

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

August 2010

In this Issue

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

~~~~~

**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 p.m.

### **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.

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

Next Meeting

Date: Saturday, August 28, 2010

Time: 10 a.m. to 12 noon

Location: Encinitas County Library, 540 Cornish Drive

Topic: Open Group Discussion and Q&A

Speaker: All of us!

“Everything you’ve always wanted to ask about publishing” will be the topic of the open group discussion and question and answer forum. There will also be a special presentation by Publishing University attendee, John O’Melveny Woods. Don’t miss this Once-a-year event—bring all your burning questions!

News/Announcements

8th Annual Southern California Writers’ Conference September 24 through 26, 2010 Hyatt Regency Newport Beach, 1107 Jamboree Road

1. Agents, authors, and editors attending
2. Dru Campbell's NovelCram returns
3. Two more conferees find publication success
4. Workshop topic suggestions

With more yet to be announced, many authors and other industry pros are already confirmed, including agents and editors from Foundry Literary & Media, Behler Publications, N.S. Bienstock, William Morris Endeavor, Sandra Dijkstra Literary, Martin Literary, New World Books, and van Haitsma Literary. Full details at www.WritersConference.com.

Meeting Recap

THE POWER OF BOOK DESIGN

Presented by Tamara Dever and Monica Thomas

Meeting recap by Lois Winsen

Our July meeting ended the month on a high note as Tamara Dever and Monica Thomas of TLC Graphics dazzled the large group attending with exciting “before” and “after” photos projected on a large screen. These wonderful illustrations depicted better than words what an enormous difference good cover and interior design can make in giving the casual browser a fascinating peek at the essence of your book and improving its sales potential.

Dever emphasized the company’s work in brand creation, particularly important for those who plan to put out more than one book. She pointed out that book covers, which include front, back, and spine, do many jobs, including getting the potential reader’s attention and elevating the book’s message. It is, in fact, a primary sales tool to get your book noticed for the right reasons.

Among the elements that make up outstanding book covers are type style and size, color, and images. In many of the illustrations shown, these same elements were carried from the book’s cover to interior pages, creating a sense of continuity and quality that was definitely not “the same old thing.” We saw how using a touch of color on interior pages adds to the overall effect. Adding one extra color for the “pop” of graphics or type adds little to the cost of printing, but a lot to the general effect of the package.

Good and bad examples of interior formatting were next on the agenda. Dever explained that type selection should coordinate with subject matter, but must be easily readable. Blocks of type should be justified on both right and left sides. If subject headings are used, they should all be of the same kind. She also stressed the importance of adequate white space.

E-books present their own problems, and because of the way they’re set up, they won’t like the printed version of your book. However, Kindle and other sources are improving on older methods and can now incorporate graphics in your e-book.

During the Q & A that followed the presentation, Dever encouraged writers not to wait until their book was complete before finding a book designer and a printer, as those processes could take up to nine months in some circumstances. Along with book design, TLC can also handle printing needs using outside suppliers they regularly deal with.

For more information about the company and its work, visit www.TLCGraphics.com or email info@tlcgraphics.com.

PWSD Officers

Andrew Chapman
Co-President
andrew@publisherswriters.org

Karla Olson
Co-President
karla@publisherswriters.org

Tony Vianna
VP Treasurer and Membership
simpatico1@juno.com

Bob Goodman
Founder

PWSD Newsletter Staff

Andrea Glass
Editor
andrea@writersway.com

Lynette Smith
Copyeditor
lynette@allmybest.net

Lauren Castle
Circulation Manager
lauren@impress-express.com

Tami Dever and Monica Thomas of TLC Graphics would like to thank everyone who attended the meeting on July 31. We hope you enjoyed our presentation and are so grateful that you took time on Saturday to join us.

Many blessings to you!

