

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

October 2011

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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 10 a.m. to 12 noon on the last Saturday of each month (except November and December), at the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas), unless a different location is announced.

### **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 **15th 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.com

Next Meeting

Date: Saturday, October 29, 2011

Time: 10 a.m. to 12 noon

Location: Encinitas Library

Topic: Position Yourself as an Expert in the Marketplace

Speaker: Ann marie Houghtailing

Position Yourself as an Expert in the Marketplace

Regardless of your field or profession, positioning yourself as an expert in the marketplace provides you with a unique competitive edge. Learn how you can advance your book by offering yourself as an expert and offering added value to your clients and prospects.

- * What defines an expert?
- * Who decides who gets to be an expert?
- * What efforts and contributions can elevate your expert status?
- * What if you don't know everything; can you still be an expert?
- * How do you market and offer your expertise?
- * How can you position yourself as an expert to energize your marketing strategy?

Ann marie Houghtailing is the principal of The Houghtailing Group, a boutique sales consulting and business development firm dedicated to empowering its clients to create opportunities and generate revenue in every economic climate. The firm's philosophy is that while selling is the only revenue-generating activity in a business, it is not a talent, but rather a measurable, teachable skill that can be conducted with integrity and elegance.

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**LOOKING FOR A NEW
CONTENT COORDINATOR!
WILL YOU HELP?
For more information
or to volunteer,
Contact Glenna Bloemen at
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If you are planning on attending one of our monthly meetings, please help out and volunteer to write the **recap** for this newsletter.

Contact Lauren Castle at lauren@impress-express.com. She's accepting signups for 2012. We're looking for one volunteer a month so we can have each meeting covered.



By Karla Olsen

I heard that Barbara Frisch and Sarah Shealy from Blue Slip Media offered wonderful ideas about how to market children's books. How great that they could share their years of experience. It is inspiring to know that there are such talented resources in our publishing community.

I'm sorry I've missed the last two meetings, but, as many of you have heard, I've been dealing with getting my oldest daughter to college. While you were hearing about how to market to a niche, I was helping to move Brita into her dorm room at the University of Oregon. It was so great to be around an awesome group of kids who are on the verge of discovering themselves. The energy was palpable. So far Brita is settling in well and taking advantage of as many opportunities as she can. Very exciting!

I'm looking forward to hearing what Ann marie Houghtailing has to share at the October meeting. Let's get the business out of the way: The meeting is on October 29, 2011, at the Encinitas Library. If you can, please come early to help us set up the chairs.

Ann marie Houghtailing is going to teach us all how to position ourselves as experts. We did, after all, write a book on something, which usually means we know more about the subject than others. This leads to opportunities to be featured on the radio and in articles, and to be the go-to person when someone—a reporter, for instance—needs a comment for a piece or an article. This can be a great way to keep your name and your book out in front of the public. I hope you will join us for this valuable meeting.

Mark your calendar for another PWSD Holiday celebration. This year it is Wednesday, December 7, from 6:00 to 7:30 at the Encinitas Library. Those of you who have attended before know that this is great fun, a time to acknowledge our accomplishments for the past year and commune with others in this amazing business. Plan to bring a copy of your book. We will have a table where they can be displayed so we can see what everyone has been up to and the great works that are coming from our community. Also bring a book to donate to Traveling Stories, the non-profit that sets up libraries in third-world countries. Finally, bring a friend or colleague. This is a great way to introduce others to PWSD and the benefits of our group. So be sure to spread the word!

PWSD needs your help! We are planning to redo our website in the next couple of months, to make it easier to use and more informative. We need someone—or a few people—to help us plan and rewrite the content. This website is for you, so we would appreciate your help. Please contact me, karla@bookstudiobooks.com, and help!

Niche Publicity and Marketing for Children's Books and All Books: How to Tap Into Unusual Markets

**Presenters: Barbara Fisch and Sarah Shealy,
Blue Slip Media**

By Glenna A. Bloemen

Last month, Barbara Fisch and Sarah Shealy of Blue Slip Media shared the secrets to tapping into unusual markets to sell children's books.

