

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

September 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 a.m. to 12 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.

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**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 [lynette@allmybest.net](mailto:lynette@allmybest.net).

## ***Next Meeting***

**Date: Saturday, October 3, 2009**

(one week later than usual due to facility conflict)

**Time: 10:00 a.m. – 12:00 noon**

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

**Topic: “Keep Your Hands off MY Idea! Everything You Need to Know to Protect Your Intellectual Property”**

Guest expert Valerie Ann Nemeth, an intellectual property, licensing, copyright, and trademark lawyer, will discuss what copyright protects and when, the difference between copyright and trademark, fair use, and other issues of concern to authors and publishers.

## ***News/Announcements***

**September 28, 2009**

### **THE SAN DIEGO WRITERS/EDITORS GUILD**

*Monthly meeting and presentation of Odin Awards*

6:00 PM Gathering, No-Host Bar

6:30 PM Serve Your Own Mexican Food

7:30 PM Program and Awards Presentation

Guild members/partners, past award winners, past presidents of the Guild pay \$15, all others \$20. Casa Guadalajara Restaurant is located at 4105 Taylor St. 92110, at the corner of Juan St. in Old Town. Send your reservation in by 9/22/09 to SDW/E G, P O Box 881931, San Diego, CA 92168. Visit [www.SDWritersGuild.org](http://www.SDWritersGuild.org) for additional information.

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**THE SAN DIEGO PUBLIC LIBRARY** has announced its 44<sup>th</sup> Annual Local Authors Exhibit that runs through the month of February. Any book published in 2009 is eligible for the exhibit. Send a copy of the book by December 1, 2009 to San Diego Public Library, Circulation Section, 820 E Street, San Diego, CA 92101-6478, ATT: Rachel Esguerra. Also include a small photo, your name, address, phone, and email. Call 619-236-5847 for additional information.

**Andrew Chapman**

## **400 and Counting**

The records keep getting broken at PWSD and the milestones keep getting set—the past month has brought us our 400th email list member. While we have over 100 paid members in the San Diego area (making us the largest publishing group in Southern California), our email list comprises a wider geographic region and includes many people who can't attend our meetings. I think it's safe to say a lot of credit goes to our current and past newsletter team for enticing and building this list of 400. (We rarely have people unsubscribe.) The newsletter provides much for the casual PWSD follower to learn from and enjoy. So, if you know anyone who can't attend our meetings for whatever reason but is interested in publishing, let them know that joining our email list costs nothing. Same for our Yahoo! group list. Both can be easily joined by following the appropriate links on the front page of the PWSD website ([www.PublishersWriters.org](http://www.PublishersWriters.org)).

## **Coast to Coast**

I'm writing this month's column in Northern Virginia, just outside of Washington, D.C., where I'll be for the next several months for family and business reasons. During this time, I'll be working with a start-up publishing venture here as a consultant, launching my own new publishing venture, and continuing to promote my latest book, *Rock to Riches*. My venture is a program (in print, digital, audio, and video formats) developed from my successful booklet, *How to Earn Straight A's in College*. The target readers are students graduating from high school to college; the target market is organizations and academic institutions trying to reach those students, as well as parents of those students. This will be the most comprehensive program of its kind on the market. So, as I mentioned, all this will have me planted in the D.C. area for a while. I will be in San Diego on business periodically, and I hope to make it coincide with a PWSD meeting or two (and our December party). In the meantime, I will continue my PWSD work from here while Karla Olson leads things on the home front. Due to her increased responsibilities, we have decided it's appropriate to call ourselves Co-Presidents. (Yes, we know that word is not in the dictionary, but "Co-Conspirators" sounded like it would convey the wrong thing.)

