



# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

September 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** in this newsletter, contact Lynette Smith at [lynette@allmybest.com](mailto:lynette@allmybest.com)

## *Next Meeting*

**Date:** Saturday, September 29, 2012

**Time:** 10:00 a.m. to 12:30 p.m.

**Location:** Carlsbad Dove Library  
1775 Dove Lane, Carlsbad, CA

**Topic:** How to Communicate with More  
**Success and Less Stress: The  
Publishers & Writers' Edition**

**Presenter:** Sarita Maybin

In this interactive presentation you will learn how to communicate in a way that gets your ideas heard and encourages the cooperation of others.

You will also discover how to keep the contagious effect of naysayers' negativity from rubbing off on you and find out how to set limits with people who make unreasonable demands.

Sarita Maybin will share her Top 10 Positive Communication Phrases and three ways to say "No" nicely!

**About the Speaker:** Sarita Maybin is an international speaker and communication expert whose upbeat and interactive style allows her audiences to have fun learning how to stay positive, constructively confront tough communication situations, and work together better. Her client list includes Hewlett Packard, Kaiser Permanente, Los Angeles County, Department of Navy and the Las Vegas Convention Center, among others. Since 1993, Sarita has spoken in almost all 50 states, Puerto Rico, Canada, England, Asia, Mexico, and Iceland. She has been interviewed on TV and radio shows about her book – [\*If You Can't Say Something Nice, What DO You Say?\*](#)

## President's Message

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**STILL LOOKING FOR A NEW  
CONTENT COORDINATOR!**

**WILL YOU HELP?**

**For more information**

**or to volunteer,**

**Contact Glenna Bloemen at**

**[gab11853@aol.com](mailto:gab11853@aol.com)**

**By Karla Olson**

**President, Publishers & Writers of San Diego**

Wow! What a great program given by Amazon's Thom Kephart in August. He shared with us details of all the programs Amazon offers to authors, as well as answered hundreds of questions from the audience. I'm sorry for those of you, who missed it, but we're reprinting (with permission) his handout here (see next page), and it is available on the PWSD website as well. And we are also going to be running a series of articles from the CreateSpace publishing resources center. This first, reprinted in this newsletter, is "The Basics of Book Marketing." We'll publish other articles in the months to come.

I need to thank everyone for their patience at the August meeting. As those of you who were there know, we had over 200 attendees. Thanks to my husband, Robbie, and my two boys, Perry and Kelly, who helped out with the check-in, we had everyone seated by the time the program began. Just a reminder: It is really helpful if you can RSVP for the meetings. That allows us to plan ahead for attendance. To RSVP, go to [www.publisherswriters.org](http://www.publisherswriters.org) and click on RSVP.

Next month we are pleased to welcome popular motivational speaker Sarita Maybin. Sarita will address "How to Communicate with More Success and Less Stress: The Publishers and Writers' Edition." Sarita is also a CreateSpace and KDP published author, so I've asked her to discuss her Amazon success as a follow up to the August meeting. This will be a terrific meeting.

In October we once again welcome Liz Goodgold of RedFire Branding. Liz is going to do a naming workshop for us, so bring your best title ideas and have Liz and PWSD do some group think for you. It is always wonderful and rewarding to have Liz join us.

We are beginning to plan the holiday party. It should be early in December, but I will let you know the exact date soon.

Another date to put on your calendar right now is November 3, National Authors 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 September 29.

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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](mailto:lauren@impress-express.com).

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## Maximize Your Book's Potential

Amazon companies and their affiliates offer a variety of services to help you reach customers through print, digital, and audio versions of your book. As the publishing industry evolves, and more opportunities arise for authors, we will continue innovating new features to support your book selling potential.

