Next Meeting: Saturday, July 30, 2016  
10:00 a.m. – 12:30 p.m.

Location: The Carlsbad City Library Auditorium  
1775 Dove lane  
Carlsbad, CA 92011


Speaker: Carla King

Sell your books for far more money than the royalty share from distribution channels with new, easy-to-use tech tools and services. You’ll learn how to streamline your production process by formatting print and ebooks at the same time, how to slice and dice your writing to sell shorter works and combinations of works, and how to sell and pre-sell single books, stories, articles, and subscriptions (even in beta) direct to your readers. You can even package your writing with other products like digital audio, video, courses, and even coffee mugs and t-shirts!

These tools and services are all non-exclusive, which means you can mix and match and make more money from your work and, at the same time, publish independently with the usual suspects like Amazon, IngramSpark, and Smashwords.

Most authors miss out on the opportunity to cash in on the “1,000 True Fans” phenomenon to create a regular income stream and connect directly with readers who provide valuable feedback, encouragement, and inspiration to create future books and products. These technologies eliminate the barrier between writer, reader, providing direct communication and sales.

In 2010, Carla King founded the Self-Publishing Boot Camp, workshops and virtual classes on self-publishing. Carla has worked as a technical writer and web designer. In 1994 she traveled to France to pursue her dream of becoming a traveler writer. This became the start of a series of blogs, a book, and a teaching and speaking career about travel, writing, and publishing.
President's Message

Karla Olson
President, Publishers & Writers of San Diego

PWSD News

There are many reasons why selling your manuscript or project to an agent or traditional publisher is the most attractive strategy. However, with so many authors empowered to write, it is harder than ever to make that deal. Thank you so much, Randy Peyser, for joining us on June 25 and enumerating ways we could make our projects more appealing to agents and publishers. With Randy’s guidance, we now better understand what publishers and agents are looking for in a successful project and how they make decisions about what to take on.

On July 30, Carla King will introduce us to the coolest new publishing tools available. From streamlined production aids to get your book to market faster and cheaper, to online marketing strategies, Carla will highlight the best options available to get your book out there as far as possible. Please note: This meeting will be held at the Carlsbad (Dove) Library.

On August 27, LeeAnn Garms will offer her secrets of book publicity. And on September 24, Brooke Warner, from She Writes Press, will present “Green Light! What to Do When You Are Ready to Publish.” On October 29, Steve Wilson from Fast Pencil will offer his tips on successful production and promotion, gleaned from years of working with independent authors.

I am pleased to announce that the renovation of the Dove Library is complete, and we will return to that location for most of our meetings, However, please, please, please be sure to check the website for location each month.

PWOC News

In August, we welcome Mimi Le, from Independent Book Publishers Association, who will present “5 Winning Ways to Market Your Book to Bookstores and Libraries.” These are opportunities for independent publishers (aka self-publishers) to expand the market for their books to coveted bookstores and libraries. What are some of the programs that will support this, and how do you do it successfully? Learn from others, with examples of successful pitches and presentations.

PWOC meets in the Rotary Room at the City of Orange Library; see details on page 4.

Continued on next page
President’s Message—continued

PWSD/PWOC Membership

Just a reminder for PWSD members that you may attend PWOC meetings for the member price of $10 per meeting. It’s the same for PWOC members who want to join PWSD meetings. Essentially, now we’re all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

As most of you know, our yearly dues are a wonderfully affordable $47 per year. As a member, in addition to the reduced meeting fee, you get a listing in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

Reminder to all members: Submit your member bio and headshot to webmaster@publisherswriters.org. Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are not sure when you should renew, please contact me at karla@publisherswriters.org, and I will let you know.

Thanks to all who helped out with the Encinitas Street Fair in April. It was a great day, and I know the authors had fun. We got an email from Marcia Berneger, who said:

I have to tell you—while I only sold two books at the street fair (I hand out bookmarks), my Amazon sales have shot up to the highest one-day sales total SINCE THE BOOK CAME OUT LAST YEAR! That was on Monday. On Tuesday, sales were among my top ten days.