Thanks,
Tami Dever
TLC Graphics and
Narrow Gate Books
Award-Winning Publishing Design
and Development Firms with Biblical
Values
Phone: 512-669-5744
Fax: 512-904-8120
Austin, Texas
www.TLCGraphics.com
www.twitter.com/helpmepublish
<http://helpmepublish.wordpress.com>

12 Secrets to Selling More Books at Events

So you got a book event; great! Now you want to maximize it, right? You've heard your writing buddies talk (or perhaps read online) about the lack of attendance at signings, so figuring out how to maximize the event, regardless of the numbers, might be tricky. While I spend a lot of time addressing online marketing, the offline component is one you shouldn't overlook. If book events are where you want to focus, then bringing in some ideas to help you sell more books is something you should consider. If you have an event coming up, consider these ideas before you head out:

1. Marketing: First and foremost is the marketing of your event. But I'm not talking about the marketing you do in the media (though that's great, too). I'm speaking of in-store marketing; this is what most folks seem to overlook. This is where you supply things to the store to help them market your event. Because the first phase of a successful event is driving people to it. Here are a few thoughts.

a. Do bag stuffers. You can easily do this in your favorite computer program, do two-up on a page, meaning that you use one 8½ by 11 sheet of paper to do two flyers. You'll want to ask the store first if they mind that you provide this; most stores or event venues don't.

b. Bookmarks: While most in the industry see these as passé, people still love them. You can do bookmarks and bag stuffers (or staple them to the flyer), or you can do custom bookmarks with the date and time of your event. Nowadays it's pretty easy to get these done cheaply. Keep in mind that if you are having the event in a mall or other type of shopping area, you might be able to drop the bookmarks (or bag stuffers) off at the nearby stores to see if they'll help promote the event.

2. Book signings are boring: Regardless of where you do the event, plan to do a talk instead of a signing. People are drawn into a discussion and are often turned off by an author just sitting at a table. Marketing is about message and movement, so stand up and speak. If speaking in public is intimidating to you, go to Toastmasters or some other local networking/speaking group and see what you can learn.

3. Unique places: If you want to get more attention for your event, consider doing events in unique places. We've done them in video stores, electronics stores, gyms, even restaurants (on slow nights); doing outside-the-bookstore events is a great way to gain more interest for your talk. Why? Because you aren't competing with everyone else at the bookstore for your crowd. When you do an event at a locale that doesn't normally do events, you'll attract more people just because it's considered "unique."

4. Show up early and talk it up: OK, so let's say you're in the store and there are a ton of people in there shopping (a book event dream, yes?). I suggest you take your extra bag stuffers or custom bookmarks and hand them to the people in the store. Let them know you're doing an event at such and such time and you'd love it if they can sit in. You'll be surprised how many new people you might pull in.

5. Customize: Regardless of what your talk is about, poll the audience first to see (a) what brought them there, or (b) what they hope to learn if your talk is educational. I suggest this because the more you can customize your discussion, the more likely you are to sell a book. If you can solve problems (and this is often done during the Q&A), all the better. You'll look like the answer machine you are, and readers love that. If you have the answers, they'll want to buy from you. I promise.

6. Make friends: Get to know the bookstore people, but not just on the day of the event. Go in prior and make friends, tell them who you are, and even hand them your flyer or bookmark (or a stack if you can). Often stores have Information Centers. See if you can leave some flyers there instead of just at the register. Getting to know the people who are selling the book is a great way to help gather more people into your event. If your event isn't in a bookstore but attached to a shopping area or mall, go around to the stores (and perhaps you did this when you passed out the flyers) and let them know you have an event and ask what you can do to help them promote it. If you can rally the troops to help you market your talk, you could triple the numbers of people at your event. No kidding.

7. Take names: I always, always recommend you get names and (email) addresses from the folks who attend. Signing them up for your mailing list is a great way to keep in touch with them and stay on your reader's radar screen. If you have a giveaway or drawing, great! This will help you to collect names. If you don't, offer them a freebie or e-book after the event. Often if I'm doing a PowerPoint presentation, I will put together a set of them (delivered in PDF) after the event. Attendees need to sign up to get them, and then once they do, I include them in our newsletter list, which helps me to stay on their radar screen.

