

Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

November 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: December 7, 2011
Time: 6:00 to 7:30 p.m.
Location: Encinitas Library (540 Cornish Drive, Encinitas, CA)
Topic: NETWORKING & SOCIAL GATHERING

NOTE: THERE IS NO NOVEMBER MEETING

December Event: **Networking & Social Gathering**

With the winter solstice upon us, it is a time to reflect upon our journey of the past year, to share fellowship with our friends, family and associates.

Although we do not meet in November, please do join us on December 7, 2011, for networking and a social gathering to celebrate the year's end. Light refreshments, wine, and other beverages will be served. *There is no charge for this event.*

Come and meet your fellow writers, artists, publishers, and colleagues.

Share your experiences of the past year and your hopes for the coming year. We all have much to share and write about. Let's make this coming year one of the best ever for promoting and selling our books. Selling our books and getting out message out there is what it is all about!

Keep the spirit of reading alive and enjoy getting published and paid for your hard-earned efforts.

See you in December!

Note: We have many exciting speakers on tap for the 2012 calendar. Bring a friend to our next meeting on January 28 and let them see our organization and its benefits for themselves. It's almost a sure bet they'll want to join and contribute to our fast growing group!

President's Message

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For more information
or to volunteer,
Contact Glenna Bloemen at
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★ ★ ★ ★ ★ ★ ★ ★ ★ ★

If you plan to attend 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.

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By Karla Olsen

What an energizing presentation we had from Anne marie Houghtailing! I hope you've all found ways to move out of "The Waiting Place" and start achieving your goals. You'll find a supporting article from Anne marie in this newsletter, discussing the importance of storytelling as a way to connect with your customer (aka book buyer). This is great for authors and publishers, as storytelling is our forte!

As most of you know, we don't have a meeting in November. Instead, we will have our annual Holiday Party on December 7, from 6:00 to 7:30 in the evening, in the Community Room at the Encinitas Library. This tradition is great fun, a terrific time to network and celebrate our accomplishments for the year. We will serve light appetizers and wine, sparkling cider, and water. We have musical entertainment lined up as well. Please bring a copy of your book to display, and a book to donate to Traveling Stories (see below). Most importantly, bring a friend or colleague. This is a terrific way to introduce someone you know to PWSD. And remember, there's no charge for this meeting—it is our gift and thank you to you!

A Plea for Help

Have you been to our website lately? It is in dire need of a facelift, to make it easier to get the information you need about our organization. We are planning to tackle this during December and January, and we could *really* use some help. Input on how the pages read, draft copy for each page—we need your help to make our website as useful and accessible as possible. Think of all that PWSD has brought to you, and a commit some time to giving back. We would greatly appreciate any time you can give.

Programming 2012

We are putting together some great programming for 2012. To start off the year, Jeniffer Thompson of Monkey C Media is going to share her knowledge of how to maximize your online presence. She will discuss SEO and Facebook and will introduce the new Google+, and talk about whether we should all jump on the bandwagon.

In February, we will reveal everything you need to know about making a book trailer—how to, how much, how long, etc.

For March, we've invited David Wogahn to come back and bring us up to date on the ebook revolution.

It's a great line-up for an exciting year in publishing!

Storytelling and Sales

By Anne marie Houghtailing

Storytelling is as old as the human experience. We pass stories on from one generation to the next. Stories express our social values, warn us against danger, celebrate our heroes, transfer knowledge, and help us form our identity. Stories bind us to one another and allow us to share the human experience. So what on earth does storytelling have to do with selling and wealth? *Everything!*

I sell sales training, consulting, and business development training. I have competitors in the marketplace just like every other service provider. However, what expresses my credibility and inspires prospects to purchase from *me* is not merely the quality of my content, but their connection to my story and those of my clients. My clients choose me because they identify with me.

I tell my prospects that every day I have to create a dollar out of thin air. The skills I teach them are the very skills I have used to build my own company. The fact that I launched my company in the worst economic climate of my life is also an important part of my story, because when I tell them these skills are their power tool in every economic climate, I have the story to back up my claim. I also tell them I don't work for a hobby. I have a mother and two children to support. I provide these details when I'm telling my story in a class or speaking engagement so they understand how critical these skills are to my survival and success.

My story establishes my credentials, creates a relationship with my prospects, and builds the necessary trust to establish me as a valued advisor and consultant. In order to be an advocate, ally, and advisor, a prospect must identify with you and your story.

I am frequently asked how trust is built; my answer is that trust is purchased on the resonance and relevance of your story. The story you tell about your company, your clients, and your service is what your clients will remember. They may forget about the bells and whistles of your product and the details of your presentation, but they will never forget the story you tell them about how one of your clients saved tens of thousands of dollars as a result of using your system. That's what will be etched in their minds when you leave them.

