

# Publishers & Writers Monthly

NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

May, 2009

## Next Meeting

**Date:** Saturday, May 23, 2009

**Time:** 10:00 a.m. – 12:00 noon

**Location:** Encinitas Library

**Topic:** Q & A discussion

## News/Announcements

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### PWSM

Publishers & Writers of San Diego is a professional association of the San Diego publishing community. PWSM 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 Avenue, Encinitas, from 10 to 12:30 p.m.

### Membership

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15.

Visit [www.PublishersWriters.org](http://www.PublishersWriters.org) for information and meeting RSVP.

## Book Expo America (BEA), May 29-31, 2009

**The Authors. The Books. The Trends. The Buzz. Where the World of Publishing Comes Together.** If you want a real understanding of the breadth, depth, and diversity of the publishing industry, spend just one day (though you will want to spend more) at Book Expo America, the premier event for the North American publishing industry. Featuring over 1500 publishers presenting their latest lists, this is the place to assess the trends and developments in the publishing industry. Meet 500+ authors and discover hundreds of new titles. Learn the trends during 60+ focused sessions at the NEW "Big Ideas at BEA" Conference and don't miss this year's Global Market Forum: Books & Publishing in the Arab World. Experience the buzz of the book business at dynamic Special Events. All this, plus all of New York City—the publishing capital of the world and where BEA will be held until 2012.

## Independent Book Publishers Association (IBPA) Publishing University, May 26-28, 2009

Experience this educational boot camp, featuring over 50 industry professionals discussing every aspect of the business. Three days, six tracks, four sessions per day, including an Advanced Track for experienced publishers—this is the place to learn everything you can about independent publishing. Keynotes from industry professionals and the Ben Franklin Awards, the industry's equivalent of the Academy Awards, tops off three days of learning and new ideas. Publishing University is considered IBPA's cornerstone event. Education professionals provide participants with the best available teachers in the publishing industry as well as topics of interest and importance to publishers of all sizes. For more information and to register, visit <http://ThePublishingUniversity.com>

## Read Local San Diego Needs You!

Read Local San Diego, a non-profit marketing coalition that creates opportunities for connecting readers and authors, is off to a great start. We are developing a comprehensive directory of all authors and literary groups in San Diego, and we are coordinating a kickoff series of author/readers events for the weekend of November 14 and 15, 2009. Be a part of this grassroots effort! We are seeking volunteers to help get this innovative program up and running. Join one of our committees—talent, events and venues, website/marketing and sponsorship—and help create opportunities to market your books and preserve the literary community throughout San Diego. For more information, contact [Karla@ReadLocalSD.org](mailto:Karla@ReadLocalSD.org).

***From the Prez/Andrew Chapman, PWSD President***

**Closing date** for newsletter contributions: **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 at  
[AllMyBest@earthlnk.net](mailto>AllMyBest@earthlnk.net)

**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  
[ProofOrConsequences@yahoo.com](mailto:ProofOrConsequences@yahoo.com)

**PWSD May Newsletter Staff**

**Andrea Glass**, Editor  
[Newsletter@PublishersWriters.org](mailto:Newsletter@PublishersWriters.org)

**Marj Lacey**, Content Coordinator  
[MarjL@earthlink.net](mailto:MarjL@earthlink.net)

**Lynette Smith**, Copyeditor  
[AllMyBest@earthlnk.net](mailto>AllMyBest@earthlnk.net)

**Lauren Castle**, Layout  
[Lauren@Impress-Express.com](mailto:Lauren@Impress-Express.com)

I'm very happy to see the return of the PWSD newsletter, PW Monthly. For those of you who didn't hear, our former and illustrious newsletter editor and designer, Krasna Svoboda, was unable to continue the newsletter and keep up with her own work. We were sorry to hear the news; however, we were grateful when Andrea Glass stepped up to take on managing the newsletter.

Lauren Castle and Chiwah Slater, layout, and Marj Lacey, content coordinator. Knowing how much goes into this, you all have my personal appreciation and it's great to have such talent on board.

All that said, the newsletter can only be so much without you help as contributors. Please send your news, announcements, opinions, and any other submissions to  
[Newsletter@PublishersWriters.org](mailto:Newsletter@PublishersWriters.org).