This kind of exposure can really kick-start your book! Sign up for the newsletter to be alerted about upcoming events, but please, let us know if there is a street fair in your neighborhood. We’ll look into participating.

Please visit www.readlocal.org to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only $25 and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking. Check it out; Read Local is one of the best marketing deals around!
Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit www.PublishersWritersOrangeCounty.org and/or http://www.meetup.com/Publishers-Writers-Orange-County/ for details and to RSVP. A fun, after-meeting plus: Whenever you attend our meetings, bring your walking shoes along. Weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, al fresco lunch. Other PWOC questions? Email Jan Kingaard at jank3345@aol.com. Remember: As a PWSD or PWOC member, you can attend either or both chapters’ functions at member rates!

Join us on August 6, 2016, for

“5 Winning Ways to Market to Bookstores and Libraries”

In 2009, over one million (1,052,803) books were published in the U.S. That’s about 2,884 books a day! And about half of those books were self-published. It’s great to market your self-published book online, but bookstores and libraries are another channel to reach readers. The question is: In all that publishing noise, how do you get bookstore buyers and librarians to notice your book? How do you make your book stand out among all the others? In this session, Mimi Le, IBPA’s Project Manager, Member Benefits Specialist, will highlight 5 winning ways to market your book to bookstores and libraries and increase its visibility in this ever-more-competitive book market. As a bonus, you’ll receive real-world examples of effective book advertisements that have generated a lot of interest from librarians and bookstores that led to placement and sales.

Mimi Le is the Project Manager, Member Benefits Specialist at the Independent Book Publishers Association (IBPA), a not-for-profit membership organization serving and leading the independent publishing community through advocacy, education, and tools for success. She manages IBPA’s book marketing programs, educational platforms (Publishing University Online and Ask the Experts Online), and all things related to social media. Mimi has represented hundreds of independent titles at BookExpo America (BEA), the American Library Association Annual Conference (ALA), and Frankfurt Book Fair (FBF) on behalf of IBPA and IBPA members. Mimi lives in Los Angeles, CA. She graduated from the University of California, Los Angeles in 2014.
Have newsletter feature articles/ideas? Send them to Glenna Bloemen at gab11853@aol.com.
We are currently seeking feature articles for the upcoming issues of the newsletter. If you’ve read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna. Thank you for your continued support.

Want to be profiled in the newsletter? Tell Sheri McGregor at sherimcgregor@yahoo.com.
Would you like more exposure to fellow members? One way to do that is to be featured in the Member Profile section of PWSD’s monthly newsletter, Publishers & Writers Monthly. All you have to do is be an active (read “current”) PWSD member, answer six questions in some depth, provide a JPG head shot, and optionally provide one to two JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example. It’s easy to be profiled; just submit your name to Sheri McGregor and let her know you wish to volunteer. We are currently scheduling member profile features through the next few months. Thanks, and let Sheri hear from you soon!

Get found in the directory: Email your bio & headshot to webmaster@publisherswriters.org.
Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olsen at karla@publisherswriters.org, and she will let you know.

Save more and learn more: Attend both PWSD & PWOC meetings at reduced member rates!
Yearly dues are only $47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. Since our members’ meeting fee is the same at each, you save $10 at every meeting you attend, vs. the $20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 4) in each newsletter issue.
Ideas for Independent Publishers: Amazon Author Central

Rick Lakin
Publisher at
iCrewDigitalPublishing.com

Establishing an author page at Amazon Author Central is critical to the success of authors who have self-published multiple titles on Amazon and Create Space. Author Central provides one-stop shopping for your books, along with your picture, your bio, blog entries from your website, social media opportunities, and a calendar of events for upcoming book signings.

In addition, Author Central provides a tailored link at amazon.com/author/yourname. The most important hyperlink on the Amazon Sales page of your book is your author name under the title. If you have written a book that your readers like, that will be the first link that they click on when they return to that page. Without Author Central, Amazon chooses which books that they think the reader might find interesting and it is only by chance that some of those are your books. With Author Central, you control the Point-of-Sale for your books, which is critical to your success as an author.
Creating your Author Central Page

For my iCrew authors, I begin by creating a gmail address for use in setting up the web page, Twitter account, and Amazon Account for the author page. If you already have an Amazon Account, go to http://authorcentral.amazon.com, sign in, and click Join Now, and you will be directed to your setup page.

