

# PWSD Newsletter



## NEXT MEETING

**DECEMBER 8, 10:30 AM**  
**PWSD ANNUAL**  
**CELEBRATION**

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PWSD is an affiliate of PMA, the Independent Booksellers Association, and SPAN, the Small Publishers Association of North America.

## PWSD Special Event, November 17, 2007, 9 PM-1 PM

### How to Be a Successful Author **Without** a Major Publisher

➔ **Only 9 Seats and 5 Days Left!!**

This is THE San Diego event of 2007 if you're an author or aspiring author. Why? Because Publishers & Writers of San Diego is bringing to town two of the biggest names on the speaking circuit in the world of publishing:

- **Jerry Simmons** – A retired Time-Warner Books vice president, Simmons will share his 25 years' experience in New York publishing, including surprising inside information about big publishers that they don't want authors to know. Jerry has shared his methods for successful authoring using small and independent publishing avenues with packed audiences throughout the U.S.
- **Debbie Allen** – Very few people have the expertise Allen has when it comes to self-promotion. Her knowledge of the subject has attracted thousands of people to her presentations in ten countries around the world. She has achieved best-selling and award-winning status as both a self-published and traditionally-published author, and shares her techniques for success in her book "Confessions of Shameless Self-Promoters".

Don't miss this opportunity to learn how your success as an author can be achieved without the arduous (and sometimes demoralizing process) of landing a major publishing deal.

This seminar will sell out immediately, so go straight to **www.PublishersWriters.org** right now to register.

Feel free to share this notice with others in your circle. This special event will be at the Encinitas Community Center, 1140 Oakcrest Park Drive.

*Members and Non-Members  
 Are Enthusiastically Invited to the  
 2007 Publishers & Writers of San Diego Social*

*Meet, Eat, Laugh, and Mingle  
 (Yes, There Will Be Prizes!)*

*Saturday, December 8th, 2007  
 Encinitas Community Center, 1140 Oakcrest Park Drive  
 Doors Open at 10:00 am*

**RSVP [NO MEETING FEE FOR THIS EVENT!]**  
**WWW.PUBLISHERSWRITERS.ORG**  
**ANDREW@PUBLISHERSWRITERS.ORG**

## Topline

....from PWSD President Andrew Chapman

### Newsletter Naming Contest: **TIME TO VOTE**

Many thanks to those of you who sent in suggested names for our new newsletter. Now it's time to vote!

Everyone gets one vote for your favorite — that's right, you can only submit one vote for one name. And because we know some of you are frequent attendees but not members, the voting is open to everyone whether a member or not. So, look carefully over the names below and send your favorite choice to me via [Andrew@PublishersWriters.org](mailto:Andrew@PublishersWriters.org). The winning name and prize for its creator will be announced at our Annual Social and Year-End Celebration on Saturday, December 8.

**The deadline for voting is November 30.**

**VOTE BY NOVEMBER 30**

1. Authors R Us
2. Book Publishing Currents
3. Booked Up
4. Get It Write
5. Imprint
6. Momentum
7. The Password
8. Publish & Prosper
9. Publishers Monthly
10. Publishers & Writers Digest
11. Publishers & Writers Monthly
12. PWSD Pulse
13. San Diego Book News
14. The San Diego Publisher
15. The San Diego Writer
16. Sunshine
17. Verbs & Blurbs
18. The Wave
19. Words R Us

**VOTE**

**VOTE**

**VOTE**

### Change of Email Address

In case you've forgotten, my email address from which you'll be receiving PWSD communications has changed to

**Andrew@PublishersWriters.org.**

Please adjust your email programs and spam filters accordingly to ensure you don't miss anything from us.

### 2008 Sneak Preview

Every year at our Annual Social and Year-End Celebration we announce the regular meeting topics and speakers for the coming year. But since we have a few speakers already confirmed, here's a peek at what's coming for the first three months of 2008:

January 26:

**"Secrets of Successfully Working with Your Printer"** — Marty Gilliland

February 23:

**"Reaching the Media Through Your Own PR Campaign"** — Tricia van Dockum

March 29:

**"How to Develop a Solid Book Proposal and Marketing Plan"** — Karla Olson

*-Andrew Chapman*

## The PWSD-PALA-ABPA Catalog and E-Catalog

....by Kevin Gerard Kilpatrick

Publishers and Writers of San Diego (PWSD) is attempting to combine forces with two other writers' groups, the Publishers Association of Los Angeles (PALA), and the Arizona Book Publishing Association (ABPA), to produce a joint book catalog in both online and hard copy formats.