Priority placement will be given to PWSD members, and other contributions will be considered on a case-by-case basis. Remember, the deadline for each issue is the last day of the prior month -- so the deadline for our June issue is May 31.

Lastly, as you submit things of a timely nature (such as event announcements), be aware that the newsletter will come out on or about the 15th of each month. In the past, we've had people submit notices for events that were to occur before the following newsletter. As with any monthly publication, it's a good habit to submit calendar announcements well ahead of time.

Andrew Chapman  
President, Publishers & Writers of San Diego  
[Andrew@PublishersWriters.org](mailto:Andrew@PublishersWriters.org)

*"It took me fifteen years to discover I had no talent for writing, but I couldn't give it up because by that time I was too famous."*

~ Robert Benchley

## ***From the Treas/Paulette Ensign, PWSD VP Membership & Treasurer***

### **ONE**

One letter, one word, one sentence, one paragraph, one chapter, one book. That's the technical side of publishing, stripped to its most basic level, isn't it? It's all about units of one. Each element stands alone yet is a crucial piece to creating the whole.

Blow that up a little bigger and it's what your business in the publishing industry is about, too. One interview, one mention on someone's website, one sale of your product or service from your own site, one referral from a colleague, one connection at a meeting. Before you know it, each of these "ones" has combined to become your thriving business.

In spite of how very capable you are and how much you pace yourself with the range of tasks, you can't do it all by yourself in your business, no matter how driven you are. You do the things you can do, with the time, talent, and resources you have.

And that's the deal with Publishers & Writers of San Diego, too. You are a vital individual component that makes the entire group one. You have recently been invited to choose at least one thing to do as a member of PWSD. It can be a small one thing, a large one thing, a short-term or a long-term one thing, something that suits you so you're sure to do it for however long you're willing or able. It can be completely behind the scenes or at meetings. There are plenty from which to choose.

Think about what one (or more) thing you'd like to do so you can jump on it now. You might invite another one to share a task with you, shaping the whole to suit you best.

Take another look at your business, too. What one thing can you do today? Just one. Now doesn't that feel better than all the overwhelm from all those other ones? This link takes you to the sign-up form. Thanks!

<http://publishersgroup.wufoo.com/forms/pwsd-tasks-signup-sheet>

Paulette Ensign  
VP Membership and Treasurer, Publishers & Writers of San Diego  
[Paulette@TipsBooklets.com](mailto:Paulette@TipsBooklets.com)

## ***March Meeting Recap***

### **What's in a Name? Ask Athol Foden**

*Mo Rafael (PWSD member & non-fiction book editor)*

March's guest speaker, with the unusual name of Athol Foden, admitted that he has long been passionate about names and naming. With two degrees in computer science, he served as marketing director of three different technology firms in the Bay Area, including Sony Microsystems. Because the naming of new products often came within Athol's purview, the importance of finding the right name with the right ring and marketability became increasingly clear to him. So Athol struck out on his own, reframing his naming hobby as founder of Brighter Naming, Silicon Valley's independent naming agency.

He told surprising stories of corporate short-sightedness and inadequate research in naming businesses and products. Apple Computers' sound technology ran up against the Beatles' Apple Records; Microsoft was sued by the original trademark holder of "Internet Explorer"; and the name Skippy was ignominiously heisted from its trademark holder, cartoonist Percy L. Crosby, by the peanut butter producer.

Mr. Foden defined the key terms in intellectual property rights. Designs and inventions are protected by *patent*. Writing is subject to *copyright* which can be both implicit and explicit. Written material should bear the © symbol followed by the author's name and date. Authors take note: you **cannot** copyright a book title. However, you can register your title phrase as a trademark if you plan to use it as the name for a business, a brand, a line of products, or a series of books.

Names and logos are protected by the trademark designations ™, SM and ®. The ™ or SM symbol indicates a pending trademark application or a simple claim of the rights to the mark. The ® symbol indicates a federally registered trademark. As the date of a trademark registration takes precedence in all cases, Athol urged us to do our research early and do it thoroughly on [www.uspto.gov](http://www.uspto.gov).