Type in your biography, your blog information, photos, event dates and information, and even videos such as book trailers and interviews. Generally, the first photo is your profile photo, but you can manage which photo appears there. The blog entry is your RSS address from your website. For WordPress blogs, this is http://yourblog.com/feed/. It will verify your feed, and your most recent blog posts will now show on your Author Central page. You will be able to select the unique author name for your URL (Universal Resource Locator—your link).

The next very important step is to add your books. If they are listed on Amazon or CreateSpace, they should show up automatically, and you just click the Add button if necessary. There is a search link for any books that don’t show up. You may search by title, author, or ISBN. At this point, I will remind authors that it is critical that they use the same byline (form of author name) for all of their books. A nickname or a different initial creates confusion in the market place.

Other Information Available

After your Author Central page is set up, go back and visit frequently using the authorcentral.amazon.com sign-in. Here, you will be able to update information and add new books. It is also a central database for your book sales and reviews. The Sales Info offers Nielsen BookScan, Sales Rank by books, and your Author Rank. It also lists Customer Reviews that you have received for all of your books.

Author Central, an Essential Tool

An author who is an independent publisher (try to avoid the term self-published to avoid grouping yourself with all of those other self-published authors) faces many challenges, including good editing, wide distribution, social media, and, most important, marketing. Amazon provides a point-of-sale to millions of authors for tens of millions of books. Readers judge a book by its cover but also by the marketing presence of the author. Amazon’s Author Central allows you to control your point-of-sale and, hence, your marketing presence in the biggest marketplace in the publishing world.

Rick Lakin is the publisher at iCrewDigitalPublishing.com, Bringing New Authors to a Digital World. iCrew has published over 20 books by 8 authors. Rick is the host of The Rick Lakin Podcast at http://ricklakin.podbean.com. He is the founder of iCrew Digital Productions, A Community of Young Media Professionals. He is a member of the 1000 Club of the National Association of Sports Public Address Announcers. Rick is an Advanced Communicator Silver in Toastmasters International and is a member of American Mensa, the San Diego Writers and Editors Guild, and Publishers and Writers of San Diego. Rick is a Sports Statistician for broadcast television and a retired math teacher.
Fred: My focus is “art in historical fiction.” Art is a personal expression. It often contains a story which can only be observed or realized by the viewer. In the case of Rembrandt’s art, it is entirely up to the viewer, as he never wrote a word about his wonderful work. The writer has the opportunity to build on his or her impressions, create captivating drama, and share with others. I have portrayed art in historical fiction in my most recent book, a historical novel titled *The Lady with an Ostrich-Feather Fan: The Story of the Yusupov Rembrandts*.

Fred: I wanted to accurately understand and record the cultures of other lands, and share the knowledge through stories.

Fred: Yes. Two previous books are available. One is *Walking on Ice, An American Businessman in Russia*. The other is a true family story: *Dos Gringos* is the true account of my Norwegian immigrant father’s escapades in the Mexican Revolution—"a Norwegian and an Irishman meet in a Texas bar, and are hired by a Pittsburg con-man to go to Mexico to fix a gold mine with parts, they learn too late, purposely don’t fit." All three books are available on Amazon, where you can read more.

Fred: Approximately 5 years. Membership has provided me with reliable exposure to network within the publishing business.
PWM: What are you working on now?

Fred: In addition to marketing and selling *The Lady With The Ostrich-Feather Fan*, I want to get the other two books into better sales, and then begin the next one, which will also be “art in historical fiction.”

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

Fred: My experience of being a writer facing the business side of authorship and how to succeed.

Want to Be Profiled in the Newsletter?

