

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

August 2009

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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, 10:00 a.m. to 12:00 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.

**Closing date** for newsletter contributions is the **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 Smith at [allmybest@earthlnk.net](mailto:allmybest@earthlnk.net).

## *Next Meeting*

**Date: August 29, 2009**

**Time: 10:00 a.m. – 12:00 noon**

**Location: Encinitas Library, 540 Cornish Drive**

**Topic: “Open Discussion and Question & Answer Session.”**

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's typically one of the most popular meetings of the year.

## *News/Announcements*



## **Authors: Get Connected!**

Something exciting is brewing in San Diego. It's called **Read Local San Diego**, and it's a nonprofit marketing coalition that aims to support the literary community in the following ways:

- By expanding the market for local publishers and authors
- By supporting the literary community that nurtures arts and culture in San Diego
- By encouraging a process of discovery for readers of the wonderful authors in San Diego and the excitement of personal interaction with the author of a book

**Read Local San Diego** will accomplish these goals in two ways to start:

- By compiling the most comprehensive, searchable online directory of local authors available
- By connecting Readers and Authors in a series of year-round, county-wide events

Thanks to the efforts of our passionate volunteers, we've made a lot of progress the last few months! We've got a terrific logo (see above) thanks to Charles McStravick of Artichoke Design. We expect to have the website up in just a few weeks, thanks to the great team at Monkey C Media. Our committees are working toward our first event on the weekend of November 14 and 15. More details to come on that, but mark your calendars for an information meeting on **September 28, at 5:30 in the Community Room at the Encinitas Library**.

We're moving along but we still **need your help**. Please consider joining one of our committees: Talent, Events, Marketing/ Website, or Sponsorship.

Any suggestions or connections are welcome. Please contact Karla Olson at [karla@ReadLocalSD.org](mailto:karla@ReadLocalSD.org) or call (760) 753-2279.

**Get Connected!**

## To Everything There Is a Season

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Everything in life has its season. My season with Publishers & Writers of San Diego has been for the past 13 years since arriving in San Diego from metro New York. It's now time for me to focus my attention elsewhere. PWSD has never been in better shape, thanks to the contributions of time and talent by many people, not the least of whom include Andrew Chapman, Karla Olson, Bob Goodman, Andrea Glass, George Goddard, Lynette Smith, and Dave Patrick. Each of these folks has been an integral part of what PWSD has become today and of where it will go tomorrow.

Thank you for allowing me the privilege of serving this organization as Membership Chair, Treasurer, Executive Director, and Board Member. It's been a joy to be a catalyst in growing the group, both with the level of programming and the number of people we've collectively been able to reach. I've done the part that was mine to do and now leave it in the trusted hands, hearts, and minds of those whose responsibility it is to take it on the next leg of the journey. Please feel free to contact me to grab coffee or lunch, or to explore how my business can best contribute to yours.

With gratitude,  
Paulette Ensign  
[www.tipsbooklets.com](http://www.tipsbooklets.com)

### **Welcome to Our New VP, Membership, Treasurer: Tony Vianna**

Antonio F. Vianna is frequently on television and radio offering practical tips for taking charge of your career, and is available for speaking engagements and ghostwriting projects. Tony is on faculty with multiple universities in the San Diego area, and he also conducts workshops on "Re-Careering at any Age" and "How to Write a Book and Get Published." A Carlsbad resident, his books, both fiction and nonfiction, are available almost everywhere including his website at <http://www.viannabooks4u.com>.

August 1, 2009 Meeting:

## “Building Self-Published Historical Novel Sales from the Ground Up”

Presented by Maggie Anton

Recap by Brix McDonald, PWSD Member

In 1992, Maggie Anton read about 11<sup>th</sup> century Rabbi Rashi, one of the greatest Jewish scholars ever, and his three daughters. Passionately, she researched this family in which the daughters were educated, unusual in a society when only boys were sent to school. The Rabbi had no sons.

During 1997 to 2000, Maggie turned her research into a 600-page book. Not knowing what she was getting herself into, she felt she was on an escalator: she couldn't go back or get off. Although she wrote the book she wanted to read, Maggie identified constantly with her readers during the process. An editor she hired pared the book down to 400 pages.

Maggie also hired others to help: a book shepherd to obtain ISBN, copyright, bids from book and cover designers, printers and distributors and more. Including the publicist, self-publishing her book cost \$30,000. Seems high? When discussing cost, Maggie pointed out the cost of other passions or hobbies such as sailing. If you're passionate about writing, support it. It may, unlike other hobbies, eventually support you.

