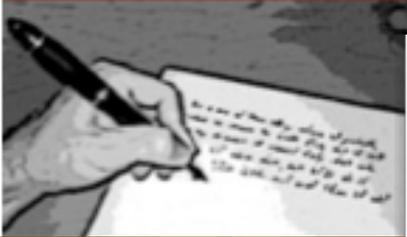


# Publishers & Writers Monthly



## NEXT MEETING

**DECEMBER 6, 10:30 AM  
ANNUAL HOLIDAY  
SOCIAL GATHERING**  
*Doors Open at 10:00!*

## IN THIS ISSUE

### FEATURES

PWSD Seminar Nov.15 **p. 1**  
Social Invitation **p. 1**  
From the Prez **p. 2**  
Got Some Change? **p. 2**  
Recap of October Meeting **p. 3**  
The Importance of an Editor **p. 3**  
What Editors Do **p. 4**  
Whiting's World **p. 5**

### MEMBERS' BOOKSHELF

Andrew Chapman/Lee Silber **p. 5**

### NEWS & UPDATES

New Members **p. 8**  
PWSD Bulletin Board **pp. 7-8**  
A Word from the Editor **p. 9**

### MEMBER SPOTLIGHT

Jim Whiting **p. 6**

### CALENDAR

Regional Calendar **p. 9**

PWSD is an affiliate of IBPA, the Independent Book Publishers Association; SPAN, the Small Publishers Association of North America; and SPAWN, the Small Publishers, Artists and Writers Network

## Invitation

PWSD Requests the Pleasure of Your Company  
at a  
Year-End Celebration & Social  
10:00 a.m.-12:30 p.m.  
Saturday, December 6th, 2008

Live music by "The Paperback Writers"  
Fun and networking, member book & literature tables,  
lots of munchies, annual awards and prizes of all sizes.

Members of the Publishing and Writing Community,  
Be Our Guests at this Annual Social Event  
**PLEASE COME**

## Last Minute Reminder! PWSD Seminar on The Digital Delivery & Sales of Published Products

Only a few days before our PWSD Special Seminar on Saturday, November 15, from 10:00 a.m. to 2:00 p.m., at the Carmel Valley Library, 3919 Townsgate Drive, San Diego, CA 92130. A catered lunch is being provided for attendees.

This seminar is a rare treat arranged by the PWSD Board, that can pay for itself many times over in new sales opportunities. If you have not yet registered and intend to join us for the event, register now!

You will absolutely want to hear what our guest speakers have to say about the world of online digital sales of e-books, audio, video and more.

- **Dush Ramachadran**, a vice-president of ClickBank.com, a Colorado-based company that facilitates storage, delivery and transactions for online products.
- **Dr. Suzanne Gudakunst**, the author of health and internet marketing e-books such as *Top Secret Fat Loss Secret*, and *Health Biz in a Box*. Her e-books and products are some of the top sellers at ClickBank.

For all the details about our speakers and more, go to:

**<http://publisherswriters.org/events.html>**

## From the Prez

...Andrew Chapman, PWSD President



Here we are nearing the end of the year. For those of you who've been with PWSD for the long haul, you know how we've grown. But growing further means getting some input from everyone (as well as involvement).

Some of you remember a survey we did last year through SurveyMonkey, which was a great help and contributed to 2008 being our best year yet. But as useful as automated systems like SurveyMonkey are for gathering information, this year I'd rather see your comments and feedback in your own words. Right now, Paulette, Karla, and I are in the thick of planning next year; and while we've nailed down most of the topics and speakers, we certainly want to know more of what you'd like to see from PWSD for 2009.

- Social events—would you like more than the current year-end celebration? If so, what?
- Special events—describe a special event you'd LOVE to attend.

• Newsletter—what do you think? Are you reading it? How can it better serve you?

• Website—does it fulfill its purpose? How could it be improved?

• Volunteerism—how could we attract more people to be actively involved in the group?

Of course, these are just starting points, and I absolutely welcome any other comments and feedback as well.

Lastly, please provide comments, whether you're a member, you're a guest or you've never even attended a PWSD meeting. As I've said many times, we want to help foster and cultivate the publishing community in San Diego, which goes beyond our regular meetings.

Many thanks for your time and thoughts—please send them to [Andrew@PublishersWriters.org](mailto:Andrew@PublishersWriters.org).

## Got Some Change?

...PWSD Paulette Ensign, VP-Membership and PWSD Treasurer

When I first started attending meetings of this group immediately upon moving to San Diego in the mid-90s, everything was different then. The name of the group was different. Different people were leading and attending. And my company and point of view were completely different. As a non-traditional publisher, I found many of the meeting topics irrelevant to my business, so I didn't attend those sessions. After all, why would I waste time doing that? Or so I thought.