### E-Catalog

Posting your book(s) in the e-catalog will be **free**, but you must provide all the items below for *each* book:

- \* Cover Art
- \* Short blurb about book/Author & ISBN
- \* Cost of book
- \* Contact numbers for author and publisher
- \* Purchase info - how and where to purchase

### Print Catalog

Gary at PALA is doing his best to ballpark the cost of the hard copy catalog and promises to pass on a figure as soon as

possible—I'll keep everyone interested posted on the pricing. He is aiming at a release date for the catalog soon after the New Year.

### How To Be Included

Anyone interested in either catalog should send their required information to me at [mrsaruman@aol.com](mailto:mrsaruman@aol.com). I will compile everyone's profiles and send them to Gary on a CD. This will save him the time it takes to field information from many sources.

### More Information

About PALA:  
<http://www.pa-la.org>

About ABPA:  
<http://www.azbookpub.com/about/>

Sample of the e-catalog:  
<http://www.griefandrecovery.com/CATALOGroughout.pdf>

## October 29th Meeting Summary

... by George Goddard

### Business Meeting

- (1) **Volunteers:** Karla reported that volunteer opportunities are expanding. Someone is needed now to convert the flyer made by NESTA to a bookmark and postcard.
- (2) **Joint Catalog Project:** Kevin is coordinating a joint catalog project with PALA and ABPA. See the article on page 2 of this newsletter for details.
- (3) **Carlsbad Library:** The Carlsbad Library welcomes local authors. One

of their acquisition librarians will be a PWSD presenter next year.

- (4) **Book Expo:** Clear your calendar for Book Expo America and Publishing University, coming to Los Angeles this year on May 29 - June 1. PWSD may have a joint booth for authors – this will be an opportunity for exposure rather than sales.
- (5) **PWSD Member Profiles:** If you are a member, you can put your photo and 50 words of text on the website. Send your information to Andrew@PublishersWriters.org.

- (6) **Book Review Opportunity:** Diane Welch, reporter for the *Rancho Santa Fe Review*, wants to do reviews on articles or authors.
- (7) **Annual Social December 8:** Our last official meeting of the year will be December 8, a social get together with food, prizes, and good conversation. It will be held at the Encinitas Community Center.
- (8) For our 2008 program, we will have an acquisitions librarian and representatives of printing companies.

### Ellen Goodwin's Presentation

No one really knows what makes a book take off. But good cover and interior book design help. Authors have three basic choices:

- Do it yourself
- Hire an expert designer
- Have a publishing house do it

Five considerations apply in selecting a designer:

1. **Creativity:** You'll want the designer to be creative. Look at their work; talk to their clients. You want them to bring new ideas to your book.

2. **Knowledge:** Book design is about creating an environment. The designer needs to know book design, time frames, ISBN, bar codes, and the computer software publishers use, *i.e.*, Quark or InDesign.

3. **Availability:** The designer must have time to do your project and do it properly. It may take ten covers to get one right. Time to do a cover varies – five days to come up with ideas, three days between proofs. Interior design almost always takes more than one round – 3-5 days to consider font choices, where to place page numbers, headers and footers, etc.; and . 5-10 days to lay out a standard book.

4. **Impartiality:** Find a designer who knows this is your book, and who will listen to you. (It goes both ways; authors also need to listen to their designers.)

5. **Investment:** You want a designer who cares about your project. It should be more to them than just making money – they should be committed to making it perfect for you.

### Cover Design Considerations

Cover design is all about what looks good and what works for you.

What is your book cover trying to say? In general, the more uncluttered, the better; the more specific, the better.

How are you going to convey your message on the cover – by visuals, by copy or a combination? If it is a business book, it may be straight copy. And never, never use the word “by” before your name—it's an amateur giveaway.

There are no rules about color except making the cover comfortable to read, so do whatever you want. Consider looking at other covers in your genre. Your choice will be to do the same or to be different.

What visuals will you use – photo, clip art, illustrations? Will you buy the rights for exclusive use? Are they at least 300 DPI resolution?

There are no rules about back covers, either. They can include blurbs, a bio with a picture, or something about other books you've written.