While sales programs focus on process, it's also important to remember that the human connection to share stories speaks to the core of our being, and can create more traction than a well-executed presentation, flashy marketing material, or even a superior product.

I am frequently quoted as saying, "Selling is not a talent, but rather a measurable, teachable, transferrable skill." This is best conveyed through the story of a young woman I trained in Hot Springs, Arkansas, who was quiet, sweet, and lovely—nothing one would equate with selling. I tell the story of how she learned to push past objections and after the first training made four appointments in one hour—more than she had made in her entire career. The story is not intended to elevate me or my skills, but rather to impress upon my listeners that if she could do it, then so can they. I weave the story carefully, and I can assure you every student remembers that young woman from Hot Springs, Arkansas, and feels empowered and inspired by her success. She is their hero and example.

The story is true, by the way, and that's important, because stories must be authentic, honest, and revealing in order to be relevant. Tall tales are not the stories that wealth and success are built upon. Like all sales tactics, storytelling can be elegant and valuable or indulgent and manipulative. Storytelling should be used to illuminate, advise, elevate, and motivate. Storytelling is the vehicle of connectivity. Think of when we want to teach our children an important lesson. We use stories to stress important life lessons because we know it's the story that will move them—not the information.

I would venture to guess we have been telling stories even longer than we've been transacting business. If indeed relationships build business, then it is language that builds relationships. How often have you heard that people buy from people? But what separates us in the marketplace from one another? I would argue it is not only our unique sales proposition but, equally, our capacity to tell the story of that proposition that is the most compelling tool to branding and building interest, trust, and loyalty.

As you build your sales strategy and shape the tactics that will execute your strategy, I recommend you think about the stories that inform your success and connect you to your clients. Sharing meaningful stories is more than a sales gimmick; it's a unique expression of you and your value.



News/Announcements



Read Local Upcoming Events

As some authors know, the Carlsbad Street Fair was a soggy affair this year. I wish Read Local could control the weather! Upcoming is the Encinitas Fall Festival on November 20. I have two author slots open, both from 9:00 to 11:30 a.m. This is a great, well-attended fair, with 100,000 visitors projected. It's only \$25 for an author slot, and you are welcome to display your book all day if you would like. If you are interested in one of the two slots, let me know at karla@readlocal.org.

February 25—save the date! La Mesa is celebrating its centennial in 2012, and I just met with PWSD member Glenna Bloemen, who is on the organizing committee and involved with the La Mesa Library and Friends of the Library. They are planning an Author/Reader Book Fest and want Read Local authors to participate! I don't have all the details yet, but reserve February 25, 2012, for an author's fair, with readings and panels. It should be a terrific celebration. More details to follow.

Finally, please be sure you sign up now for the *Read Local Directory*. It is easy to do and *free*, so don't put it off any longer: Go to www.sandiego.readlocal.org and click on Join Now, near the bottom of the Join Us page. This is a great way for the literary community in San Diego to find you and your book.

Thanks for supporting Read Local and Read Local San Diego! For additional information, be sure to visit www.sandiego.readlocal.org.

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





Lesley Vance

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

Lesley: As a speaker and author, I lead interactive workshops, including “How to Write a Best-Selling Book,” “How to Publish and Market Your Book,” and “How to Harness Social Media to Promote Your Books/Products.” With 7 years of experience in the book publishing industry, I have worked with nearly 50 authors, helping them turn their ideas into print and guiding them through each step of the publishing process.

PWM: What first attracted you to writing, consulting, and coaching?

Lesley: After graduating from Mississippi State University with a BA in Communications (Journalism/Public Relations), my first job was working for a Nashville-based publishing company. I loved the entire creative process, from writing and editing to book design and publishing.

Books—both fiction and nonfiction—have always been an important part of my life. They open doors into new worlds of thought, creativity, and imagination. Books shape who we are and give us the opportunity to learn, reflect, grow, and laugh. They also build community and bind us together. The written word is a powerful medium, and I love connecting with others through it. That’s why I write.

I’m originally from the Deep South and storytelling is in my blood, so I can’t help but want to share story after story through the written word and speaking. I have had the privilege of authoring four books:

- ◆ *Becoming 2: The Complete New Testament* (Biblezine) (Spring 2006)
- ◆ *Infertility Journeys: Finding Your Happy Ending* (Spring 2011)
- ◆ *The Fertility Cookbook* (Fall 2012)
- ◆ *Pray Naked: Getting Real with God* (Spring 2012)

PWM: Did you previously have related experience in these fields?

Lesley: I have over 15 years of experience working as a public relations consultant for clients such as The John Templeton Foundation, