

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

May 2011

In this Issue

Next Meeting
President's Message
News/Announcements
Feature Article
Member Profile
PWSD Member Events
& Announcements
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 10 a.m. to 12 noon on the last Saturday of each month (except November and December), at the Encinitas Community Center, 1140 Oakcrest Park 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

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

Next Meeting

Date: Saturday, May 28
Time: 10 a.m. to 12 noon
Location: Carlsbad Library, 1775 Dove Lane
Topic: Annual 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 writing and 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.

News/Announcements

17th Annual San Diego Book & Writing Awards

Saturday, June 11, 2011 ~ 6:00 to 10:00 p.m.
AMN Healthcare Building
12400 High Bluff Drive, San Diego, CA 92130

Host: Phoebe Chongchua
Guest Speaker: Grant Barrett

6:00 p.m. - Reception with hors d'oeuvres buffet
7:00 p.m. - Awards program
9:30 p.m. - Dessert and door prizes

\$29 per person; please RSVP by June 6

Send name and check to: San Diego Book Awards,
PO Box 501943, San Diego, CA 92150-1943

Finalists are posted at www.sdbookawards.org

PWSD Member and Former Winner Andrea Glass is a judge, and PWSD Member Janet Williams' book is up for judging

President's Message

By Karla Olson

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**SEEKING NEW CONTENT
COORDINATOR:
WILL YOU HELP?**

What a terrific program we had in April! Thank you, Liz Goodgold of Red Hot Branding. Your presentation was informative, thought provoking, inspiring, and fun. For those of you who didn't make the meeting, please see Liz's recap this edition of the newsletter. And visit Liz's website at www.Lizgoodgold.com.

May is our always-popular Open Forum. If you have questions about publishing, bring them to the group. If you have successes to share, this is the meeting to do that. If you have issues you would like to discuss with others in the publishing business, this is your forum. I hope to see you all at the Dove Library in Carlsbad (note location!) on May 28 at 10 a.m.

As an added treat this month, our two IBPA scholarship recipients, fresh off the plane from New York City, will give presentations about what they learned at Publishing University.

The Open Forum meeting always makes me appreciate how special our group is. In publishing, since every product is unique, we can openly share our knowledge and experience without worrying about competition. We can collaborate, encourage, brainstorm together, and know that our collective as well as individual success is a boon to the industry.

I will take this time to mention a few of the benefits of membership to PWSD, for those of you who have not yet joined:

- Extremely low annual membership fee (\$37)
 - We are the most affordable, most-value-for-the-money group in San Diego.
- Reduced Monthly Meeting Fee (\$10 instead of \$15)
 - You will make up the annual fee in no time!
- Listing in the PWSD Members' Directory
 - Our website is ranked extremely high in Google. That means your bio in our membership directory will get lots of hits from Google. People tell me every day that they've found my services through the PWSD directory. If you join and submit your bio and headshot, they will be able to find you and your book or service, too!
- Monthly Newsletter, *Publishers & Writers Monthly*
 - Another great way to keep up with the ever-evolving publishing business.
- Access to PWSD YahooGroups Discussion Forum
- Free Book Display at Meetings
 - Only members may display their books or business cards or flyers on the back table at meetings. This is another great way to showcase your book or your services.
- Permanent Nametag
 - A nametag without the sticky stuff that comes off on your clothes—what could be better than that? But don't forget to take it off and put it back in the tag holder, or it is your responsibility to fish it out of your car the next month.
- Reduced Membership Fee to Independent Book Publisher's Association

Interested in joining PWSD? Super! For more information, either contact me at (karla@publisherswriters.org) or speak to our treasurer Tony Vianna or me at the meeting; or go to <http://publisherswriters.org/faq.html> and find out how to sign up now!

See you on May 28.

Karla



Read Local Upcoming Events

Read Local has hosted booths at a number of street fairs this spring: Encinitas, Poway Earth Day, Carlsbad, San Elijo. And I've seen authors selling a number of books.

However, the best is yet to come! Join us in the Fiesta Del Sol Read Local San Diego booth on Saturday, June 4, and Sunday, June 5. This is a terrific two-day event filled with food, music, and crafts and attended by 50,000 people or more, so the exposure for your book is wonderful! For more information about the festival, visit <http://www.solanabeachchamber.com/chamber/fiestadelsol/index.htm>.