## **New—Google Public Profile**

We now have yet another weapon in the online arsenal from Google—its "public profile" feature. Taking a page from social media sites like Facebook, Google is offering up an online profile that you can customize and publish at no cost. Aside from the no-cost aspect, the big advantage is how it will appear in Google search results. By typing in, say, my name, you'll see at the bottom of the first page of results a list of "Profile Results" that includes mine. (As you'll see, I've decided to call myself a content-preneur.) Although searching for my name usually does produce my own website in that prized first page of results, that's not guaranteed; the profile results increase the chance that I'll pop up prominently. Furthermore, my name is very common, so this helps searchers to quickly distinguish between me and the wine-connoisseur Andrew Chapman or the physicist Andrew Chapman or the film director Andrew Chapman or the many other Andrew Chapmans. (There are several in California alone.) So, consider taking a few minutes to create your own Google Public Profile. (When you see the profile results for my name, you'll see a link to create your own.) In fact, take the time to do it today—one factor that pushes results higher up the Google ranking is longevity. This means the sooner you create your public profile, the better it will rank in the long run, compared to others with your name.

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**BOOK MARKETING TIPS**

From Roger C. Parker ([www.publishedandprofitable.com](http://www.publishedandprofitable.com)) comes this article in Brian Jud's recent Book Marketing Newsletter

What's the most popular word found on the back covers of best-selling books? Experienced authors know that one of the best ways you can get a head start on writing and promoting your book is to write the back cover copy first.

Writing the back cover copy as soon as possible forces you to describe your book, your intended market, and the benefits that readers will enjoy, as concisely as possible. Once you've described your book, its readers and its benefits, you have the foundation for a book proposal and a starting point for writing and marketing your book.

In analyzing dozens of examples of back covers of best-selling books, I've discovered that "whether" is the most frequently encountered word. "Whether" makes it easy to target your intended readers without excluding anyone.

For example, on the back cover of Chip Heath and Dan Heath's *Made to Stick*, the first sentence begins, "Whether you're a CEO or a full-time mom..."

From the back cover of Shel Horowitz's *Grassroots Marketing for Authors and Publishers*, is "Whether you published traditionally, used a subsidy house, self-published, or run a small/mid-size press..."

From the back cover of Janice (Ginny) Redish's *Letting Go of the Words*, we see "On the web, whether on the job or at home..."

Take the time to carefully study the words on the back cover of successful books. Chances are, you'll frequently encounter "whether" used to define either the intended readers or the situation that you're addressing in your book.

*The role of a writer is not to say what we all can say, but what we are unable to say.*

~Anais Nin

*If there's a book you really want to read, but it hasn't been written yet, then you must write it.*

~Toni Morrison



## **SAVE THE DATE!**

### **Read Local Kickoff Event November 14 at Horton Plaza**

It's official! Read Local San Diego's premiere event will be held **November 14 at Horton Plaza**. Plans are in the works, but we hope to feature a stage with author readings and presentations throughout the day, as well as genre tables on the common areas. With the holiday shopping season starting up, it should be a great event.

***We need your help!*** This is a volunteer-run initiative, and we need many people to help organize, advertise, set up, tear down, etc. Please join us for a volunteer planning meeting on **September 28, 6 p.m., at the Encinitas Library**. We'll unveil the specifics of the event and outline the tasks that need to be accomplished to make it a truly memorable day of reading local! If you've already volunteered for Read Local San Diego, thank you so much. I know there are others who have signed up and haven't yet been given a job. Well, now is your chance to get going! If you have thought about getting involved, please do! Join us on September 28, and find out how you can help!

If you have any questions, please contact Karla Olson at [karla@readlocalsd.org](mailto:karla@readlocalsd.org) or 760-753-2279.