Trademarks cover a broad territory as they can be names of products or services, logos, slogans, packaging, and even smells and sounds. Essentially, a trademark can be almost anything that is used to identify a particular product or service, but it is exclusive within a single category.

A lively question and answer session concluded Athol's presentation. He recommended writing down every

name/title you can think of, then winnowing them down and test marketing the final contenders until you're absolutely sure you have a winner. His repeated caution to diligently investigate the availability of a desired name or phrase was echoed by audience member and attorney Tanya Franklin. To wit: Save yourself a peck of headaches, along with nights and days of anguish, by being creative and original. Do your research. Don't assume that any intellectual property rights holder will be happy or even tolerant of your using their name or slogan—no matter how cleverly you think you can do it. Protect your name/slogan by spreading it around—use it, use it, use it!

## April Meeting Recap

### Her Fortune Cookie Says, "Big Success Achieved"

Joan Vokac, <http://www.Great Towns.com>

Following a riveting lecture by Summer McStravick on New Media techniques to publicize books, Andrew Chapman quipped, "It's like a Chinese menu." Indeed, in many ways, Summer's 16-item list was just that: (1) one item is not enough; (2) sharing with colleagues can enhance your experience; and (3) no one can feasibly try it all.

Guest speaker Summer McStravick is Program Director of New Media for Hay House publishing company in Carlsbad and host of an Internet talk radio show on Hay House Radio every Tuesday from 11 a.m. to noon at [HayHouseRadio.com](http://HayHouseRadio.com). An accomplished author, she's completed a number of self-help and spirituality books and CDs.

Much has been written about traditional linear book publicity techniques: galleys, press releases, bookstore signings and newspaper coverage. As those opportunities diminish, New Media options are exploding, that is, Internet-based techniques now reach a worldwide audience. These opportunities are available to authors in every genre, many at minimal cost. Summer's hypothetically perfect author accomplishes all 16 techniques over the course of each 32-hour workday! Realistically, she suggested, you should match your skills and book content to ones that will work best for you.

Think of yourself not as an author but as a content provider. Since you've written a book, realize that you're an expert in something. Your knowledge can be repackaged to reach your audience directly. What is your strength? If it's speaking, you can read or discuss your book. If it's social interaction, you can interact with readers, either orally (if you're quick-witted and personable) or, for the more demure, by blogging or Twittering.

To demonstrate the universal applicability of her 16-point program, Summer asked for two books from the audience to use as examples, fiction and nonfiction. *My Mother's Last Wish* by Nancy Kaya is a nonfiction biography, and *Return to Treasure Island* by John Woods is a fiction thriller. Suggested marketing techniques flowed from each book's content.

Summer's #1 recommendation for everyone is an audio MP3 or video posted on your website. With that, radio and TV producers can listen to the audio or view the video to determine what kind of guest you would be in their studio. Include a link to the audio or video on your email solicitations. You can also list your audio or video as a podcast, and submit it to podcast directories to widen your audience.

*My Mother's Last Wish* was a perfect fit with audio podcast so readers could actually hear the author's mother's voice to lend a personal dimension. *Return to Treasure Island* (which showcases pirates) could use pirate lexicon, and could tie into contemporary news stories.

An online radio or TV show is an out-of-the-box idea. If you want it to be interactive, there are Internet sites where you pay for time slots and they provide call screeners and an 800 phone number and broadcast the show. Shows are placed on an archive list, where people watch or listen 'round the clock. You might invite authors with related books as guests. *My Mother's Last Wish* could spawn a program on inspiration and hope. Or, you could offer regular text messages, like an affirmation-of-self-worth-a-day, sent to cell phones.

Videos can be posted on YouTube.com. Or, you can also get video testimonials and place them on your website. You can set up an online book launch party. When your blogs attract a big following, you can extract them as your next book! Of course, there's always Twitter if you find word bytes a tweet.

You can expand your product line by repackaging your hard copy into an e-book Or a free audio e-book prequel (strategically placed on iTunes) could generate an audience ready to buy your next book before it's even released. That's a great way to boost your initial Amazon rating. This could work well for a book like *Return to Treasure Island*, where interesting characters could reveal their personalities and prior antics.