Benefits of using our independent publishing solutions include:

- Keep control of
  - o the rights to the work with non-exclusive agreements
  - o the creative and content
  - o setting your list price
  - o selecting distribution
- Publish easily and get to market fast
- Never miss a sale with "In Stock" availability on Amazon.com
- Distribute globally
- Earn high royalties



Distribute your work in **print** with **CreateSpace**: [www.createspace.com](http://www.createspace.com)

- Free options to publish in print: <http://bit.ly/csp-publish>
- Easy to use, free tools or professional services if needed: <http://bit.ly/csp-services>
- Excellent, live phone and email support 24/7: <http://bit.ly/csp-contact>
- Vast educational resources: <http://bit.ly/csp-resources>
- High royalties and global distribution: <http://bit.ly/csp-earn>



Distribute your work **digitally** with **Kindle Direct Publishing**: <https://kdp.amazon.com>

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- High royalties: <http://bit.ly/kdp-pricingpage>
- Distribute globally to Amazon.com, Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.it, Amazon.es
- KDP Select: <http://bit.ly/kdp-kdpselect>
- Kindle Format 8 specifications: <http://bit.ly/kdp-kf8>



### Audiobook Creation Exchange

Audiobook Creation Exchange is the marketplace where professionals create and sell audiobooks: [www.acx.com](http://www.acx.com)

- Collaborate with authors, agents and publishers
- Find great titles to produce
- Discover unlimited opportunities to market your work
- Sell your audiobook through top online retailers
- Make money – over 1000 audiobooks already in production on ACX! One of them could be yours.



Amazon Services LLC allows you to keep your detail pages (book(s) and your author page) up to date and engaging through **Author Central**: [www.amazon.com/author](http://www.amazon.com/author)

- Free service
- Update your bio
- Import pictures, video, blogs, Twitter feeds to engage your customers
- Track historical sales by major US areas and track your historical Amazon.com sales ranking

Distribute existing inventory:

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Connect your website to Amazon using **Amazon Associates** to earn more: [www.amazon.com/associates](http://www.amazon.com/associates)

Enroll your book for free in **Search Inside The Book** to improve your book's discoverability: [www.amazon.com/SITB](http://www.amazon.com/SITB)



Keep an eye out for upcoming emails about the Read Local booth at the Encinitas Holiday Festival on November 18. We will have space for 9 to 12 authors. If you haven't signed up for the Read Local newsletter, be sure to do so you get the notices.

By this time next month, we should be able to report on a late-September event—a first for Read Local—exhibiting at the California Women's Conference, being held at the Long Beach Convention Center on the evening of September 23 (Shift 1) and all day on September 24 (Shifts 2–4). Read Local's exhibit space has a full slate of 16 author-slots filled (4 authors per shift). General attendance over the course of the conference is projected at 20,000, and the event-planning company is arranging activities designed to increase attendee traffic in the exhibit area.

Many of you know that Karla recently took a job as the Director of Publishing for Patagonia, the clothing company. The job requires her to be working in the Ventura office during the week. If we want the Read Local events to continue, please contact her about volunteering to help. Researching and registering events, organizing participants, setting up the booths, and coming up with new ideas for how to present our books to local audiences are just a few of the ideas that we need help with. If you want to help, please contact Karla at [karla@readlocal.org](mailto:karla@readlocal.org)

In the meantime, 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](http://www.sandiego.readlocal.org).



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# Basics of Book Marketing

## By Joel Friedlander

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Retrieved from [www.createspace.com/en/community/docs/DOC-1551](http://www.createspace.com/en/community/docs/DOC-1551)

**What lies behind the fantastic success of some of the most high-profile independent authors? You know, the people like J.A. Konrath and Amanda Hocking, who we read about on the blogs and news sites?**

**The answer is marketing.** That is, communicating the message about their books to a wide audience, in many channels, and over a period of time. Sure, these authors have a lot of other things going for them, but you can't discount all the time and effort they put into spreading the word, growing their brands, and converting readers into raving fans.

If that's what you want to do, too, it's time to get up to speed on the basics of book marketing. Generally speaking, there are two ways to approach independent publishing:

1. You write the book, perhaps spending years doing it. You hire an editor and polish the manuscript as best you can. When it's done, you produce the book and then ask the question, "How do I sell this book?"
2. You have the idea for the book. You find ways to test the idea, preferably with people who might actually buy it. You use the feedback you receive to shape the book to readers' desires, and then produce the book which they have essentially requested.

Most indie authors, because they are motivated by passion, take option #1. You can market either kind of book, but your results may be very different. With option #1, you're counting on determination (and a little luck) to make your book interesting to people, marketable, and profitable. If you're publishing and selling a book you already know your readers want, you've taken option #2. Whichever path you've chosen, book marketing is essential to helping you reach your goals.

Let's take a closer look at the basics.

### Book Marketing Today

Book marketing is a big topic, so to make it more approachable, let's break it down into areas we can look at individually. Taken all together, you should have a complete look at what's involved in successfully marketing your book and allowing it to reach its full potential.