The traditional book markets are shrinking and you have to get creative, according to Barbara and Sarah. They should know, having spent the last 20 years with Harcourt Brace Publishing Company here in San Diego, California. Their experience in the children's book arena prompted them to form their own company to assist authors in getting their books sold when other conventional means are not working.

Barbara and Sarah gave step-by-step assistance:

1. Identify your genre. Is it fiction, non-fiction, romance, multi-cultural? Look at your book's major theme components. To promote your book, enter contests to compete for local, regional, national, and international awards. Tap into the educational market. Busy teachers need something to assist them in their instruction. Create an activity or curriculum for the instructor. Provide free downloadable resource materials.
2. Use Google to find your niche. You will find a wealth of websites to use. Spend time doing your research. Pay attention to the audience to whom you are sending your queries.
3. If you want to self-publish, it means you have to self-promote. Begin your marketing campaign on a local level and build your network.
4. Partner with a local bookstore to promote your book. Booking agents can set up appearances with schools.
5. Send sample chapters to instructors for their feedback. Attend teachers' conferences and network with the teachers there.
6. Do book-signing events to get exposure in your local area. If your topic fits into a local museum or store, have the event there. Better yet, set up workshops on your topic.
7. Use social media. Google Plus is a wonderful site for announcing your book and book-signing events. Blogging and getting the buzz about your book works wonders for sales.
8. Write a weekly or monthly column in an association's newsletter or local newspaper or magazine. This will give you great exposure and name recognition. This is the way to get in the "back door" to some of the places that may not consider selling your book until you have appeared in their Publication; they may begin to promote your book or they may even offer to sponsor a book signing event for you.
9. Place an ad in the newspaper. This is an economical way to reach a lot of people.

The key to successful marketing is to follow up on your efforts. Email your pitch to your prospective contacts. Wait a week or two and then follow up. If you don't hear back from the prospect then, move on. Be mindful you will encounter the spam folder and that is why the second follow up is essential; but after that, move on.

Blue Slip Media specializes in publicity and marketing services for the trade children's book industry. In a business climate where publicity and marketing resources at major publishing houses are stretched thin, you will gain from Fisch and Shealy's expertise in crafting effective press releases, target mailing lists, niche and local market outreach, and event planning to create comprehensive campaigns for print and online media. With over 20 years' experience (each!) in the industry, the presenters know the market well and will offer advice to help authors, artists, and publishers to maximize a book's reach.

E-Book Conversions: 10 Pointers to Ensure Reader Enjoyment (and Minimize E-Book Returns)

By David Wogahn

This article originally appeared in the October 2011 issue of the IBPA Independent newsletter and is reprinted with permission from the author

Publishers that are converting print books to e-books can find lots of helpful guides and tools. But judging by my conversations with self-publishing authors and the dozens of “final” e-books I’ve reviewed, a number of areas need special emphasis.

Paying attention to the ten recommendations that follow should help you deliver a quality e-book reading experience to your reader. Whether you are doing the conversion internally or outsourcing to a conversion firm, someone should look at the converted product using as many e-reading devices or e-reading software programs as possible. You might want to think of this quality control measure as a press check.

A Conversion Checklist

1. As always, quality is the objective. If you are publishing straight to e-book, apply the rule that applies to p-books: Make sure all pre-production work is high quality. This requires careful, professional editing, copyediting, and proofreading.

Typically these steps have already taken place if you are converting an existing p-book. However, if you plan to use a PDF as the source file for your e-book, you need to be aware that errors may occur. Most of these can be found with a thorough spell check, but it’s still important to review the new book closely. In my experience, hyphenated words at the ends of lines in the print version are particularly troublesome.

2. Interior e-book design differs from interior print-book design. Don’t assume you can or should try to use the same interior book design for the e-book. For example, today’s e-books have limited support for fonts, which means that if you want to use, say, Lucida Calligraphy for your chapter titles, you’ll have to convert each one to a graphic and insert it into your document. The same applies to other design elements, such as graphics.

