

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

August 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 **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, August 25, 2012
Time: 10:00 a.m. to 12:30 p.m.
Location: Encinitas Community Center
1140 Oakcrest Park Drive, Encinitas, CA
Topic: Indie Publishing with Amazon
Presenter: Thom Kephart
Community Outreach Product Manager
Amazon.com
tkephart@amazon.com

Don't miss out on this crash course overview on the independent publishing opportunities Amazon offers through CreateSpace, Kindle Direct Publishing, and Author Central. Learn how to use these services to distribute your book in print, distribute digitally to Kindle devices and apps, and then connect to your customers.

The publishing industry is rapidly changing and you don't want to be left behind. Over 70% of all books published today have been self published in one form or another. Learn how you too can accomplish this with the many resources available to you online.

Thom has worked within the independent publishing industry for over six years, initially working to develop editorial service offerings for aspiring authors. After working to refine customer experience for CreateSpace, Thom joined Amazon with CreateSpace as the Community Outreach Product Manager responsible for independent publishing brand building and awareness expansion. He has been actively involved in the developing rise of independent publishing throughout his career.

Thom Kephart is also a member of [The Alliance of Independent Authors \(ALLi\)](#), a non-profit global collective of authors working together for each other founded in London last April by trade-published writer turned indie, [Orna Ross](#); ALLi is supported by a world-class team of advisors and literary community builders.

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**STILL LOOKING FOR A NEW
CONTENT COORDINATOR!
WILL YOU HELP?
For more information
or to volunteer,
Contact Glenna Bloemen at
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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**

Thank you, Jeniffer Thompson, founder of Monkey C Media and PWSD webmaster. You not only masterminded the terrific new PWSD website, but you taught us all how to make the most of the membership directory feature and other elements of the website. Then you helped us all understand search engine optimization, offering concrete examples. Thanks, too, for sharing your slides that are overflowing with helpful information. Jeniffer, you are the best.

And our membership was looking great in July, too, thanks to photographer Chad Thompson's offering affordable headshots. I think over 20 members took advantage of Chad's photographic skills and updated their profiles. Thanks so much, Chad.

I can hardly wait for our next meeting on August 25 at the Encinitas Community Center. Amazon Representative Thom Kephart is coming down from Seattle to share as much information as he can in the time allotted about the wonderful programs Amazon has for independently published authors. From Kindle Direct Publishing (KDP) to CreateSpace, print on demand published, to Author Central, with all its marketing options, this is going to be an information-packed program. Amazon is the biggest distribution point in the current book-selling marketplace, and it has made independent publishing possible and returned the power of publishing to the author. It isn't often that you get information delivered from the source, so don't miss this meeting on August 25. Doors open at 10 at the Encinitas Community Center.

Another date to put on your calendar right now is November 3, National Author's Day. Along with North County Authors and Poets, we are 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 August 25.

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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/pwds-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 her July 28 presentation.



The next Read Local event is the California Women's Conference being held at the Long Beach Convention Center on September 23 and 24. Over 20,000 participants are expected at this conference. We are co-oping a booth at \$75 per author per three- to four-hour time slot. For more information about the conference, please visit <http://californiawomensconference.com>. As of this writing, all the timeslots have been reserved, but if you would like to be on a waiting list, please contact Lynette Smith at lynette@allmybest.com.

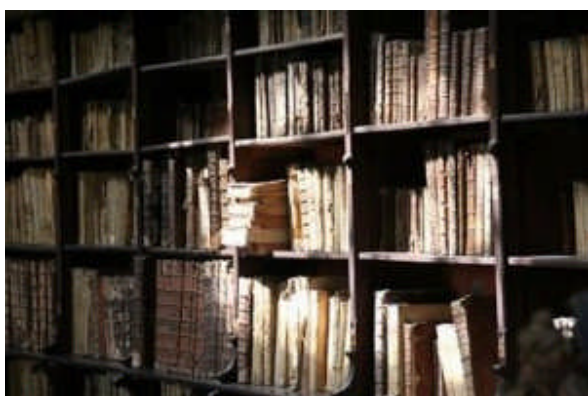
Go to the Read Local website to sign up for the Read Local Directory. Click on "Get Connected Now!" in the center column, and that will take you to the submission form. Fill this out with author/book information, and information about you and your book will be available to booksellers, librarians, reporters, 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.