8. Pricing: Make sure your book is easy to buy. If you're doing this outside of a bookstore, this is easy to do and will help your sales. I find that a rounded number like \$10 or \$20 makes for a quick and easy sale. If you can round up or down without adding or losing too much to the price, by all means do it.

9. Book pairing: One way you might be able to round up is by pairing your book with a freebie. When I paired *Red Hot Internet Publicity* with a second, but smaller, marketing book, I took the awkward pricing of \$18.95, bumped it up to \$20 (so 2 books for \$20) and quadrupled my sales after an event. Now the pairing doesn't have to be a book; it can be a special report or even an e-book that you send to them after the event.

10. Product and placement: As you're doing your talk (especially if it's in a non-bookstore venue), make sure you have a copy of the book propped up in front of you so event visitors see it the entire time you're speaking. Hold up the book when appropriate and use it as an example when you can. This will help to direct the consumer's eye to the book, and making eye contact with the product is a good way to make sure it stays on their radar screen throughout your talk. When I do a speaking gig at an event that allows me to sell books in the room, I will sell four times more than I would if the attendees have to go somewhere else to buy it, so make the buy easy. If you can, make sure your books are for sale in the room.

11. Ease of purchase: Aside from pricing, if you're doing your own checkout, make sure you have many ways consumers can buy your book. I take credit cards, checks, and cash at the event. Don't limit yourself as to what you can take or you will limit your sales.

12. Post-event wrap-up: So the event is over, what now? Well, if you got attendees to sign up for your newsletter (you did do that, right?), now it's time to send a thank-you note for attending and remind them (if they missed the chance at the event) to buy a copy of your book at the "special event price."

Speaking and book events are great ways to build your platform, but if you aren't selling books there's little point in doing them. For many of us, our book is our business card and thus, if we can sell our "business card" we can keep consumers in our funnel. If your book isn't your business card, you still want readers, right? The marketing before, during, and after an event is crucial to building your readership. While it's easy to say that events sell books, they often don't. I find that if you don't "work it" you often will find your time wasted. Seek the opportunities when they are made available to you, and then maximize them when they are. You'll be glad you did!

Source: Penny Sansevieri, www.amarketingexpert.com.

Nicole Strickland

San Diego Paranormal Research Society, San Diego, California

Ghost Research Society, Chicago, Illinois

City: San Diego

nicolepisd@gmail.com

www.sdprs.org

www.ghostresearch.org

www.paranormal-revelations.com (coming soon!)



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

Nicole: I'm a published author with the Ghost Research Society Press. My first book, *Field Guide to Southern California Hauntings*, was published in 2009. My latest book, *The Haunted Queen of the Seas: The Living Legend of the RMS Queen Mary*, was published in May 2010. I write nonfiction books about the paranormal, specifically the area of ghosts and hauntings. I'm currently working on my third book about developing a successful paranormal research team.

PWM: What first attracted you to this field?

Nicole: I've always had a passion for writing and a passion for the paranormal. Thus, I followed my life-long dream of becoming a published author.

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

Nicole: Prior to publishing my two books with the Ghost Research Society Press, the only writing experience I had was writing various college papers and a thesis on the effects of group counseling on anger management. I've also written a couple of articles relating to the paranormal field.

