

## **Publishers & Writers of San Diego -- Newsletter -- July 2005**

### **== Paulette shares her slice-em-and-dice-em techniques ==**

At the last meeting, our very own Paulette Ensign spelled out the multitude of ways you can take what you've written and "re-purpose" it for additional profits. Of course, we all know her as The Booklet Queen, but in reality, there are many ways you can take what you've written once and sell it several times -- and a booklet is just one of them. She also dispelled the myth that the content has to be non-fiction. In fact, our resident performance poet, George Goddard, took copious notes and wrote us a thank-you email afterward, saying it was a "big help." Remember, the most successful writers and authors are the ones who learn the secret of "write once, sell often". If you think you're missing out on potential income in this way and weren't able to attend our meeting last month, check out [www.tipsbooklets.com](http://www.tipsbooklets.com) and contact Paulette if you need a consultation.

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### **== Our next meeting: Saturday, July 30 ==**

It's that time of year again! One of our favorite meetings of the year is when we have our brainstorming session. It's free for members, only \$7.00 for non-members, and free for non-members who join at the half-year membership price of \$37. Whatever particular question or quandary you may have (related to publishing!), the collective wisdom and experience of the group is sure to have an answer. For more details and to RSVP, go to [www.publisherswriters.org/newsletter.html](http://www.publisherswriters.org/newsletter.html).

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### **== Member suggestion ==**

J.R. Horton suggested PWSD set up a discussion board for members to communicate between meetings and otherwise. Following on this suggestion, we've investigated a number of ways to implement this -- each with various advantages and disadvantages. To help us decide whether to move forward with this, please let us know your answers to the following:

1. In general, how much would you like to stay in contact with other PWSD members? (A lot, some, a little, every waking moment, not at all, etc.)
2. How likely would you be to use a PWSD discussion board for this?
3. Would you be willing to provide info to participate? (Some discussion boards require contact info, setting up passwords and IDs, etc.)

Thank you for your feedback, and you may provide your answers by simply replying to this email.

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**== Author/book branding seminar -- Thursday, July 28 ==**

Are you looking to sell more books? Are you trying to catch an agent's attention? Then, you need to create a solid, memorable impression. And that's where branding comes in. We've all heard that a book's or author's success is 10% writing and 90% marketing -- branding is the key to your marketing success. Stephen King, Tom Clancy, Chicken Soup, Harry Potter, The Dummies Guides, Rich Dad Poor Dad, and Tony Robbins are all brand names in publishing. And all followed the principles of branding that you'll learn in this unique seminar. Presenter Andrew Chapman is a 20-year publishing expert and has worked on brand-building for major corporations and marketing agencies. He will teach you the branding secrets of the "big guys" and how you can use them to build your brand. You're guaranteed to leave with a better vision for how to promote yourself and better focus for what to do next!

For more info and to register, go to [www.julypublishing.com/branding](http://www.julypublishing.com/branding).

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**== Membership directory ==**

Hey, have you forgotten about our membership directory? The PWSD website includes a directory of members, and right now most of you aren't listed! While we can't make guarantees as to results, some of our listed members have received inquiries from visitors to the site (which numbers in the hundreds each week). You may be missing out on a key contact or potential prospect! To see the current directory and for instructions to add your listing, go to [www.publisherswriters.org/members.html](http://www.publisherswriters.org/members.html).

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**== PMA and SPAN ==**

This is probably as good a time as any to remind everyone that PWSD is an affiliate of Publishers Marketing Association (PMA) and Small Publishers of North America (SPAN). And as such, our members are entitled to a discount membership with both organizations. As national organizations with thousands of members, they offer tremendous benefits, such as discounts on printing, shipping, and travel with their preferred vendors. There are many other advantages to membership, and we suggest you visit their websites at [www.pma-online.org](http://www.pma-online.org) and [www.spanet.org](http://www.spanet.org) to learn more.

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**== Interesting fact ==**

In 1980, there were approximately 12,000 publishers in the U.S.

Now, according to ISBN records, there are nearly this many start-up publishers each and every year!

For more interesting facts and stats, go to <http://parapub.com/statistics>.

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**== Marketing tip ==**

When sending out media releases via email, put "Media release" and a short description (four or five words) in the subject field. Editors and producers say too many authors and small publishers simply put "Media release" or "Press release" in the subject line, making it hard for the editors and producers to quickly organize and scan the tons of email they receive.

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**== GooglePrint ==**

Have you heard about GooglePrint yet? If not, you will soon. It was quite the talk at this year's Publishers Marketing Association University and BookExpo America. Basically, GooglePrint is a search engine of book content. Just as with a regular Google search, you type in what you're looking for -- except that it searches the content of books! Best of all, the results provide where the searcher can buy the book. (Google is integrating this into their regular search engine, but there is a specific GooglePrint search engine as well.) There are some authors and publishers who see this new technology as a threat, much as Napster threatened the music industry. However, other more progressive authors are seeing this as a whole new frontier for promotion. For one thing, Google has cleverly protected the content in a number of ways, such as: (1) the searcher only can see five pages of the book at once; (2) the searcher can only access 20% of the book total; and (3) random unrelated areas of text in the book are blacked out. So, the potential for someone to get all of your book for free is virtually nil, whereas the potential exposure to readers \*specifically looking for what you've written about\* is tremendous, with an immediate link to where they can buy the book. Lastly, as a point of clarification and reassurance, Google is only scanning books that are in public domain or with the publisher's permission. For more info or to participate, or to check out how it works, just go to the regular Google page ([www.google.com](http://www.google.com)) and click on the link to the right for "More"... then once on that page, click on the link in the right column labeled "Print".

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If you are a PWSD member and would like us to publicize your upcoming event or news, please inform us by emailing [andrew@achapman.com](mailto:andrew@achapman.com). If you are on this newsletter list but are not a PWSD member, join now!! PWSD accepts notice of non-member events, but will choose to publicize them on a case-by-case basis.

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PWSD (Publishers & Writers of San Diego) is a not-for-profit unincorporated association of publishing professionals in San Diego. Our goal is to offer resources, share information, present relevant topics at our event meetings, and provide a networking forum for our members. Membership is \$67 per calendar year; memberships commencing on or after July 1 of the year are prorated at \$37 for the balance of the year.

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