

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

April 2010

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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 the last Saturday of each month (except November and December) at the Encinitas Library, 540 Cornish Drive, Encinitas, 10 a.m. to 12 p.m.

## **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***

**Date: Saturday, April 24, 2010**

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

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

**Topic: "Driving Traffic To Your Website"**

**Speaker: Schelley Gallimore**

## ***News/Announcements***

**Please note: The Encinitas Street Faire starts at 9:00 a.m. on the day of our meeting. Please arrive early, as parking may be a problem.**

**Also note, the library opens at 9:30 a.m.**

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**The Sixteenth Annual  
San Diego Book & Writing Awards  
Saturday, June 5th, 2010  
6:00 to 9:00 p.m.**

AMN Healthcare Building  
12400 High Bluff Drive, San Diego, CA 92130  
[www.sdbookawards.org](http://www.sdbookawards.org)

Laurel Corona is Keynote Speaker; Bruno Leone is host

Founded in 1994, the San Diego Book Awards Association (SDBAA) honors the best published books and unpublished manuscripts by San Diego County residents each year. Winning authors report that receiving a San Diego Book Award boosts sales of their books, and several winners of the association's unpublished novel, memoir, and poetry chapbook competitions have said that receiving a San Diego Book Award played an instrumental role in their later securing a publisher for their work.

PWSD newsletter editor Andrea Glass, a former SDBAA winner, is a judge this year in the business books category.

## 21<sup>st</sup> Century Book Marketing

**Presenter: Arielle Ford**

**Publicist, Producer, Author, and Consultant**

**March Meeting Recap by Louise Mathews**

### **PWSD Officers**

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Arielle Ford, well known publicist and bestselling author of *The Soulmate Secret*, gave an interesting and well received talk on 21<sup>st</sup> Century Book Marketing. Her speaking style is comfortable, informative, and riveting. She explained how the book launch has changed from 1998 to the present day; what works, what no longer works, and how the Internet has changed the game.

She began by telling us the story about how she self-published her first book. She never started out intending to be an author. When she talked to a publisher, she didn't like the deal they offered, not knowing that it was the normal amount. She self-published and started to deal with distributors, making mistake after mistake and ending up \$30,000 in the red. The good news was that she became a good book publicist. She didn't know the restrictions and "just went for it." She picked up Louise Hay as an author and it was all up from there.

Before 9/11, you used to have a VHS tape of your TV appearances and tapes of radio interviews. You went on book tours at breakneck speed through several cities. After 9/11, costs went up for book tours and the pool for radio and TV interviews went down. Today everything is different; and if you're to be successful, you must change with the times. For instance, radio interviews are now done on the phone. Make sure you have a reliable land line with an established company like AT&T.

It's a new world for publishing a successful book; these are her recommendations. You must have a website; make it unique and interesting with an updated press room and a bimonthly newsletter. Link it to a Facebook fan page and a Twitter page. Update it twice a week. Have related subject links on them; use "Bil.ly" to keep the links short enough to fit. Get media training; good PR is essential to launching and selling books. Great PR is especially needed the first week the book is out. Go to PR workshops four times a year. Never say "No" to an interview—on TV, over the net, on the phone, or in a bookstore. Always mention the title of the book—often!

Have a Best Seller Campaign. Send e-mails that say "buy my book" and offer lots of free information. Try a book trailer, a three-minute video on the book to get people excited. Publishers get the book on the shelves and PR is up to you. In addition, make sure you register your name and titles on GoDaddy.com. When you pitch the media, don't send an attachment; just write 4–5 lines with a dynamite subject line and a teaser about what you know. When they call, be ready; this is an audition. Be articulate and compelling. Always be ready to go do an interview at a moment's notice. Send personalized notes to the interviewers; remember this is a world of relationships and networking. Make friends wherever you go; be especially nice to the people working in bookstores. Always ask of people you talk to, "What can I do for you?" and mean it. Send free books to associations or people who deal with your subject as well as charity auctions. Selling a book is hard work and takes dedication. Don't give up; everything is possible.