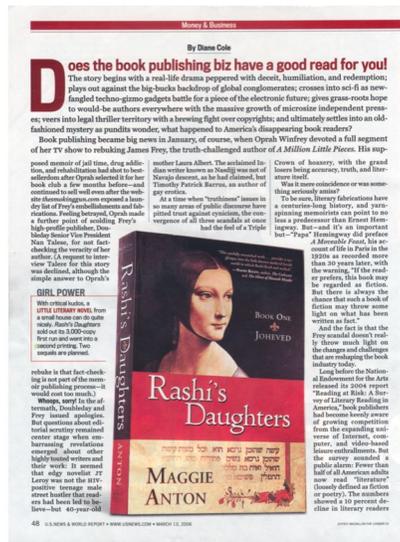
For promoting your book, finding book groups and getting your book into them is a great way to build interest by word of mouth.

Don't go to the book distributors without a good, professional marketing plan. Your marketing plan should include a website (Maggie's is [www.rashisdaughters.com](http://www.rashisdaughters.com)), networking groups you belong to, a list of speaking engagements (Maggie knew her audience), and ways of reaching people.

Setting up speaking gigs is very important to selling books. Maggie books 50 to 100 speaking engagements a year.

She recommends using MS Word—that's the program everyone wants and uses.

Save every draft. Maggie had to cut a third of her original draft. She used much of it in the next two books. To save drafts, she recommended getting an email account on something like Gmail, to which you can send attachments of old drafts. You can access this account from any computer and you will never lose anything.



You spend more time promoting than writing. As Maggie said, “If no one knows about your book, no one will read it.” For every person who buys your book, five more people will read it and recommend it to others.

By 2006, Maggie had sold 23,000 copies of *Rashi's Daughters: Book One—Joheved*, and the book was in its sixth printing. *Library Journal* named her one of the best new authors. *US News & World Report* asked for a copy of her book to feature in their “Books Gone Wild” issue. The cover of her book ended up as the primary illustration on the first page of the article! She tells us if any publication asks for your book, send it!

Maggie retired from Kaiser to become a full time writer. With the interest her first book generated, Penguin Books signed her up and is publishing the trilogy of *Rashi's Daughters*. She ended her talk with the declaration, “Fairy tales do come true!”

The following is recommended reading by member Fred Phillips, who describes it as an “interesting (well, scary)” free piece from the president of Berrett-Koehler Publishers.

## THE 10 AWFUL TRUTHS ABOUT BOOK PUBLISHING

By Steven Piersanti, President, Berrett-Koehler Publishers (Updated June 15, 2009)

### 1. The number of new books being published in the U.S. has exploded.

Bowker reports that 560,626 new books were published in the U.S. in 2008, which is more than double the number of new books published five years earlier (2003) in the U.S. These figures include print-on-demand and short-run books, which is where most of the growth has occurred. In addition, 120,947 new books were published in the U.K. in 2008 per Nielson Book. And add tens of thousands more in other English-speaking countries.

### 2. Book industry sales are declining, despite the explosion of new books.

Book sales in the U.S. grew by 3.5% from 2003 to 2008, according to the Association of American Publishers, but that is actually a 13.5% decline when adjusted for the 17% inflation rate over the same period. Bookstore sales peaked in 2005, according to the U.S. Census Bureau, and have fallen since then. And sales in 2009 are much worse.

### 3. Average book sales are shockingly small and falling fast.

Combine the explosion of new books with the declining total sales and you get shrinking sales of each new title. “Here’s the reality of the book industry: In 2004, 950,000 titles out of the 1.2 million tracked by Nielsen BookScan sold fewer than 99 copies. Another 200,000 sold fewer than 1,000 copies. Only 25,000 sold more than 5,000 copies. The average book in America sells about 500 copies” (*Publishers Weekly*, July 17, 2006). And average sales have since fallen much more. According to BookScan, which tracks most bookstore, online, and other retail sales of books, only 299 million books were sold in 2008 in the U.S. in all adult nonfiction categories combined. The average U.S. book is now selling less than 250 copies per year and less than 3,000 copies over its lifetime.

### 4. A book has less than a 1% chance of being stocked in an average bookstore.

For every available bookstore shelf space, there are 100 to 1,000 or more titles competing for that shelf space. For example, the number of business titles stocked ranges from less than 100 (smaller bookstores) to approximately 1,500 (superstores). Yet there are 250,000-plus business books in print that are fighting for that limited shelf space.

