

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

January 2011

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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), usually at the Encinitas Library, 540 Cornish Dr., Encinitas.

### Membership

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. Visit us online at [www.PublishersWriters.org](http://www.PublishersWriters.org) for information and to RSVP for meetings.

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**Closing date** for newsletter contributions is the **last day of each month**. Send contributions to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).

If you would like to sign up for a **member profile**, contact Lynette Smith at [lynette@allmybest.net](mailto:lynette@allmybest.net).

## Next Meeting

### January 2011 Meeting

**Date: Saturday, January 29, 2011**

**Time: 10 a.m. to 12 noon**

**Location: Encinitas County Library, 540 Cornish Drive**

**Topic: Morning Coffee with a Literary Agent**

**Speaker: Claire Gerus**

For those of you who (like most of us) wonder how it works with literary agents, Claire Gerus is coming to answer your questions. She'll also give us her assessment of the publishing industry and how it's changing. Claire Gerus has been Editor-In-Chief of two publishing houses; worked for eight major publishers, including Harlequin, Rodale, Random House and Doubleday, John Wiley, Kensington, and Adams Media; written articles for national media; and taught corporate communications to such clients as IBM, Kellogg, Mutual of Omaha, and Procter & Gamble. In 1996, she established a thriving business as a New York literary agent, selling books on a wide variety of subjects: business, history, memoir, religion, health, spirituality, psychology, politics, pop culture, and women's studies. She has published three books in collaboration with other authors and is presently a literary agent based in Tucson, Arizona.

## News/Announcements



We're organizing our event calendar for 2011, so please help! Let us know about a street fair in your town and we'll look into organizing a co-op booth for RLSD authors. We're also investigating events such as the *Summer Sundays at The Vine: Mojalet's Place for the Arts* that we did last summer, where an author was featured between performances. Please let us know any ideas you have of where authors can meet readers.

Contact Karla at [karla@sandiego.readlocal.org](mailto:karla@sandiego.readlocal.org).

## President's News

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**WE'RE SEEKING A NEW  
CONTENT COORDINATOR;  
WILL YOU HELP?**

Happy New Year everybody! We had a great time celebrating our 2010 accomplishments at the annual PWSD Holiday party. I predict that 2011 is going to be full of even more interesting developments and surprises for the publishing industry, so I, for one, am glad that we can ride the industry wave together. We'll continue to try to sort out all the rapid change and figure out how to succeed in this crazy business. Even after over 25 years in the industry, I'm enjoying the new trends, and I hope you are, too.

We've got an information-packed program planned for 2011. It begins with Claire Gerus giving us perspective on the changing role of the literary agent. Bring your questions, as she plans to address whatever you want to know about how to get an agent, what an agent can do for you, and what agents are looking for.

February is a great month for fiction-writing PWSD members, but everyone will be fascinated when Julia Stroud explains what she does to help authors develop their characters. Julia is a former psychologist who has decided to apply her skill to the characters of your imagination. She will explain how she helps authors develop a detailed "Book Bible," which formulates characters' personalities, histories, strengths, and pathologies.

In March, special-sales expert Brian Jud will let us in on how to sell lots of copies of your book to sources outside the bookstore. Liz Goodgold, personal branding expert, will reveal her tried-and-true marketing secrets in April. May is, as always, our open forum, so start making a note of the questions you need answered and the successes and strategies you want to share.

Later in the year we have Jesse Schwartzberg teaching us how to make money as a speaker, and Anne Marie Houghtailing will share strategies for positioning yourself as an expert. I'm also looking forward to hearing Barbara Fisch and Sarah Shealy of Blueslip Media talk about how to market children's books.

Also on the horizon is another regional independent publishers catalog. This year PWSD and Publishers Association of Los Angeles are planning to coordinate a regional catalog for distribution at Book Expo America, as well as to local bookstores and libraries. Please stay tuned for more information about this special marketing opportunity.

Next, I would like to welcome our new board member, Jeniffer Thompson. Jeniffer is an author, speaker, and Internet marketing specialist, as well as owner of the Web design company, Monkey C Media. She will be helping us with volunteer coordination as well as new programs and planning.

