

Publishers & Writers of San Diego -- Newsletter -- September 2006

== First Annual City Book Fair is Next Month ==

Held at San Diego City College on October 13–14, this new international book fair will feature presentations by numerous authors, as well as musical performances and art displays. Dozens of vendors will be there, including many local book stores and writers groups — and PWSD will have a table as well.

There is absolutely no cost for the event, and we encourage our members and affiliates to support this inaugural event so that it can continue in the future. San Diego City College and many people have put forth a tremendous effort to launch what will hopefully be a huge success. If you can't attend, please pass the word along to others. For more info on the event, go to the event website: www.sdcitybookfair.com

== PWSD Member's Book Becomes a Donation ==

A donor provided the funds to purchase 100 copies of the book *Product Idea to Product Success* by Past PWSD Vice President Matt Yubas for members of the Inventors Forum. The book will be given to all active members and offered to attract new members. The 320-page book is a complete resource to take an inventor step-by-step from idea to market — and serves as a valuable guide for self-publishing products as well. For more on this story and the book, [click here](#).

== Scholarship Available for 2007 PMA University ==

PMA: The Independent Book Publishers Association is awarding a 2007 PMA University scholarship to one member of each affiliate group (which, if you didn't know, PWSD is). The scholarship is awarded to chosen publisher-members from around the country who need assistance in growing their publishing companies. The scholarship includes free registration to attend the Publishing University, plus a \$500 stipend to help pay for travel expenses. PWSD will be contributing funding as well, as yet undetermined. The 2007 PMA-U will be in New York City next May, prior to BookExpo America (BEA). The criteria for applicants is as follows:

- You must be a member of PWSD as well as PMA
- You must be a publisher, preferably in the early stages of developing your company
- You have not received the scholarship in the past

While you can learn more about the scholarship and PMA University at <http://www.pma-online.org>, applications must be made through PWSD. For more information on the application process, please email Andrew at andrew@achapman.com. We strongly encourage this scholarship, as it is a way to attend the best educational publishing event in the business (and enjoy New York City) at a greatly reduced cost.

== 2007 Meeting Schedule Announced ==

We've got all our guest experts and topics lined up for next year. While we've brought back some of our most popular topics and speakers, we've also thrown in some new ones. You can get the scoop by clicking on the link to the right.

== Publisher-Member Nears First Release ==

After nearly a year of getting their publishing company off the ground and producing their first book, members Mike and Matti Harris (La Frontera Publishing) are about to get those first precious copies in their hands. The book, *Legacy of the Tetons* by Candy Moulton, is a non-fiction account of the settlers who pioneered the area around the Grand Tetons. Although the book has a Spring 2007 release through their distributor, University of New Mexico Press, members and supporters of PWSD will receive a special offer for any purchases made before November 15. To learn more about La Frontera or the book, go to www.lafronterapublishing.com. To learn more about the offer, contact Mike or Matti through the website.

== Mark Your Calendars for Speak-O-Rama on November 1st ==

20 topics by 5 speakers for 10 bucks ... Speak-O-Rama is a unique event featuring professional and up-and-coming speakers giving quick, high-energy talks on a variety of valuable topics. PWSD President Andrew Chapman and popular PWSD speaker Lee Silber are on the bill. The event is Wednesday, November 1, 6:30–9:30 PM, at the La Costa Auditorium. Tickets are \$10, but PWSD members get a 2-for-1 special. Bring a friend free! For more info or to reserve your spaces, email Andrew at andrew@achapman.com.

== Andrew Chapman's Marketing Tip of the Month ==

Interview an expert related to your book's topic, record it, and provide that recording on your website as a complimentary download or on an audio CD. Make sure the person will be a good interview — entertaining, funny, engaging, energetic — by finding someone who's done a lot of public speaking or other interviews. While yes, you should be an expert in your topic, bringing another expert into the discussion enhances your credibility and creates a less self-promoting feel. And there's the implicit endorsement of you by the other expert. Make sure both of you include the file and reciprocal links on your websites to promote each other. While it's okay to mention your book once or twice, don't overdo it. It should not sound like a commercial. If they get the download from your site or the CD from you, they'll know about the book and how to get it. So, just a mention or two and no more. Lastly, this technique can be valuable for fiction

authors as well — remember, all fiction has a non-fiction tie-in. So, is there some aspect of your novel that an expert can be found for? An expert on history, sharks, a particular location, cars, the police? Whatever your novel is about, or some part of it, there is an expert out there on that topic. And where can you find these experts if you don't personally know one? The classic answers when it comes to any marketing — networking through people you know (you may know someone who knows of the expert you need) and good ol' Google.

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. 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.

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 \$37 per calendar year. Meeting fees for Members are \$10, Non-Members \$15, payable by cash or check only.

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