### 5. It is getting harder and harder every year to sell books.

Many book categories—including business, current affairs, and self-help—have become oversaturated. It is increasingly hard to make any book stand out. New titles are not just competing with 560,000 other new books, they are competing with more than seven million previously published books available for sale. And other media are claiming more and more of people’s time. Result: the same amount of marketing investment and effort today as a few years ago will yield a fraction of the sales previously experienced.

### 6. Most books today are selling only to the authors’ and publishers’ communities.

Everyone in the potential audiences for a book already knows of hundreds of interesting and useful books to read but has little time to read any. Therefore, people are reading only books that their communities make important or even mandatory to read. There is no general audience for most nonfiction books, and chasing after such a mirage is usually far less effective than connecting with one’s communities.

### 7. Most book marketing today is done by authors, not by publishers.

Publishers have managed to stay afloat in this worsening marketplace only by shifting more and more marketing responsibility to authors, to cut costs and prop up sales. In recognition of this reality, most book

proposals from agents and experienced authors now have an extensive (usually many pages) section on the author's platform and what the author will do to market the book. Publishers still fulfill important roles in helping craft books to succeed and making books available in sales channels, but whether the books move in those channels depends primarily on the authors.

#### **8. No other industry has so many new product introductions.**

Every new book is a new product, needing to be acquired, developed, reworked, designed, produced, named, manufactured, packaged, priced, introduced, marketed, warehoused, and sold. And the average new book generates only \$100,000 to \$200,000 in sales, which needs to cover all of these expenses, leaving only small amounts available for each area of expense. This more than anything limits how much publishers can invest in any one new book and in its marketing campaign.

#### **9. The digital revolution is expanding the number of products and sales channels but not increasing book sales.**

We are in the early stages of an explosion in digital versions of books and digital sales channels for books and portions of books. However, early indications are that the digital revenues are replacing traditional book revenues rather than adding to overall book revenues. The total book publishing pie is not growing, but it is now being divided among even more products and markets, thus further crowding and saturating the marketplace. And while some digital costs are lower, other costs are higher and price points are lower, making digital profits even slimmer than print-publishing profits.

#### **10. The book publishing world is in a never-ending state of turmoil.**

The thin margins in the industry, high complexities of the business, intense competition in a small industry, rapid growth of new technologies, and expanding competition from other media lead to constant turmoil in book publishing. Translation: Expect even more changes and challenges in coming months and years.

### **STRATEGIES FOR RESPONDING TO “THE 10 AWFUL TRUTHS”**

1. The game is now pass-along sales.
2. Events/immersion experiences replace traditional publicity in moving the needle.
3. Leverage the authors' and publishers' communities.
4. In a crowded market, brands stand out.
5. Master new sales and marketing channels.
6. Build books around a big new idea.
7. Front-load the main ideas in books.

#### ***Editor's Note:***

If this article makes you uncomfortable, make sure you attend the next PWSD meeting. At our open discussion, let's talk about what we can all do to reverse these trends and sell more books so we can all continue writing and publishing to our minds' and hearts' content!

## Member Profile



### Nancy Gordon

Paws For Comfort® and Xolos For Chronic Pain Relief™ (X-CPR™)  
San Diego, California; 858.472.2901

[nancy@pawsforcomfort.com](mailto:nancy@pawsforcomfort.com); [www.pawsforcomfort.com](http://www.pawsforcomfort.com)

**PWM:** What aspect of publishing or writing are you involved or interested in?

**Nancy:** My passion is writing material that is inspirational and helpful to others.

**PWM:** What first attracted you to it?

**Nancy:** I have always loved writing and was an avid poet in my youth. (Wow, that makes me sound so *old!*) My dream of writing a self-help book for clients while I was still in private practice as a therapist was short-circuited by a car accident in 1992, which left me with a debilitating chronic-pain condition, fibromyalgia.

I have written some nonfiction articles in the past that were published in a few pain organization journals. In the first few years of quitting my business and going on disability, I started a nonfiction book about my journey from perfect health and a Type-A personality to a very health-challenged Type-A personality trapped in a Type-Z—as in *zapped*—body. My health always seemed to get in the way of getting anywhere with that book for many years.