Speaking of volunteers, there's an immediate need for someone to help coordinate the content for the newsletter. Andrea Glass has done an amazing job for the last couple of years and, along with Lynette Smith and Lauren Castle, set up a terrific structure for our very valuable and informative newsletter. If you have some time and are interested in giving back, keeping up with everything in local publishing and beyond, please let me know. It would certainly be appreciated by all our members, and it includes a free monthly ad for your book or business.

Here's to a terrific year!

*Karla Olson*

## How to Choose the Right Literary Agent for Your Book: 6 Tips to Help Writers

Stephanie J. Hale

A literary agent is one of the best ways to accelerate your progress as a writer. Most authors simply don't have the publishing contacts to sell their work. Even if they did, they wouldn't know how to negotiate a book deal or a publishing contract. But how do you find a literary agent, and how do you choose the right one? Here are 6 simple tips to help you:

**1. Research your agent.** Get hold of a copy of *The Writers Handbook*, which lists every literary agent in the USA and UK. (You can get these in most bookstores and libraries.) Most of the literary agents list the writers they represent—ideally these authors should be writing in a genre similar to yours. Check on the agents' specialist areas. (There's no point sending a military book to someone who specializes in romance!) Draw up a shortlist of potential candidates. Another way to select agents is to flip through books similar to yours in a bookstore. Most authors credit their agents on their Acknowledgments page. So this should give you a good idea of likely candidates.

**2. Target your agents.** Check out each agent's website. Where possible, personalize your letters and use first names when writing to them. It's labor-intensive and likely to take more of your time. However, it will reap rewards as your letter is less likely to get intercepted by the gatekeepers (a.k.a. PAs and secretaries!) who are sometimes geared to sending out "round robin" replies. Target agents where you will obviously fit in with their list. A scattergun strategy is less effective than one that's precisely targeted.

**3. Big agency?** Decide from the outset what you'd like from your working relationship with an agent. With a bigger agency, you're going to be a small fish in a big pond. If your agent has a conflicting engagement tying in with Madonna's book or yours, it's easy to guess which one will be cancelled! (And yes, this *did* actually happen to me with a literary agent many years ago!) At times, your working relationship can seem very impersonal and businesslike. However, a larger agency is likely to have a big film rights department and foreign rights department with a team of staff all working hard to sell your book around the world. This leverages your time enormously, as you have the weight of a big team behind you.

**4. Small agency?** There are plenty of one-man (and one-woman) bands. The lovely thing about these smaller agencies is that they often have a very warm and friendly working relationship with writers on their list. If you're a new author who would like a bit of "hand holding" and detailed feedback, then a smaller agency may be ideal. Smaller agencies tend to outsource foreign rights and film rights work to other agencies. The main disadvantage is that there are usually only one or two people handling all the clients. If your agent is away at the Frankfurt Book Fair or off on holiday, that can leave you high and dry.

**5. Medium agency?** Medium-sized agencies tend to be my favorites. These agencies offer the best of both worlds. They have foreign rights and film departments. Yet they are not so big that you feel "lost" in them. You can often arrive at a medium-sized agency and find that pretty much everyone there has read your book right the way through to the PA and the office secretary!

**6. Prepare questions** Meet an agent before you sign with them to make sure your aims align with theirs. I constantly meet authors who complain about their literary agents. You'll be having a close, and hopefully long, working relationship with your agent. It's essential that you choose someone who you feel is on the same wavelength.

Stephanie J. Hale is a leading writers' coach and publishing scout. She's worked with bestselling authors and top literary agents for over 20 years. She specializes in helping writers get the publishing deal and readership they deserve. More FREE publishing tips at <http://www.richwriterpoorwriter.com>

## **YOU KNOW YOUR QUERY LETTER SUCKS WHEN... You Ain't Got No Platform, Honey!**

Jeff Rivera, founder of [www.HowtoWriteaQueryLetter.com](http://www.HowtoWriteaQueryLetter.com)

Agents are in the business of selling books. That's what they do. They're not our best friends, they're not our therapists, and they're not our life coaches. The best agents put their nose to the ground, and they focus on what they do best, which is generating enough excitement on a book that they sell it for as high a price as possible. When you get paid, they get paid. End of story.

The publishing landscape has changed dramatically the last few years. Whereas just having the credentials and a well-written book proposal could have sold your book even a couple of years ago, nowadays you need to bring your own fanbase. That is, you need more than just 10,000 Twitter followers—you need people who are poised and ready to purchase your book.