An ISBN number and a bar code, however, are usually included unless the book will be privately distributed.

### Interior Design Considerations

To make the book readable and attractive, you'll need to consider these factors:

**Titles:** These can be at the top or bottom, center or margin. Placement and style are a matter of preference.

Outside margins must be a minimum 1/2, 1/2, 1/2. Gutters should be at least 3/4 “, but thick books need a larger gutter.

Fonts must be legible. Sans serif fonts are good for titles, while serif fonts are more readable for body text. Font size should be at least 12 points in most cases, with a few points' space between lines.

### The Design Process

Ellen's procedure for putting together a book starts when an author submits a manuscript. She likes to give the author at least a week to accumulate ideas about design before meeting with her.

The author needs to educate Ellen about the book, and make sure all permissions are in place. Ellen then does three initial designs, which are reviewed and modified until the final cover and interior decisions are made.

In terms of price, Ellen's average cover design is \$1,200-\$3,500. Interior design and layout are \$5-\$10 a page.

PWSD members who have worked with Ellen enthusiastically recommend her services.

## Welcome New PWSD Members

STEPHANI DIKLY  
CHIWAH JOYE

LOUISE MATTHEWS  
CARL NELSON

FRED PHILLIPS  
KRASNA SVOBODA

## Who Are We?

...Paulette Ensign, Membership Chair, Treasurer

Definitions can be tricky. A guest at the October meeting asked who we are. The answer: “*PWSD is the only organization in San Diego focused on the business of publishing rather than the craft of writing.*” And to focus on the business of publishing is to explore how to make money by conveying your message.

Our members and guests include:

- Independent publishers of books and other formats (audio programs, booklets, calendars, card decks, manuals, magazines, etc.)
- Service providers who support the publishing industry (editors, proofreaders, book shepherds, designers, book packagers, public relations agencies, etc.)
- And, of course, writers of all genres.

Interestingly, our membership also spans at least three generations. Some teenagers attended meetings this past year. Some members are in their 80s. And there’s everything in between, of both genders.

Definitions can still be confusing. A few years ago someone high at the national level of one of our groups told me to get a “real publisher” to join me on a panel at a conference. After calming down, I pragmatically asked what they thought I was: chopped liver? After all, my company website has many publications there for sale – booklets, audio CDs, and manuals, both as hard copies and downloads. I AM a “real” publisher.

As an independent non-traditional publisher, you have a vocal advocate at Publishers and Writers of San Diego for any part of the publishing world you represent.

We welcome you with open arms!

## Jerry Simmons’ TIP OF THE WEEK

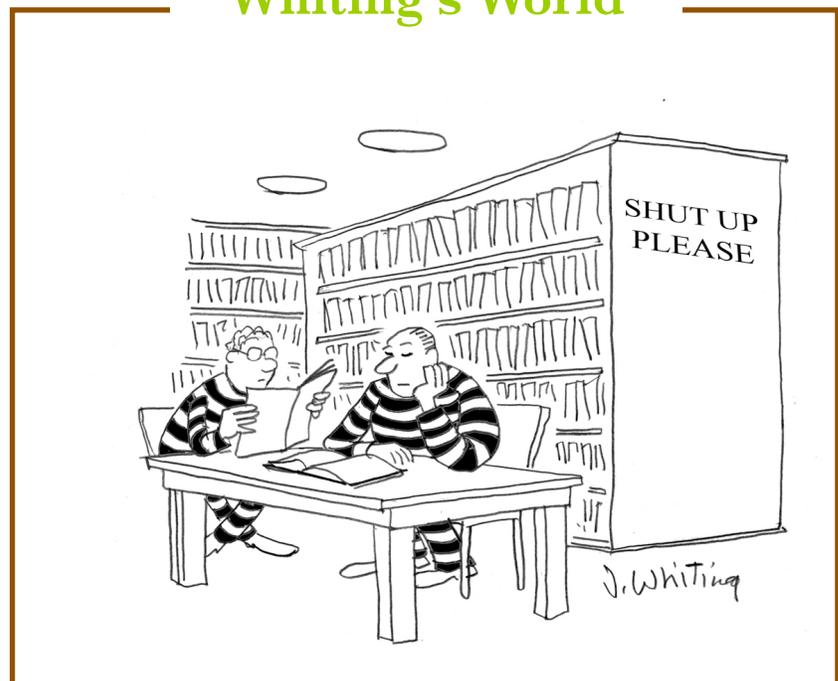
Publishing is a business, and you should never lose sight of that fact.

