

# Publishers & Writers Monthly



## NEXT MEETING

**JANUARY 26, 10:30 AM**  
**SECRETS FOR SUCCESS**  
**IN WORKING WITH**  
**YOUR PRINTER**  
**Marty Gilliland and**  
**Chris Carpenter**

## IN THIS ISSUE

**FEATURES**  
 PWSD 2008 Calendar **p. 1**  
 Marketing YOU **p. 3**  
 Whiting's World **p. 3**  
 Ten Tips for a Successful Author  
 Book Event **p. 4**  
 PMA Bulletin Board, Book Expo,  
 Advertising Opportunity **p. 6**

**MEMBERS' BOOKSHELF**  
 Janice Mueller **p. 7**

**NEWS & UPDATES**  
 New Members **p. 1**  
 A Word from the Editor **p. 8**

**MEMBER SPOTLIGHT**  
 Carolyn Fox and Lynette Smith,  
 PWSD Volunteers **p. 7**

**CALENDAR**  
 Regional Calendar **p. 8**

PWSD is an affiliate of PMA, the  
 Independent Booksellers  
 Association, and SPAN, the Small  
 Publishers Association of North  
 America.

## 2008 PWSD Calendar

What a year it's shaping up to be for PWSD! Last month, we published a preview of the next few meetings. Here are more details about the programs and speakers.

Mark your calendars now for the last Saturday of every month. All meetings are at 10:30 am, but come at 10:00 am to enjoy and network with your professional peers in this wonderful business we share. Our collective energy will spur growth in resources and member benefits.

**January 26, 2008**  
**Secrets for Successfully Working with Your Printing Company**  
**Guest Experts: Marty Gilliland and Chris Carpenter**

Join printing professionals Marty Gilliland and Chris Carpenter for a discussion of how to make the best decisions for your publishing business, work well with your printer, and get the final product that you want.

### Our Guest Experts

Marty Gilliland is the West Coast Sales Manager for United Graphics, Inc. Since 1971, United Graphics has been providing traditional book manufacturing services; it is currently ranked as one of the top 30 printers in the book printing industry. The company recently added short-run capacity, making it feasible to print books in runs of 100 to 1,000.

Marty has a unique connection to Publishers and Writers of San Diego. In 1994, new to Southern California and just setting up his territory, he decided to put together a one-day book production seminar. Another local publishing professional, Bob Goodman, quickly got on board. Together they



CONTINUED ON PAGE 2

## PWSD Webmaster

There's a new contact point for the PWSD website:

**[webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org)**

Effective now, please use this email address for all web-related questions, requested changes to your profile or photo, suggestions or additions. For newsletter subscriptions, use the link on the home page of the website.

**Welcome New  
 PWSD Members!**  
 David Boyne  
 Lauren Castle  
 Cecil Munsey  
 Gerry Rose

**And Renewing  
 Members!**  
 Nora Cohen  
 Holly Hunt  
 Jannine Petska  
 Charlotte Thompson

formed a slate of speakers from among local area publishers and had a tremendous turnout. By the end of the day the group was so excited they wanted to form an official group and meet on a regular basis. Bob Goodman took the reins from there and, hence, we now proudly have the Publishers & Writers of San Diego.



**Chris Carpenter** has always immersed himself in the world of books. After a few years in retail bookstore sales, Chris discovered the arts of marketing, printing, designing, and distributing books as he worked for two different publishing companies, Fons Vitae Publishing and Sarabande Books. In 2006, he became

the Western Territory Manager for printing company Four Colour Imports, Ltd. Chris has worked with books from the manuscript stage through the manufacturing process to the retail bookshelf. He holds a B.A. in English from Bellarmine University and lives in Phoenix, Arizona.



**February 23, 2008**  
**Achieving Traditional Book PR**

**Resident Expert Tricia Van Dockum**

Tricia is a current PWSD member. After graduating from California State University in Dance and Theatre Arts, she began a marketing career with Princess Cruises and continued to expand through various publicity media, including crisis, product, and entertainment public relations. As a photo publicist for Harcourt Trade Publishing, she learned to combine her publicity experience with her love of books. In September 2006, Tricia started her own literary publicity agency, Ollie Media, which has served authors from Harcourt, FSG, HarperCollins, MacAdam/Cage, and many independent publishers.