If you've got that already, then you need to mention that in your very first sentence. I've recently ghostwritten query letters for clients who had a very strong platform. At first, they wondered why I would mention it in the first paragraph but, trusting my judgment, they went along with it.

The result? Each had over 50 agents beating down their door asking to read their proposal. You can read the actual query letters at <http://tinyurl.com/25t2mkj>. One author had a novel and I only wrote one sentence about what the novel was actually about.

"Don't you think we should tell them more about it?" the client asked me. I told him, "Who cares what it's about? You're a regular guest on Fox News." And I was right—the agents didn't care either, because tons of them requested to read his novel.

If you've got a strong platform, use this technique and you'll be one step closer to landing an agent. For examples of query letters that worked, visit [www.HowtoWriteaQueryLetter.com](http://www.HowtoWriteaQueryLetter.com)

### **THE MAJOR SHIFT IN BOOK PUBLISHING**

Dan Poynter, The Book Futurist. <http://ParaPub.com>

There is a major change going on in book publishing. Some publishers see it and are scared. Some are trying to change. Some do not even see it yet.

Eyeballs are moving from print to online. We see this in newspapers and magazines as well as books. Advertisers are following the eyeballs and are shifting their promotion money from print publications to the Web. Subscribers are reading online. Newspapers are downsizing and going out of business. Magazines are closing down. The driving force is economics.

The old larger publishers have been the Big Six in New York. The new larger publishers will be Amazon, Apple, BarnesAndNoble.com, and Google. These resellers of information (nonfiction) and entertainment (fiction) are becoming publishers. They are inviting authors to cut out the publishers and deal directly with them.

Where is publishing going? For example, when a book buyer goes to Amazon's site, he or she will find a choice of printed book, eBook, or audio book. If he or she orders the eBook, it will be downloaded in Kindle format. The printed book will be manufactured by Amazon's subsidiary CreateSpace and shipped to them. The audiobook will be downloaded or manufactured by CreateSpace. Books will not be printed in quantities unless a large demand becomes apparent.

Printing is a quantity game: the more you print, the lower the per-unit cost. But a larger quantity print run will have to be justified. Out with the old, in with the new.

Both articles reprinted from "Rick Frishman's Sunday Tips"  
Subscribe at "[www.rickfrishman.com](http://www.rickfrishman.com)" and receive Rick's "Million Dollar Rolodex"

## Member Profile

### Thornton “Thorn” Sully

Editor-in-Chief, *A Word with You Press*

Founder of the Writers' Clubhouse

(“HQ”) and the *KidXpress*

philanthropic movement

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*Thorn Sully keeps alien from bursting through his belly while Pulitzer Prize winner Jonathan Freedman promises not to laugh when it does, at recent workshop at A Word with You Press.*

Photo credit to Ron Chatham



**PWM:** What aspects of publishing or writing are you involved or interested in?

**Thorn:** In addition to writing literary fiction, I have created, with the help of many volunteers, a supportive writers' community, not only online through our monthly contests and daily blogs, but at our clubhouse in Oceanside at 802 South Tremont. It is now a functioning hub for writers and artists, hosting open-mic nights, book launches, and writers' workshops. We have a writing annex where anyone can come in and have access to a computer and Wi-Fi and write brilliantly without distractions.

**PWM:** What first attracted you to these fields?

**Thorn:** Leonard Cohen wrote, “We are ugly, but we have the music.” Writing is the great equalizer. My own flaws and defects diminish in importance when I am dropped down into the place of words. I believe in the power and the beauty of the written word.

**PWM:** Did you previously have related experience in publishing and writing?



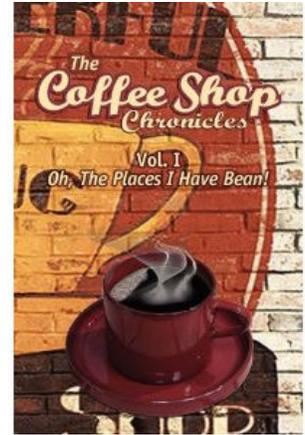
**Thorn:** Before the *San Diego Union Tribune* dummed down and decided that all the best books required crayons in order to be enjoyed, I wrote reviews in their book section. I traveled the world (parts of it at least) from Berlin to Borneo, sleeping with whatever country would have me, and picking up stray stories along the way. I am writing all that stuff down now, before my visa for Planet Earth expires. I have written three novels, *The Boy with a Torn Hat*, available on Amazon, *The Courtesans of God*, and *Almost Avalon*, which will be published in spring of this year by A Word with You Press.