Then things changed, on all counts. Different people carried the leadership for the next part of the journey, building on the solid foundation established by previous leadership. Different folks started showing up as members as the word got out about who and what this group was. Different topics, speakers and events were introduced. The publishing industry, on the whole, was changing. And my company and point of view shifted as well.

Attending more meetings was one thing. Jumping into leadership was something else. It seems the more I've contributed, the more I've received in return. Funny how that works, isn't it? It's had nothing to do with the topic of a meeting or special event, since some pearl always comes

from every single session, bar none. It's also been about the people. This is some fabulous group of human beings, each with a unique and often unpredictable contribution to make.

A number of members have stepped up to the plate to make huge contributions to the current reality of Publishers and Writers of San Diego. They truly have become major contributors in their own right. Change is in the air. It is now time for everyone to do something. Whether you attend meetings, know much about publishing, live two hours away, or are just getting started, there's something you can do to help maintain the health and viability of this group.

Watch your email for more about this. In the meantime, if there is some particular task you've had your eye on, please let one of the board members (or major contributors) know about it so you can get first dibs on what you'd really like to do. It's your turn to make some changes.

## October PWSD Meeting Recap, “Editing 101”

—PWSD Member Janice Stanger

The October PWSD meeting featured an Editing 101 roundtable, packed with insights, stories and advice from three professional editors. The presenters shared their diverse services, ranging from no-word-left-untouched rewrites to final polishing for grammar and spelling.

### **Bob Goodman, Silvercat**

Bob Goodman of Silvercat ([www.silvercat.com](http://www.silvercat.com)) led off with a caution to authors. Being too close to your own writing can blind you to the fact that your work may not be understandable to your target readers. Friends and family may be reluctant to share useful feedback or simply lack the skills to diagnose major issues with a manuscript.

An experienced editor, like a physician skilled at both diagnosis and treatment, provides insight into what’s wrong and what’s right, as well as hands-on remedies. Bob illustrated his points with stories of three clients he is working with now. All these authors face critical stylistic barriers in getting their messages to readers in an enjoyable, understandable finished product. Bob described the challenge of preserving each author’s voice and expertise while accomplishing major rewrites.

### **Andrea Glass, WritersWay**

Andrea Glass, founder and head of WritersWay ([www.writersway.com](http://www.writersway.com)) focused on helping her audience appreciate that an editor is “a bridge between author and reader.” The editor’s job is to ensure that writing reaches its maximum potential, fulfilling the goals of both the author and readers. Even before an author puts a word on paper, a developmental editor can help put initial notes together, outlining the finished piece and collaborating with the writer to get it completed. The levels of editing for existing drafts range from light to substantive.

Andrea enjoys working with authors when the elusive “fit” between her style and theirs is good. She will provide potential clients with a sample edit of a few pages to clarify the appropriate level of assistance and determine what to charge.

### **Lynette Smith, All My Best**

Lynette Smith, a nonfiction copyeditor whose business is All My Best ([www.allmybest.net](http://www.allmybest.net)), shared practical tips for finding and choosing an editor. Authors should define their needs before even starting the search process. Lynette, like Andrea, will provide an editing sample to facilitate choice for authors considering her services.

Selection criteria for authors to use include the editor’s background, experience, education, references (check them!), knowledge of the book’s subject matter, price, communication skills and style, availability and preference for online or hardcopy feedback. Since the

editor plays such a critical role in shaping the final book or document, Lynette advised authors to search multiple sources, including websites and professional organizations, to generate leads, and then take their time to make the best decisions.

As a group, the panelists conveyed that editing is not an afterthought or simply the application of a massive style manual. Editing itself is creative, often more art than science. The best results rest on a partnership between an author open to feedback and a skilled professional editor, passionate about his or her role in shaping a manuscript into a reader’s delight.

### **The Importance of an Editor**

—Jerry Simmons

All writers need editors. The very best writers rely on editors to help them improve their manuscript. Writers cannot appreciate a good editor until they have worked with one. Editors do not change the integrity of a manuscript, they work to improve the story, identify weaknesses, and offer an unbiased eye toward making the writing and eventual book the best possible. Studies have shown a clear correlation between editorial expertise and book sales. When was the last time you read a truly wonderful book and the editor was not praised somewhere in the introduction or acknowledgment? A writer can have a wonderful story but fail to convey that properly without the services of a competent editor.