**March 29, 2008**  
**Creating Best-Selling Book Proposals and Marketing Plans**

**Resident Expert: Karla Olson**

Karla Olson is a current PWSD board member. She has been in the publishing industry for over 20 years and is the co-founder of BookStudio, a publishing consultancy. Before founding BookStudio, Karla was the Creative Director of Tehabi Books and the founder of Via Press. She also worked in the editorial departments of two major publishers in New York City. Learn more about BookStudio and its services at [www.bookstudiobooks.com](http://www.bookstudiobooks.com).



**April 26, 2008**  
**Field Trip to Borders Books**  
**Tour Guide: To Be Announced**

**May 31, 2008**  
**Open Group Discussion and Q&A**  
**Guest Experts: Everyone Present**



**June 28, 2008**  
**How to Get Your Book into Libraries**

**Guest Expert: Susan Simpson**

Susan is an acquisitions librarian with the City of Carlsbad Library system.



**July 26, 2008**  
**Protection and Legal Aspects of Your Intellectual Property**

**Guest Expert: To Be Announced**



**August 30, 2008**  
**Open Group Discussion and Q&A**  
**Guest Experts: Everyone Present**



**September 27, 2008**  
**Audio and Video Podcasting for Authors and Independent Publishers**

**Guest Expert: Mike Rounds**

Podcasting is the latest trend in making information available to the masses, otherwise known as publishing. If you've ever considered Podcasting as a promotion or distribution method for your creative genius, then you need to attend this seminar to learn:

- What is Podcasting?
- Why do you want to Podcast? How do you profit?
- What's the procedure for Podcasting? What hardware, software, and internet "stuff" do you need?
- What type of content do you want to supply? Why?
- What recording formats and playback devices do you want to address?

**Our Guest Expert**

Mike Rounds is a professional speaker and a published writer with over 100 how-to books, audios, and videos in distribution. He is the author of the "for the Clueless®" series of products and has been helping speakers, trainers, authors, inventors, and other creative people to develop and market their creativity for the past 25 years.

Mike is a graduate engineer, former director of a Fortune 500 company, and vice-president of one of the country's largest toy manufacturers. He is past president of the National Speakers Association in Los Angeles and

delivers over 200 seminars and workshops each year. He and his partner Nancy Miller own Rounds, Miller and Associates in Los Angeles, online at [www.RoundsMiller.com](http://www.RoundsMiller.com). Mike can be reached at [Mike@RoundsMiller.com](mailto:Mike@RoundsMiller.com).



**October 25, 2008**

**How to Make the Best of Your Shipping Budget**

**Guest Expert: To Be Announced**



**November 2008**

**No Scheduled Meeting**



**December 2008**

**PWSD Annual Year-End Celebration and Social**

**Meetings held at the Encinitas  
Community Center, 10:00–Noon**

**Register at  
[www.publisherswriters.org](http://www.publisherswriters.org)**

**All Are Welcome  
\$10 Members, \$15 Non-Members**

## Marketing YOU at Our Website

**...Paulette Ensign, PWSD VP Membership, Treasurer, Board Member**

PWSD, its members and our guests are all works in progress, like so much of life. One of the many NEW improvements scheduled for 2008 to better serve you, is a re-make of the Member Directory page of our website, [www.publisherswriters.org](http://www.publisherswriters.org).

As a member, you have a spot reserved for you on this page. It's already part of your annual membership dues. Another member benefit brought to you by those fun folks at PWSD for your business growth and pleasure!

The NEW page will list members in three major categories:

- Author/Writer
- Publisher
- Services to the Publishing Industry

YOU get to tell us where to go. Uh, I mean you get to say which category or categories best describe you. Some of us, myself included, fit into multiple categories. The key is to be sure you choose the heading(s) that really do make sense for you.

You know who you are. Now let us and the rest of the world know! You'll need to use the same text and photo for whatever place(s) you choose.