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

**Thorn:** I have been a member since January 2010. Currently, A Word with You Press is successful in every possible way you could measure except money (and that one is coming). I can see a real cause-and-effect link with my membership in PWSD, which has allowed me to broadcast our activities at the meetings and in the newsletters, and Andrea Glass has done wonders in helping organize the workshops we've just started sponsoring since the official opening of our Oceanside facilities in September. A lot of our participants found out about us through PWSD.

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

**Thorn:** Not long ago I was a one-man band, so when you ask “what are you working on,” the *you* now refers to a volunteer staff of six plus two interns just to run our website, which presently averages between 10,000 and 15,000 hits each month. We run monthly writing contests, and the first was transformed into a hard-copy anthology featuring the hundred best entries into our premier competition, ***The Coffee Shop Chronicles, Volume 1, Oh, the Places I Have Bean!*** now available on Amazon. As a regular feature we offer ongoing writing competitions with trophies and cash prizes.



What really inspires me at the moment, as it does our many volunteers, is a sister venture run from our Oceanside facilities called KidXpress. Kids who like to write will be paired with adult mentors in a combination of group activities and one-to-one coaching. When the kids have completed the program, which starts in February, we will publish them with their peers in an anthology of their own.

Our inaugural class will be quite an event in itself. On February 26 in our courtyard, we will hand out four-foot-tall triangles—85 of them—to kids and parents. These serve as their blank canvas or computer screen to broadcast a message to the universe. After a story is written or a painting composed, we will assemble the triangles into a huge geodesic half-dome, large enough to walk inside. Our message? Why think inside the box, when you can *play* inside the dome? It’s a perfect metaphor of the teaching philosophy of KidXpress, encouraging kids to be individually creative and collectively productive. We could use your help with this not-for-profit venture, by the way, and for our “Igloos in Oceanside” event that we are calling our first KidXpress class. If any PWSD members would like to play a part, find out how at our KidXpress website, [www.kidxpress.us](http://www.kidxpress.us).

And of course, we’re revving up for new anthologies under the auspices of both A Word with You Press and KidXpress, some of which derive content from the contests we sponsor online. We will also be publishing a great children’s book this spring called “**Angus MacDream and the Roktopus Rogue**”; PWSD member **Teri Rider** has been contracted to illustrate it for us, and we are in discussions with Pulitzer Prize winner Jonathan Freedman to become his publisher as well. Many irons in the fire!

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

**Thorn:** Advice? Create a personal mission statement and act as if your life were a novel that you get to edit! Our mission statement: “Putting gravitas on a lo-carb diet.” Further advice? Take advantage of all the talent and networking possibilities offered by PWSD. It has helped “me” to become “us.”

**Thorn Sully of A Word With You Press** is inviting anyone who wants to participate in the opening event for KidXpress. On **Saturday, February 26** we will be constructing the “**Igloo in Oceanside.**” We’ll have 85 flanged cardboard triangles painted white to serve as the personal canvas or computer screen of our future Nobel laureates. They can paint upon it, send a message to the universe, or staple on a story that they wrote, and after everyone is completed we will assemble the triangles into a geodesic dome fuller than Buckminster. We’ll pair kids who like to write with adult mentors for a series of group activities and one-to-ones designed to create confidence and pride in the ability to “put it down on paper.” Our graduates of this free program will be rewarded by being published in an anthology of their own, along with their peers, and be afforded all the rights and privileges that come with authorship, including a book signing event at the HQ of A Word with You Press. We intend to sell the panels to corporate sponsors for \$100 each, which is tax deductible. Can you help find us sponsors? Checks should be made out to “From the Inside Out,” a 501(c)3 co-sponsor of the event that will raise money to fund KidXpress, and sent to the offices of A Word with You Press, 802 South Tremont St., Oceanside, California, 92054. Smaller donations are also appreciated. The event will be professionally videotaped and is going to be on YouTube. Find out more at [www.kidxpress.us](http://www.kidxpress.us) and [www.awordwithyoupress.com](http://www.awordwithyoupress.com).