Summer's excellent handout provided detailed source material for self-help and only hinted at the excitement Summer generated at the meeting. It's a New Media World out there, and it's open to all.

## New Media for Authors

### Podcast Resource List

#### **TUTORIALS:** (low-cost or free)

[www.Lynda.com](http://www.Lynda.com)—offers tutorials on podcasting, using audio software

<http://www.apple.com/itunes/whatson/podcasts/specs.html>—overview site

<http://www.seminars.apple.com/seminarsonline/podcastproducer/apple/>—free video seminar

<http://www.apple.com/itunes/whatson/podcasts/>—iTunes download

#### **AUDIO SOFTWARE FOR PODCASTING:**

<http://audacity.sourceforge.net/>—offers free audio editing software (one of the most well-known)

#### **LISTING SITES:**

<http://www.podcastdirectory.com/>

<http://www.podcastalley.com/>

<http://www.learnoutloud.com/Podcast-Directory>

<http://www.podcastdirectory.org/>

#### **FEED SITES:**

<http://www.feedburner.com/fb/a/home> (one of the biggest, owned by Google)

### Online Radio Resource List

#### **ONLINE RADIO SHOWS:**

<http://www.blogtalkradio.com> (do a search for authors-on-air)

<http://www.live365.com>

<http://wsradio.com>

<http://www.contacttalkradio.com>

(*Do a search for “online talk radio” for dozens of other pay-per-air sites*)

### Online Video Resource List

#### **ONLINE VIDEO POSTINGS:**

<http://www.youtube.com>. Don’t bother with the rest if you’re just getting started.

#### **LIVE VIDEO LECTURES:** (you can broadcast your own live streaming video lecture)

<http://www.ustream.tv/get-started>

<http://www.stickam.com>

<http://www.blinkotv.com>

### Online Blog Sites

#### **BLOG SOFTWARE/BLOG HOST SITES (Do It Yourself)**

[http://wordpress.com/](http://wordpress.com)

[http://www.typepad.com/](http://www.typepad.com)

[http://www.blogher.com/](http://www.blogher.com)

[http://www.blogger.com/](http://www.blogger.com)

### A darn good site: <http://www.mediabistro.com>

(c) 2009 Summer McStravick, *email*: [Summer@FlowDreaming.com](mailto:Summer@FlowDreaming.com), *website*: [www.FlowDreaming.com](http://www.FlowDreaming.com)

## If You Can Write a Book, You Can Write Publicity for It

Harriet Hodgson

My latest book was released in 2009. It is about loss and grief, a hard sell in good economic times, an especially hard sell in bad economic times. So I wrote a series of publicity pieces to boost sales. I focused my energy on cheap publicity and it is working.

**1. One-sentence summary.** When you are on a radio talk show, radio blog, or television you may have only minutes to sell your book. That is why you need to write a one-sentence summary of it. Writing "short" takes a long time, and it can take hours to create this summary. If you cannot create a one-sentence summary, your publicity will be less effective.

**2. Media release.** It took me a day to write the media release for my book. My publisher approved the release as written and I use it often. Howard L. Shenson offers tips for writing a media release in his book, *How to Develop & Promote Successful Seminars & Workshops*. Be sure to date the release, says Shenson, and print it on 8 1/2" x 11" paper. Stick to this size when you send an email release, and add color if you wish. "Be certain that your release is really news," advises Shenson, "not just a rehash of something you've sent to the editor before."

**3. Handouts.** Though handouts are an old idea, they are a proven idea, and they give people something to refer to later. Robert C. Parker's New Entrepreneur website has posted a list of tips for creating effective handouts. "Handouts and speaker notes can make a major contribution to the success of your presentation," according to Parker. Your handout may be a reduced Power Point image, graphs, or photos. Do not print on both sides of the paper, warns Parker, because it looks cheap. I have two handouts for my talks, a brief biography, and an outline with space for notes.

**4. Business letters.** If you have limited experience in writing business letters, go to the Internet and learn how to do it. Use the correct salutation, tell your purpose up front, and stay on point. According to the Business Writing blog, if you are writing two people, use both names in the salutation. Use generic words if you do not know the name or gender. I have used the words, "Dear Trade Book Manager," for example. Though you are a whiz at text messaging, this shorthand does not belong in business letters.

