference Los Angeles <http://www.WritersConference.com>
Nightwriters <http://www.nightwriters.com/nightwriters/>
Free Expressions Seminars <http://www.free-expressions.com>
New York Writers Workshop: Pitch Conferences & Workshops <http://www.newyorkwritersworkshop.com>
San Francisco Writers Conference <http://www.sfwriters.org>
Anhinga Writers' Studio Summer Workshops <http://www.anhingawriters.org>
Write from the Heart Seminars & Coaching <http://www.HalZinaBennett.com>
Robert Vaughan's Write on the Beach Writers' Retreat <http://www.robertvaughan.com>
Backspace Agent-Author Seminars <http://backspacewritersconference.com>
Writers Retreat Workshop (WRW) <http://www.writersretreatworkshop.com>
Algonkian Writer Conferences and New York Pitch Conference <http://www.algonkianconferences.com>
Abroad Writers Conference—Authors without Borders <http://www.abroad-crwf.com>
Write on the Sound – Writers' Conference and Pre-Conference
<http://www.ci.edmonds.wa.us/ArtsCommission/wots.stm>
Sayulita Writers Workshops <http://sayulitawritersworkshops.com>
Fifth House Lodge Retreat <http://www.fifthhouselodge.net>
American Society of Journalists and Authors (ASJA) Annual Writers Conference <http://www.asja.org/wc>
Aegean Arts Circle Creative Writing Workshops <http://www.aegeanartscircle.com>
Palm Beach Poetry Festival <http://www.palmbeachpoetryfestival.org>
Clarity Works Writing Retreats and Writers Workshops <http://www.clarityworksonline.com>
Wesleyan Writers Conference <http://www.wesleyan.edu/writers>
Eckerd College Writers' Conference: Writers in Paradise <http://www.writersinparadise.com>



Get Your Professional Headshot Taken

July 28, 2012 9:30 to Noon

PWSD Meeting

Every professional needs a good—make that great!—headshot. Often times, people are afraid to have their picture taken, or they are worried that they can't afford it. This typically results in no headshot, or worse, a headshot that is poorly lighted and unprofessional. When you get the call to appear as a guest blogger, or to speak at a conference, you'll be glad you took the time to get your headshot taken.

Publishers & Writers of San Diego has arranged for a professional photographer to come in and offer affordable headshots to its members at the next PWSD meeting. Don't miss this fantastic opportunity!

WHO: Chad Thompson, of Chad Thompson Photography, will bring lighting and gear to capture individual headshots. Each sitting will last approximately 15–25 minutes.

WHEN: Saturday, July 28, 2012. Call 619-955-8286 to reserve your space.

COST: \$35. Cash, check, or credit cards accepted on site.

GET PREPARED: Wear something flattering. Solid colors are best for photographs—busy prints and stripes can be very distracting on film. Ladies: Bring extra makeup to touch-up right before your shoot.

Professional Editors Network Hosts Business Workshop

Saturday, August 4, 2012

SAN DIEGO—San Diego Professional Editors Network (SD/PEN) is presenting “All Things Business” from 8:30 am to 3:30 pm Saturday, August 4, 2012 at Hera Hub, 9710 Scranton Road, #160.

This one-day educational and inspirational workshop includes a keynote speaker, choice of three breakout sessions, and a catered lunch. Topics include business plans, foolproof communications, branding, social media, and home office organization.

Among the expert presenters are Ann marie Houghtailing, Jackie Estrada, Jana Hartwell, and several SCORE counselors. The event is geared toward professional business owners in industries like copyediting, writing, publishing, coaching, and anyone who wants valuable knowledge to jumpstart or grow their business. Cost for the day is \$55 for SD/PEN members and \$75 for non-members.

For information and registration visit www.sdpen.com. Space is limited.

San Diego Events

October 19–20, 2012: San Diego County Christian Writers Guild Conference, <http://www.sandiegocwg.org/>

November 2–4, 2012: La Jolla Writers Conference, <http://www.lajollawritersconference.com/>

January 25–27, 2013: San Diego State Writers Conference, <http://www.ces.sdsu.edu/writers/>

February 14–17, 2013: Writing for the Soul Conference, www.christianwritersguild.com



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.

From the Editor

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

The closing date for newsletter contributions is the **1st day of each month**. Send your contributions to gab11853@aol.com.

Would you like to appear in 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!

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 & Formatting**

Lynette M. Smith
*"Get the Results and Respect Your
Writing Deserves!"*
714.777.1238
www.AllMyBest.com
Lynette@AllMyBest.com

Copyeditor



Lauren Castle
Image & Branding Strategist
858.459.7400
www.impress-express.com
lauren@impress-express.com

*"Make your first impression
a lasting impression!"*

Circulation Manager

YOUR NAME HERE

as

Content Editor:

**VOLUNTEER
TODAY!**

Content Coordinator