**The clubhouse at A Word with You Press** will also be holding the first in a series of writing read-and-respond groups exclusively for veterans to help them tell their stories. We intend to publish them in an anthology of their own this June, and half the royalties will go to Wounded Warriors. Any vets who would like to attend should contact Thorn at [thorn@wordwithyoupress.com](mailto:thorn@wordwithyoupress.com) or check the calendar of events at [www.awordwithyoupress.com](http://www.awordwithyoupress.com). The program is free to vets, and starts **Saturday, January 22** at 802 South Tremont in Oceanside at 11:00 am and includes free lunch.

**Saturday and Sunday, February 26 and 27, the Blaze Your Own Trail: 2011**, a self-publishing writers’ conference, will be held at the University of San Diego. This is the first conference held on the University of San Diego’s campus, focused on educating and empowering writers with the information necessary to self-publish their works. High quality information and excellent resources will be shared by successful authors and experts in the publishing industry. Speakers include Mark Victor Hansen, creator of the *Chicken Soup for the Soul* series; Lon Safko, co-author of *The Social Media Bible*; and Judy Reeves, author and co-founder of San Diego Writers, Ink. Also speaking will be PWSD President and owner of BookStudio, Karla Olson, and PWSD board member, Jeniffer Thompson, author of *Website Wow!* and owner of Monkey C Media. Designed to help both business and creative writers, this conference will prepare one to use self-publishing as a means for creating a platform for more expansive opportunities. Conference training by industry leaders will be offered in distribution, marketing, trends in self-publishing, publicity and promotion, and profitability. The conference price is \$299 until January 25. As a PWSD member you are invited to register at the discounted rate of \$250. Please email Mariela Jimenez at [m@eastmevents.com](mailto:m@eastmevents.com) or call 619.794.9577. Learn more at [www.blazeyourtrailtopublication.com](http://www.blazeyourtrailtopublication.com).

**Thursday, January 20, 2011, 6:30 p.m. The San Diego Professional Editors' Network** will present "Learn about ebook Readers," a look at Kindle, Nook, Kobo, Sony, and Cruz Products. The future of the ebook versus the traditional printed page, along with the many e-Reader products on the market, will be explored in depth. Copyeditor, publisher, and avid reader Stephanie Glidden, an SD/PEN member, will share her experience of transitioning from the hardcopy world of books and newspapers to her new passion for the Kindle, Amazon's revolutionary wireless reading device. A representative from Barnes & Noble will join Glidden to discuss the features and benefits of their ebook reader, Nook, declared by *U.S. News & World Report* to be "one of the 10 best gadgets" (09/14/10). In addition, a Borders representative will introduce the unique features of their flagship e-Reader, Kobo, and present other e-Reader products by Sony and Cruz that Borders carries. Anyone new to the world of e-Readers who wants to learn which product is best for them, or who just wants to stay up-to-date in the fast-moving world of digital technology and publishing, will gain valuable insight into this important trend. Meetings of SD/PEN are free to members and \$10 for non-members and held at Joyce Beers Community Center (4065 Vermont Street, Uptown Shopping Center, Hillcrest). For more information, call (619) 368-2715 or visit [www.sdpen.com](http://www.sdpen.com).

**Monday, January 24, 6:30 to 8:30 p.m. The San Diego Writers/Editors Guild** will have its monthly meeting with former reporter Caitlin Rother, who will share an interesting story about her career path. Many would benefit from her experience; how she moved from the dying profession of daily journalism to published book author and the travails she encountered along the way. Her website is [www.caitlinrother.com](http://www.caitlinrother.com); email [crother@flash.net](mailto:crother@flash.net). All meetings are on the 4th Monday of the month at the County Health Facility located at 3851 Rosecrans Street in the Sports Arena area. See the website for directions: [www.sdwritersguild.org](http://www.sdwritersguild.org).

**Tuesday, January 25, 7 p.m.** Local author **Laurel Corona** will be joining Relm Literary Salon to discuss her latest book, *Penelope's Daughter*. Relm Wine Bistro is at 2917 State Street, Carlsbad.

