

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

May 2010

In this Issue

Next Meeting
News/Announcements
Meeting Recap
Feature Article
Member Profile
PWSD Member Events
Events & Resources
From the Editor
Newsletter Team

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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 noon.

## 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.

If you would like to sign up for a **member profile**, contact Lynette Smith at lynette@allmybest.net.

Next Meeting

Date & Time: Saturday, May 29, 2010, 10 a.m. to 12 noon

Location: Encinitas Library, 540 Cornish Drive

Topic: Open Group Discussion and Q & A

This is the time to ask any and all burning or simmering questions you have about any part of publishing, for anyone in the room to answer. There are usually some folks in attendance who have a ton of publishing experience. It is typically one of the most popular meetings of the year.

The Sixteenth Annual San Diego Book & Writing Awards Saturday, June 5, 2010 6:00 to 10:00 p.m.

AMN Healthcare Building
12400 High Bluff Drive, San Diego, CA 92130
www.sdbookawards.org

**Keynote Speaker: Laurel Corona
Host: Bruno Leone**

Join in celebrating the achievements of the San Diego Literary community. Founded in 1994, the San Diego Book Awards Association (SDBAA) honors the best published books and unpublished manuscripts by San Diego County residents each year.

Reception (Hors D'oeuvres Buffet) 6:00 p.m., Awards Program 7:00 p.m., and Dessert 9:30 p.m.

Admission: \$29 per person. Please reply by June 1. Send name(s) of attendee(s) and check payable to SDBAA to San Diego Book Awards Association, Inc., P.O. Box 501943, San Diego, CA 92150-1943.

Questions: email sdbookawards@cox.net .

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News/Announcements

Read Local San Diego Author Opportunities Escondido Street Fair, May 16 Fiesta Del Sol, Solana Beach, June 5 and 6

We had fun and sold some books at the Encinitas Street Fair and the Carlsbad Street Fair the last couple of weekends. As those of you who have participated know, this is a great way to gain exposure and sell your book at the street fair for a fraction of the cost of a booth.

Now we have secured booth space for the Escondido Street Fair on May 16, and Fiesta Del Sol, Solana Beach, on June 5 and 6. Come join the fun and raise awareness about your book!

Escondido Street Fair: Karla Ogilvie, author of *Encinitas Insight* and Read Local San Diego member, has offered to share her booth with 3 authors throughout the day. We will have 1 author at a time in 2-hour shifts. However, bring your books early, and we will display and sell them for you throughout the day. Cost to participate is \$25 per author. Please respond as soon as possible. As always, first come, first served.

Fiesta Del Sol: We have a booth for two days at this fair. Again, \$25 for a two-hour shift. We have space for 3 authors at a time, 4 shifts throughout the day. That's a total of 24 authors throughout the weekend. Again, bring your books early, and we will display them throughout the day.

First come, first served on this one as well, so respond right away. Please state a day preference and 2 shift times (9–11, 11–1, 1–3, 3–5). We will try to accommodate as many preferences as possible.

Who:

3 Local San Diego Authors: Escondido Street Fair, May 16
24 Local San Diego Authors: Fiesta Del Sol, Solana Beach, June 5–6

What:

Booth space in two-hour shifts

When:

May 16, 2010, 10 a.m. to 6 p.m. (Escondido)
June 5–6, 2010, 9 a.m. to 5 p.m. (Fiesta Del Sol)

Where:

Grand Avenue, Escondido
Lomas Santa Fe, Solana Beach

Why:

Because you will gain exposure for and have an opportunity to sell your book at a fraction of the cost of a full booth

Cost:

\$25 registration fee per author
Registration fee is payable by cash or check made out to Read Local San Diego, and sent to P.O. Box 235204, Encinitas, CA 92023. If you have any questions, please call Karla at 760-840-9552 or email her at karla@sandiego.readlocal.org.

Don't miss this great opportunity!

**April Meeting:
Driving Traffic to Your Website
A Morning with Schelly Gallimore**

Recap by
Glenna A. Bloemen

At our meeting on April 24, noted speaker and technology consultant Schelly Gallimore explained how the Internet can help increase sales of your books by establishing a solid Internet relationship with your customers. Website and Internet activities can be designed to generate loyal, repeat customers who will buy your books and in turn generate more business at low cost. The new and emerging computer technology and Internet resources can assist you in designing a social networking plan that works.

Schelly's PowerPoint presentation of social networking explained in detail the ways to drive traffic (customers) to your website. Her seven steps to a successful website are:

1. Award to the wise
2. Give it away
3. To link or not to link
4. Start the presses
5. Your tease
6. Your words are key
7. The care and feeding of spiders

Her presentation explained in depth how to apply each of these topics to the Internet to create a successful website that generates revenue from book sales.