Interior e-book design is in its infancy, so for now publishers should not assume that every print book interior design element must be duplicated in the e-book version.

3. Watch for inconsistencies in text formatting. Typically this issue arises when the source document was poorly formatted. Although it may not be a problem when print books are being converted, it’s important to observe best practices when formatting manuscripts that will be converted to e-books. Best practices include the following:

- **Define indentation in a style sheet.** Don’t use the space bar or tabs to indent the first line of a paragraph.
- **Limit the number of point sizes used in your text.** For example, you might make headings 14 or 16 point type and use 10 or 11 point type for text. If readers want larger or smaller sizes, they can choose them on their e-reader devices.
- **Limit paragraph or line returns to no more than four consecutive lines.** Adding more only annoys your readers by forcing them to page through empty or near empty e-reader screens.
- **Watch your leading or line-spacing settings.** Wider spacing means your reader will have to click more frequently. Imagine the amount of paper your book would require if you printed text double-spaced.

For more guidance on best practices I recommend the formatting tips outlined in the free Smashwords Style Guide, available at smashwords.com.

4. Link the Table of Contents (TOC). If your book utilizes a table of contents, it should contain hyperlinks to the start of each chapter. Thumbing through a print book to locate chapters is easy, but looking for chapters can be frustratingly slow on an e-reading device. There are few visual cues, and e-books don't have page numbers because readers can change a book's length and pagination by changing type size.

5. Provide a cover. Some people think it isn't necessary to include a cover in the e-book file. I think the cover matters a great deal (and it's also important to be consistent). It serves as a visual reminder to readers as they peruse their online libraries. A link to the cover is built into the e-reader's menu system. And covers are important branding.

6. Use color images when they're available. Images in color may seem unnecessary because most of today's dedicated e-reader screens are black and white. But they won't always be this way. Besides, books can be viewed on color devices such as smart phones and tablets. If you have images in color, use them.

7. Include hyperlinks to external websites. Unlike a print book, an e-book gives you the ability to link to websites. Make it easy for readers to find your site, to discover related books, and to access resources. Depending on your book's content, the ability to hyperlink may lead to revising as you find new opportunities to enrich the reading experience by including links.

The bottom line for publishers is that hyperlinks are a terrific marketing tool, so use them.

8. Be mindful of sampling. A great benefit of e-books is that shoppers can try a sample before buying. Ideally the sample should include enough representative content for the reader to make a decision. This also helps limit the number of books that are returned for a refund because they did not live up to expectations.

Samples generally include about the first 10% of a book. Beware of including extensive front matter, blank or nearly blank pages, and content promoting other titles that may push the content the shopper is looking for—the opening chapter, a table of contents—beyond the sample's limits.

9. A print book ISBN cannot be reused for the e-book. It is surprising how many publishers ignore this or, worse, don't understand it. If you are converting a print book, you cannot use the same ISBN. The professional publisher uses a unique ISBN for each format.

10. Obsess over metadata. This marketing tip applies to all books. Metadata may not be entirely relevant to conversion quality or reader enjoyment, but good metadata is vital for online marketing. All information about your book—title, subtitle, keywords, descriptions, ISBN, etc.—should be consistent and used everywhere possible. Include relevant metadata in the e-book as appropriate. Use the same information in each online store, because that's what connects a publisher's e-book to its "shelf" in the stores.

David Wogahn is a digital media publishing consultant, speaker, and educator. His company provides e-book development, marketing and conversion services and e-publishing strategy consulting. Over the past 20 years he has managed five digital publishing ventures and co-founded the FANsOnly Network (now part of CBS Sports) and Times Mirror Multimedia. To learn more: www.Sellbox.com or david@sellbox.com.

E-Book Conversion Quality Control

Proofreading is a vital part of e-book conversions, especially when the conversion is from a PDF source file. We seem to mandate proofreading routinely when producing a print book, but not often enough (so far) when converting to e-book formats.