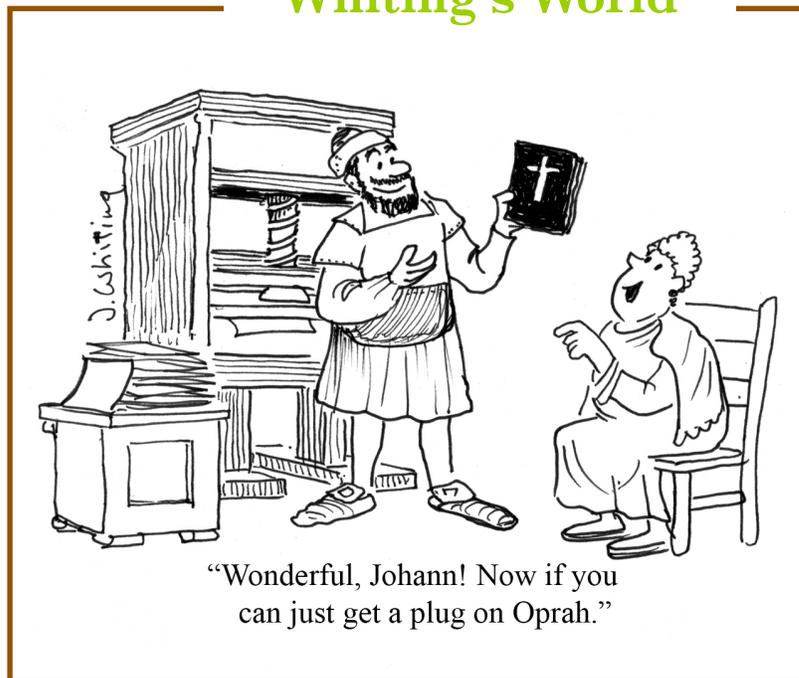
If you're already on the directory page, please drop David Boyne, our wonderful new volunteer webmaster, a quick email at [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org) to let him know into which section(s) your information needs to go.

If you're not on the page yet, send David your free 50-word description plus a photo of yourself in .jpg format, and include the category you have chosen.

### Action Needed Today

Do it today, before you forget! Being on this page has brought many members additional business and additional entries on search engines.

## Whiting's World





## Ten Tips for a Successful Author-Book Event

...Andrew Chapman, Publishing Consultant and PWSD President

In my columns for this newsletter, I've been writing about our group. This month I decided to go a different direction. An author in an online

forum I subscribe to asked about the logistics of doing a "book signing." While his question was valid, it overlooked a number of fundamental things that make an author-book event successful. Below are the 10 things to keep in mind when planning your next event as an author, writer, or publisher.

**1. Make it an event.** Don't call it a "book signing"—it's an event. No one wants authors who just sit behind a table like they're selling Girl Scout cookies. And unless you are a seriously dynamic personality (and they position you by the front door), you won't sell very well doing this. So come up with some kind of event based on your book to pitch to the appropriate store person. For example, if your book is about jewelry, then you should be able to come up with a demonstration—jewelry-making or whatever—based on that. (Besides, people like bright, shiny objects.) If your book is about something else, then do whatever. Regardless of the subject, make the event interactive, informative, and entertaining.

**2. Think outside the bookstore.** Consider a place besides a bookstore for your event. What about cafes, schools, retail stores, community organizations, etc? Many of these places never have an author event and would love to. Where would you have a more successful event for your book entitled *How to Read Your Dog's Mind*, at Borders Books or PetSmart? So think about your book's content and the places your likely readers frequent. My most successful book event was at a college (for my booklet *How to Earn Straight A's in College*), not at a bookstore.

**3. Help attendees experience your book.** Place a copy of your book on each chair at your set-up. This way they have to pick it up to sit down, and research shows most people who pick up a book open it. Also, this will give the early-arrivers who are shy something to do. The extroverts will come up to talk to you.

**4. Be sure to meet and greet.** Introduce yourself to as many people at your demonstration (or whatever) as possible. Nothing pushy, just "Hi, I'm Andrew ... thanks for coming." This breaks the ice and makes you more approachable afterward.

**5. Work the store prior to your event.** Arrive early and hand out flyers to people in the store (if the store allows this). Again, nothing pushy, just "Hi, I'm doing an author event here in the store in half an hour, if you'd like to come see it." The flyer will answer their questions while you move on to contact more people. Don't rely on the store personnel to promote your event—they're usually too busy to do so.

**6. Show, don't sell.** Don't "sell" during your demonstration or presentation, but instead simply refer to your book several times. Work this into your presentation and it should be smooth: "As you can see on page 89 in my book, properly caulking a tub requires ...." This will get your attendees more involved and interacting with your book, which equals more sales.

**7. Take advantage of the calendar.** Schedule your event as close to the end of the month as possible (even postponing a month, if necessary). All bookstores use calendar notices—sent out to regular customers, put in bags during purchases, or made available for customers to pick up in the store. Point being, if your event is in the first week of the month, people are less likely to learn about it in time. An event toward the end of the month has many more days of exposure to benefit you.