Tell Sheri McGregor at sherimcgregor@yahoo.com

Would you like more exposure to fellow members? One way to do that is to be featured in the Member Profile section of PWSD’s monthly newsletter, Publishers & Writers Monthly. All you have to do is be an active (read “current”) PWSD member, answer six questions in some depth, provide a JPG head shot, and optionally provide one to two JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example. It’s easy to be profiled; just submit your name to Sheri McGregor and let her know you wish to volunteer. We are currently scheduling member profile features through the next several months. Thanks, and let Sheri hear from you soon!
Membership Directory Update

Attention PWSD Members: Have you updated your Member Directory profile yet to make it more robust? You now have the opportunity to upgrade your photo to color, if it isn’t already, and to expand your profile description if you wish, including social media links, contact info, book-cover images and descriptions, and more! Check out [http://publisherswriters.org/member-information/pwsd-website-inf/](http://publisherswriters.org/member-information/pwsd-website-inf/) where not only will you find more details on how to expand your listing, but you’ll find a discreet link in the first paragraph to Jeniffer Thompson’s slides from a presentation she made to PWSD.

Welcome, New and Returning PWSD Members!

Congratulations on joining Publishers & Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing! You have made a wise investment. While there are many benefits to being a member of PWSD, you’ll need to take the following two steps to optimize your membership:

1. **Subscribe to PWSD** at [www.PublishersWriters.org](http://www.PublishersWriters.org). This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.

2. **Enjoy a spot in the Membership Directory** with PWSD. Go to [www.PublishersWriters.org](http://www.PublishersWriters.org) to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at j@monkeycmedia.com. *(See announcement at top of page for details.)*

You’ll also enjoy these additional benefits of membership:

- **Monthly meetings**, held the first 10 months of the year (usually on the last Saturday for PWSD and on the first Saturday [except holiday weekends] for PWOC), both offering 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;


- **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);

- **Regional collaborative marketing efforts**; and

- **Attendance at any of the PWSD and PWOC meetings at the $10 member rate**, a $10 savings each meeting, compared to the non-member meeting rate of $20!

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
## 2016–17 Events Calendar

Have an event/resource to report to the publishing and writing community? Send your information to Newsletter Editor Glenna Bloemen at gab11853@aol.com

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<th>Event</th>
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<tr>
<td><strong>SCBWI Summer Conference, Society of Children’s Book Writers and Illustrators</strong></td>
<td>July 29 – August 1, 2016</td>
<td>Los Angeles, California</td>
<td>The Annual Summer Conference spans three days with an optional intensive day on Monday. The conference is held each year at the Hyatt Century Plaza in Los Angeles. Many of the biggest authors and illustrators in children’s books will be joining a bevvy of agents, art directors, and editors. For more information, email <a href="mailto:sararutenberg@scbwi.org">sararutenberg@scbwi.org</a> for conference information or <a href="mailto:scbwi@scbwi.org">scbwi@scbwi.org</a> for general questions; or call 323-782-1010 (M-F, 9–5), fax 323-782-1892, or write SCBWI, 4727 Wilshire Blvd., Ste. 301, Los Angeles, CA 90010.</td>
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<td><strong>Publish and Profit with Ebooks</strong></td>
<td>July 30, 2016</td>
<td>Poway Library, Poway, CA</td>
<td>On Saturday, July 30, 2016, from 3:00 to 4:30 p.m., PWSD member Andrea Glass of WritersWay will be giving her free presentation, “Publish &amp; Profit With Ebooks,” at the Poway Library, 13137 Poway Rd., Poway, CA 92064. Come learn what it takes to move from idea to published ebook! Find out how to decipher the author and reader motivations, select the best subject, determine the ideal reader, create a winning title and book cover, build a team, and publish and ultimately sell your ebook! For more information, contact Andrea at 858-350-5235 or email her at <a href="mailto:andrea@writersway.com">andrea@writersway.com</a>.</td>
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<td><strong>Willamette Writers Conference</strong></td>
<td>August 12–14, 2016</td>
<td>Portland, Oregon</td>
<td>For details, visit <a href="http://willamettewriters.com/">http://willamettewriters.com/</a>.</td>
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<td><strong>Southern California Writer’s Conference: “A Weekend for Words”</strong></td>
<td>September 23–25, 2016</td>
<td>Irvine, California</td>
<td>THE GREAT WHITE ART is what John Gardner called it, what it is that we writers do. While artists we may be, today's publishing realities mandate that, in order to win over the needed, passionate advocates of our work, we must also become entrepreneurial authors. Entrepreneurial in spirit. Entrepreneurial in execution. Excellence in craft alone no longer cuts it. But excellence in craft and a meaningful book still matter the most. Having facilitated some $4 million’ worth of first-time authors’ book and screen deals since 1986, the SCWC remains devoted to writers of all levels working to become both exceptional authors and modern,</td>
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### The SCBWI Summer Conference