In addition to proofreading, take the steps outlined below to ensure quality for every e-book format. You can use a Kindle or free Kindle e-reading software to open MOBI files, and a Nook or free e-reading software for Nook to open ePub files.

- Inspect the front matter for accuracy.
- If there is a table of contents, check to see whether it is linked and whether the links work.
- Check line spacing, indents and justification.
- Click the menu button to "goto" a section of the book to see whether all options are available and work correctly.
- Test any hyperlinks to websites.
- Check images.
- If your book had footnotes, they are now endnotes. How do they look? If you linked them, do the links work?



Read Local Upcoming Events

We have two upcoming Read Local San Diego street fair events with author slots available.

November 6 is the Carlsbad Street Fair. We have one slot available from 8 to 11. This is an extremely popular fair, and our booth is in a prime location (in front of the Boar's Head Tavern).

Another popular fair is the Encinitas Fall Festival. I have slots available throughout the day, from 9:00 a.m. to 11:30 a.m., 11:30 a.m. to 1:30 p.m., and 1:30 p.m. to 4:00 p.m.

Let me know what works for you! karla@readlocal.org.

Don't put off any longer signing up for the *Read Local Directory*. This is a great way for the literary community in San Diego to find you and your book. For information, visit www.sandiego.readlocal.org.

Don't hesitate to contact me if you have questions: karla@readlocal.org.



Alexander DeVolpi

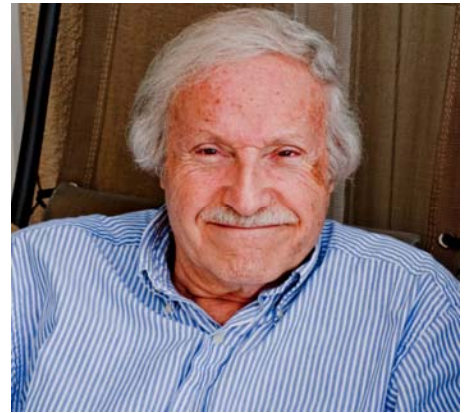
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www.LoverSoldierReprobate.info

www.NuclearShadowboxing.info



PWM: In what aspect of publishing or writing are you involved or interested?

Alex: Now I'm writing biographies and family history; previously, I had written and published books about nuclear reactors, nuclear weapons technology, and nuclear arms control. My first couple of books were printed and distributed through traditional publishers. Since then, I've had to evolve into independent publication as a writer, editor, publisher, and salesperson.

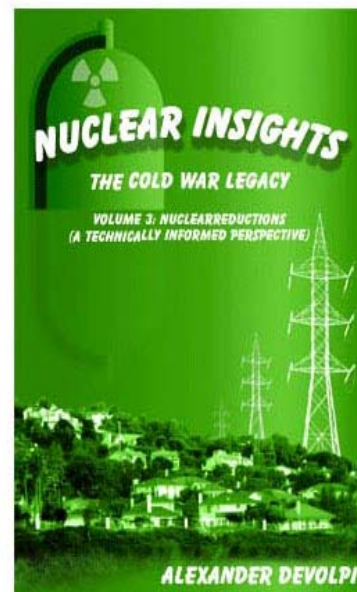
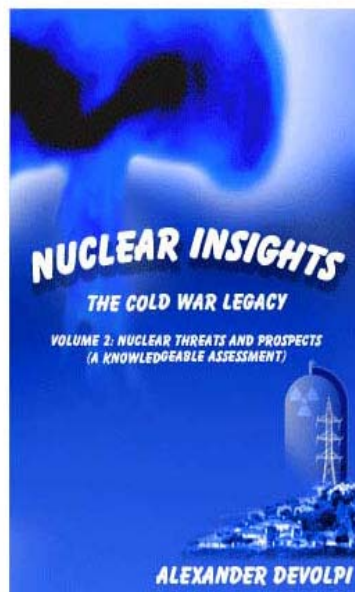
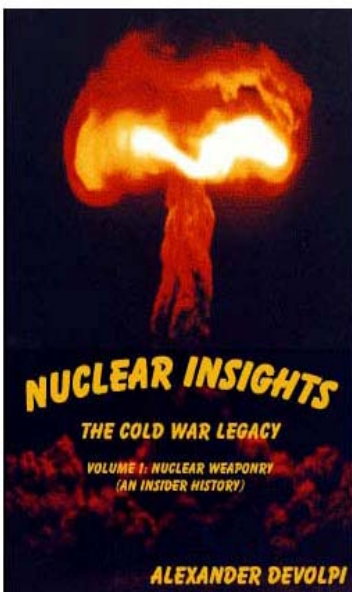
PWM: What first attracted you to it?