Having said that, the absolute first and most important element of all in book marketing is... the book itself.

### Why Books Sell

There is no replacement for a good book. Quality products repay our marketing investment because once other people learn about and interact with the product, they are much more likely to buy it and recommend it to others.

There are lots of different kinds of books, and we can point to a few clear reasons why some books sell better than others:

- It has unique information that's in demand, but that cannot be found anywhere else.
- It solves a problem that many people have.
- The story is compelling and/or entertaining.
- The author is a celebrity.
- The book is already selling and people start telling others about the book.

This last point is the ultimate goal of our marketing efforts. You cannot force people to buy your book; no matter how much you spend on advertising or how many times you appear in television shows. A friend who tells you that you just "have to read it" is far more powerful than any other influence for most people.

Keep in mind that you also need to avoid building defects into your book, because a book that's poorly edited, hard to read, or awkward to handle is going to have significant obstacles finding a wide readership. For this reason, make sure your book conforms to generally accepted editing and design standards so you don't cripple your own marketing efforts.

Okay, let's say you've done your research and put together a book you know people will want. It's been edited [and] designed, and you're ready to go. What's next?

## **Marketing Is Communication**

First, it is important to understand the difference between marketing and selling, two aspects which are often confused by new self-published authors.

Selling is a transaction: one person pays to acquire a product from another. That's not what marketing is about, and you'll be much more successful if you realize that you don't actually have to sell your book at all.

Your duty as an author/publisher is to market the book. Marketing is communication; the process of taking the ideas you've put into your book and communicating those ideas—and your own passion for the subject—to as many people who might be interested in that subject as possible.

How do you communicate about your subject? This is the basis of your marketing efforts, so it makes sense to pay attention to the parameters of your marketing. For instance:

1. Identify who your audience is. Who will respond to the subject you communicate in your book?
2. Speak to those people in the language/terminology they're used to using on this subject.
3. Elaborate on how your approach to this subject might benefit them. Communicate how they will be informed, entertained, or educated by your treatment of the subject.
4. Finally, demonstrate the results by showing how these ideas have changed your own approach to the subject or how they have affected others.

## **Creating a Marketing Plan**

To some authors, this part sounds like going in for dental surgery, and to others it's the reason they wrote their book. Even if you're not particularly looking forward to working on your marketing plan, spend some time thinking about these important points. You'll be glad you did.

First, understand niche marketing. Most indie books that sell well are in niche markets. That is, they may be of interest to only a small segment of the book-buying public, but within that niche they are authoritative, influential, or groundbreaking in some way.

Understanding the niche into which you are publishing is critical for creating your marketing plan. For instance, you will know where the people interested in this subject tend to congregate, online or off, what kinds of books they buy, and what motivates them to want to learn more about your subject. These elements will form the basis of your marketing plan, a step-by-step set of activities that you'll complete to reach the greatest number of people with your message.

Remember that your message is not, "Hey, I just published a new book, buy it." Your message is the same reason you wrote the book, more like, "Hey, did you know that you can bake pizza at home? If you're interested in that kind of stuff, there are recipes and instructions in my new book."

Also, a big part of your marketing plan is likely to involve social media, and there are great reasons for that. Social media is the easiest, fastest, cheapest place to build buzz. It's constantly changing as far as features, yet it is consistently a way for people to communicate and network; and that will only increase.

You can read more detailed instructions for creating a marketing plan in [Developing a Marketing Plan and Strategy](#), or choose a [Genre-Specific Plan](#).

## Setting Goals

As with most things in life, if you have no idea where you are going, you're unlikely to know when—or whether—you've arrived. That's why goals are important.

A key part of book marketing is establishing realistic, attainable, and exciting goals. What are your goals? They might be as diverse as:

- Sales targets for a specific number of books sold.
- Readership, where sales are less important than spreading your message.
- Establishing authority in your field.
- Creating a revenue stream.
- Persuading others to take action on a social or environmental issue.

With each of these goals, you can measure the effects of your marketing efforts to track your progress, and you can read more about goals and planning in subsequent articles in this series. Read [How to Set SMART Writing Goals](#).

Next, you need to understand how to know whether you're meeting your goals.