### **What Is Read Local San Diego (RLSD)?**

Authors write because they have something special to share: expertise, perspective or a great, imaginative story. Readers read because they want to gather information and experience, or they want to be entertained. The bottom line is that both—readers and authors—want to connect. Contrary to predictions from a few decades ago (when people were convinced technology would lead to the disappearance of the book), there are tremendous and exciting opportunities in publishing today—affordable production options, accessible distribution channels, and targeted marketing strategies. The Internet has brought interested people together, and authors can reach those niche groups more easily than ever before. However, this means authors are not only writing their books from behind computer screens; they are also marketing them there. Readers love discovering a new book, but they love it even more when they feel a one-on-one connection to the author. This comes from moving from behind the computer screen to a person-to-person event. **Read Local San Diego** is a nonprofit marketing coalition that aims to get authors out from behind the computer and face to face with readers. This will create a richer reading experience for all, and will nurture casual readers into voracious readers and non-readers into excited readers.

Read Local San Diego supports authors, readers, and 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 creator 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 authors available
- By connecting readers and authors in a series of year-round, county-wide events

We also applaud the enormous achievement of writing a book. Authors deserve to be supported and nurtured wherever they are. We recognize the amazing network of literary groups that incubate emerging—and established—authors, and the tireless support they give to the literary community. One way we can do this is by encouraging readers to Read Local—that is, to seek titles written by local authors, and in some way a product of the local community. This “buy local” movement is spreading rapidly through the American consciousness, and it is time to encourage it in the literary community as well. Furthermore, with all the recent emphasis on math and science education, we hope to remind everyone—from Washington to Anytown, America—that literacy is integral to achievement in any field. **Read Local San Diego** is a nonprofit that thrives because of the generosity of its tireless volunteers. ***Get involved with Read Local San Diego and GET CONNECTED!***

## Member Profile

### Antonio “Tony” F. Vianna

Self-Employed Educator, Author and Speaker  
Carlsbad, California; 760-931-9695

[Simpatico1@juno.com](mailto:Simpatico1@juno.com); [www.viannabooks4u.com](http://www.viannabooks4u.com)



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

**Tony:** I write fiction and nonfiction books, and business- and career-related articles. Of the 14 published books, 12 are fiction (mystery, suspense, fantasy, thriller), while two are nonfiction (one on leadership; another, a workbook to help people think through their careers).

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

**Tony:** In 1997-1998 I was conducting an outplacement program for a company where I was the V.P. of Human Resources. One employee told me he was impressed with the content, organization, and writing style of the workbook and then asked me if I had considered getting it published. I told him I was not a professional writer, but a professional Human Resources executive. He persisted with his notion, and eventually I took his opinion more seriously. He had not realized that Ms. Little, my 9th grade English teacher, as well as other high school teachers, had encouraged me to study the sciences, not the arts. I dutifully obeyed them and earned a Bachelor's degree in Biology/Chemistry as a Pre-Medicine major and, later during my business career, a Master's in Management from Northwestern University. Then, after four years in the U.S. Air Force as an officer and with over 25 years as a successful Human Resources professional, I decided to change my career. My plan was to leverage some of my Human Resources competencies, specifically in the areas of teaching and writing, into a new career. Now I am an author, educator, and speaker.

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

**Tony:** I had very little experience in writing other than Human Resources policies, procedures, training programs and company newsletter articles for the companies with whom I was employed, and also a few trade journal articles.

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

**Tony:** I have been a member of PWSD since January 2009. I am not a “joiner” of groups. In fact, I have avoided most other groups because it seemed too many people complain without offering solutions. However, I find that PWSD members are professional and serious about their publishing/writing careers. They treat it as a business, and they offer solutions. Those are my kind of people.

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

**Tony:** I am halfway through the draft of the third book of a vampire series. I never thought I'd be writing about vampires; but then again, I never thought I'd be writing professionally!

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

**Tony:** Clearly understand the purpose of your writing. Write only something you would read. Find your target market of buyers. Constantly promote your works. Take some risks.

**PWM:** What inspired you to volunteer as PWSD's VP Treasury and Membership?

**Tony:** I believe in the purpose of PWSD, to educate the authors and publishers, and create a support network for them. The association's support of my own publishing ventures motivates me to positively contribute to the success of PWSD.



