

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

== Brainstorming Brilliance ==

At the last meeting, we had an excellent roundtable discussion on a wide variety of topics from marketing to printing to search engines and more. The collective experience of the nearly 20 people in attendance was not only valuable for the information but also the encouragement. Many thanks to everyone for the insights, input, and feedback.

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== Our next meeting: Saturday, August 27 ==

Our topic for the month is "Designing or Improving Your Website for Maximum Effectiveness." Perhaps you've been putting off getting your website done. Or perhaps you have one online but it's not generating the results you'd like. Either way, this month's presentation and discussion will jumpstart your most-valuable promotional and marketing tool, and give you an online edge. For more details, location, and to RSVP, go to [www.publisherswriters.org/newsletter.html](http://www.publisherswriters.org/newsletter.html).

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== A hearty welcome to our new members! ==

Last meeting we had the pleasure of adding three people to our membership: Carolyn Fox, Colin Gabriel, and Jack Savidge. At a future meeting, please take a moment to introduce yourselves to them.

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== Book event -- Sunday, August 21 ==

This coming Sunday at 2 PM, local author and PWSD member Carol Sveilich will be giving a talk and signing her book at Gen Lai Sen Seafood Restaurant, 1065 12th Street, San Diego. The event is sponsored by the San Diego Public Library, and there is no admission fee. Her book "Just Fine: Unmasking Concealed Chronic Illness" is a collection of candid profiles of 55 men and women who live with ongoing, but hidden health challenges, such as diabetes, lupus, fibromyalgia, Crohn's disease, migranes, and others. The book has already received much acclaim, including winning first place in the health category of the National 2005 Independent Publishers Book Awards. More info can be found at <http://www.writefaceforward.com>.

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== Seeking stories of "self-publishing gone wrong" ==

Have you learned a valuable lesson in self-publishing the hard way? Is there a costly mistake you made that you'd like to warn other self-publishers about? Publishing consultant Andrew Chapman is writing "The 101 Biggest Mistakes in Self-Publishing and How to Avoid Them", based on his experience coaching authors and self-publishers all across the U.S. In addition to his observations and knowledge (and his own mistakes), Chapman would like to include specific anecdotes from willing volunteers. If you'd like to contribute a learning experience to the book, please send it along -- in 100 words or less -- to the author at [andrew@achapman.com](mailto:andrew@achapman.com). Anecdotes included in the book will be credited to the contributor (unless you prefer to remain anonymous!) and the contributor will also receive a complimentary, autographed copy of the book.

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== Discussion board ==

As you may recall, last month's newsletter contained a survey about your interest in having a discussion board. The results are in, and the consensus is insufficient interest. As we gauge the pulse of our group at the beginning of next year, we'll check back with you to see if there is new interest in this idea. Many thanks to those of you who responded with your thoughts and feedback.

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== Membership directory ==

Don't forget 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 ==

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 & interesting resource ==

California has six times the number of small publishers than any other state. This finding is consistent with surveys of other creative professions, including desktop publishers, web publishers and multimedia designers.

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

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== Marketing tip ==

Seek out charity auctions around the country to donate your book to. Do online searches, check with non-profits and charities, and scan the newspapers to find upcoming auctions and the requirements. Typically, the website for the charity or auction will include a listing of all donors for the auction. Put in this listing as much info as you can on your book, and don't forget to mention your book's website address. Because these auctions are often planned and organized months in advance, your book will have an extensive period of exposure (depending how early on you donate). Plus, you are often provided a complimentary ticket in appreciation -- so for those events you can attend, do so, and wear a name badge that indicates "Donor/Author" and your book's title. And last but not least, don't be afraid to ask the event coordinator whether it's appropriate to give a mini-seminar or talk at the auction.

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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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