## Measuring Results

In each of the goals I've listed above, there's a way to track your results. For instance:

- For sales, use the reports you get from retailers or distributors and keep a spreadsheet of results.
- For readership, you can send readers to a website or blog for additional information or interaction and use the analytics provided by the site to measure traffic.
- For authority, look at whether other people start to quote you and mention your ideas, how often your blog or Twitter posts are forwarded by others, and whether you start to get inquiries from people who want to partner with you to use your new authority for mutual advantage.
- For revenue goals, keep track of the profit from your book. You may have acquired expenses in getting your book to market, and by tracking this you'll know exactly when your book becomes profitable.

- For persuasive goals, you can track membership numbers or levels of engagement with your ideas as expressed by blog comments, Twitter re-tweets, and the number of subscribers who sign up to receive more information from you.

## Nuances of Book Marketing

As you progress with your marketing, you can start to explore even more ways to make your marketing effective. Here are some ideas to get started:

- *PR as a marketing tool:* Strategically using press releases and other media communications can supercharge your other marketing efforts and can be surprisingly affordable, or even free.
- *Audience segmentation:* Understanding the dynamics of the audience you're trying to reach can help create offers or marketing communications aimed at one segment or another of the total audience for your book. Read more in [Guide to Targeting an Audience](#).
- *Tie-ins as marketing leverage:* Many nonfiction books have potential tie-ins to companies or products. With the flexibility of CreateSpace's print-on-demand manufacturing, you are ideally placed to customize your product for a corporate customer who may buy dozens, hundreds, or thousands of copies of your book for their own promotions.

## Long-Term Marketing

Being a successful independent author means taking a long-term view. Many marketing efforts take months or years to come to fruition, and as you mature as an independent author, you will start to think of other books you can write and publish to further engage your current audience.

Here are some of the strategies you can put in place that could pay off down the road:

- *Build a media list:* It's never too soon to start building a list of media, editors, influencers, networkers, and mavens in your field.
- *Create relationships:* Interact with other experts in your field, identifying bloggers, book reviewers, and others interested in the same topics you're writing about.
- *Build your brand:* Your brand is how other people view and relate to you. Building your expertise, authority, and influence in your niche is a classic long-term strategy.
- *Gather an audience:* As you continue to publish and market your books, your audience will continue to grow over time, providing a larger and larger platform for all of your books to come.

Do these things, and as the release of your book approaches, you'll be miles ahead in starting to market that book. Communicating, listening to the responses you get, improving your products, and networking within your area of specialty will soon be part and parcel of your independent publishing efforts. And you will reap the success that comes with intelligent book marketing.



*Joel Friedlander is the proprietor of Marin Bookworks, a publishing services company where he's helped launch many self-published authors. He blogs about book design, writing and self-publishing at [www.TheBookDesigner.com](http://www.TheBookDesigner.com). Joel is also the author of the newly published [A Self-Publisher's Companion: Expert Advice for Authors Who Want to Publish](#).*







## Sue Hannibal

Guided Healing & Associates  
Author, *How to Pass Your California Smog Check* (1992) and *Emotional Detox: True Stories of Ordinary People Who Found Extraordinary Healing* (in process)

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

**Sue:** I write only nonfiction magazine articles and books. I also wrote a treatment for a television movie based on a true story that was optioned by a production company but not produced.

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

**Sue:** A high school English teacher invited me to join the staff of the school paper because she said I wrote “beautiful” essays. Twelve years later I sold my first article, titled “Making the Last Days Count,” about my father’s battle with prostate cancer and having hospice care for him at home. The first draft submitted to the local newspaper was a sterile book report: history of hospice, how it works, and interviews with some nurses, patients and their families. The editor returned it to me with a penciled one-sentence rejection note I still have: “Now tell me what happened.” The grief spilled onto the page along with my tears in one draft. The article landed on the cover of the Sunday magazine section and later won Best Article of the Year. I was hooked.

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

**Sue:** My first book started out as a fact sheet for the customers in the smog check and repair shop I owned with my then-husband. I was tired of breaking my nails on grimy hood latches and getting yelled at by drivers whose cars had failed their smog check. I thought that handing them the sheet along with the failure printout and then disappearing behind the “Do Not Enter” sign for a few minutes might save me from some tantrums. That sheet turned into a 75-page self-published book, *How to Pass Your California Smog Check and What To Do If You Don’t*, which my new agent sold to HarperCollins West in 1993. The book then launched me into the previously all-male domain of *Motor Magazine*, a Hearst business journal with 165,000 circulation, where I wrote two features a year and a bi-monthly column, “Smog Check.” At the first meeting with a dozen of my male colleagues, the editor asked if I’d like to see my new column “in page” (how it will look in print). He handed me a

sheet that Harold, the lunatic art director in the NY office, had prepared especially for me. The caption of my head shot read: "Smug Chick."