**Nancy Gordon**, who was profiled in the August 2009 PWSD newsletter, was also recently profiled on ABC television! While in Portland Oregon to research children's hospitals for her upcoming children's book about her 3-legged dog Pink, ABC affiliate KATU grabbed the opportunity to interview her. ABC first aired the interview on August 20. The response was so positive they aired it twice. Nancy's goal in receiving media attention is to raise funds for the Xolos For Chronic Pain Relief™ nonprofit organization, whose mission is to place Xolos with people challenged by chronic pain who cannot afford them. For more information, visit Nancy's website [www.PawsForComfort.com](http://www.PawsForComfort.com). The interview may be seen by clicking on "video" under Nancy's picture at <http://www.katu.com/news/specialreports/53890842.html>. Nancy welcomes positive comments and constructive criticism about the interview.

**Darlene Bauer** reports that her book, *Host or Hostage? A Guide for Surviving House Guests*, was mentioned in the lead of an article in the "Home and Garden" section of a recent edition of *The New York Times*. "The results have been amazing," she reports. "Book orders and my Amazon rating were immediately affected. Hang in there! One never knows!"

**Annette Fix** offers "Online Author and Book Promotion", a six-week intensive workshop from Sept. 21-Nov. 1 that will take you step-by-step through the process of finding your audience and carving your niche in cyberspace. Annette says, "To get the most out of this workshop, you must be willing to dive in to explore technology and online applications with which you may be unfamiliar. You don't need to be tech savvy, just willing to learn." Annette is the author of *The Break-Up Diet: A Memoir*. The book was recently optioned for development as a cable television series, a direct result of her social networking on Twitter. When doing the agent query shuffle, she discovered her specific technique and was signed by a top New York agent within one month of sending her e-query. Annette speaks at national writers' conferences and provides freelance services that include manuscript analysis and publishing and online marketing consulting. She also teaches "The Hungry Writer's Guide to Tracking & Capturing a Literary Agent: How to Get the RIGHT Agent for Your Manuscript." To contact Annette for more information, visit: <http://www.annettefix.com/workshops> or email her at [annette@annettefix.com](mailto:annette@annettefix.com).

## UPCOMING POETRY EVENTS

**September 18, 7:00 p.m.** at Gallery 204, Main Street in historic Vista: The Village Idiots Literary Society will hold its monthly open mic literature reading. Admission is free.

**September 20, 3:00 p.m.** at Hill Street Café, 524 South Coast Highway, Oceanside: The Sunset Poets will meet. Poet Jill Moses will be featured.

**September 30, 7:00 p.m.** at Casa Romantica, 415 Avenida Granada, San Clemente: Ten community members will read selected poems, followed by a reading by Robert Pinsky, the 39<sup>th</sup> Poet Laureate of the U.S.

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**September 17, 6:30 p.m.** at the Joyce Beers Community Center, across from the Uptown Shopping Center (Trader Joe's) at Vermont and University: San Diego Professional Editors Network (SD/PEN) meets. Topic will be "Discovering Financial Solutions for Editors" and will be presented by Chris Blentzas of Edward Jones investments. For more information visit [www.SDPEN.com](http://www.SDPEN.com) or call 619-281-6951. This meeting is free and open to non-members. Anyone planning to attend is encouraged RSVP to [chriszook@theconsciouswriter.com](mailto:chriszook@theconsciouswriter.com) by Tuesday, September 14.

**September 19, 10:00 a.m. to 4:00 p.m.** Afraid your writing is lukewarm and not compelling enough? In **Turning Up the Heat**, a one-day workshop, award-winning novelist **Mark A. Clements** will help you heat things up by helping to identify where your writing is weak and just simmering. Through courage and hard work, Mark will help you elevate your writing to a boil. At the Ink Spot. For more information, check the San Diego Writers, Ink website at [www.sandiegowriters.org](http://www.sandiegowriters.org).