**8. Get to the signing table and limit questions.** At the end of your demonstration or presentation, tell everyone you'll be signing books and where the store has your table set up (it's not always where you'll do your demonstration). Invite them to follow you, and then casually walk there. Do NOT start answering questions before getting to your signing table. You will get hung up with that and sign (and sell) far fewer books, as the now-excited (hopefully) book-buyers get impatient and leave. Once at your signing post, answer only the briefest of questions, deferring more involved ones for afterward or handing out your business card for them to contact you later. Don't tell them you'll follow up with them; if you have a busy event you don't want to burden yourself with getting contact info you'll have to sort out later. Plus, putting the onus on them to get back to you weeds out the momentarily curious.

**9. Sidestep writer's block.** This one is easily forgotten—decide ahead of time what you'll write in everyone's book. (This goes on the title or half-title page, by the way.) It's too easy to suddenly find yourself blank on the spot as to what to write—or worse, rambling on the page while you try to come up with some wisdom or encouragement to impart. Believe me, I know—I've done both. Instead, figure out a nice, short phrase to write and stick to it. And always ask how to spell the person's name—even the most basic of names are often spelled multiple ways nowadays.

**10. Do your best and forget the rest.** Think positively and prepare for the best, but don't expect a lot. I've been to book events by very successful authors that only attracted a couple dozen people, and I've been to those by unknowns that had a great crowd. You just never know. Promote the best you can and put on a great show. That's all you can do. The rest is out of your control. Just ask all the authors who had events planned the evening of September 11, 2001.

## Tips on Internet Marketing Tips from John Kremer

### Two Free Internet Marketing Ebooks

1. ***The Obvious Truth*** by Armand Morin. This book outlines 16 easy steps to building an income-generating Internet-based business, even if you are not Internet savvy and don't have a website. It has some great insights on Internet marketing. Plain and simple.

<http://www.freebooksforall.com/TheObviousTruth.pdf>

2. ***Effective Internet Presence: Now Required for Success in Business and Life***, by Ted Demopoulos. How to create an effective online presence, even without a website. Some good recommendations here.

<http://effectiveinternetpresence.com/articles/effective-internet-presence.pdf>.

John notes that the information in these two books is useful even if you don't buy anything else from the authors.

John encourages authors to give away all or part of their books as a way of building an audience. He offers two free ebook websites where authors can share their ebooks: <http://www.freebooksforall.com> for nonfiction books, and <http://www.allbooksfree.com> for novels, children's books, and short stories).

### Three Free Internet Marketing Reports

These .pdf reports are available at [www.freebooksforall.com](http://www.freebooksforall.com):

1. ***How to Cash in on the New Internet and Flood Your Business with Customers***, by Rocket Helstrom. How to increase the number of visitors to your website.
2. ***How to Create Internet Money Machines Without Ever Building a Website***, by Frank Sousa. Aims at those who are uncomfortable doing HTML or website design.
3. ***How to Uncover Red-Hot Niches with a Simple Step-by-Step Formula***, by Myleena Phan. Helps in figuring out who would be interested in a book or website.

### Blog Talk Radio Interview

John's interview "***Let's Talk Blogging***" with Antonio Crawford is all about blogging, with emphasis on using blogs to promote books. The audio is available at:

<http://www.blogtalkradio.com/Lets-Talk-Blogging/2008/01/07/Lets-Talk-Blogging>.

---

## Internet Marketing Seminar

***Bridging Heart and Marketing*** is the first-ever soft-sell Internet marketing conference. If 'always felt uncomfortable with hard sell, this conference aims to show participants how how to increase income with a soft-sell approach. (Even the conference sales letter is more soft-sell than most.)

Besides Judith Sherven and Jim Sniechowski, the organizers, the faculty includes Mike Filsaime, Scott Martineau, Jody Colvard, Beth Davis, Donna Fox, and Tom Justin.

**Dates:** February 22, 23, and 24

**Location:** Westin Hotel LAX, located next to the Los Angeles International Airport

**Information:** <http://www.bookmarket.com/softsell.htm>.

## CALL FOR YOUR MARKETING STORIES

Brian Jud sends out this request to our members for stories about your marketing experiences. ACT TODAY to participate—Brian tells us his revision date is the end of this month!

"Do you (or your members) have an example of a fun, creative, non-bookstore marketing idea that I could include in the second edition of *Beyond the Bookstore*, a Publishers Weekly book describing how to sell your books to non-bookstore markets?"

For example, Pat (an author) was the first person to board a Southwest Airline flight. She sat in the first row and handed a bookmark to each person boarding.

If you have an example I could use, please email me at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) with details and permission to use your example."