Alex: In the case of my technical publications, I've had unique and meaningful experience with nuclear weaponry during the Cold War—mainly trying to keep a lid on the nuclear-arms race and moving toward a meaningful drawdown of nuclear-weapon inventories. As a citizen-activist, I found it fulfilling to share this unique experience and the lessons we, as citizens and humans, should have learned from getting so close to humanity's self-destruction. ***Nuclear Insights: The Cold War Legacy***, is a three-volume series available through Amazon.com:

Volume 1: Nuclear Weaponry (An Insider History), 540 pages, January 2009

Volume 2: Nuclear Threats and Prospects (A Knowledgeable Assessment), 408 pages, September 2009

Volume 3: Nuclear Reductions (A Technically Informed Perspective), 274 pages, December 2009

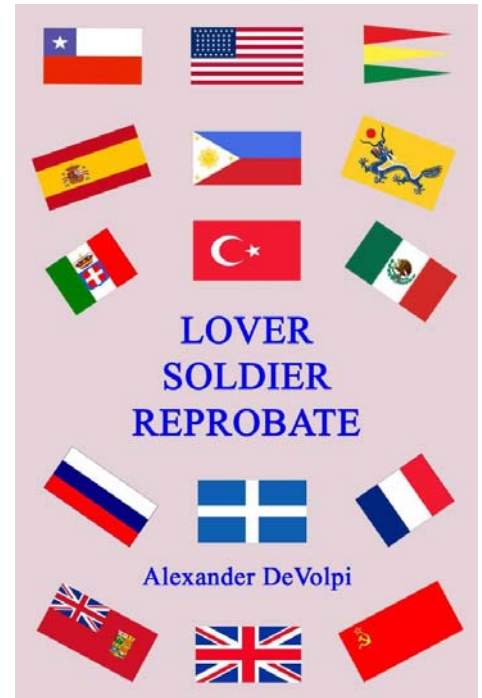


Having now finished the publication of those quasi-technical books, I've found time to assemble, write, and publish ***Lover, Soldier, Reprobate*** (Amazon.com, March 2011), about the exciting and challenging life of Paul Bonaventura Charles Alexander Weiss DeVolpi. This is a historically accurate, factual trip from the late 1800s to the mid-1900s, as told by me, his son. His exciting life provided enough material to fill a 500-page book with surprises, starting with his being shanghaied when he emigrated from Italy to the United States.

As for *Lover*, there is a matter of at least four documented marriages in the United States, Canada, and Italy.

As for *Soldier*, my father fought as a soldier of fortune in up to 13 armed conflicts around the world. (Each flag on the book's front cover represents a country he fought for or against in the late 1890s or the early 1900s.) He enlisted three times in the U.S. Army—including the Oklahoma Indian Territory, the Spanish-American War, and the Philippine Insurrection. Then he served with the Canadian Army in World War I, fighting in France. Along the way, he also appears to have participated in the Boxer Rebellion, the Mexican Revolution, the war in Abyssinia, the repatriation of Tripoli and the Dodecanese, the Chilean Navy, and the Russian Revolution.

And as for *Reprobate*, that's what one of my half-brothers from Canada called him.