Arielle hosts an event called 21<sup>st</sup> Century Book Marketing on September 25–26 in San Diego. To register, visit: [www.21stcenturybookmarketing.com](http://www.21stcenturybookmarketing.com)

## **The Internet Effect**

If you think the Net hasn't affected how you promote your books, think again. The Internet has created a dynamic we all have to deal with. Regardless of your book project, overlooking the Net could be detrimental to your book's future.

When we look at how the Net has changed the way we market books, we only need to wander over to Amazon to realize that this online retail giant has changed the way we shop. Ordering from Amazon is one of the easiest things you'll do (especially with their One Click program) and because of this, consumer confidence in online shopping has increased dramatically. Ten years ago if someone had said to you, "Oh, just go buy that book online," you would have never taken this risk. But now we know that our purchases are safe and protected and we're buying everything from books, to airline tickets, to collectables on eBay.

To hook into this trend it's imperative that authors have an online presence but not just through their website. Make sure your book is available everywhere. By "everywhere" I mean on Amazon, BN.com and any other appropriate online retailers. Think about this for a moment: When you think about buying a book online you probably automatically think of Amazon, but what if your audience gravitates to some other site to find their books? Have you explored these sites? If you haven't you should. The beauty of the Net is that it allows you to go an inch wide and a mile deep, finding e-tailers that are able to offer your book on their site, and if it's in sync with your topic this could go a long way to facilitating book sales.

Stepping away from the shopping piece of this we move to email. Email has become the blessing and curse of our society. Because of the prevalence of emails, joke mails, spam and other items that fill our inboxes every morning, we are keenly aware that email can suck time from our day; for most of us it's time we don't have. Because of this, our attention span keeps shrinking. It used to be that paragraphs needed to be no more than seven sentences in length; now they need to be even shorter. The key here is that if you want to get noticed and you want your emails to get read, you're going to have to find a way to bottle that fantastic pitch into a short, pithy paragraph instead of an email that requires scrolling.

Another piece to this is that email has breathed new life into direct mail pieces. We recently did a direct mail piece to publishers announcing our Virtual Author Tour and found the response rate to be enormous and certainly much better than it would have been five years ago. The lesson? If email isn't working to get you noticed, why not try good old-fashioned snail mail to supplement your campaign?

As the Internet becomes a steadfast part of our lives, so do Web sites. Without Web sites, the Net would not exist. But it's more than just having a "site"—it's about creating an experience for your visitors. But more than that, it's about creating an experience they will enjoy. Did you know that it takes the average surfer only 1/50<sup>th</sup> of a second to determine whether they'll stay on your site or head somewhere else?

How are your conversion rates doing on your site? Are you translating your visitors into consumers or do they leave your site in search of greener pastures? The key is to not just have a site that consumes valuable Internet real estate; the key is to have a site that's doing what it's supposed to do: Be a 24/7 sales tool and online brochure for you.

And finally, do not overlook the new forms of communication: blogging, vlogging, and podcasting are all becoming the mediums we live by. Regardless of your readers' age, race or financial status, the way we get our news and entertainment has changed drastically and if you're overlooking these vital mediums then you're overlooking a very strategic piece of your Internet promotion.

The topic of how the Net has changed the way we promote our books and products does not end here. There are many, many other factors that go into the changing dynamic of our world as it's defined by the

instant availability of information and services. But to start, you need to have pieces in place that will help insure your success. The items we addressed in this article are the pillars that need to be in place in order for you to be successful. As the Net continues to change our lives, so will it continue to change how we promote our books. Can't get into bookstores? Why not host a virtual book signing instead? Can't get the media to notice you offline? Why not contact them through their blogs and offer feedback on their blog posts? They're more likely to respond to you if you respond to them.

The good news is that the Net has opened doors that have otherwise been closed, and it's given authors opportunities to delve into markets that would have otherwise required a plane ticket and a hotel room. Now with one click and a few key searches, you can contact that outstanding parenting group three thousand miles from you and make a connection that could last your entire career. Regardless of the medium, remember that when it comes to marketing it's all about relationships. This is truer on the Net than it is anywhere else. You have to prove yourself worthy by your message, your calling card (website) and your product. Once you have that down pat, the Net is your oyster.