**Friday, January 28, to Sunday, January 30** (Friday, 6:00 to 7:30 p.m.; Saturday, 8:30 a.m. to 5:00 p.m.; Sunday, 9:00 a.m. to 3:20 p.m.). **The 27th annual SDSU Writers' Conference** will take place at the Doubletree Hotel in Mission Valley. Margaret Dilloway is among the newest success stories from the SDSU Writers' Conference. She attended the 2010 conference and is now the author of *How to Be an American Housewife*, which was published in August by Putnam Books. "I count what I learned at the SDSU Writers' Conference as critical to my development as a professional novelist," said Dilloway, who already has made a deal with Putnam Books to write another novel. For complete information, visit [www.neverstoplearning.net](http://www.neverstoplearning.net) and click on SDSU Writers Conference.

**Saturday, February 12, 9:00 a.m. to 5:00 p.m. The San Diego Chapter of the Society of Children's Book Writers and Illustrators (SCBWI) One-Day Conference** with editors and agents. Participants have an opportunity to have their worked critiqued by conference editors, agents, and published authors. Manuscript critiques are \$45 and must be postmarked on or before January 7. Conference attendees also have an opportunity for illustration critiques for \$45. Submissions must be postmarked on or before January 28. First Pages (the first 150 words) critiques are free. Submissions must be postmarked on or before February 4. Illustrators have an additional opportunity to showcase their work for free with a 16" x 20" vertical self-standing display. Participation must be confirmed by February 4th, 2011, to take advantage of this opportunity.

RSVP to [juwiler@gmail.com](mailto:juwiler@gmail.com). This informative conference will take place at USD's Hahn University Center (with a pre-conference session for those new to children's writing available from 7:30 a.m. to 9 a.m.). Cost varies upon registration date (Early registration closes January 7, 2011) and membership status. The public is welcome to attend. For more information on this conference, visit the chapter's website conference page at [www.sandiego-scbwi.org/scbwiconferences.htm](http://www.sandiego-scbwi.org/scbwiconferences.htm), email the chapter at [chapter@sandiego-scbwi.org](mailto:chapter@sandiego-scbwi.org), or call the chapter at 619-713-5462.

**Friday, February 18, to Monday, February 21: The 25th Annual Southern California Writers' Conference** in San Diego. With nearly \$4 million worth of publishing success behind us, as always, our next event is geared to get you where you want to go with your work, and is limited to the first 200 registrants in order to ensure access and intimacy. Check the site often for updates, or subscribe to their RSS feed to be alerted automatically. For the complete story, go to [www.writersconference.com](http://www.writersconference.com).

**INTERQUEST Announces Digital Book Printing:  
Market Analysis & Forecast (2010–2015)**

***Comprehensive New Study Extends In-Depth Analysis of the  
Digital Book Manufacturing Market***

Charlottesville, VA (January 4, 2011)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, has released a comprehensive new study of digital book printing. The report—an in-depth analysis of the market, including the key issues, trends, size, and technological developments—complements and extends INTERQUEST's groundbreaking 2005 and 2007 studies of the market.

According to David Davis, Director of INTERQUEST, "You would be hard-pressed to find an industry undergoing the dramatic structural and operational changes gripping book publishing. This is a particularly vibrant and growing market for digital printing, which is extending its reach and penetration each year as technologies evolve. This study is a 'must have' for anyone with an interest in the book manufacturing supply chain."

The study is based on 71 in-depth interviews with major publishers and book printers specializing in trade, education, professional, and photographic book applications, and it also includes input from printing equipment vendors and findings from other research related to digital production printing recently conducted by INTERQUEST. The study assesses the overall book publishing market in North America: the impact of the recession on key players, including publishers, book sellers, distributors, and book printers; and key trends impacting the industry as a whole. It addresses major digital printing applications and business models, important technological developments, and key offerings from printing and finishing vendors.

"If anything, the recession has added urgency to the efforts of publishers to squeeze waste out of book distribution, and this remains one of the key contributions of digital production," said Davis. "At the same time, book manufacturers are embracing new technologies such as high-speed inkjet printing to refine and extend the use of digital book manufacturing. Although the growth of digital book printing has been impressive, the market holds tremendous opportunities which will be exciting to watch unfold."

***Digital Book Printing: Market Analysis & Forecast (2010–2015)*** is immediately available for \$995. The 300-page report, which includes more than 170 exhibits illustrating and highlighting key findings of the research, can be ordered by contacting INTERQUEST at 434-979-9945, or through the company's website, [www.inter-quest.com](http://www.inter-quest.com).