Successful marketing of your book, explained Schelly, includes online e-books, podcasts, guest blogging, and postings on other sites. Always have a link in your signature when you visit other sites, Schelly emphasized. This will generate leads back to your own website. Just get in there and start the buzz about your books on other websites; then drive the leads and responses back to yours.

Another marketing tool is to submit short articles online to generate your name recognition. Engage visitors to your website and offer them something that will hold their interest and make them want to come back for more.

Schelly Gillamore's PowerPoint presentation is available at <http://www.publisherswriters.org/links>.

7 Ways to Promote Your Nonfiction Book

Bobbi Linkemer

There are two things every author must know about promoting your nonfiction book. First, it is your responsibility, no matter what publishing method you use—conventional, print on demand (POD), or do-it-yourself. Second, promotion should begin long before your book is finished. In fact, you should be thinking about it from the very beginning of the planning process.

One of the first questions you probably asked yourself was, “Who are my readers?” Once you have identified them, your next step is to find ways to tell them what the book is about; what problem it will solve; why it is funny, informative, or moving; who wrote it and why; and, most important, why they want to spend money to own it. What follows are 7 proven ways to reach your readers with this information.

1. Create a website.

You must have a presence on the Internet. A website showcases your book, highlights the cover, introduces you as an expert author, delineates the main points, tells where the book may be purchased, and provides a place for testimonials. A website doesn’t have to be expensive or elaborate, but it should be professionally designed and constructed. Unless you are a Web guru, invest in a professional website designer.

2. Brainstorm ideas.

Gather a group of your most creative friends to generate as many ideas as you can. (It’s a good idea to feed them.) Break your reading audience into subgroups, and list all the places to find them. Where do they hang out? What organizations do they belong to? Where do they shop? What are their passions, hobbies, and vocations? The spreadsheet you create is the beginning of your promotional plan.

3. Send advance readers’ copies (ARCs).

When the book is finished but not yet published, send bound copies of galley proofs to book reviewers at print and electronic media. Be sure to stamp them “Reader’s Copy” or “Galley Proof.” You want to time the reviews to coincide with the publication and availability of your book. Reviewers want to read it before it hits the shelves. Timing is everything.

4. Submit articles.

Your book is a goldmine of article ideas. Every major point is an article ready to be excerpted or paraphrased. Once you know what your target audience is reading, you have a list of potential publications, print and electronic. Write a 25- and 50-word author’s blurb to be printed at the end of every article. When you submit to an online article website, indicate that the article may be reprinted at no charge, as long as it includes the author’s blurb.

5. Take part in book fairs.

Share a table or booth with other writers or with members of an association of which you are a member, if it is relevant to your topic. Book fairs can mean long hours on your feet if you go it alone; but, when you share the workload, the experience can be fun and rewarding. You’ll meet new people, reach readers directly, and become personally involved in selling your book.

6. Share what you know.

Offer to give free presentations at bookstores and other venues that carry your book. This is a great way to build your reputation as an expert in your field, provide value to the bookseller and the book buyer, and connect directly with your readers. It’s good for your ego to be asked to sign your own book. One caveat: If you don’t feel comfortable speaking in front of a group, join Toastmasters or hire a speaking coach. Don’t muddle through your presentation.

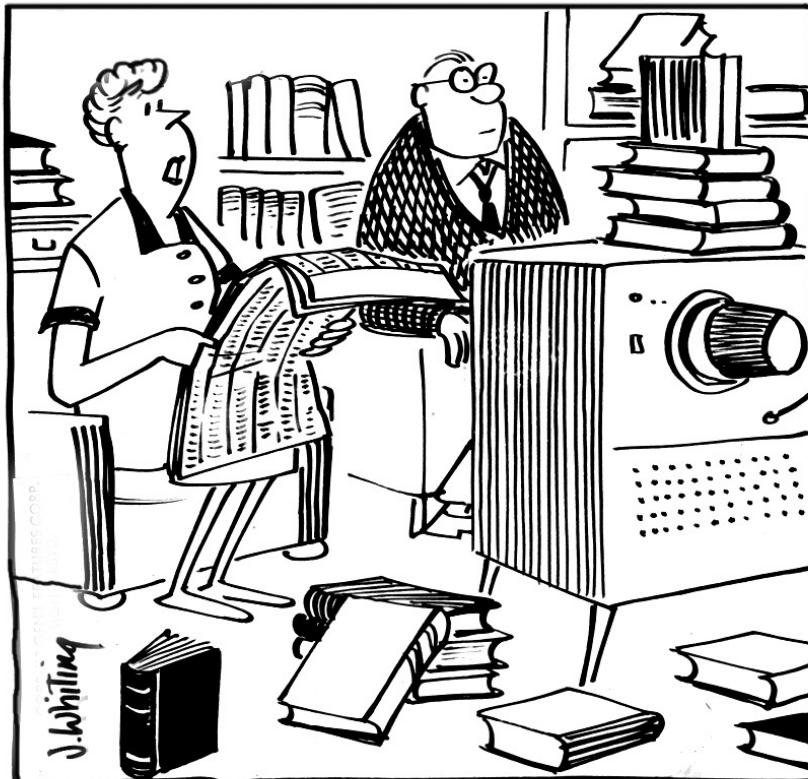
7. Assemble a sales package.