# PMA Bulletin Board

Hey! Shouldn't that say "PWSD Bulletin Board?"  
 Nope. This month, the Bulletin Board features activities of PMA-Independent Booksellers Association. PMA has done more than any organization to help its members while elevating the status and influence of small and independent publishers.

Since PWSD is an affiliate of PMA, members can join for a reduced rate. It's inexpensive and a great resource. Some member services:

- *The Independent*, a 40-50 page newsletter (really a whole magazine) that always includes information on every aspect of the publishing business.
- Dozens of regular and special marketing programs publishers can use to reach their target markets.
- PMA University, the resource for high-quality online learning opportunities for publishing beginners and professionals, as well as regional seminars and an extensive curriculum in conjunction with Book Expo America every year.

## PUBLISHERS WEEKLY ADVERTISING OPPORTUNITY

--Act **FAST!**

PMA-Independent Booksellers Association has been offered the opportunity to display members' book titles on the **Front Cover** of "Publishers Weekly," February 25, 2008, edition, celebrating independent publishers.

12-14 covers of PMA members' titles will be featured on this issue, the inside front cover and subsequent pages. PMA will feature 8-10 titles per page in specific genres, with brief descriptions and ordering information for book, library and foreign rights buyers. PMA will select which books go on the front cover, but all books will be displayed in 4-color.

The **deadline for ordering is February 1, 2008**, and the advertising cost \$495 per title. To participate, you need to be a member of PMA (PWSD members can join at a reduced rate) and fill out an email form you can receive from [terry@pma-online.org](mailto:terry@pma-online.org). You will need to send a 300 ppi, cmyk TIF file of your front cover (2" tall) and pay by credit card.

## BookExpo America 2008

After a five-year hiatus, BEA returns to Los Angeles May 30-June 1, 2008. PMA has secured a great location on the show floor. If you are interested in getting your own booth, they still have a few booths left.

To make reservations for multiple booths, full booth, or a shared booth within the PMA complex on the floor, be sure to act now as they are almost sold out. PMA also offers the option to display single titles.

For more details and prices to go: [http://www.pma-online.org/pubresources/exhibits\\_pma.aspx](http://www.pma-online.org/pubresources/exhibits_pma.aspx)

## BOOK DISTRIBUTION

If you are looking for a distributor to the book trade, PMA's Trade Distribution Program may be your answer. Now in its 15th year, this program has landed hundreds of PMA members into one of the best book distribution systems in the country, Independent Publishers Group (IPG).

For more details and to register go to: <http://www.pma-online.org/benefits/tradedistribution.aspx>

# PWSD Volunteers

## Newsletter Proofreaders

This month, we honor our two professional proofreaders, **Carolyn Fox** and **Lynette Smith**. Carolyn and Lynette volunteer for PWSD by combing through this newsletter on alternating months.



**Lynette Smith**

Lynette Smith owns ALL MY BEST Business and Nonfiction Copyediting.

She applies over 20 years' experience in proofreading and copyediting, up to and including the level of minor rewrites, to help her clients "get the results and respect their writing deserves."

Lynette assists nonfiction authors, publishers, printers, small businesses, corporations, consultants, speakers, marketers, teachers, and graduate students.

Visit [www.AllMyBest.net](http://www.AllMyBest.net) or contact Lynette at [AllMyBest@earthlink.net](mailto:AllMyBest@earthlink.net).



**Carolyn Fox**

Carolyn Fox is a current PWSD board member at large, and the owner of Proof or Consequences.

Proof or Consequences provides proofreading and editorial services.

Carolyn's editorial experience extends through fiction, nonfiction, technical guides, and marketing materials.

Visit [www.prooforconsequences.com](http://www.prooforconsequences.com) or contact Carolyn at [prooforconsequences@yahoo.com](mailto:prooforconsequences@yahoo.com)

## Members' Bookshelf: ReadyPlan

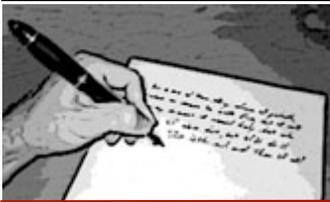
PWSD member **Janice Mueller** is the publisher of ReadyPlan, a "personal preparedness plan" to promote family emergency planning. ReadyPlan is one of a series of five books, which also includes ReadyLifeline, ReadyHome, ReadyVet and ReadyAuto.