Penny Sansevieri, *The Book Marketing Expert* Newsletter, [www.amarketingexpert.com](http://www.amarketingexpert.com)



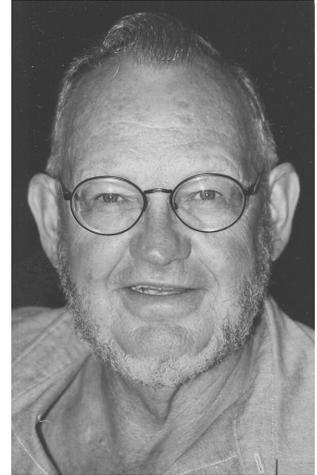
“See where ‘Write from your own experiences’ got me!”

**Charles Brashear**

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

**Charles:** I'm interested in several kinds of writing: the impact of whites on Indians and of Indians on whites, farm and ranch culture of the American Southwest, teaching on creative writing, and contemporary insanities of everyday life. I've published in each of these categories.

Besides essays, magazine articles, and professional papers, I've published both fiction and nonfiction books. Fiction books in the past 20 years include:

- *The Sacred Mountain: A California-Indian-Family Anatomy* (2009)
- *Saving Sand* (stories of a prairie culture during The Great Depression, 2009)
- *Little Crutches* (collected poems, 2005)
- *Comeuppance at Kicking Horse Casino, and Other Stories* (2001)
- *Brain, Brawn, and Will: The Turmoils and Adventures of Jeff Ross* (2001)
- *Killing Cynthia Ann* (a novel based on a true story, 1999)
- *Contemporary Insanities* (short fictions, 1990)

Recent nonfiction books include:

The Elements of Writing series:

1. *Elements of Creativity* (2001)
2. *Elements of Dialog, Dialect and Conversational Style* (2001)
3. *Elements of the Novel: An Update on Forster* (2001)
4. *A Writer's Toolkit: Elements of Writing Personal Essays, Poems, Stories* (2001)
5. *Elements of Form and Style in Expository Essays* (2001)
6. *Elements of the Short Story* (2005)

**PWM:** What first attracted you to writing in these areas?

**Charles:** The ideas behind and within each. Not many people nowadays are interested in ideas, but I am. I wish I were younger and still had all my memory!

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

**Charles:** I got a job as a university professor, which gave me the opportunity to pursue each of these. I had kept going to school until I had the requisite degrees.

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

**Charles:** I've been hanging around PWSD for about a year, but only recently joined. Can't say it's done me any good ... yet.

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

**Charles:** I have three projects going. One is a book on farm culture, called “Not a Drop of Rain.” It takes place in the 1917 drought in west Texas. My mother was 12 years old, then. She was “forced” into becoming a trail driver when the family had to move its livestock to New Mexico in search of water and grass. “The world” is the antagonist.

Another is a book on Indian-white relations, called “In Search of Onolai.” Grandmother Doe-in-the-Dawn tries to Indianize her white-thinking grandson and make him an Indian activist.

Finally, I’m working on a biographical novel called “Squanto.” I’ve gone through the available stuff on Squanto’s life and times, and came up with this.

**PWM:** Anything else?

**Charles:** Last October 28, I was the “Living Writer” at San Diego State University. I didn’t sell many books, but had a good time anyway.

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

**Charles:** Everybody says read a lot. Write what you know. These things don’t make sense to me. Write what you’re angry about, after reading enough to get you started. Revise. Revise. Revise.

Know writing techniques; they’ll stand you in good stead.



## *PWSD Member Events & Announcements*

**Saturday, April 24, 12:00 noon to 3:00 p.m.** **Janice Stanger**, Ph.D., author of *The Perfect Formula Diet*, will be speaking at Vegetarian Day @ Your Library at the Lemon Grove Branch Library, 8073 Broadway, 619-463-9819. This will be a fun day for all, with food sampling, crafts, cooking demos, movies, and more. Come out just for some free food, if nothing else, and pick up some hints to get healthier. [www.perfectformuladiet.com](http://www.perfectformuladiet.com)