But that has changed now! Toaster and Pink, my two service dogs, have inspired me to write about my life experience of chronic illness in several ways. First, Toaster, at 4 months old, posed in an incredible posture with a recycled yogurt cup in her mouth; and that inspired me to create a comfort greeting card and gift line. These products, which feature pictures of Toaster and her puppies, are intended especially, but not exclusively, for people challenged with chronic illness or disabilities, and their loved ones. You can view the photo that started it all and read the story of Toaster's taking me on a leash down a new path at [www.pawsforcomfort.com](http://www.pawsforcomfort.com).

Pink has been an amputee since she was one-year-old, and she deserves a book of her own. She is my mentor and role model for dealing with the challenges of a disability. She never gives up! I have started a children's book based on her.

**PWM:** Did you previously have related experience in writing?

**Nancy:** I had *no* experience writing fiction, and especially none at a children's level; thank goodness for PWSD! But my dogs are truly inspirational and prompt me to expand and challenge my creative writing. I really had no choice but to write about Pink's courageous approach to her disability.

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

**Nancy:** I have been a member of PWSD since about 2002, in the good old days when we sat around the conference table and introduced ourselves one by one! I enjoyed every meeting then, and still enjoy them now; the expansion of the group just lends itself to a different way of interacting. The quality of not only the speakers, but also the members, has kept me eagerly awaiting the valuable meetings. I have learned so much about writing and publishing, as well as marketing and the Internet. The topics chosen are always interesting, timely and well done. Those who attend comprise a warm, approachable group, with a wealth of information and advice. It is always a comfortable, supportive place to go on a Saturday morning. And the view is not bad!



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

**Nancy:** I have just finished the first draft of the first book of my children's series based on my dogs. I am very excited about this; it is a defining moment in my life. I am also adding new designs to the greeting card line, especially for caregivers.

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

**Nancy:** Lessons learned? Never give up. It's never too late to start all over. Surrender without giving up. And make lemonade out of lemons—here's my recipe for life's lemonade (next greeting card launched):

“Combine an ounce each of positive intention, patience, and perseverance, and mix with a cup of faith. Top with gratitude.” © 2005



“You’re going to write the great American novel when you can’t even write a short note to my mother?”

## PWSD Member Events & Announcements

**August 24: Elaine Masters**, Author and Yoga Teacher will be speaking on **Stretch relief for stressful times** at the For You Network, from 11:30 a.m. to 1:00 p.m. at Marie Callenders, Carlsbad. Contact Barbara Eldridge to attend: [barbara@mindmasters.com](mailto:barbara@mindmasters.com).

**August 27: Elaine Masters** will be teaching **Office and Travel Yoga** to the San Diego Hospice Clinical Staff at 9:30 am. For more information contact DeShonda Roberts at: [DRoberts@sdhospice.org](mailto:DRoberts@sdhospice.org).

**September 12 – 13:** Author **Carolyn Howard-Johnson** will host exhibitors and guests and interview many of the participating authors, publishers and printers at the Green New Media Life Expo at the Convention Center in Ontario. Carolyn is the author of the *How To Do It Frugally* series of books for writers and is an official blogger for the Green New Media Expo. Carolyn is an instructor in the UCLA Extension's Writers' Program. Carolyn's August 14 interview by MaAnna Stephenson will be available on iTunes soon after the interview date. Stephenson's series of interviews, *Just the FAQs*, focuses on the technical aspects of Internet marketing and promotion.

**September 19: Elaine Masters' Drivetime Yoga** will be featured at the EnviroFest at Lake Chollas Park, with Chair Yoga for Seniors classes. Sponsored by the San Diego Girls Alliance, 9:00 a.m. to 2:00 p.m., 6350 College Grove Drive, San Diego, CA 92105.

**Fred Phillips'** new book, *Managing Innovation, Technology, and Entrepreneurship*, has been published by Meyer & Meyer Media in Germany. It is an international book about innovation and entrepreneurship, containing cases from 17 countries in the developed and developing worlds. At €25, it's especially affordable! It is available through Amazon or from M&M. Fred is professor of management at Alliant University.

## Events & Resources for the Publishing & Writing Community

**August 19: DimeStories** is the Third Wednesday Series presented by Friends of the Encinitas Library and hosted by Author Amy Wallen. To be held at 6:30 pm in the Encinitas Library Community Room, 540 Cornish Dr., (760) 753-7376. Free to the public. DimeStories are compelling narratives—some fictional, some factual—that are three minutes long. They may be funny, tragic, or strange. Come hear some of San Diego's writers read the best of their three-minute prose. [www.dimestories.org](http://www.dimestories.org).