Feature Article

Literary Fiction and Self-Publishing

Posted on **July 17, 2012** by **Max Hawker**

Alliance of Independent Authors



Literary fiction is close to my heart. I've dedicated a great deal of my reading time to the works of people like Thomas Hardy, D.H. Lawrence, Seamus Heaney, and Ovid. Why? Quite simply because I find such work rich and rewarding in a way entirely different from the commercial fiction I also enjoy.

And I increasingly find myself wondering where such literary figures fit in the world of modern self-publishing—and what the future might hold for literary fiction.

Of course, self-publishing is not a new phenomenon, and [many renowned authors have gone indie](#) over the years—D.H. Lawrence with *Lady Chatterley's Lover* being a case in point. I do not expect literary fiction or poetry to ever "die out," but I am troubled by the thought of incredibly good work being lost or ignored by contemporary readers as the route to market changes.

With traditional publishing, the worry has been that potentially brilliant new works (that did not appear to have lucrative value) were being shunned in favor of titles that were more commercially viable.

I remember reading about an experiment carried out a few years back where someone submitted the first few chapters of a Jane Austen novel (I think it was *Persuasion* or *Emma*) to various publishing houses to see what would happen. The result was mass rejection and, perhaps most shockingly, only a few even recognized that the work was actually Jane Austen's!

Maybe some of my concern has to do with reader trends these days. We all enjoy genre fiction such as romance, fantasy, thriller, etc., and that's great—it grips, engages, and it's fun. How many of us would happily sit down on the underground, going to work, reading poetry or literary fiction on an e-reader? I certainly have no statistics, but I tentatively suggest the number wouldn't be high.

I do worry that with self-publishing taking off, literary fiction will continue to face an uphill struggle to find a solid readership, and that, ultimately, writers and readers may consider commercial fiction the only form available from indies.

Picture the scenario: A writer spends years intricately developing a novel, painstakingly developing their thoughts on some greater social/political/philosophical issue, filling out characters with love and precision, pouring their whole being into every carefully chosen word. They may not realize it, but their novel is a triumph—a masterpiece! But they're no good at developing the all-important [author platform](#).

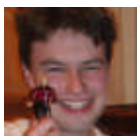
If they self-publish, they send their book out into a void without knowing how to find a readership. And if they try to go down the traditional route... well, we know what happens there, and what happens there will be exacerbated by more and more self-publishing.

Self-publishing empowers the author, certainly, but how far can it go to solving the problem we've seen in traditional publishing of potential masterpieces slipping through the net?

Or, is this not the case—are there plenty of self-published masterpieces out there right now that could go on to be read for decades and decades to come? D.H. Lawrence managed it. So did many others. It's certainly possible.

What do you think? Does literary fiction have a healthy future in self-publishing? Is it suited to e-reading? Is it possible to see it rise above the parapet in today's noisy reading environment?

This entry was posted in [General Self-Publishing](#) and tagged [ALLi](#), [Alliance of Independent Authors](#), [indie author](#), [literary fiction](#), [poetry](#), [self-publishing](#), [writers](#), [writing](#) by [Max Hawker](#). Bookmark the [permalink](#).