Each timeslot in the Read Local San Diego booth is \$25, and we have the following timeslots available:

- June 4: 9 to 12, 2 to 5
- June 5: 9 to 12, 12 to 2, 2 to 5

As always, registration is first come, first served, and you can display your book all day if you bring it to the booth.

Please feel free to contact me if you have questions: karla@sandiego.readlocal.org.



Ben Franklin Awards

The Ben Franklin Awards are coming up on May 23 during Publishing University. Let us know if you are a finalist. So far we know of two PWSD members who have been honored:

Sheri Snively, Raven Oaks Press, *Heaven in the Midst of Hell*: Religion, New Age, Spirituality, Metaphysics

Diana Hoppe, M.D., Health Connections Press, *Healthy Sex Drive*, *Healthy You*: Interior Design, Two Color

Congratulations and Good Luck!



5 Secrets to Creating Book Titles that Sell

Liz Goodgold

All authors at some point come face to face with their most challenging decision: what to title the book? Before simply circulating a survey and letting the one with the most votes win, here are five lessons that can mean the difference between your book being read or landing in the red.

1. **Remember that you are not writing a book, but building an empire!** The title of your book acts as your calling card for life. Do you love it? Does it leverage your brilliance? Does it reflect your personal brand DNA? Will it stand the test of time, or is it a trendy phrase as in “awesome,” “ka-ching,” or “sucks”?
2. **Create a name for the entire series.** Before committing to a book title, see if you could name the next five books in your series. Do they relate? Do they demonstrate authorship? Are they distinct? We know that John Gray owns Mars and Venus, Jack Canfield owns Chicken Soup, and Susan Grafton owns the alphabet soup for murder mystery. What can you own?
3. **Google it.** Ensure that your title is unique. If your title sounds like every other competitor in your field, it’s time to change. Or, if there is a 900-pound gorilla also using the same key words, abandon ship! It is not a matter of trademark infringement, but mindshare infringement.
4. **Does your title convey a benefit, result, or an experience?** Readers buy solutions, so be clear as to what they are going to get. Subtitles should clearly explain why they should buy.
5. **Add sex appeal.** Your title should be interesting with a hook: “What your husband won’t tell you about his feelings.” Or “A behind-the-scenes look at what really goes on in Hollywood casting.” Clever titles linger, while boring ones fade into oblivion.

Have questions? Fire away! liz@refirebranding.com

Meet Liz Goodgold

Liz Goodgold is a branding speaker, expert and author of [RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life](#) and [DUH! Marketing](#). For more hot branding ideas, sign up for her FREE newsletter, *The Brand Finale*, at www.redfirebranding.com





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

Barbara: As Wedding Planner, I am interested in publishing and writing nonfiction books with a focus on weddings. I currently have two titles in print.

PWM: What first attracted you to it?

Barbara: After about 7 years of working as a Wedding Planner with a high-end clientele, I had found a certain measure of success. As such, I was often asked by wedding vendors how to be more successful in building and operating their businesses and decided that there needed to be a book written just for that purpose. So in 2005, I wrote the *Wedding Vendor Handbook: Get to the Top and Stay There*. I looked for a publisher but after a while decided that was taking too long and published the book myself. It's a simple, perfect-bound paperback—no photos or fancy stuff—so it was rather easy. I updated it in 2009 as a second edition. It's really a niche market, but I have sold them after presentations I have made and through Amazon and my own website. Several colleges that offer event or wedding-planning classes have or are using it as a textbook— which I get a huge kick out of.

My second book is called *Beautiful Bride from Every Angle: Look Great in Every Photo...and in Life!* It was just officially released on April 14, 2011, and is a much larger book than my first. It was written to brides and grooms as the ultimate guide to planning a wedding that is the true reflection of themselves. I have two co-authors, and we approach wedding planning from three angles: that of the Planner, me; a Stylist, Annie Withers; and a Photographer, Lars Wanberg. This one is hard bound, has 304 pages filled with 340 gorgeous color images, and was much more complicated to bring to market than my first little book. We're very happy with it and it has been well received, so we're looking for it to have a long life.

PWM: Did you previously have related experience in these areas?

Barbara: Yes. For the past 14 years I have been a Wedding Planner, and my co-authors have been in their fields for over 20 years each as well. Both have been professional models, so they know both sides of the camera, and we all share wonderful tips and inside information that will help our readers take their wedding from great to sensational.