Writing is solitary, but getting your work published, marketed and sold is a team sport. You either decide to be a player and get involved or you don’t. The latter choice, however, can greatly reduce the opportunities to sell your book.

Learn the market, know your competition, and make a conscious decision to become part of the solution.

With permission from  
[www.readerswriters.com](http://www.readerswriters.com)

## Whiting’s World



## What Makes You a Publisher?

....Jan Nathan, Former Executive Director, PMA, The Independent Book Publishers Association

Publishing is more confusing today than it was years ago for many people entering our community. In part, this is because of all the technological changes that make entry into the world of publishing seem easier and easier. Below is a Ten Point Checklist defining what it means to be a publisher.

1. **Acquisition.** A publisher acquires property either through purchase or personal development of a manuscript or manuscripts. Depending on the size of the company, the publisher pays authors advances against future royalties as designated by contract, or makes specified payments in a designated period after production.
2. **Financial.** A publisher or the publisher's publishing company is financially responsible for the production and promotion of books under the company imprint. A publisher provides or arranges funding for the company's publishing program; develops a budget for each book acquired, looking carefully at the costs of production and the costs of promotion and publicity; makes longer-range plans for keeping the book on the active list; and allots funds for those tasks.
3. **Planning.** A publisher develops a business plan, including a budget and a timeline for each publication from acquisition through production. A publisher also develops and implements a sales, marketing, and production plan for each book.
4. **Author/Manuscript Development.** A publishing company works with its authors to develop a manuscript so that it will be in optimum condition for production and publication. In self-publishing, the author and publisher are synonymous. A publisher oversees, or has someone within the company oversee, the editing of each manuscript prior to publication, as well as all the exterior and interior design elements, to produce an attractive and marketable product.
5. **Obligations to Authors.** A publisher issues an author contract that recognizes the author's contribution to the enterprise and outlines the responsibilities of both the author and the publisher. Terms and expectations for royalties and other payments should be clearly stated.
6. **Production.** A publisher stays up to date on the newest printing and production technologies to ensure that a finished book will be competitive in the current marketplace. A publisher fulfills all technical elements (ISBN, cataloging, advance book announcements, and so on) in a timely fashion.
7. **Standards.** A publisher stays abreast of industry standards and adheres to them. Today, a publisher understands how and when to use the new ISBN-13 standard as well as how to deal with standards such as LCC numbers issued by the Library of Congress.
8. **Vendor Interaction.** A publisher deals fairly with vendors, and aims to establish long-term, rewarding relationships within an industry. A publisher states clearly what is expected of a vendor and enters into contractual agreements with stated goals and objectives that will be adhered to by both parties.
9. **Product Development.** A publisher produces a well-edited, well-designed product that can compete with similar products, and develops a marketing and promotion plan for distribution to both trade and consumer markets through wholesalers, distributors, and/or the Internet.
10. **Administration.** A publisher bears total responsibility for everything from the selection and acquisition of books to be published under the house imprint through their production, promotion, and marketing.

## News from the PMA Board

Our board meeting in Scottsdale last week was busy with lot of good things. The transition caused by director Jan Nathan's passing has been a challenge, and I am pleased to report that we have made a lot of progress. The PMA of the future is going to be quite different from the PMA of yesteryear. I'm not going to spill any beans yet, because a lot of the details are still being hammered out. But I can tell you that these will be watershed decisions. I am honored and excited to be a member of the board at this time.

Stay tuned for some significant announcements in the near future! Many changes will be in place by the time Publishing University is held at the Wilshire Grand Hotel in Los Angeles next year. It will be the 25th birthday of PMA and the 20th anniversary of the Benjamin Franklin Awards, and it will be held in our own back yard. We are planning to make it a real celebration, a celebration of independent publishing that announces to the industry that Jan Nathan's dream is being realized.

One event we have been monitoring carefully is the BookWorld closing. It is a shame that so many innocent publishers have had to suffer because of this. The process seems to be unfolding about as smoothly as we could hope. To the publishers who were caught up in the misfortune, no part of it is happy. This is the second distributor to go under this year. Others may follow in the coming years.