**September 24, 7:00 p.m.** A Night With Garrison Keillor, author and NPR radio personality, will be presented at Point Loma Nazarene University in San Diego. Tickets are available on Point Loma's website, [http://www.pointloma.edu/Events/Home/Garrison\\_Keillor.htm](http://www.pointloma.edu/Events/Home/Garrison_Keillor.htm).

**September 26, 10:00 a.m. to 1:00 p.m.** Join author **Jill Badonsky**, M.Ed., for a one-day workshop of journal writing, creative prose, and stream-of-consciousness prompts in **Wrapping Your Experience in Words**. At the Ink Spot. For more information, check the San Diego Writers, Ink website at [www.sandiegowriters.org](http://www.sandiegowriters.org).

**October 10 and 11** is the two-day "**21<sup>st</sup> Century Book Marketing Event**" at the Catamaran Resort Hotel in San Diego. Hosting the event will be publicist, marketing expert, producer, and author Arielle Ford, and Mike Koenigs, Internet marketer, video producer, and speaker. Details are available at [www.21stcenturybookmarketing.com](http://www.21stcenturybookmarketing.com).

**October 16 through 18** the **San Diego County Library** is hosting its first annual Literary Event, "**Page One: Celebration of the Written Word**." This will take place throughout San Diego County at each of the 33 branch libraries, and successful authors, nationally and locally, are being invited to take part. The library will be coordinating a combination of individual author presentations and panel discussions, as well as book-selling and book-signing opportunities. If you're interested in participating for one or for all three days, contact Jennifer Teitelbaum at [jennifer.teitelbaum@sdcounty.ca.gov](mailto:jennifer.teitelbaum@sdcounty.ca.gov) or 619-463-3006. Find additional information at [www.sdcl.org](http://www.sdcl.org).

**October 20, 10 a.m. to 1:30 p.m.** is Words Alive Annual Authors' Luncheon at the Hyatt Regency La Jolla at Aventine. At the event, you'll meet *New York Times* best-selling novelist Chris Bohjalian, who will be joined by author Kylie Jones, whose latest book, *Lies My Mother Never Told Me*, was published in August 2009. You'll also mingle with other avid readers and local book groups. Luncheon tickets are \$100 and include a signed copy of Bohjalian's book, *Skeletons at the Feast*. Event proceeds benefit Words Alive and its innovative literacy programs, which serve San Diego's low-income, at-risk children, youth and adults. Contact Ashlee Bright, Words Alive, at [info@wordsalive.org](mailto:info@wordsalive.org) or 858-274-9673.

**October 29, 10 a.m. to 5:30 p.m. ET** is the Publishing Business Virtual Conference & Expo. The free conference will feature a number of speakers covering topics such as e-book pricing strategies, the shifting role of publishers in a digital world, and social media strategies that sell books. Register at [http://www.bookbusinessmag.com/promo/creative/N15164\\_PBV\\_V2.html](http://www.bookbusinessmag.com/promo/creative/N15164_PBV_V2.html).

## Resources

**“Wariness Is In Order”** <http://www.thenation.com/doc/20090608/sifton>

Editor Elisabeth Sifton writes about the state of book publishing in “The Long Goodbye? The Book Business and Its Woes,” an article that appeared in *The Nation*.

**WordNik** <http://www.wordnik.com>

WordNik says, “Our goal is to show you as much information as possible, just as fast as we can find it, for every word in English, and to give you a place where you can make your own opinions about words known. This information could be: an example sentence; related words; images tagged by Flickr; statistics; an audio pronunciation; or something YOU tell us! Use the “Contribute” links to tell us something—anything—about a word.”

**Best of History Web Sites** <http://www.besthistorysites.net>

This is a portal to access annotated links to over 1,000 history Web sites.

**FILEDBY** <http://www.filedb.com>

An interactive site for authors and readers to connect.

(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're 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).

If you would like to sign up for a **member profile**, contact Lynette Smith at [lynette@allmybest.net](mailto:lynette@allmybest.net).

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