There are two kinds of editing: The first is content and the second is copy. A content editor will take your manuscript and work with the writer to develop the story, characters, plot, structure, and anything necessary to make the writing come to life. For the nonfiction writer the content editor will help to identify the weaknesses in the information the writer is trying to convey to the reader. Copy-editing is looking for spelling, grammar, and syntax errors that take away from or discredit the writing. You can copy edit your manuscript without content editing but ideally as a writer you use both.

If you are a writer and trying to make decisions about marketing and selling your book, you must consider professional editing first. A well-edited book is as good a marketing tool as a writer can have. A poorly edited book with the best marketing services money can buy, may fall well short in sales. If you have to decide one over the other, editing should be first on your list. You can sell a good story over great writing, but you cannot sell a good story that is poorly edited.

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## What Editors Do

by Lynette Smith, All My Best Business and Nonfiction Copyediting, [www.AllMyBest.net](http://www.AllMyBest.net)

Writers and publishers who want to achieve their goals need to be specific when seeking editing services. Look at the chart below, and decide which editing tasks you want your editor to perform. Then see which types of editors to contact for these tasks, and remember to communicate your editing needs clearly.

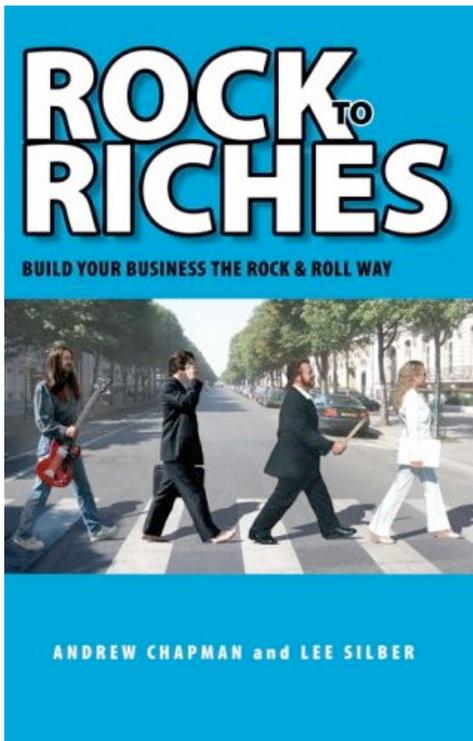
Key: Y = Yes, definitely provides the service    M = May provide the service

Editing Tasks	Development Editor	Concept or Publications Editor	Substantive Editor	Content or Technical Editor	Copy Editor	Production Editor	Proofreader	Indexer	Web Editor
Collaborates with author to shape rough draft, outline, or sketchy notes into manuscript form	Y	Y							
Selects and orders pieces for each issue of a periodical		Y							
Assesses entire manuscript for style, tone, structure, logic, and accuracy; makes appropriate corrections			Y	Y					
Reorganizes manuscript, makes minor rewrites, writes transitions and summaries, eliminates wordiness, and works with author to resolve inconsistencies and clarify confusing passages			Y	Y					
Collaborates with website owner to shape rough draft, outline, or sketchy notes into appropriate Web content	M	Y		Y					Y
Applies technical knowledge of website design to create and edit Web pages directly	M	M	M	M		M			Y
Makes light edits to manuscript, line by line: Corrects errors in spelling, punctuation, grammar, and usage; assures consistency in capitalization, numbers, and abbreviations			M	M	Y				
Makes medium edits to manuscript, line by line: Conducts all light-edit activities; tightens wording, eliminates sexism, checks for flawed logic, cross-checks in-text citations and footnotes against references, checks permissions if needed, edits artwork, and marks design elements/styles for typesetting			M	M	Y				
Makes heavy edits to manuscript, line by line: Conducts all light- and medium-edit activities; revises murky passages; changes passive to active voice; eliminates jargon; suggests cuts, additions, and rearrangements			M	M	Y				
Has specialized knowledge or expertise in the subject matter being edited			M	Y					
Manages the stages of a manuscript: Coordinates services of copyeditor, designer, artist, and proofreader to maintain production deadline and budget	M	Y	M	M	M	Y			
Writes a manuscript to be published under another person's name	M		M	M	M				
Checks typeset material; flags typographical errors, poor type quality, and deviations from typesetting conventions		M	M*	M	M*		Y		
Creates and alphabetizes index as a condensed overview of the book	M		M	M	M		M	Y	
Critiques Web pages or websites verbally or in writing, without making direct edits to the site.	M	M	Y	Y	M				M
Revises or corrects website text; writes captions									Y
Adds, deletes, and rearranges graphics; creates Web page layouts; adds and deletes Web pages as needed; creates or updates hypertext links from menus and other pages within the website									M

\*Few editors can accurately proofread a manuscript they have edited themselves.