This is something we are all concerned about. If anyone locally was caught up in this mess, please let me know.

On the Saturday following the board meeting, we joined with the Arizona Book Publishers Association in a special mini-university. They had turnout of 70 or 75 people. I took the liberty, by the way, of sending Karla's best wishes to the Arizona group, to whom she was once as important as she is to us here in San Diego. I left before the event was over, but everyone seemed to be voraciously absorbing everything we shared. I do hope we in San Diego can reach out and get to know our Arizona cousins. They're a great bunch of colleagues.

Our St. Louis 'cousins' held its special event last Saturday as well. This promised to be an enormously valuable seminar; they did a wonderful job last year, too. I fully expect the special event PWSD is holding later this month [November 17] to be just as valuable. Jerry and Debbie are incredible resources.

That's about it from the boardroom. Do pay attention to the announcements that we will make over the next month or three. I think you'll find that PMA and PWSD memberships are both becoming even more valuable.

*Bob Goodman*

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### Do You Need Your Own ISBN?

....*Ron Pramschufer, <http://selfpublishing.com>*

Whether you're a casual hobbyist, a serious hobbyist, or a pro, you should own your own ISBN, no matter what anyone else tells you. Over the years I have probably written more on this than any other single subject. I believe it is the very heart of self-publishing and is the primary item that separates true self-publishing from "vanity" publishers or any other "copy shop" type publishing. The ISBN is what identifies the publisher of a particular title. The "big lie" of the vanity business is the implied author ownership of an assigned "unique" ISBN *that actually belongs to the vanity publisher, not the author*. Hundreds of authors fall for this deception every month. It is only when they attempt to change vendors or add additional sales channels that they find out that what they believed was theirs, is actually owned by someone else.

ISBN ownership used to be expensive for the first-timer because the minimum number of ISBNs that could be purchased from the ISBN agency, RR Bowker, was 10. (10 ISBNs currently cost \$245 plus a \$30 registration fee plus \$25 per barcode, for a total investment of \$525.) Can you do without it? Yes, but what happens when you have a little sales success and want to take it to the next level? Your vanity press suddenly becomes very uneconomical for larger quantities, and when you decide to use another service you may find you own nothing of value. You may need to start all over.

However, a year ago, the legal, single ISBN became available from Bowker, and as of 2007, from my company, RJ Communications, as an "authorized agent." You can purchase single ISBNs online for \$125 including the barcode. Once you receive your ISBN, you can register your title in Books in Print, just like any other publisher. Then you are free to explore all publishing channels, but as the owner of your own ISBN.

# Q&A

**Kevin Gerard**

<http://www.conorandthecrossworlds.com>



**Your tagline says you are the “Author of the Next Billion Dollar Teen Series.” How did your writing career develop?**

I started writing seriously seven years ago, although my teen series has been brewing since I was nine, when I imagined riding on a gigantic winged cougar, becoming a powerful warrior, traveling to distant worlds. An offhand conversation with a Tae Kwon Do instructor spurred my writing career. He had published a martial arts book, and I asked how he found the discipline. He told me he wrote for one hour every weekday after work. I didn't match his strategy, but I somehow managed to write one double-spaced page every day. Since that moment

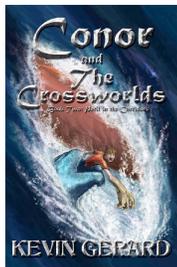
**Have you self-published a book? How did you make this choice and how has it turned out?**

I've written six novels and many short stories. I've been published traditionally as well as self-published. I've self-published two books in the Conor and the Crossworlds series. Initially I spent years unsuccessfully querying agents and publishers. One day a small press telephoned me; I ecstatically signed a contract, but after nine months I severed the relationship. I published Conor's first book with AuthorHouse, mainly because I had deadlines and I needed it immediately. They obliged and produced a decent book. I decided to self-publish the second book with Cold Tree Press. The difference between the two companies is night and day. I've seen the galleys from Cold Tree Press, and their work is truly exceptional.

**What are you working on now?**

I'm writing a political espionage book centered in Washington D.C. but with events occurring throughout the world. A legendary D.C. lawyer has charged the President and Vice-president with treason, murder, and conspiracy. When the administration begins feeling the heat, they call on their number one assassin to eliminate the D.C. lawyer. The D.C. lawyer's son, a college professor in Mendocino, is, unknown to anyone, the master assassin. I don't know how it will end—I try to allow the characters to tell the story.