**5. Talking points.** It is worth your thinking time to come up with a list of talking points for your book. These points should emphasize features and benefits. Since mourners are confused and stressed, my main talking point is "Read what you need first." Another talking point: "This is a book about a sad topic, but it is not a sad book."

**6. Beyond the book.** Free talks are one of the best ways to publicize your book. You may cite points, summarize sections, and read passages aloud, but you should not repeat its contents. A good book talk goes beyond the book and provides audience members with additional information. Try to include audience participation in every talk you give.

Creating your own publicity pieces—book talks, talking points, business letters, handouts, a media release, and one-sentence summary—will raise awareness of your book. Hopefully, this inexpensive publicity will also increase sales.

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Harriet Hodgson has been an independent journalist for 30 years. She is a member of the American Society of Journalists and Authors, the Association of Health Care Journalists, and the Association for Death Education and Counseling. Her 24th book, *Smiling Through Your Tears: Anticipating Grief*, written with Lois Krahm, MD, is available from Amazon. Centering Corporation in Omaha, Nebraska, has published her 26th book, *Writing to Recover: The Journey from Loss and Grief to a New Life*. The company has also published a companion resource, the *Writing to Recover Journal*, which contains 100 writing prompts. Please visit Harriet's website and learn more about this busy author and grandmother.

Article Source: [http://EzineArticles.com/?expert=Harriet\\_Hodgson](http://EzineArticles.com/?expert=Harriet_Hodgson)

## Member Profile

### Gregory A. Spencer, CMM

President, PlatformConsultants.com

Oceanside, California; 760.295.5310

[Greg@GregSpencer.com](mailto:Greg@GregSpencer.com); [www.GregSpencer.com](http://www.GregSpencer.com)



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

**Greg:** Nonfiction. I have a number of books, workshops, trainings and e-books that I have written and am finishing within a year. As a communications expert, I focus on building effective communication pathways and improving relationships in males, families and businesses. I also write on Christian matters, as well as debt and stress elimination issues, by tying in my experiences as a sales trainer, certified marriage mentor, debt elimination specialist, and success coach.

#### PWM: What first attracted you to writing?

**Greg:** Life experiences. Mother always says, "Keep on living." When you live, you learn ... in most cases. I had a 9/11 experience and then later an incident with my son who contracted a virus that almost took him from our family. These events, dreams and prompting from my pastor and friends to "write it down" led me on the journey of sharing and writing. Once the juices started to flow, I was then able to begin translating into the written word the things I coach and counsel others about.

#### PWM: Did you have previous related experience in this area?

**Greg:** Yes. Alexis and I are blessed with three kids, Adriana, Blake and Steven. Two are in college and one is a high school senior. So yes, I write, coach and speak on family stress, maintaining healthy relationships, how to go green by eliminating personal debt and improving communications at home and in the workplace. In this economy, we all need relevant and simple ABC strategies to life's increasingly complicated issues. I also mentor male athletes and know that there is a critical meltdown of healthy interactions from dads to sons and from husbands to wives. As a result of the mentoring and counseling I do in this area, I am completing a book and training series called *The Daddy Project®*. This program helps to provide hope and help for boys and men before the next family suffers. The project teaches males to be obedient sons, honoring husbands, loving dads and nurturing friends. My friends and clients tell me that my unique coaching strategies, kick-in-the-pants trainings and timely perspectives have been invaluable to their lives, families, and organizations. To me, a healthy family unit is the most critical element of measurement we have as a society.

#### PWM: Have you published anything previously?

**Greg:** My wife and I were asked to contribute to a book entitled, *We Support You®*. It was an anthology of letters and poems of encouragement that was published and sent to troops serving in Iraq and Afghanistan last Christmas. In addition, I've created training and written a book called *How to Bridge, Cross, & Close the Credibility Gap®*, a simple 5-step instructional process that strengthens fractured communication relationships. It helps you get what you want when you provide others with what they need.