PWM: Did you previously have related experience in writing or publishing?

Alex: I earned an undergraduate degree in journalism, followed by technical degrees (MS and PhD) in nuclear physics and technology. Although I never professionally pursued journalism as a career, it helped me considerably in writing technical reports and now in creating my legacy of technical experience and family history.

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

Alex: I've been a member about a year. Membership has given useful insight into the marketing of books. I also hope it will keep me current on the rapidly changing technology of the publishing world.

PWM: What are you working on now?

Alex: I've been preparing e-book versions and sequels for all of my books—on the historic biography side, the ancient origins of my family in Italy; and on the technical side, making my nuclear books accessible to a wider audience, especially college students.

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

Alex: Active involvement in and knowledge of the topics is essential. Also, because book publication is subject to rapidly changing technology and corresponding market changes, it is useful—maybe necessary—to keep up with new and upcoming capabilities for book creation, editing, publication, and marketing.



Would you like to appear in a **member profile**? If so, contact Lynette Smith at lynette@allmybest.com

Welcome, New PWSD Members:

Alice J. Brown—Fiction, Children's Stories; Carlsbad; aab11@prodigy.net

Paulette McNeal-Roberts—Video Producer; Carlsbad; mediamaxenterprise@gmail.com

Congratulations on joining PWSD! Just remember, to get on the mailing list you'll need to sign up at www.publisherswriters.org, and to get your listing in the membership directory you'll need to contact the webmaster at webmaster@publisherswriters.org (ideally with your photo, brief contact information, and a 75-word description). Also, to stay in touch with other members, sign up for the PWSD Yahoo group (www.groups.yahoo.com; type PWSD in the group search box).

Nesta Aharoni announces she is launching a new company, "Character Building Counts Book Awards." CBC Awards celebrates honorable living by recognizing and awarding fiction and nonfiction books that deliver a character-building message. Authors receive the acclaim they deserve while CBC Awards promote character development in children and adults. Visit the website at www.CBCAwards.com to learn more about the awards. CBC Awards is seeking judges. If you can volunteer judge (by reviewing and scoring incoming books), please let them know. They accept books in many categories, from children's and juvenile to adult fiction and nonfiction. Being a judge looks good on a résumé and is a great way to contribute. You can receive as many or as few books as are comfortable; for more info: 760-729-7222, www.CBCAwards.com.



Events & Resources for the Publishing & Writing Community

Events

AUTHOR101 UNIVERSITY, LAS VEGAS—October 27–30, 2011

Author101 University is October 27–30, 2011 in Las Vegas, Nevada. In attendance will be Brendon Burchard, Barbara DeAngeles, Gary Goldstein (Producer of *Pretty Woman*), Scott Hoffman, and a panel of literary agents who are looking for YOUR book! Lots of new speakers are coming to this event. Check it out at <http://www.author101university.com>

It may still be possible to save \$100 by putting in the code EARLY BIRD when you register. You can bring a friend for free! As always, there is a 100% money back guarantee.

Bonus—Rick Frishman is doing a one day Master Class with Barbara DeAngeles on October 27, 2011, where we will work with you and your book. Seating is very limited. It is only \$297 for this training, so check it out at <http://www.authormasterclass.com/>.

E-BOOK CONFERENCE, SAN FRANCISCO—November 2, 2011

eBooks for Everyone Else—San Francisco will take place at the Parc 55 Wyndham—Union Square on Wednesday, November 2. The rapid growth of ebook sales has left many independent publishers struggling to find the best way to make, market, and sell ebook versions of their titles. *eBooks for Everyone Else—San Francisco* is for smaller publishers who don't have a lot of technical resources and want to know what it takes to jump-start their ebook publishing programs. Packed with expert guidance and professional advice, at this event you will learn:

- The costs and requirements of professional ebook publishing
- How to reach the largest possible market
- The basics of how to create simple, illustrated, and enhanced ebooks
- Practical strategies to increase awareness of your titles online
- How to work with ebook publishing service providers
- How to act on what you've learned and develop an effective ebook publishing strategy

If you are an IBPA member, you are eligible for a special discount price of \$395, a savings of \$100 off of the regular conference price. *eBooks for Everyone Else* is for everyone who wants to publish effectively in this growing market. For additional details and to register, go to: <http://www.publisherslaunch.com/events/launch-san-francisco/program/>. Be sure to receive your IPBA member discount by entering the Promotional Code "IBPAEXT11" and selecting "eBooks for Everyone Else" at the bottom of the registration page.