Put together a press kit to send to local radio and TV stations. Include a news release with pertinent information about the book and future scheduled appearances, an author's bio, talking points to use in an on-air interview, a sample book cover, background information, and favorable reviews and testimonials. A press kit is like a résumé; it gets you in the door. Once you get there, the rest is up to you.

Promoting your book is an ongoing project. It isn't something you do once and then move on. As long as your book is available and there are potential readers who could enjoy it and benefit from reading it, you have a job to do. This is, after all, why you wrote it.

About the Author

Bobbi Linkemer is a ghostwriter, editor, and the author of 12 books under her own name. She has been a professional writer for 40 years, a magazine editor and journalist, and a book-writing teacher. Her clients range from Fortune 100 companies to entrepreneurs who want to write books to enhance their credibility. Visit her at <http://www.WriteANonfictionBook.com>



"We've got to find a TV buyer. The book clubs are gaining on us."

Lauren Castle

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San Diego, California
858-459-7400

Lauren@Impress-Express.com
www.Impress-Express.com



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

Lauren: My business is Image Consulting, Management, and Personal Branding. My goal is to make certain that in addition to looking exceptional my clients should also sound articulate and get their message and brand across in every aspect of their presentation. It's important that their personal (physical) image is consistent with their image in print, on the Web, in matters of etiquette, and in everyday communications. Much like a proofreader checking for typos and consistency throughout a manuscript, I make sure that my client's image is "typo-free."

PWM: What first attracted you to this field?

Lauren: I found that oftentimes people were losing opportunities and potential clients by ignoring their image and thinking that it didn't make a difference. Yes, it does—even (contrary to popular thought) in the publishing industry! More and more authors are getting out there and promoting themselves and their books through workshops, public appearances, and book signings. I saw an opportunity to help a great many people accomplish this—often with just one or two small changes and not a lot in the way of a financial investment. Just like a book jacket helps to sell a book, appearance and overall image help to sell an author. There is a strong correlation between looking good and feeling good. Feeling good translates into confidence, and that confidence translates into success.

PWM: Did you previously have related experience?

Lauren: Throughout my career I have been involved in various aspects of publishing and writing. My background is in Marketing Advertising and Consumer Behavior. I have taken the tools I used in advertising and promoting products to successfully package and promote people. I provide writing, editing, ghost writing, and research services for authors and businesses and have published numerous articles on topics such as Image and Career Management. For several years, I worked on the East Coast with a Literary Public Relations firm, taking well-known, published authors on tour and preparing them for media events and interviews.

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

Lauren: I've been a member of PWSD for about 4 or 5 years. PWSD has given me great networking opportunities and wonderful educational programs, in addition to immeasurable insights and inspiration. I recommend getting involved as a volunteer to build even stronger friendships and connections. *[Editor's note: Lauren currently serves as Circulation Manager on the Publishers & Writers Monthly newsletter team.]*

PWM: What are you working on now?

Lauren: In addition to the one-to-one consulting, I am now providing workshops and seminars to businesses, organizations, job seekers, and various services, offering training in presentation skills, networking, client service, and sales. I am in the process of organizing facilitated networking events to help entrepreneurs generate leads and create more business for themselves. This method offers an opportunity to actually meet and be matched up with others, rather than simply being thrown into a room with the hope that something beneficial may come of it. It's a new twist on networking and gaining a lot of loyal participants.

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

Lauren: Having the appearance of not caring how you look often backfires. You are the product you are trying to sell. Perception becomes reality. People can relate to you better if they can relate to the way you look. If you look like you care, it sends a message—you're someone they want to do business with, someone worth listening to. You really don't get a second chance to make a first impression. It's as simple as that!