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

**Greg:** My latest press release announces *Discover Your Inner Strength: Cutting Edge Growth Strategies from the Industry's Leading Experts*, slated for release this July. In it are interviews with various authors. I am featured on the cover with Stephen Covey, Brian Tracy and Ken Blanchard. Chapter 3 is where I share the importance of how we can discover our inner strength and calling, even when those around us may seek to deny its existence and our right to have it. In addition, I have a 200-page book and training manual that will be published in June, called *Invest in Your Debt®*. I will also co-author books with my wife and children in the near future. Currently, I'm also working on finishing the following books, workshops, and e-books created for students, families, businesses and organizations:

- Facing Forward When Everyone Else Is Turning Back™
- The 5 Pillars of Financial Freedom—God's Way™
- How To Do Success™
- How to Spend Your Way to Wealth™
- How to Succeed at Anything in One Day™
- How to Survive & Thrive in the Midst of Extreme Change™
- 101 Ways to be a Hero™
- There's No Defense on God's Team™
- Time Out™

**PWM: What guidance can you offer other members?**

**Greg:** Write and read, read and write. Write every day about something. Whether you Twitter, blog or text, just write. Every writer has experiences, stories, perspectives and life to share that will bless, encourage and challenge someone, somewhere, and at the right time. We just have to get it out of our head to our heart, through our fingers and onto paper or the screen. Audiences are waiting.

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

**Greg:** I became a member of PWSD late last year. The most important reason that led me to join was the way that I was welcomed into the family. The price is certainly right and the information at every meeting has been most valuable to my confidence as an inspiring and aspiring author. I share the things I learn with colleagues around the country and, frankly, they're envious that I have a network such as PWSD to rely upon. What's interesting is that I really don't see myself as an "author." I'm simply a guy with something to say, and I happen to put it down on paper. If someone reads it, well, I guess I'm then considered an author. PWSD is a major ingredient to my success.

**PWSD Member Events & Announcements**

**Carl Nelson's** *Madam President and the Admiral* is a finalist in the National Best Book 2008 awards, and Carl has been nominated for a Pulitzer Prize. The book, a thriller, chronicles the lives of a widowed president, her family, and her admiral cohort. Carl has won awards for two previous novels. *Secret Players* was recognized as "Best Thriller" of 2003 by the San Diego Book Awards Association, and *The Advisor* was awarded the Southern California Writers Conference "Best Fiction" award. Carl's books are available at major bookstores, online, and at [www.Carl-A-Nelson.com](http://www.Carl-A-Nelson.com).

**Tim Barger** of Selwa Press has one of his books Arabian Knight by Thomas Lippman as a finalist in the biography category of IBPA's Benjamin Franklin awards.

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

**Sunday, May 17, 12:00-5:00 p.m.—Arts in Bloom and Author Artwalk:** Del Mar's **Flower Hill and the Solana Beach Art Association** present the premiere **Arts in Bloom** artist and author artwalk. This free event, with over 40 artists who comprise a colorful palette of home-grown talent, is paired with the unique shopping experience provided by Flower Hill's quality merchants and fine restaurateurs. Stroll through the Promenade and meet and greet local authors, fine artists, sculptors, photographers, jewelry artists and more. Food, wine and cheese tastings, free drawings for luxury gift baskets and an afternoon's line up of events and activities that promise to provide fun for the whole family. Veteran cartoonist **Jim Whiting** will demonstrate the skill behind his award winning work. **Book Works** presents "Gardening for the Southern California Climate," with **Nan Sterman**, author of *California Gardener's Guide*; and "Swimming With the Big Fish," a fiction-panel discussion moderated by journalist **Barbara Davenport** with local author panelists **Lisa Fugard**, **Jincy Willet**, and **Laurel Corona**. Everyone is invited to join this fascinating interactive discussion about negotiations with agents, dealing with big publishing houses and publicists, making a living as a writer and more. For specific times of book events, log onto the Book Works website at [www.Book-Works.com](http://www.Book-Works.com). Flower Hill Promenade is located at 2720 Via de la Valle, Del Mar, CA 92014

**Monday, May 25, 6:30-8:00 p.m.—San Diego Editors/Writers Guild** holds its monthly meeting with Jim Benning, who will speak on Travel Writing. Mr. Benning teaches at UCSD. All meetings are on the 4th Monday of the month at the Joyce Beers Center on Vermont Street, across from Trader Joe's, in the Uptown Shopping Center in Hillcrest. See the website for directions. [www.SDWritersGuild.org](http://www.SDWritersGuild.org).

