

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

November 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, 10:00 a.m. to 12:30 p.m.

## 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.

If you would like to sign up for a **member profile**, contact Lynette Smith at lynette@allmybest.net.

Next Meeting

Date: Thursday, December 10, 2009

Time: 5:30 – 7:30 pm

Location: Encinitas Library, 540 Cornish Drive

Topic: Year-End Cocktail Party

PWSD will be celebrating all the wonderful accomplishments of the year. Join us for this celebration of books, reading, and publishing. Friends and family are welcome. There's no charge for this event. RSVP at www.PublishersWriters.org.

News/Announcements

Richard Lederer gets around town!

San Diego Professional Editors Network (SD/PEN) meets **Thursday, November 19**, at 6:30 p.m. at the Joyce Beers Community Center, 1220 Cleveland Avenue, San Diego. The topic is "Reinventing One's Writing Career." The speaker is best-selling language author **Richard Lederer**. At age 70, Richard has moved from writing about all matters linguistic to writing about dogs, cats, teachers, and seniors—a new voice exploring new universes. Richard will talk about his newest books and how he markets them. For more info, visit www.sdpen.com.

The San Diego Writers/Editors Guild meets **Monday, November 23**, at 6:30 p.m. at the Joyce Beers Community Center, 1220 Cleveland Avenue, San Diego. The monthly program will feature Richard Lederer, who will speak on "*How I Re-invented Myself at 70*." For more info, visit www.sdwritersguild.org.



FREE WEBZINE OFFERED!!

Sam Warren, editor of the **SDWriteWay** has found the site has been fast growing and he doesn't have the time to manage it. He's looking for a person or organization to take it over. He doesn't want to drop it, as there are too many people who rely on it. It would be a good project for a university literary class to take over. Contact **Sam Warren** at editor@SDWriteWay.org for more information. 619.674.3066; www.SDWriteWay.org.

Meeting Recap

October 3, 2009 Meeting

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

Presented by Valerie Ann Nemeth

Recap by Lois Winsen, PWSD Member

A large group turned out to hear Valerie Nemeth, a local intellectual property, licensing, copyright, and trademark attorney, talk about legal issues and safeguards regarding intellectual property (books, articles, photography, art, etc.) The air crackled with questions, and no one walked away disappointed.

Using as an example a fictional situation between a writer and an illustrator, Ms. Nemeth covered a number of topics germane to our group. These are just a few of them:

- Steps necessary to protect original manuscripts, artwork, and characters, such as copyrights and trademarks, the latter offered only once the works are used in commerce.
- Defining the nature of ownership: original work or work for hire. And in the case of collaboration, how much ownership for each.
- Fair-use considerations (when you quote or use someone else's work or when they use yours), which involve the purpose and character of use, whether commercial or non-profit, the portion of the copyrighted work in relationship to new work, and the effect of its use on the potential market or value of the copyrighted work.
- The importance, in collaborative efforts, of deciding in advance how copyrights should be taken: 50/50, or some other split, or filing separately.

Ms. Nemeth offered information on purchasing ISBN numbers (4 for \$150), and warned against buying someone else's number to save money, as the numbers refer to the original publishers.

She was also kind enough to include a handout featuring informational websites such as www.copyright.gov, where you can go online and get an immediate copyright. For trademarks, go to www.uspto.gov. Concerns regarding fair use can be directed to www.centerforsocialmedia.org.

Because of demand, the lively meeting ran overtime and was acknowledged a great success. If you missed it, you can still contact Ms. Nemeth at her office in Encinitas (760.944.4130) or visit her website at www.entlawyer.com/cv.html.

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October 31, 2009 Meeting

“Social Media: Using Twitter, Facebook, and LinkedIn to Market Your Book”

Presented by Jeniffer Thompson of MonkeyCMedia

Jeniffer Thompson of MonkeyCMedia gave an information-packed presentation on exactly how to market your books using social media. She concentrated most on Twitter since it's the newest and often most confusing, telling how to get started and covering some of the unwritten rules and etiquette of using it to market. Jeniffer's slide, as well as a copy of her eBook, *Website Wow*, are available for download from www.publisherswriters.org.