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## Members' Bookshelf: Andrew Chapman and Lee Silber



### ***Rock to Riches: Build Your Business the Rock & Roll Way, by Andrew Chapman and Lee Silber, Capital Books, November 2008***

Discover the surprising business savvy of rock stars past and present in this unique perspective on business and rock music.

Whether you're an entrepreneur, solo business person, business student, or rock fan, you'll both love and be inspired by the true stories behind the business lessons, such as:

- The now-famous metal band that ran out of money on a winter European tour in their early days and had to brush their teeth with snow;
- The '90s punk band that had all the master tapes for their new album stolen, only to end up re-recording a much better (and Grammy-winning) album as a result;
- The rock star who hit #1 with a song recorded into his computer in his tiny apartment when he was nearly broke;
- And many, many more.

Literally, hundreds of rock bands and rock stars from the 1950s to today are covered in this one-of-a-kind book. In fact, it's like two books in one—read it for the cool rock trivia, and read it for the business wisdom.

<http://www.RockToRichesBook.com>.

Available on [www.Amazon.com](http://www.Amazon.com) and in major bookstores.

## Whiting's World



"Is there a book 'How to succeed in first grade without really trying'?"



Author and PWSD President  
Andrew Chapman

# Member of the Month

## Jim Whiting

*jimtoons@aol.com*

### Who is Jim Whiting?

Jim Whiting is a man of numberless pictures, somewhat fewer words, and endless humor. Jim's motto is. "When the light touch is the right touch—call me!" He's a long-time member of PWSD and a regular monthly contributor to *Publishers & Writers Monthly*. Watch for his "Whiting's World" cartoons in every issue.

### What's your background?

Jim Whiting began his career as a magazine cartoonist, creating chuckles for such well-respected national publications as *The Saturday Evening Post*, *Colliers*, and *LOOK* magazine. Remember them?

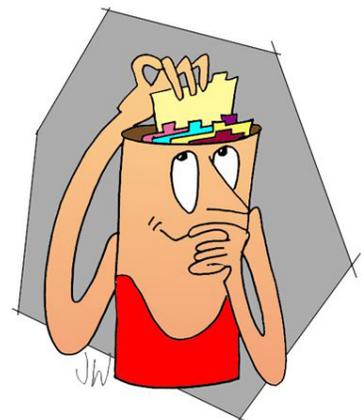
Following a short stint at a successful advertising agency in New York City, (unnamed here to protect its reputation), Jim began to sell his original cartoons to the above-mentioned clients and over 75 additional publications. He has created countless illustrations for books, magazines and presentations, and has developed drawings used to sell numerous products.

### What are you working on now?

Jim's focus today is principally developing illustrations for manuals, corporate newsletters and trade publications. However, he is not too fussy in this respect and enjoys working with all types of clients—among them General Motors, Travelers, Naked Juice and the San Diego Blood Bank.

### What else?

Jim sends these images as illustrations of the diversity of his work. Maybe the one in the center is how he sees the publishers in our group? He didn't share a picture of himself for this article, but if you're lucky, you'll spot him at a PWSD meeting soon!



# PWSD Bulletin Board

**Closing Date for  
the next issue of  
PW Monthly is  
December 5!**

## Janice Mueller Scores Important Sale



Member Janice Mueller reports that she has sold two of her emergency information organizers to the Army National Guard Readiness Center, for their employees and Pentagon employees. The two books are *ReadyPlan* and *ReadyLifeline*.

This is what non-traditional sales look like!

Janice's company publishes five different emergency organizers, books, kits and accessories, which you can see at [www.incaseofemergency.us](http://www.incaseofemergency.us).

## GOOD NEWS FROM JANNINE CORTI PETSKA

I signed a contract for the first book in my medieval psychic sisters trilogy. *CARINA AND THE NOBLEMAN* is a historical romance set in Northern Italy. It will be released January 2009 by Eternal Press and will be an e-book first.

[www.jcortipetska.com](http://www.jcortipetska.com)

Assapora la passione (Feel the Passion)

*CARINA AND THE NOBLEMAN*, Jan. 2009

*KNIGHT'S DESIRE*, Available Now!

<http://www.thedarkcastlelords.com/reviews-knight-s-desire.htm>

*REBEL HEART*, 2007 Aspen Gold Finalist

[www.jcortipetska.com](http://www.jcortipetska.com)

Go to

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

for audio recordings of

most of our programs

**Welcome New PWSD Members!**  
*Tom Hinton*  
*Francesca Romero*  
**And Renewing Members**  
*Andrew Greb*  
*Louise Mathews*  
*Carl Nelson*

**Upcoming Workshop**

Watch for a workshop called “Midlife at the Oasis,” by PWSD Member Maggie Rose Crane, based on her book *AMAZING GRAYS—A Woman’s Guide to Making the Next 50 the BEST 50*.