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

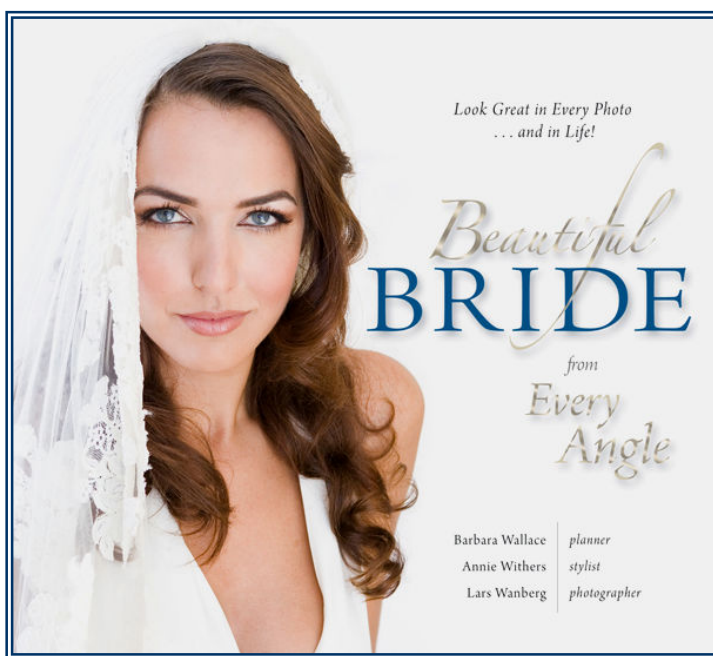
Barbara: I first joined PWSD in 2008 after learning about it when I joined IBPA. In fact, I met my book consultant, Karla Olson of Book Studio, through PWSD; and without her able assistance we would not have this book in the form it is today—nor would we have the lovely cover and layout, as she also introduced us to the book designer. In addition, she introduced me to a wonderful literary publicist who has helped us get into various places, including TV and radio and lots of printed publicity.

PWM: What are you working on now?

Barbara: My main focus is on marketing my second book, *Beautiful Bride*, and that is quite time consuming. But I also have another book for brides and grooms germinating and outlined. It will be a little while before it's ready, but it will not be nearly as complicated to produce as *Beautiful Bride*.

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

Barbara: Publishing a really nice book is a lot of work and costs a substantial sum if you're doing it yourself. Marketing is very important, so don't skimp on that. After all, you can't sell the books unless you have buyers, so plenty of creative marketing is imperative. It's worth it to pay a publicist (I actually have two) so you won't have a room full of books sitting there gathering dust. Don't be afraid to give away a fair number of copies in the marketing process. I'm amazed at how well complimentary and giveaway copies spur sales. One of my mottos is "Don't stop five minutes before the miracle." We feel we are just five minutes away from our miracle as we keep going forward.



Welcome, New PWSD Members:

Gina McBride, gina@mcbridefinancial.com, non-fiction/customized, Carlsbad

Alison Spencer, aswhiteauthor@cox.net, fiction and non-fiction, Oceanside

Gary Collins, gdcollins@netzero.net, nutrition and exercise, Escondido

Tom Matthews, wordfreak@yahoo.com, author, San Marcos

Flora Morris Brown, flora@florabrown.com, nonfiction publishing coach, Anaheim Hills

Amy Jeronie, atjeronie@gmail.com, non-fiction, Encinitas

David Raines, info@rainestorm.com, Night Terrors, San Diego

Jan Kingaard, jank3345@aol.com, nonfiction writer/marketing, Costa Mesa

Zori Mustin Bragg, almondhue@gmail.com, fiction writer/romance, Carlsbad

Judy Brizendine, judybrizendine@cox.net, nonfiction publisher/author, Lake Forest

Monday, May 23, 6:30 to 8:30 p.m. The San Diego Writers/Editors Guild will have its monthly meeting. PWSD Member and Newsletter Editor *Andrea Susan Glass* will speak on “Turn Your Book into Your Business.” Whether you're self-published or traditionally published, being an author is being in business—whether you want to be or not! Few authors glean huge profits from one book or even several. However, if you turn your book into a business by adding additional products and services, you can create a successful profit center. For example, a self-help book can spawn products such as a workbook, an ebook, an audio program, a teleseminar series, and a live workshop, as well as services like coaching and teaching. Learn how to build a product pyramid from one idea—and build a thriving business. Andrea specializes in ghostwriting and copyediting books on business, marketing, self help, natural health, and spirituality. An award winning author, Andrea teaches for UCSD online, holds teleclasses and webinars on creating infoproducts, and will be teaching at Cal State San Marcos in the Fall. All meetings are on the 4th Monday of the month (except this month) and are held at the County Health Facility, 3851 Rosecrans Street in the Sports Arena area. See the website for directions at www.sdwritersguild.org.