These organizers were designed to be customized and branded for corporations for their employees and as a marketing tool for their companies. ReadyPlan is currently being featured in the Reserve National Guard Magazine across the country, and will be sold on eXLint.com to National Guard Families. Many Fire Departments give copies to the first responders in their communities.

Books are also sold direct to consumers, and come with or without a travel pouch. Janice's website, [www.InCaseOfEmergency.us](http://www.InCaseOfEmergency.us), also provides supplementary emergency information and resources, and subscriptions to a monthly newsletter. Ask Janice for a PWSD member discount.

Janice's motto? "Ready for the expected and prepared for the unexpected."





# Publishers & Writers of San Diego

And now, a word from your editor . . .

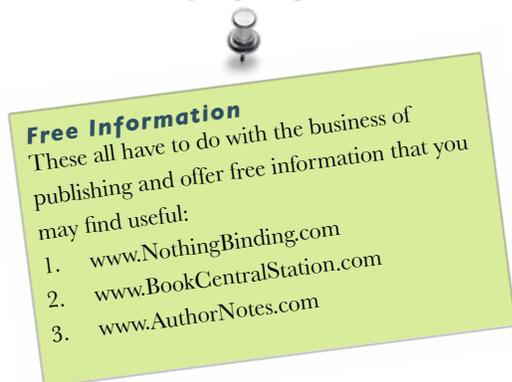
## Feedback Needed ASAP



I love doing this newsletter. But I've gotta tell ya, it makes a HUGE difference when I hear from you with your ideas, feedback, and contributions. Who will be in the Member's Spotlight next month? You tell me. Whose book will be bragged about in the next Bookshelf? I dunno. Are there any publishers within the sound of my voice?

### CLOSING DATE FOR THE NEXT ISSUE IS FEBRUARY 5TH.

I'm always on the lookout for Regional Calendar Events, news tidbits about major developments in your own publishing life that you'd like to share, and information on other groups of publishers and writers in the area.



*See you on the 26<sup>th</sup>!*

## Regional Events

**January 23, 2008, 7:00 pm EST**

### Publicity: Expert Tools to Sell More Books

This is SPAN's Marketing Monthly™ Webinar. Speakers are Brian Jud with Antoinette Kuritz. PWSO is an affiliate of SPAN, the self-publishing and independent book publishing trade association.

Information: [www.spannet.org](http://www.spannet.org)

**January 25-27, 2008**

### SDSU State Writers' Conference

Whatever your level of skill and experience, the SDSU Writers' Conference will help you improve your writing and increase your publishing savvy. Meet top-level editors, agents, and professional writers of fiction, nonfiction and screenwriting. The links on this page will provide information about our 2008 conference. Location: Doubletree Hotel in Mission Valley. Fee \$365 until January 2.

Information: (619) 594-2517

Registration: <http://www.ces.sdsu.edu/writers/registration.html>

**January 28, 2008, 6:30 pm**

### San Diego Writers/Editors Guild Meeting

Taryn Fagerness, literary agent from the Sandra Dijkstra Agency, will talk about a day in the life of a literary agent and the do's and don'ts of approaching an agent.

Location: Joyce Beers Community Center, 1220 Cleveland Ave., San Diego

Information: [www.sdwritersguild.org](http://www.sdwritersguild.org)

## MEETING

**JANUARY 26**

Members & Non-Members

Welcome—Register at

[www.publisherswriters.org](http://www.publisherswriters.org)

### PWSD OFFICERS

**Andrew Chapman**

President

[Andrew@PublishersWriters.org](mailto:Andrew@PublishersWriters.org)

**Paulette Ensign**

VP-Membership, Treasurer

[paulette@tipsbooklets.com](mailto:paulette@tipsbooklets.com)

**Karla Olson**

Board Member

[karla@bookstudiobooks.com](mailto:karla@bookstudiobooks.com)

**Carolyn Fox**

Board Member-at-Large

[proofforconsequences@yahoo.com](mailto:proofforconsequences@yahoo.com)

### CONTRIBUTORS

Andrew Chapman

Paulette Ensign

Carolyn Fox

Janice Mueller

Lynette Smith

Jim Whiting

Krasna Svoboda, Editor

e-mail: [krasna.writer@mac.com](mailto:krasna.writer@mac.com)

Lynette Smith, Proofreader

[AllMyBest@earthlink.net](mailto:AllMyBest@earthlink.net)

### To Subscribe:

Visit the PWSD Website:

[www.publisherswriters.org](http://www.publisherswriters.org)

Publishers & Writers of  
San Diego