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

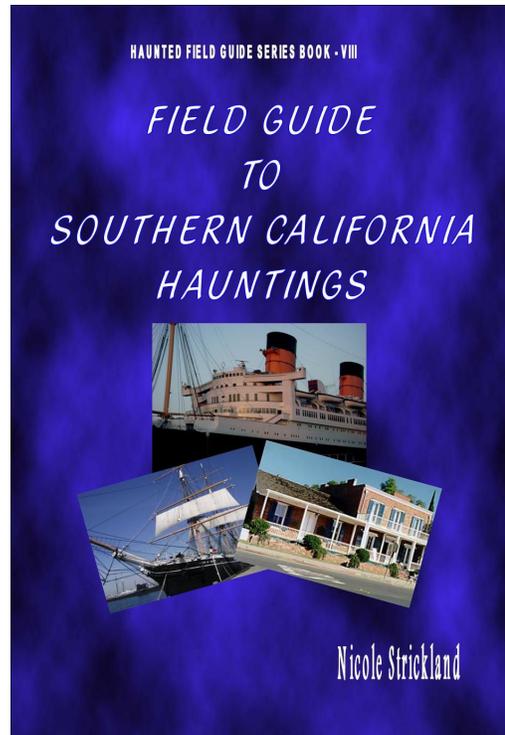
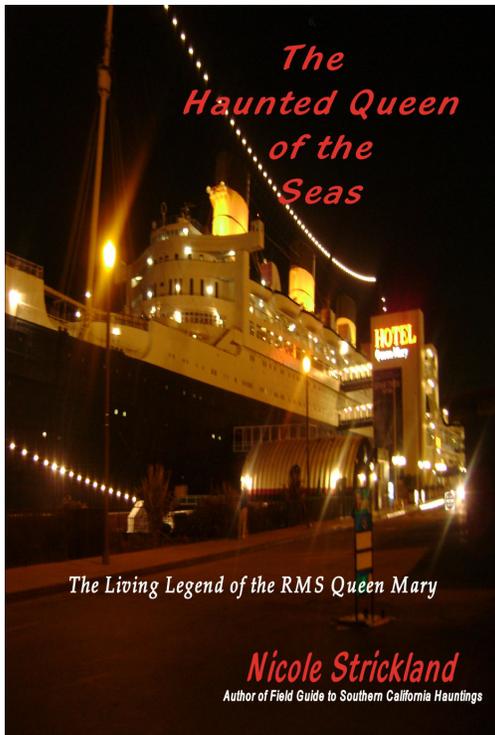
Nicole: I just recently joined PWSD in March of 2010. I hope to gain valuable information from veteran writers and publishers. The organization really values and respects writers. Members can learn from each other and offer each other insights into the writing and publishing professions.

PWM: What are you working on now?

Nicole: Currently, I'm working on my third book about developing a successful paranormal research team. It will offer tips and suggestions taken from my own experience directing the San Diego Paranormal Research Society.

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

Nicole: One piece of guidance I can offer members is to always follow your dreams and aspirations. Always have a positive outlook when accomplishing your goals. I advise members to network as much as possible with other members, because each person in PWSD can offer valuable advice and insights. Always take notes at the monthly meetings and put your notes into a PWSD file. At one of the meetings, I learned various techniques on marketing your work, some of which I would have never thought of. This goes back to the idea that every member has something to bring to the table, and we can learn from each other.



Monday, August 23, 7:00 pm. The Book Works, 2670 Via de la Valle, Del Mar. John O'Melveny Woods will discuss and sign his book *Return to Treasure Island*, a wonderful sequel to the classic original. Come join this great event where John will take you on a new and exciting adventure! He'll have some h-ARGH-ty pirate-themed treats and fun for kids.

- For more information on John and the book, go to <http://treasureislandbook.com>.
- For more information on the event go to www.book-works.com/event/john-omelveny-woods-discusses-and-signs-return-treasure-island-monday-august-23rd-700pm.

Note from member **Diane Welch**:

When I first joined PWSD, several years ago, when there were about a dozen members ;) I shared that I was researching the life and work of an early 20th century, obscure lady architect, Lilian J. Rice, to give her the recognition she deserves. In writing the world's first monograph on Rice, I aimed to make her a national figure--right up there with Amelia Earhart, Georgia O'Keefe, and Frida Kahlo—to name a few. Of course there were several blank faces—but I soldiered on and this June, my book had a worldwide release by Schiffer Publishing.