Sunday, June 5, 10:00 a.m to 3:00 p.m., “Digital Publishing and Marketing Workshop” at A Word with You Press, 802 S. Tremont Street, Oceanside. David Wogahn, Nesta Aharoni, and Thorn Sully will share everything you ever wanted to know about e-books and e-publishing, as well as an overview of how to use social media to your advantage, how to garner press reviews, and how to team up with your writers community to promote your books. There will be two sessions and a panel discussion. Cost is \$65 in advance or \$80 at the door, if space is still available, which is limited to 16. Price includes lunch and beverages and assorted handouts for your notebook. More information is available at www.awordwithyoupress.com/2011/05/09/summer-workshops-begin-at-a-word-with-you-press and thorn@awordwithyoupress.com.

PWSD MEMBERS, please send up your news so we can fill up this page: book releases, book signings, radio shows, workshops, anything about you and your book!

Events

Thursday, May 19, 6:30 – 8:30 p.m., San Diego Professional Editors Network (SD/PEN) is having its bi-monthly meeting. The topic is **Growing Professionally: Professional Development Courses**. According to UC San Diego Extension, “Copyediting—especially technical and nonfiction editing—is one of today’s most marketable skills for both full-time and freelance work.” UCSD Extension provides a solid grounding in the tools and techniques of copyediting to help new and seasoned editors brush up on their skills. Editing courses can also help writers produce more concise, clear, and compelling copy. Find out how to keep your skills current in today’s market and further your career, from Allison Maderia-Joseph, Program Representative for the Writing Programs and facilitator for online information sessions of the Copyediting and Technical Communication certificate programs at UCSD Extension. Allison Maderia-Joseph holds a B.A. in English and an M.A. in Theatre History, Literature, and Criticism from Ohio State University. In addition to the copyediting certificate programs, UCSD Extension offers “Web Skills for Editors,” “Editing as a Business,” and “Marketing for Copyeditors,” which is taught by PWSD member, Andrea Glass, who will talk about her course. Meetings are held at the Joyce Beers Community Center, 3900 Vermont Street, San Diego, CA 92103. For additional information, visit www.sdpen.com.

Saturday, May 21, 1:00 – 4:00 p.m.: Authors’ Garden Party. 2131 Oceanview Road, Oceanside. Hosted by North County African American Women’s Association (NCAAWA). Join us for an afternoon of enlightenment, fun, and refreshments. Authors will speak about themselves, read from their books, and share some of their experiences of publishing their books. Their autographed books will also be available for sale. In addition to presentations by the featured authors, there will also be a panel discussion about the process of writing and publishing your own book. At the book fair portion of the afternoon, you will have the opportunity to talk, one on one, to the authors about their books. All authors' books will be available for sale. Featured authors include Teresa Burrell, Judy Duarte, Mary Gilder, Aundrea Lacy, April Mahoney, Charmaine McCowan, and James Schell. Cost is \$25 in advance and \$30 at the door. The event is a scholarship fundraiser. For more information, visit www.ncaawa.org or call 760-978-6534.

Friday, May 27, 6:30 p.m. – 12 midnight; The Diamond Literary Festival will celebrate its 7th anniversary with a **Celebrating Authors Dinner Cruise**. Come kick off this Memorial Day Weekend at the Bahia Hotel in beautiful Mission Bay aboard the William D. Evans boat. There will be plenty of good food and live music. You will have a chance to meet and dine with some of San Diego’s finest writers. The public will have a chance to meet up close and chat with authors. Authors and writers will have a chance to introduce their books and/or written work and do book signings as we cruise the San Diego harbor. Tickets are \$55 each. A vendor table including dinner is \$100. Everyone is invited! For more information please email Alice at alice.jefferson@cox.net or call 619-913-0626.