Feature Article

Put Down the Thesaurus and Nobody Gets Hurt

Joel Pierson, Editorial Dept Manager, Author Solutions Inc.

As an author, you want to use colorful, vibrant, and exciting language to express your ideas. This is a good goal, and one you should strive to achieve. All too often, though, a writer's first instinct is to reach for the trusty thesaurus and start selecting synonyms for words that are perfectly serviceable. Synonyms are great ... as long as you know what they mean. But when the word you choose has a slightly different meaning, the resulting sentence can be way off base.

A few examples: When the test came back negative, I was very ameliorated. (No, you were very relieved. Your symptoms may be ameliorated if they weren't as bad.) Pete didn't show up on time, and I got a little distraught. (Distraught means "overcome with worry," which doesn't work with "a little." You got a little worried.)

Ellen collected her lottery winnings, thinking, *I am the most propitious person in the world!* (Odds are good, she originally thought she was the luckiest person in the world, but the author didn't think that word was big enough for lottery winnings.)

Now, this is not to say that you should settle for bland, uninteresting words. Quite the opposite. Add variety to your writing with exciting, colorful, interesting words. Toss out the five-cent adjective when the twenty-five-cent one is within reach. But make sure you're using those words correctly!

"Well, that's all well and good, Mr. Editor Man," I hear you mutter, "but how do I know if the synonym I'm using is a good one?" A very good interrogatory. The answer is to pair your thesaurus usage with a good dictionary. Merriam-Webster's 11th edition of their *Collegiate Dictionary* is an excellent choice. By including the dictionary, you'll not only ensure that your word choice is solid, but you'll enhance your vocabulary by getting the full meaning of the word you chose.

One of the most common victims of thesaurus abuse is the word "said." "Said" is a very good word; when you see it, you know exactly what it means. In an attempt to not overuse the word, some authors look for synonyms. As a result, characters blurt, exclaim, breathe, gasp, shout, choke, spurt, state, articulate, voice, utter, mutter, sputter, and any number of words that sometimes don't match the action. These are all useful words, as long as the verb matches the moment at hand. Be inspired to use these other speech verbs, but make sure you know their meanings as well. "Stated" works with a statement—a conveying of information; it doesn't work with a question. Similarly, it's not necessary to have a speech verb repeat what was already said. So attempt to avoid constructions like "I'm sorry," he apologized; or even "Achoo!" he sneezed.

Variety is the spice of life, but like the spice rack in your kitchen, you don't want to sprinkle randomly. Make sure the words you use are the perfect complement to the ideas you want to convey.

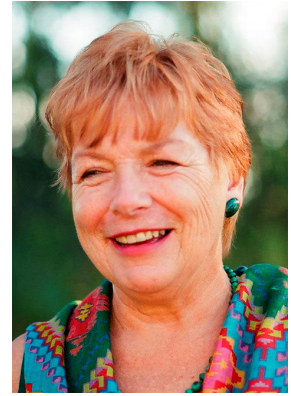
Member Profile

Chiwah Carol Slater, M.A.
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PWM: What aspect of publishing or writing are you involved or interested in?

Chiwah: As a freelance ghostwriter, book editor, and writing coach, my first love is working with a manuscript that breaks new ground and opens up new vistas, whether as fiction or nonfiction. It doesn't really matter to me what the subject is, as long as the treatment of it is intelligent, original, and in good taste. As a coach and editor, a lot of my work is with new authors; I enjoy helping them fine-tune their skills and guiding them through the world of self-publishing. As a ghostwriter, my preference is fiction; I love the freedom it offers, and the twists and turns a story can take as the characters develop. Over the last 10 years, I've ghosted or edited some 30 fiction and nonfiction books on a variety of topics, mostly (but not exclusively) for local authors. I also hire out to research and write shorter pieces for magazines, blogs, and websites.

PWM: What first attracted you to these areas?