**October 16-18, 2009—San Diego County Library** is hosting its first annual Literary Event, "Page One: Celebration of the Written Word." This three-day event will take place at each of the 33 branch libraries throughout San Diego County. Contact Jennifer Teitelbaum, Librarian, with any questions. [Jennifer.Teitelbaum@SDCounty.ca.gov](mailto:Jennifer.Teitelbaum@SDCounty.ca.gov) or call (619) 463-3006.

For book signings, classes and other writing related events, visit <http://www.SDWriteWay.org/#calendar>.

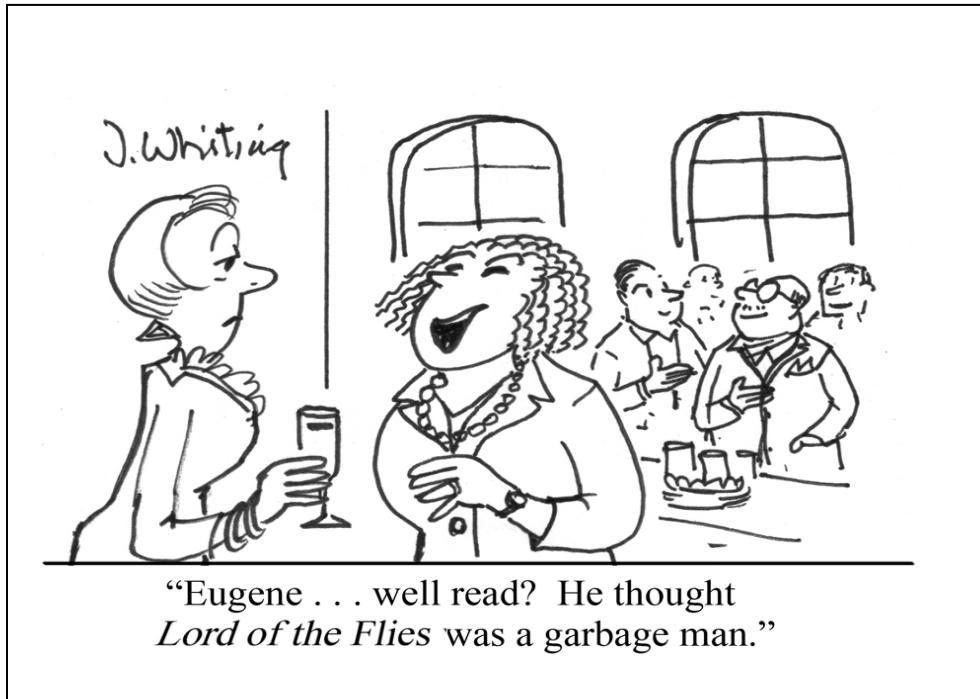
## Resources

You can use the following PDF search engines to locate free PDF e-books from around the Web. Use those PDF ebooks for on-going research, free bonus items in your sales packages and more. Here are two of the best PDF search engines:

PDF Genie: <http://www.pdfgeni.com>. Allows you to type in any keyword or phrase and find PDF ebooks available across the Web.

PDF Search Engine: <http://www.pdf-search-engine.com>. Also allows you to type in any keyword or phrase and find PDF ebooks available across the Web.

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### 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 at [www.PublishersWriters.org](http://www.PublishersWriters.org).

**Closing date** for newsletter contributions is the **last day of each month**. Send contributions to [Newsletter@PublishersWriters.org](mailto:Newsletter@PublishersWriters.org). We accept book releases, success stories, author signings, events, and other contributions from PWSD members. Share your good news with your writing and publishing community!

If you would like to sign up for a **member profile**, contact Lynette at [AllMyBest@earthlink.net](mailto>AllMyBest@earthlink.net)

## **Newsletter Team**



**Andrea Glass, Ghostwriting & Copyediting**  
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