Saturday, July 30, through Tuesday, August 2, The National Speakers Association is holding its annual convention at the Anaheim Marriott. This year's theme is "INFLUENCE." Local authors, coaches, trainers, consultants, and speakers wishing to hone their presentation skills to promote their book, business, or cause will want to take advantage of not only this year's convenient location but also the early-bird registration rate. Nonmembers who register by July 6 save \$100 off the nonmember rate of \$977; NSA members who register by May 31 save \$130 off the member rate of \$777. According to NSA, "By attending Influence '11 you will learn how to increase bookings, grasp new clients, write killer copy, mesmerize audiences, build your brand, clarify your message, connect with your tribe, explode your creativity, challenge your thinking, create cash flow, manage your biz, define your market, and make a difference!" More information about programming, exhibits, registration, and accommodations can be found at www.influence11.org. PWSD Member Lynette Smith will have an exhibit space at the convention. Go to www.AllMyBest.net/asp/NSA.asp to find out more about how Lynette will be helping authors there and (later) to learn what space she'll be at.

Resources

Book trailers. Wes Wolcott of Wolcott Digital has an amazing service creating two-and-a-half minute book trailers for authors. With his business partner Jeanne Mayeux (www.viavideomarketing.com), he can drive significant traffic to your book sales page. It's most effective if you have a separate sales page for each book to showcase your compelling video and with a Buy Now button next to your video so people can order your book with no hesitation. Your book trailer needs to use persuasive speech in an attention/interest/desire and a call-to-action format. A great example of a book trailer can be viewed at www.youtube.com/watch?v=AVf4j0jtOi4&feature=player_embedded. Contact Wes at 570-809-2079 or weswolcott@gmail.com, and visit his site at www.wolcottdigital.com.

Autographing ebooks. Here's a way to conduct an ebook "signing." A reader poses with the author for a photograph, which can be taken with an iPad camera or an external camera. The image immediately appears on the author's iPad. (If it's shot with an external camera, it's sent to the iPad via Bluetooth.) Then the author uses a stylus to scrawl a digital message below the photo. When finished, the author taps a button on the iPad that sends the fan an email with a link to the image, which can then be downloaded into the ebook. Check this out at <http://mhpbooks.com/mobydives/?p=30717>.

More Kindle ebooks are self-published. Approximately 28 out of 100 top ebooks in Kindle Store are self-published; 11 are in the top 50. All those publications are priced at \$3.99 or less, which means 28% of top Kindle ebooks cost less than \$4. And 18 of the titles are given the lowest possible price tag of \$0.99. The shining star is John Locke with 8 titles (7 of them in top 50); *Vegas Moon* is the best self-published book, ranked #4, Amanda Hocking is sliding down as her best selling book *Ascend* is #64—perhaps a result of signing a contract with a publisher. Authors to watch: Heather Killough-Walden, Julie Orlon, J. R. Rain, and Debbi Mack, with 2 or more titles in the top 100.

You are on the air. "Dialogue: Between the Lines" airs every Thursday morning at 10:00 am. This Internet radio show for writers is co-hosted by Joshua Graham, author of *Beyond Justice*, and Susan Wingate, author of *Easy as Pie at Bobby's Diner*. The co-hosts of the show want to provide a platform for other writers and authors, if they are interested in getting on the show to talk about their books. Your show will also be available in the Archived Section and you may either listen to or download the recorded archive podcast after the live show concludes. Check it out at www.blogtalkradio.com/dialogue.

Global Ebook Awards taking submissions. Self-publishing guru Dan Poynter has opened submissions for his Global Ebook Awards. Now through June 30, 2011 (midnight, Pacific Time), you can enter your book in the awards competition. Ebooks must have been released anytime before July 1, 2011. The contest is open to authors, publishers, illustrators, and photographers for self-published or traditionally published English-language ebooks, regardless of company size. The site says that "ebooks are evaluated as objectively as possible with scores on several items. Judging panels will consider cover design, content quality, layout when not straight text, originality, etc." Finalists will be announced July 20, 2011. The award ceremony will be held in Santa Barbara, CA, on Saturday, August 20, 2011. Go to the website for additional information. www.mediabistro.com/ebooknewser/dan-poynters-awards-for-ebooks-calls-for-submissions_b5994

NaturalSoft is an amazing free software that transforms your written book into an audio file. You can choose from a dozen different voices. Check it out at <http://www.naturalreaders.com>

*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 the FAQ page of 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.

Would you like to appear in a **member profile**? If so, contact Lynette Smith at 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. 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!

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