The Annual Summer Conference spans three days with an optional intensive day on Monday. The conference is held each year at the Hyatt Century Plaza in Los Angeles. Many of the biggest authors and illustrators in children’s books will be joining a bevvy of agents, art directors, and editors. For more information, email sararutenberg@scbwi.org for conference information or scbwi@scbwi.org for general questions; or call 323-782-1010 (M-F, 9–5), fax 323-782-1892, or write SCBWI, 4727 Wilshire Blvd., Ste. 301, Los Angeles, CA 90010.

### Publish and Profit with Ebooks

On Saturday, July 30, 2016, from 3:00 to 4:30 p.m., PWSD member Andrea Glass of WritersWay will be giving her free presentation, “Publish & Profit With Ebooks,” at the Poway Library, 13137 Poway Rd., Poway, CA 92064. Come learn what it takes to move from idea to published ebook! Find out how to decipher the author and reader motivations, select the best subject, determine the ideal reader, create a winning title and book cover, build a team, and publish and ultimately sell your ebook! For more information, contact Andrea at 858-350-5235 or email her at andrea@writersway.com.

### Willamette Writers Conference

For details, visit [http://willamettewriters.com/](http://willamettewriters.com/).

### Southern California Writer’s Conference: “A Weekend for Words”

THE GREAT WHITE ART is what John Gardner called it, what it is that we writers do. While artists we may be, today’s publishing realities mandate that, in order to win over the needed, passionate advocates of our work, we must also become entrepreneurial authors. Entrepreneurial in spirit. Entrepreneurial in execution. Excellence in craft alone no longer cuts it. But excellence in craft and a meaningful book still matter the most. Having facilitated some $4 million’ worth of first-time authors’ book and screen deals since 1986, the SCWC remains devoted to writers of all levels working to become both exceptional authors and modern,
entrepreneurial self-advocates. Through its uniquely tailored, inclusive programs, the SCWC empowers writers with the vital recognition, encouragement, and understanding to better succeed in today’s ever-changing transmedia marketplace.

Regardless of which path to publication you are pursuing, whether you’re a writer just starting out, a writer unable to determine why your work isn’t working, a writer simply in search of some answers, a writer wanting feedback on what you’ve written, or just a writer who wants to hang with other writers and publishing professionals in a safe, supportive community, join your fellow writers for the 14th Annual Southern California Writers’ Conference LA. Attendance is limited to 150 conferees. Prices are $275 and $295. For more details and to register, go to: http://writersconference.com/la/.

La Jolla Writer’s Conference
November 11–13, 2016
Hyatt Regency La Jolla, San Diego, CA

Go to: http://lajollawritersconference.com/ to print form and fax your printable registration form to 760-448-1127 or mail to La Jolla Writer’s Conference, PO Box 178122, San Diego, CA 92177. Register by telephone: 858-467-1978.

California Dreamin’ Conference
March 24–26, 2017
Location to be determined

The next California Dreamin’ Conference will feature keynote speakers Robyn Carr and Sarah MacLean. In addition, the conference will have a Book Camp with Debra Dixon, an Agent & Editor Panel, critique sessions, and workshops. For more information, go to: http://caldreaminwriters.com/.

“PWSD Likes Facebook!”
Visit us on Facebook today and let us know you like us!
If you’re an independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, **consider joining PWSD**. For membership information, visit the FAQ page of [www.PublishersWriters.org](http://www.PublishersWriters.org), 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 Glenna Bloemen at gab11853@aol.com.

To appear in the newsletter’s **member profile**, Contact Sheri McGregor at sherimcgregor@yahoo.com.

Would you like to help out by taking notes at one of our monthly PWSD 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!**