**August 20: Warwick's**, 7812 Girard Avenue, will host a celebration of all things food with a Julia Child Birthday Party. This event is free and open to the public, beginning at 6:30 pm. It will include discussions by some of the bookstore's favorite sales representatives from the nation's top publishing companies about their favorite cookbooks and food-related books. For more information, call Warwick's at (858) 454-0347. E-mail: [warwicksevents@yahoo.com](mailto:warwicksevents@yahoo.com).

**August 24: San Diego Editors/Writers Guild** holds its monthly meeting with Larry Edwards as the guest speaker on *How to Improve Your Writing*. Larry is the former Business Editor for *San Diego Magazine*. The meeting will be held at 6:30 pm at the Joyce Beers Center in the Uptown Shopping Center on Vermont Street off University Blvd in Hillcrest. The website is [www.sdwritersguild.org](http://www.sdwritersguild.org).

**August 31:** Emmy award-winning filmmaker Roberta Cantow will be a guest speaker at the **Writer's Salon at San Diego Writers, Ink**, 710 13th St., Studio 210 at 7:00 pm. Experience an evening of dialogue and examples of *Book Trailers: The Art of Storytelling Fused with the Magic of Technology*. [www.sandiegowriters.org](http://www.sandiegowriters.org).

## ***New Opportunity***

### ***Be a Part of the Western States Independent Publishers' Catalog of Books!***

Join with publishers throughout the Western United States in a new independent publishers' catalog of books. PWSD has joined forces with three other IBPA affiliates—Publishers Association of Los Angeles (PALA), Arizona Book Publishing Association (ABPA), and Bay Area Independent Publishers Association (BAIPA)—to produce a Western States catalog that will be available both online and printed and will be distributed to libraries and booksellers throughout California and Arizona. Take advantage of this terrific opportunity to get more exposure for your book(s).

**Joining forces with other publishing affiliates will give your books the much broader exposure they deserve.**

The catalog will be distributed by each affiliate to the libraries and bookstores in their region, as well as amongst their members. Libraries and bookstores are expressing increasing interest in supporting local and regional publishing. This coalition will also highlight the breadth, depth, and quality of the current independent-publishing boom, and your book will be part of it! This is a tremendous marketing opportunity at a terrifically affordable investment.

Each book and its cover will be featured in full color in its appropriate category. The catalog spaces are 6 per page and 3½ x 3 inches. The cost of joining this marketing effort is minimal: \$40 for the first book, \$20 each for books 2 through 5, and \$15 each book over 5.

Signing up is easy. Please click on <http://tinyurl.com/CATALOGform> or find the link on the PWSD website ([www.PublishersWriters.org](http://www.PublishersWriters.org)). Fill out the online submission form, which includes the following information: title, subtitle, description (30 words or less), category (from drop-down menu), ISBN, trim size, number of pages, price, publisher, distribution information, and URL. You will upload your cover art in a specific size and resolution as specified on the form.

Remember, listings may be submitted only via the Submission Form on the PALA website. No submissions will be accepted by email or snail mail.

Payment will be made directly to PWSD by check (send to PWSD, P.O. Box 235204, Encinitas, CA 92023) or by PayPal (see the link on the PWSD website or the online form).

Catalog deadline is August 31, 2009. Since we want to take advantage of the Christmas season, this deadline is firm. No exceptions!

For questions, contact [catalog@publisherswriters.org](mailto:catalog@publisherswriters.org).

This is a great way to ***Get Your Book the Attention It Deserves!*** Sign up today!

## ***Resources***

Abbreviations and what they mean: [www.stands4.com](http://www.stands4.com)

500 most commonly used acronyms: [www.muller-godschalk.com/acronyms.html](http://www.muller-godschalk.com/acronyms.html)

Manuscript guidelines:

[www.writecontent.com/Publishing\\_Tools/Manuscript\\_Guidelines/manuscript\\_guidelines.html](http://www.writecontent.com/Publishing_Tools/Manuscript_Guidelines/manuscript_guidelines.html)

Merriam-Webster's Visual Dictionary: [www.visualdictionaryonline.com](http://www.visualdictionaryonline.com)

***If you hear of an event or discover a valuable resource for publishers or writers, please send it to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).***

*From the Editor, Andrea Glass*

If you are 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](http://www.PublishersWriters.org) for more information and to sign up for this newsletter.

**Closing date**

Newsletter contributions must be received by the **last day of each month**.

Send contributions to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org)

**Member profile** signups are now being accepted for the first half of 2010. Interested? Contact Lynette Smith at [allmybest@earthlink.net](mailto:allmybest@earthlink.net).

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