About Max Hawker

He has recently completed an MA by Research at the University of Kingston, and works as a private English tutor. He has had poetry and prose appear in several publications by people such as Dog Horn Publishing, and he has been long listed and shortlisted for several writing awards too. www.selfpublishingadvice.org





Sarah Bates

Author, *Twenty-One Steps of Courage*

Co-Author with Carmi Cosmos,
Out of Our Minds, Wild Stories by Wild Women

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

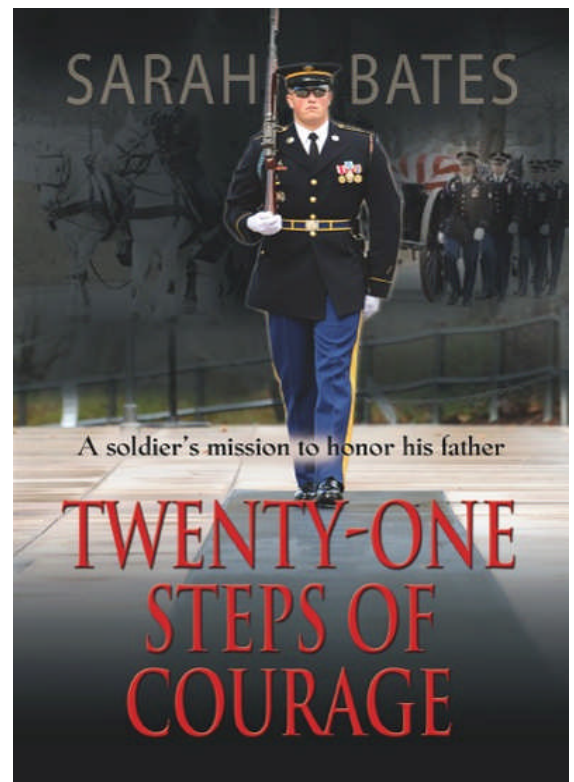
Sarah: I am interested in all aspects of fiction writing, its publishing and marketing. Becoming a skilled fiction writer takes time, practice, hours of editing, and “going to school” on the great novels of others. First and foremost, it’s the only way to get the job done. Finding an agent to publish fiction is a daunting task, particularly if the story doesn’t fit any of the current genres. When this happens, as it did with me recently, self-publishing is the only option. Regardless how the book is published, without marketing, success is limited. It has to be relentless. I am always looking for new information about these three aspects of writing that interest me. Staying on top of trends in each is critical.

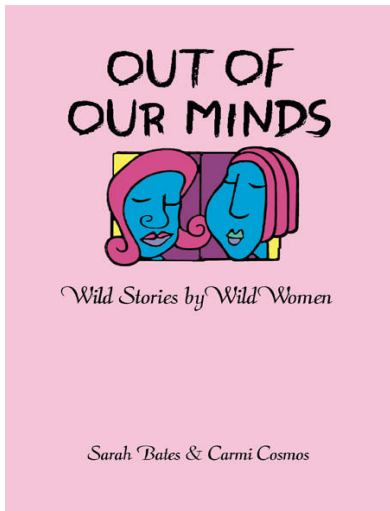
PWM: Did you previously have related experience in writing or publishing? Tell us a little about what first attracted you to fiction writing.

Sarah: My background is advertising and public relations writing, which transitioned into non-fiction and later journalism. As a contract writer for a book packager, I wrote do-it-yourself books and a series of 30 self-help booklets. While freelancing I wrote stories about traveling with a dog for a pet-enthusiast newsletter and contributed business features to a community sourcebook. Once I investigated fiction, however, an entirely new and invigorating career began. Fiction writing lets me push boundaries without restrictions, which is an aspect that writing non-fiction does not allow.

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

Sarah: I joined PWSD after I learned it could help me grow as a writer and help market my writing. Thus far I have applied almost everything I learned from the meetings I have attended. I have produced a book trailer and opened a Facebook fan page based on information gleaned from seminars this year.





PWM: What are you working on now?

Sarah: For the remainder of 2012 and into 2013 I am marketing my novel *Twenty-One Steps of Courage* (published in March 2012) and finishing a historical novel based on the life of Elizabeth Cady Stanton. I am also a writing tutor for the Palomar College English Department, a job I have held for 8 years. It is an amazing way of paying forward the skills I learned from other writers.

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

Sarah: First, take your craft and writing business seriously. Second, read your work to others and listen to what they say. Third, never, never give up.

PWSD Member Events & Announcements

Welcome, New and Returning PWSD Members!

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!

“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***



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!

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TODAY!**

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