NATIONAL AUTHORS' DAY, OCEANSIDE—November 5, 2011

"Getting Your Foot in the Door" is this year's theme for the North County Authors & Poets and Friends of the Oceanside Public Library. The event will be held at 330 North Coast Hwy., Oceanside, CA 92054, from 9:30 a.m. to 3:00 p.m. Linda Thomas-Sundstrom, the keynote speaker, will talk about the business of New York fiction publishing, how it really works, how she broke into the industry by doing strange things writers are told not to do, and what her life has been like since the New York Publishing houses heard her call.

Also featured is Kevan Lyon, Literary Agent and partner with Marsal Lyon Literary Agency. Bring a pad and pen and spend the day. Coffee and dessert will be provided. For more details, contact Cathy DiMento at cdimento@ci.oceanside.ca.us or 760.435.5614, Elizabeth Yahn Williams at joyinpoetry@yahoo.com, or Mary Quigley at QTwolnk@sbcglobal.net.

EDITOR'S NOTE: Watch for November's newsletter, which will feature recaps of the 21st Century Book Marketing Conference!

Resources

Add these books to your writing/publishing library:

- ***Self-Publishing Manual, Volume 2: How to Write, Print and Sell Your Own Book***, Dan Poynter (ParaPublishing, 2009).
- ***The Complete Guide to Self-Publishing: Everything You Need to Know to Write, Publish, Promote and Sell Your Own Book***, Marilyn Ross & Sue Collier (Writer's Digest, 2009 or 2010).
- ***Doing Business by the Book: How to Craft a Crowd-Pleasing Book and Attract More Clients and Speaking Engagements Than You Ever Thought Possible***, Sophronia Scott (Advantage Media Group, 2008).
- ***1001 Ways to Market Your Book***, John Kremer (Open Horizons, 2009).
- ***Red Hot Internet Publicity***, Penny Sansevieri (Cosimo, 2009).
- ***Get Published Today***, Penny Sansevieri (Lulu Publishing, 2010).

Great publishing blogs to check out:

- **The Self Publishing Review**; <http://www.selfpublishingreview.com>
A central site devoted to self-publishing news and reviews. Also a social network where writers, readers, and everyone else can join and connect. The aim of the site is to improve the attitude toward self-publishing and help authors find readers.
- **POD People**; <http://podpeep.blogspot.com>
POD People is a review and commentary site devoted to self-published books.
- **Nathan Bransford**; <http://blog.nathanbransford.com>
Author of a middle-grade novel, formerly a literary agent, and now a publishing civilian working in the tech industry. He offers essential publishing advice about literary agents, queries, proposals, etc.
- **MobyLives**; <http://mhpbooks.com/mobylikes>
MobyLives began in 1998 as a weekly syndicated newspaper column about books and writers.
- **Holt Uncensored**; www.holtuncensored.com/hu
A blog by Pat Holt on books, the book publishing industry, and reviews.
- **The Book Deal**; www.alanrinzler.com/blog
An inside view of publishing; a blog for writers and book people, with a veteran editor's insider take on the way books are published and the big changes going on in the business today.
- **Galleycat**; www.mediabistro.com/galleycat/?c=rss
The first word on the publishing industry.



If you hear of an event or discover a valuable resource for publishers or writers, please send it to newsletter@publisherswriters.org by the 15th of the month.

From the Editors

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 **15th 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.com.

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 2012. 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!

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**Best wishes and a
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