There has been lots of wonderful press: Roger Showley, *San Diego Union Tribune*; Lillian Cox, *Rancho Santa Fe News*; Linda MacIntosh, *Del Mar Times*, *RSF Review*, *La Jolla Light*, and *Solana Beach Sun*; Ann Jarmusch, *West Coast Craftsman*; Bill Manson, *San Diego Homes and Gardens*; and coming soon, Glenda Winders, *Uptown News*, and Aminata Dia, *Riviera Magazine*. Here is the link to Ann Jarmusch's front-page article:

<http://content.yudu.com/A1iq5y/WestCoastCraftsman/resources/index.htm?referrerUrl=http%3A%2F%2Fwestcoastcraftsman.net%2F>

If any questions, you know where to find me. Thank you for doing a continued and fabulous job with the newsletter!

THE WEST COAST CRAFTSMAN

VOL. 13 ISSUE 8 WESTCOASTCRAFTSMAN.NET AUGUST 2010

Discovering the 'lost' architect of Rancho Santa Fe: Lilian Rice

Historian and journalist Diane Welch uncovers the fascinating life and work of one of the San Diego region's most significant architects

By Ann Jarmusch

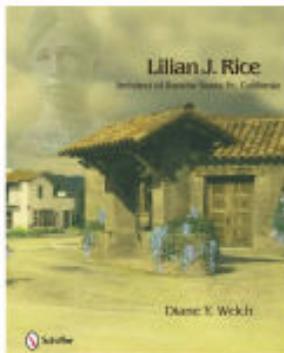
When each of us went to work in a Rancho Santa Fe community in the 1950s, Lilian Rice would stop them on the way. Each of the top women architects in the West Coast and go the other way with her.

"When I first started up design houses in San Diego, I was the only woman in the industry," she says. "I was the only woman in the industry."

And when she spotted "old and neglected" buildings for a Spanish-style kitchen she designed in La Jolla, she stopped the workman from demolishing the building with her own hands. She discovered the classic "Spanish-style" kitchen she built, that is, with a tiled floor and a tiled ceiling.

"That's the only way you'll get the work done," she says. "If you're here, you're here. If you're not here, you're not here."

Lilian Jarmusch Rice, who was born in National City in 1905 and died in Rancho Santa Fe in 1985, designed and supervised the design of about 100 buildings in the San Diego area. Her work includes the Casa Tapscott, the first of her residential and commercial buildings in Rancho Santa Fe. Lilian Rice's buildings are listed on the National Register of Historic Places.



Lilian Rice
A portrait of the City of San Diego's first woman architect, Lilian Rice, in the San Diego region. Rice is the first woman architect in the West Coast and go the other way with her.



Discovering the 'lost' architect of Rancho Santa Fe: Lilian Rice
Historian and journalist Diane Welch uncovers the fascinating life and work of one of the San Diego region's most significant architects

Monday, August 23, 6:30 to 8:30 pm. The **San Diego Writers/Editors Guild** will have its monthly meeting with program presenter **Linda Meckler**, who will speak on “**Hooked on Self Publishing.**” She is the author of ***Ghost Kids Trilogy***, a book for ages 8–14 to adult, and ***Fight Your Medical Insurance Nightmares, Let Me Show You How***, a book that helps people help themselves to get their medical bills paid. She has written approximately 300 articles for ezinearticles.com and other websites and has written the e-books *Boost Your Self-Esteem and Blossom*, *Computer Stations that Work*, *Sleep Apnea with CPAP Machine*, and *TTY Communication Book*. Linda’s website is www.lindamecklerauthor.com. 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 the website for directions. www.sdwritersguild.org.



Publishing Business VIRTUAL Conference & Expo

Digital Content Day @ Your Desk!

BROUGHT TO YOU BY *BOOK BUSINESS* AND *PUBLISHING EXECUTIVE*

FREE virtual event uncovers the real opportunities in digital content for book and magazine publishers.