Chiwah: I've always been a writer. In grad school I focused on Native American languages, and some of the articles I wrote, about the connection between the mechanics of the languages and the world view of the people who spoke them, were picked up by human interest magazines. Along the way, a couple of friends hired me to edit a ham radio manual and a book on sales training, and I enjoyed the work. In 1991, I moved to Sedona, Arizona, with the intent of expanding on my background as a relationship coach by becoming a tantra instructor—which I did. Then, a year later, straight out of the blue, the writing/publishing bug bit me again, and I ended up starting a community magazine. Everywhere I turned, I discovered people with fascinating stories crying out to be told, and some of those people had books that needed writing or editing. The magazine took off and kept me more than busy. It was only after I sold it four years later that I was able to get back to book editing and try my hand at ghostwriting.

PWM: Did you previously have related experience in writing, editing, and publishing?

Chiwah: Some. I guess you could say I had all the pieces, and it was just a matter of bringing them together. I had edited my high school paper, and in grad school I'd had a few scholarly papers published. I had ventured into NeuroLinguistic Programming (NLP) and applying it to relationship coaching and sales training, and I'd written and self-published a few booklets and workbooks in those arenas. I've always been an independent sort, and when working for myself, I learned to be resourceful. Creating all my own brochures and flyers had given me computer graphics experience, which came in handy when suddenly I was putting together a magazine every month, laying out all the ads, and designing the front and back covers. It was a challenge, but I've always loved the thrill of tackling something I've never done before.

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

Chiwah: I came to the first meetings in the early '90s but then relocated to Sedona. I didn't join until a couple of years ago, after I'd returned and built up my business in northern San Diego County. I would have joined sooner if I'd had any idea what a wonderful organization it had become. PWSD has been a great source of information and support for me. I always learn from the meeting programs, and I've made valuable connections with other writers and providers of services my clients can use. And on the human

side, I've gotten to know some interesting characters who have offered me rewarding glimpses into their worlds and the projects they're working on.

PWM: What are *you* working on now?

Chiwah: I'm working on several projects. In the writing arena, I have a book of my own on relationships that I'm about ready to offer under a pen name to marketing affiliates via ClickBank, and I'm working on a novella that definitely isn't ready for prime time! I write a monthly column of book, DVD, and music reviews for *The Light Connection* magazine, and I like that because it allows me to lend a hand to local authors and artists. As an editor, I'm just winding up work on a spiritual self-discovery guide and on a wonderful book on symbols by an Osage visionary artist, the first of its kind. I'm also editing two books on health topics, one by a nurse and the other by a former surgeon turned naturopath.

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

Chiwah: Being a freelancer of any kind is a challenge, but the rewards of professional independence are phenomenal. Follow your strengths, learn all you can from other professionals, collaborate whenever possible, give more than you promise, and arrange to get some or all of your fees in advance. Beyond all that, I recommend pre-enjoying your own success: Take the time to imagine happy and fruitful relationships with clients you haven't yet met, people who have exciting projects for you to work on, and then turn it all over to the Universe. Finally, protect your own good name. The trouble with freelancing is that your clients may have trouble keeping their hands off the completed manuscript. So if your name is going on a work in any capacity, assure yourself of a final product you can be proud of. Insist from the outset that your clients run any changes past you prior to the layout phase of the project.



Anybody selling book cases? The Book Clubs are gaining on us.”

PWSD Member Events & Announcements

Janice Stanger, Ph.D., has just published *The Perfect Formula Diet: How to Lose Weight and Get Healthy Now with Six Kinds of Whole Foods*. This science-based rotation, built on over 1,000 scientific studies, melts stubborn weight and boosts health. By partnering *with* your body, you can start looking better and feeling younger now. Dr. T. Colin Campbell, one of the world's top nutrition researchers and author of *The China Study*, endorsed this eating plan. There's no need to dread the upcoming holidays, your next doctor's visit, or clothes shopping when you understand the secrets of whole foods. For more information, visit Janice's website www.perfectformuladiet.com. The book is also available on Amazon.