***About INTERQUEST, Ltd.***

*Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Over the last 20 years, INTERQUEST has produced numerous landmark multi-client market research studies on topics such as digital printing, print-on-demand, transactional printing, workflow, color printing and variable imaging, as well as paper and pre-and post-processing/finishing. In 2010 INTERQUEST organized Digital Book Printing Forums in New York, Toronto, Montreal, London, and Paris.*

## **AWARD & EXHIBIT OPPORTUNITIES**

**The 2011 Amazon Breakthrough Novel Award** is here! Do you have an unpublished or self-published novel you know Amazon.com readers will love? Enter your novel in the 2011 Amazon Breakthrough Novel Award for a chance to win one of two \$15,000 publishing contracts with Penguin USA and distribution of your novel on Amazon.com. Here's how the contest works.

**First Round:** Amazon editors will review a 300-word pitch of each entry. The top 1,000 entries in each category (2,000 total entries) will move on to the second round.

**Second Round:** The field will be narrowed to 250 entries in each category (500 total entries) by Amazon top customer reviewers from ratings of a 5,000 word excerpt.

**Quarterfinals:** *Publishers Weekly* reviewers will read the full manuscript of each quarterfinalist and, based on their review scores, the top 50 in each category (100 total entries) will move on to the semifinals.

**Semifinals:** Penguin USA editors will read the full manuscript and review all accompanying data for each semifinalist and will then select three finalists in each category (six total finalists).

**Finals:** Amazon customers will vote on the three finalists in each category, resulting in two grand prize winners.

The submission period begins January 24, 2011 at 12:01 a.m. (U.S. Eastern Standard Time) and ends February 6, 2011 at 11:59 p.m. (U.S. Eastern Standard Time). The young adult fiction category and the general fiction category are each limited to 5,000 Entries, and we will stop accepting entries for a category after we have received 5,000 Entries in that category. To enter, starting on January 24, 2011, go to [www.createpace.com/abna](http://www.createpace.com/abna) and register and submit your entry following the instructions on the entry form. In the meantime, go to [www.createpace.com/abna](http://www.createpace.com/abna) to sign up for contest updates and valuable online content that will help you get your submission ready.

**The 2011 National Indie Excellence Awards** are open for submissions. Books published by self-published authors, small press, and independent publishers can be submitted for consideration in the categories of their choice. Winners and finalists will be announced nationally in mid-May, 2011, in time for Book Expo America. Top prizes include national book publicity campaigns and the ability to highlight the awards in marketing endeavors. NIEA recognizes excellence in independent and self-published books, a category that accounts for a rapidly growing segment of a publishing industry going through almost constant transformation. For information about the contest, including how to submit books, please visit [www.indieexcellence.com](http://www.indieexcellence.com). **The deadline for entries is March 31, 2011.** Contact Ellen Reid, 310-862-2573, [ellen@indieexcellence.com](mailto:ellen@indieexcellence.com), for more information.

**The 2011 Nautilus Awards** recognizes and honors books, audio books, and e-books that promote a better world. Nautilus Books Awards is committed to seeking, acknowledging, and honoring books that inspire and connect our lives as individuals, communities, and global citizens. Dedicated to excellence and the highest of standards, Nautilus Awards winners receive excellent recognition, media coverage, outstanding marketing opportunities, prestige, industry exposure, and SALES! For more information, including guidelines for entering, a list of categories, and a downloadable entry form, visit [www.nautilusbookawards.com/Guidelines for Entering.html](http://www.nautilusbookawards.com/Guidelines%20for%20Entering.html). **Closing date is January 31, 2011.**

### **Resources**

*If you hear of an event or discover a valuable resource for publishers or writers, please send it to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).*

*From the Editor, Andrea Glass*

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 the home page to sign up for this newsletter.

**The closing date for newsletter contributions** is the **last day of each month**. Send your contributions to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).

Would you like to appear in a **member profile**? If so, contact Lynette Smith at [lynette@allmybest.net](mailto:lynette@allmybest.net).

Would you like to help out by taking **notes at our monthly meeting** and writing up the meeting recap for this newsletter? If so, contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com). She's accepting signups for 2011. We're looking for one volunteer a month so we can have each meeting covered.

**Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing community!**

*Newsletter Team*



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