**Monday, April 26, 6:30 to 8:30 p.m.** **The San Diego Writers/Editors Guild** monthly meeting. Karla Olson of BookStudio, a book packager and publishing consultant, co-president of PWSD and president and founder of **Read Local San Diego** will be the speaker. There is often a thin but firm line between the editorial and marketing goals for a book—a line that the editor or writer of a book must walk very carefully. Which is more important: What the author wants to say or what the readers want to hear? Karla shares her success strategies for building marketing opportunities into a book without compromising the author's voice or message. **County Health Facility**, 3851 Rosecrans Street, [www.sdwritersguild.org](http://www.sdwritersguild.org)

PWSD newsletter editor **Andrea Glass**, has just released her e-book *Your Info-Product Success System™*. For a limited time, she's offering the e-book free in exchange for a review of the e-book to be used on her sales page with your photo and link to your website. Email [andrea@writersway.com](mailto:andrea@writersway.com) to request your copy.

## *Events & Resources for the Publishing & Writing Community*

**Saturday, April 17, 11:00 a.m. to 1:00 p.m.**, **Earthsong Bookstore** (1440 Camino del Mar, Del Mar) presents Oceanside writers Leonie Tremaine and Amy Albani (pen name, Leonie Albani-Tremaine) who will be signing their novel, *Adios, Aries*, the first in a series of "Horoscope Homicides," mysteries with an astrological theme, set in Carlsbad Village. Leonie will also read excerpts from the book.

**Wednesday, April 21, 6:00 to 8:00 p.m.** Learn how to market your stories with the latest digital photo tools and techniques. Writers in today's competitive marketplace often need to provide compelling photographs or videos that can "tell and sell" their stories to editors and publications. The San Diego Press Club will host this "Nuts & Bolts" workshop at Essy's Studio, 3350 Sports Arena Boulevard, Suite K2. The event is free for SDPC members and \$10 for non-members. Space is limited. Reservations may still be available through April 19 by email at [reservation-sdpc@cox.net](mailto:reservation-sdpc@cox.net) or by phone at 619-231-4340.

**Intimate writers' retreat planned for Rome, October 2010.** Two UCLA Writers' Program instructors, Carolyn Howard-Johnson and Eve LaSalle Caram, have rented a townhome near the Trevi fountain in Rome and are inviting writers to join them for a casual week of writing and promotion seminars and tons of Eternal City inspiration. Rome resident Jo Linsdell, a writer and founder of PROMODay, the free online conference for writers, will join them to present on the ever-important marketing aspects of the publishing industry. The program's seminars will be tailored to the needs of the participants. Howard-Johnson will lead a tour of nearby Etruscan sites for those who are interested. For further details, complete with pictures of the townhome including its rooftop garden, visit [www.budurl.com/RomanRetreat](http://www.budurl.com/RomanRetreat). Early registration is recommended. Accommodations are limited. Reach Howard-Johnson for payment details at [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

## **Resources**

### ***The Balancing Act* TV show needs authors**

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*The Balancing Act*, a morning TV talk show airing on Lifetime, is looking for good authors to interview on the following subjects:

MyLife Mondays: beauty, fashion, health, wellness  
MyFamily Tuesdays: parenting, pets  
MyMoney Wednesdays: money, personal finance, careers, work  
MyHome Thursdays: home, environment, garden  
MyWeekend Fridays: travel, cuisine, entertainment

If you can speak on any of the above topics, they want to talk to you. Send your bio, book info, and query letter to Ken Levy, Associate Producer, **The Balancing Act**, O2 Media, 2001 W Sample Road #101, Pompano Beach FL 33064; 954-691-1102, ext. 299; Fax: 954-977-4586. Email: [ken@o2mediainc.com](mailto:ken@o2mediainc.com). Web: [www.thebalancingact.com](http://www.thebalancingact.com). Note: This national TV show focuses on helping women balance work and life issues.

### **Make money as a speaker:**

[www.amazingpublicspeaking.com/index.cfm?affID=gospeak](http://www.amazingpublicspeaking.com/index.cfm?affID=gospeak)

### **Authorsource gets corporate sponsors to give you money**

[www.sponsorshipmarketing.biz](http://www.sponsorshipmarketing.biz)

*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). Lynette is taking signups for 2010.

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 2010. 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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