Andrea Glass will host a tele-interview on **Wednesday, November 18, at 6 p.m. PT**. She will interview Lynette Smith, PWSD member and creator of Good Ways to Write, on "How to Create a Tips Booklet as Your First Info-Product." Lynette will discuss what tips booklets are; how simple they are to create; how to sell the tips booklets as a booklet and e-booklet to consumers, as well as to businesses for bulk sales; and how to build an entire line of info-products with tips booklets. To sign up for this free event, visit www.writersway.com/111809.

Earl Storm, political cartoonist, recently released his collection of duck-toons in *Bush-Quackers*. The cartoons of **Buckminster Duck** recount the high/low-lights of the Bush Administration and confront President Obama on current domestic and foreign affairs. The book is available at www.QuackCity.com



Events & Resources for the Publishing & Writing Community

Events

Wednesday, November 18, 2009, 11:00 a.m. PT. *The Future of the Book: How to Stay in the Game*, an online webinar. The future of the book is personal, digital, mobile, and global. The changes sweeping this \$100 billion global industry promise the biggest change in how we read since the invention of the printing press. In this one-hour webinar you will hear your industry colleagues' perspectives on the future of books and about what publishers and printers need to do to participate in this dynamic and changing media world. To sign up for this webinar, email cswebinars@mapco.com, call 215.238.5300, or go to <http://tinyurl.com/yjbgokf>.

Thursday, November 19, 4:00 p.m. – 4:30 p.m. PT. *Creating a Stunning Press Kit and Media Room on Your Website (so the media will notice you!)* is a free teleclass hosted by Author Marketing Experts University. If creating a press kit has baffled you, then don't miss this class! We'll talk about everything from crafting the perfect press release to creating your bio, questions, and tip sheets. We'll also talk about the things no good press kit should be without and what you should never include in a kit! If you've struggled with your own kit or just aren't sure what one should look like, this class is for you! **BONUS:** We'll also learn about electronic press kits and online press rooms. To sign up or learn more about the class, send an email to author@amarketingexpert.com. The AME website has a complete class listing for handy reference: www.amarketingexpert.com/iclasses.html.

The National Indie Excellence Awards (NIEA) are designed to bring recognition to book titles from independent publishers. This highly respected and prestigious awards program celebrates excellence in independent publishing. Competing entries are judged by an independent panel of experts from all areas of the publishing industry, and the Indie Excellence Awards accept submissions from independent publishers and authors. Awards are granted in over 100 categories, and nominations are open for 2010. Visit www.indieexcellence.com/index.html.

Resources

Book Business Magazine, www.bookbusinessmag.com

Book Business provides you with bottom-line-oriented case studies emphasizing best management and manufacturing practices, "Leader Profiles" detailing leading publishing companies' strategies for growth, features on major issues facing the industry, plus ways to cut costs and reduce time to market. Subscriptions are free to qualifying individuals within the US.

Plastic Logic and Barnes & Noble to Debut First E-Reader for Business Professionals

Plastic Logic and Barnes & Noble have announced a distribution agreement involving the 2010 debut of Plastic Logic's e-book reading device, the QUE proReader. The device is touted by Plastic Logic as "the first e-reader designed to support the lifestyle of modern business professionals." It also is unique for its shatterproof, plastic display with the largest touchscreen available. An earlier partnership between the two companies had arranged for Barnes & Noble to support QUE's online store. Under the new agreement, QUE will be sold in Barnes & Noble stores nationwide, displayed near the retailer's own new device, the Nook e-reader, as well as via BN.com. The QUE proReader is scheduled for an official launch January 7, 2010, at the Consumer Electronics Show in Las Vegas.

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You're doing **research for an upcoming book** and you need sources to check. Where can you find out if a book has ever been written about your particular subject? Start your bibliography at the world's largest library, The Library of Congress, at <http://catalog.loc.gov>. From this portal you can do simple or advanced searches by title, author, subject, publisher, etc. While they don't have every book ever published in English, they do have more than anyone else.

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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 for more information and to sign up for this newsletter.

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If you would like to sign up for a **member profile**, contact Lynette Smith at lynette@allmybest.net.

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