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

I've been a member of PWSD for about a year. Attending the programs and meeting other writers has given me support, encouragement, and inspiration just when I've needed a boost.

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

**Sue:** Right now I'm working on my next book, *Emotional Detox: True Stories of Ordinary People Who Found Extraordinary Healing*. It's based on my 13 years in private practice as a medical intuitive healer and holistic trauma therapist. The book uses case histories to correlate unresolved trauma from childhood, birth, the womb, and/or past lives with illness and dysfunctional emotional patterns in present time. Part II shows how to heal using holistic techniques in the evidence-based field of energy psychology.

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

**Sue:** The best guidance I can offer is to write from the heart. No matter what the subject is, infuse it with some human interest or comic relief. When I was doing what was essentially dry technical writing for Motor, I would begin my column with a little quip like having to yank someone's child off the top of the waiting room candy machine while they were in the shop arguing with my husband about their car repair. People are hungry for antidotes to the daily barrage of toxic violence, anxiety, crime, and cruelty on the news. Most people like true stories that showcase courage, selflessness, and the resiliency of the human spirit and which encourage, inspire, and restore faith in the basic goodness of most people.



## 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/> 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.



## 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](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). (See preceding announcement.)

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**

## First Annual La Jolla Literary Festival Friday, September 21 – Sunday, September 23, 2012

This sure-to-be-popular event will be held at the Museum of Contemporary Art in La Jolla and will feature 17 expert speakers presenting topics ranging from art to international affairs. Activities begin on Friday evening with registration, cocktail reception, and keynote speech and book signing by Mitch Albom. Other speakers' presentations take place all day Saturday, and through early afternoon Sunday.

Known for their vibrant presentations, this group includes bestselling authors from throughout the country, as well as esteemed international writers, a Pulitzer Prize finalist, and four speakers whose works have been turned into major motion pictures. The speakers include, in alphabetical order, **Mitch Albom, Martin Amis, Kris Arold, Chip Bishop, James Bradley, John Farrell, Adam Lashinsky, Jeffrey Lyons, Kati Marton, Antonio J. Mendez, Jonna Mendez, Ridley Pearson, Dr. George Pratt, Stephen Prothero, Marc Santora, Kurt Wenner, and Lee Woodruff.**



**Renowned Author Mitch Albom**

Speakers will host lectures and panels and take questions from the audience. Presentations are geared toward readers, rather than aspiring writers or those employed in the publishing industry. The talks offer warmth and humor as well as intellectual ideas. "Literary" is meant in the broadest definition of the word. The festival encompasses fiction, nonfiction, and journalism. The common thread is that the featured work is meant to move its respective genre forward and leave audience members fully engaged and feeling that they are a part of that movement. Admission also includes a cocktail reception and lunch.

A group rate of \$200 (a \$50 discount off the regular rate of \$250) has already been established for members of Publishers and Writers of San Diego. To purchase passes at the discount rate, PWSD members should call 858-866-6635 directly and give the name of our group, along with your own credit card information. Someone is always available to either answer the phone or return a message quickly. For more information, go to <http://jollalit.com/>.



## 2<sup>nd</sup> Annual Oceanside Arts Clash Saturday, October 13, 2012 10:00 a.m. to 4:00 p.m.

A *Word With You Press* is hosting its 2<sup>nd</sup> Annual Arts Clash on Saturday, October 13, 2012 from 10:00 a.m. to 4:00 p.m. at 802 S. Tremont St., Oceanside, CA. The day will feature 8 artists displaying their work and 8 writers presenting their work and answering questions. Food and beverages will be available, and there will be a raffle for various prizes. A disk jockey will be providing the music, and there will be spoken-word performances from Glassless Minds. A portion of proceeds will be donated to Kid Expression. For more information contact Thorn Sully at 760-967-9673 or visit [www.AWordWithYouPress.com](http://www.AWordWithYouPress.com).



# 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, and 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**





## More 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](http://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](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). 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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