Date: September 16, 2010

Time: 10:00 a.m. to 5:00 p.m. (ET)

Location: The comfort of your own office. **It's virtual!**

Sign up: <http://bit.ly/RegisterMeNow>

Publishing Industry Thought Leaders Head Up Free Virtual Event on the Future of Digital Content
Book Business and *Publishing Executive* magazines, producers of the industry-leading Publishing Business Conference & Expo, have announced the editorial advisory board for their second-annual Publishing Business Virtual Conference.

Publishing Business Virtual Conference & Expo provides the same networking opportunities as a face-to-face event. As an attendee you'll be able to:

- **CHAT LIVE** with exhibitors and attendees throughout the event
- **EXCHANGE** virtual business cards
- **COLLECT** valuable data from the resource center and exhibit booths (white papers, case studies, product literature, etc.)
- **SEND MESSAGES** to people you want to connect with
- **SEARCH** who's at the event

Topics of discussion will include:

- Converting Digital Dimes to Dollars
- Multi-platform Conversion Options
- Mobile Opportunities
- Monetizing Digital Editions
- Social Media Strategies
- E-Reader Devices, Trends, Forecasts & Strategies
- Your Future in POD/Digital Printing

View the most-up-to-date agenda here: <http://bit.ly/PBV2010agenda>

Friday, September 17, 7:00 to 9:00 pm. Partners-in-Rhyme Bob Lundy and Elizabeth Yahn Williams, together with Oceanside's **El Corazon Creative Writers**, will give a presentation and short workshop on ***Making YouTube Videos*** at the Village Idiots Literary Society in the Vista Village Art Gallery 204, 204 Main St. They will cover the use of inexpensive digital cameras and cheap editing software to create YouTube videos with which folks can embarrass themselves on the Internet at minimal expense. The poetic couplet and their creative friends will also discuss the importance of scripting, rehearsing, storyboarding the scenes, and other topics often neglected by many current YouTube aficionados. In the second half of the session attendees will actually make some "open mike" videos for practice. The event is free and the public is welcome. More info at www.hitherandyahn.com or write JoyInPoetry@yahoo.com.

Resources

Infoplease Almanac Index

www.infoplease.com/alphabeticindex.html

An A–Z keyword index of the infoplease.com general, entertainment, and sports almanacs.

Arts & Letters Daily

<http://aldaily.com>

This site provides daily updates and information on news, reviews, latest trends, breakthroughs, disputes, and gossip in arts and culture. It provides links to "Articles of Note," "New Books," and "Essays and Opinion" pieces as related to arts and letters.

Encyclopedia.com

www.encyclopedia.com

Encyclopedia.com is an online dictionary and encyclopedia with pictures, facts, and videos. Get information and help from the millions of articles in the free, online library.

*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. Lynette is taking signups for 2010.

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 2010. 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!

Newsletter Team



Andrea Glass

Ghostwriting & Copyediting
leader in personal & professional development books, ebooks, blogs
www.WritersWay.com
Andrea@WritersWay.com
tel: 858.350.5235
fax: 760.635.7839

Newsletter Editor

All My Best

**Business and Nonfiction
Copyediting**

Lynette M. Smith
"Get the Results and Respect Your Writing Deserves!"
714.777.1238
www.AllMyBest.net
Lynette@AllMyBest.net

Copyeditor



"You never get a second chance to make a first impression!"

Lauren Castle

image management specialist

858.459.7400
www.impress-express.com
lauren@impress-express.com

Circulation Manager

**LOOKING FOR NEW CONTENT
COORDINATOR.**

**YOUR HELP EACH MONTH TO
FIND INTERESTING CONTENT
WILL HELP KEEP THIS
NEWSLETTER GOING.**

**SEND AN EMAIL TO ANDREA AT
newsletter@publisherswriters.org
TO LET US KNOW OF
YOUR INTEREST!**

Content Coordinator