PWSD Member Events & Announcements

Barbara Field will speak at the Whidbey Island Writers Conference in June. She will talk about the many opportunities for writers in journalism, publishing, corporate writing and marketing. Barbara is one of our members and a prize-winning novelist (*The Deeper, the Bluer*). She is also active as a publishing and marketing consultant. For details visit www.writeonwhidbey.com/Conference.

Andrea Glass was recently interviewed by John Wolf for the cable show *Writers Loft*. The show is airing at various times throughout the month of May.

Visit www.delmartv.com/schedule/DMTV24_Schedule_MAY_10_PL-CB.pdf to see show times for "Writers Loft: Ghostwriters."

Members, PLEASE send us your events each month! FREE publicity for you and your book!

Events

Monday, May 17, 6:00 to 8:00 p.m. The **SPJ San Diego Pro Chapter** and **San Diego Press Club** will host a get-to-know-you reception with Jeff Light, the new editor of the *San Diego Union-Tribune*. The wine-and-cheese reception will give local journalists an opportunity to meet Light, who joined the *U-T* after 12 years with the *Orange County Register* and previous stints as a reporter and editor at *Syracuse Newspapers*. Location: AMN Healthcare, 12400 High Bluff Drive, (UTC area). Cost: \$10 for SPJ and Press Club members; \$20 for non-members. RSVP: spjsandiego@gmail.com or sdpressclub@cox.net.

Thursday, May 20, at 6:30 p.m. SD/PEN (San Diego Professional Editors Network) meeting. Joyce Beers Community Center (Uptown Shopping Center, Hillcrest). Topic: panel discussion explores different approaches to editing fiction vs. nonfiction. Learn how different editing fiction is from editing nonfiction when a four-editor panel considers the unique challenges each genre poses. Among the topics covered will be the guidelines, styles, and templates employed for each genre; the different kinds of working relationships each editor has with clients; and how the authors, editors, and companies work together effectively in the editing process. This meeting is free to members and \$5 for non-members. For more information, call 619-281-6951 or visit www.sdpen.com.

Monday, May 24, 6:30 p.m. to 8:30 p.m. The **San Diego Writers/Editors Guild** will have its monthly meeting with Larry Edwards, a locally successful freelance writer. His topic is: ***Freelance Writing—How to Make a Small Fortune***. It will focus on tips and tricks for writers who want to get paid for their work, from news stories to books. Larry Edwards is an award-winning author, editor, and journalist. He works as a freelance writer, book editor, and writing coach. He is the author of two nonfiction books, several short stories, an unpublished memoir, and thousands of newspaper and magazine articles. He won Best of Show honors from the San Diego Press Club in 1994, 1997, 2004, and 2005, as well as numerous first-place awards from the Society of Professional Journalists and San Diego Press Club. He is a judge for San Diego Book Awards. 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 www.sdwritersguild.org for directions.

Wednesday, May 26, 7:00 p.m. **San Diego psychologist and author Jeanne M. Peterson will discuss and sign *Falling to Heaven*.** *Falling to Heaven* won the San Diego Book Award's \$3,000 first-place prize for Best Novel in Progress. Said to be "a moving story of the human spirit overcoming nearly insurmountable odds," the book is informed by Peterson's work with survivors of communist reeducation camps. Location: The Book Works, Flower Hill Mall, 2nd level, next to Pannikin. 2670 Via de la Valle, Del Mar, CA 92014. 858-755-3735. Email: jet@book-works.com.

Resources

The Internet Public Library, www.ipl.org—searchable, subject-categorized directory of authoritative websites; links to online texts, newspapers, and magazines.

Word Reference, www.wordreference.com—online translation dictionaries.

Great Publishing Blogs:

- The Self Publishing Review—<http://www.selfpublishingreview.com/>
- POD People—<http://podpeep.blogspot.com/>
- Nathan Bransford—<http://blog.nathanbransford.com/>
- Moby Lives—<http://mhpbooks.com/mobylives/>
- Holt Uncensored—<http://www.holtuncensored.com/hu/>
- The Book Deal—<http://www.alanrinzler.com/blog/>
- Galleycat—<http://www.mediabistro.com/galleycat/?c=rss>

(If you hear of an event or discover a valuable resource for publishers or writers, please send it to 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 www.PublishersWriters.org for more information on joining and to sign up for this newsletter.

The closing date for contributions to the newsletter is the **last day of each month**. Send your contributions to newsletter@publisherswriters.org.

If you would like to sign up for a **member profile**, contact Lynette Smith at Lynette@allmybest.net.

Would you like to **take notes at our monthly meeting** and write the meeting recap for this newsletter? If so, contact Lauren Castle at 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.

Thanks for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego writing and publishing community!

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