**How about marketing and selling your work?**



Promoting a self-published book is difficult, but not impossible. The challenge for marketing to bookstores is price, quality, and a having a return policy. The challenge for libraries is the proper review. Libraries depend heavily on reviews to make selections. Some review organizations do not review self-published books, but some do, like VOYA, which most libraries value highly.

Lately, I've been working hard to promote the next Billion Dollar Teen Series. Since last February, I have telephoned three thousand young adult public librarians and an equal number of middle school/high school librarians. I speak to them for thirty seconds, and then mail a promotional postcard. I believe in personal contact, and although my books aren't best sellers yet, the word is getting around. I'm scheduled to visit three states in the South this January and seven states on the Eastern Seaboard next April.

**How has PWSD helped you? Any advice for the other members?**

PWSD is an organization of dedicated, intelligent, and ambitious folks who want to further their own careers, but also those of the other members. I'm happy to say I've volunteered to assist the board to build PWSD into the most dynamic literary organization on the West Coast. The biggest way PWSD has helped me personally is through personal contacts. For example, my informal associations with Jennifer Thompson and Kathe Gogolewski have helped sell Conor's books and made his website extremely visible.

Here's my advice for members. Believe in yourself. Believe in your story, product, or service. Whatever it is, believe in it like nothing else in your life. My tag line is, “I'm the author of the next Billion Dollar Teen Series,” because I believe it. I'd better, because no one else will if I don't. If I'm not excited, how can anyone else be? Just love what you do, and the magic will happen.



# Publishers & Writers of San Diego

## Regional Events

**Wednesday, November 14, 11 AM Local Time**

### **Publishing University Online Seminar: "Building Better Budgets"**

Marion Gropen is a pro at the financial side of publishing. When you finish this course, you will understand how to use your budget to plan and evaluate both editorial and marketing strategies, and to ensure that your resources are adequate to carry out your plans. This is a step-by-step system that can be used by non-accountants and the experienced alike, making it easier to succeed in publishing well and profitably.

Registration: [www.pma-online.org](http://www.pma-online.org)

Information about Marion: [www.gropenassociates.com](http://www.gropenassociates.com)

**November 17, 9 AM to 1 PM**

### **PWSD Special Event: "How To Be Successful Without a Major Publisher"**

Information-packed seminar brings to San Diego two publishing experts who are on the leading edge of this publishing revolution, plus our own Dr. Georgibald Ignoramus. In this exclusive engagement, they'll teach authors exactly how to outdo the big New York publishers. \$97 fee. **Space is limited!**

Location: Encinitas Community Center, 1140 Oakcrest Park Drive

Information and Registration at: [www.PublishersWriters.org](http://www.PublishersWriters.org)

**Thursday, November 29th, 6:30 PM**

### **San Diego Professional Editors Network Seminar: "What Parachute?"**

Did you know people spend more time planning their vacations than their retirement? Trainer and coach Beth Levin shares insights on successful retirement for freelancers.

Location: Clairemont Community Room, 4731 Clairemont Drive, San Diego

Information : 858-451-3266 or [www.sdpen.com](http://www.sdpen.com)

#### **Don't forget!**

- Register for the special PWSD event on November 17th.
- RSVP for the PWSD party on December 8th.

Register online at [www.publisherswriters.org](http://www.publisherswriters.org)

**And now, a word from your editor . . .**

## **Join the Newsletter Writers!**

I loved having so many people contribute to this newsletter issue.

Take a look at the contributor list. Right over there to the right. You know you want to join such distinguished company! I'm seeking articles on all publishing-related subjects, members who want to be in the Member's Spotlight, and – always – calendar events.

Did you notice that there was no Bookshelf Announcement this month? Has nobody in our group published anything lately? Send your information to me for the next issue. Don't be afraid to brag a bit – you've earned the right.

### **December Issue Deadline**

The fate of the December issue is in your hands. Send your contributions by **December 17**.

Oh, and **Don't Forget to Vote** on the name for the newsletter, OK?

*Krasna Svoboda, Editor*

## DECEMBER 8

### PWSD PARTY

Members & Non-Members

Welcome—Register at

[www.publisherswriters.org](http://www.publisherswriters.org)

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