Maggie is planning an enlightening and fun morning workshop to help boomer women begin to gracefully release outworn identities and roles and learn a breakthrough technique to release fears and anxieties.

This workshop was being rescheduled as we went to “press” so you can contact Maggie at [maggie@maggiocrane.com](mailto:maggie@maggiocrane.com) or 858-487-9017.

**Carlsbad Street Faire Opportunity**

The Carlsbad Street Faire can attract 100,000 visitors. If you would like to find out more on how you can sell your books at this event, please email me or talk to me at our social on Saturday, December 6<sup>th</sup>.

**George Goddard**  
 Please email me at [ggworker@pacbell.net](mailto:ggworker@pacbell.net)

**2009 Nautilus Book Awards**



Enter your life- and world-changing books and audio books in 28 categories, including 5 for children and teens.

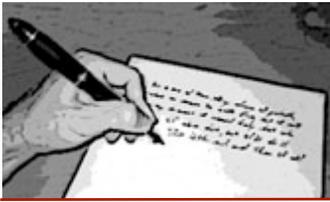
For information, guidelines and entry forms, go to: <http://www.nautilusbookawards.com>.

**101 Best Websites for Writers**

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*Writer's Digest* magazine is accepting nominations for the best websites for writers for their 2009 list.

The deadline for nominations is December 1st, 2008; mail your nominations to [writersdig@fwpubs.com](mailto:writersdig@fwpubs.com) with **101 Best Websites** as the subject line.



# Publishers & Writers of San Diego

## Your Feedback Urgently Needed

**CLOSING DATE FOR THE NEXT ISSUE IS DECEMBER 5.**

I've been doing the *PW Monthly* for over a year now—ooh, I just went to look and the first issue was in September 2007. So far, I've had wonderful contributions every month, and the job has been a pleasure. So I offered to continue to be the Editor for another year, and the Board has agreed.

Now everything depends on whether you think the *PW Monthly* serves its purpose, which is to interest, inform and involve all our diverse PWSD members. Okay, okay, I suppose your feedback isn't really "urgent." But, to me, it's very important. Please take a second and send an email to me or any of the Board members, to let us know if you want this publication to continue. We're all listed on the masthead just to the right.

And if you do like the *PW Monthly*, won't you send your contributions this year, so you can be listed on the right, too? I've tried to make sure the majority of the contents are from our own members—information you can't get anywhere else. With so many members, I'd like to see each issue fine and fat, like a Thanksgiving turkey!

*Krasna*

## Events of Interest

**Saturday, November 15, 2008, 10:00 a.m.–12:30 p.m.**

**PWSD Special Seminar: Digital Distribution of Published Products**

Guest Speakers Dush Ramachandran and Suzanne Gudakunst.

Location: Carmel Valley Library, 3919 Townsgate Drive, San Diego, CA 92130

Info and Register: [www.publisherswriters.org/levents.html](http://www.publisherswriters.org/levents.html)

**Wednesday, November 19, 6:30 p.m.**

**Self-Publishing: Collaboration of Author, Editor, Graphic Designer, and Printer**

San Diego Professional Editors Network meeting with a panel of speakers: author Janis Whitaker, editor Barbara Hendrickson, designer Beverly Haney, and printer Mary Matson. human resources trainer Janis Whitaker, developmental editor Barbara Hendrickson and art director Beverly Haney. The meeting is free and open to the public.

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

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

**Wednesday, November 19, 2008, 11:00 a.m. PST**

**Publishing University Online Seminar: Profitable Books: How To Choose Winners**

Picking the right projects makes the difference between success and failure, especially for smaller publishers. Publishing expert Marion Gropen will discuss ways to estimate budgets, how to blend a book's quality with the number-crunching, and improve your cost per sale. \$49 for IBPA members includes 1-hour seminar with participation, 3 free playbacks and the Power Point.

Registration: [http://www.ibpa-online.org/custom/publishingUniversityOnline/University\\_onlinenow11-19.aspx](http://www.ibpa-online.org/custom/publishingUniversityOnline/University_onlinenow11-19.aspx)

Information: IBPA: Lisa Krebs, 310/372-2732

## NEXT MEETING

**DECEMBER 6, 2008**

For Details See Page 1 or go to  
[www.publisherswriters.org](http://www.publisherswriters.org)

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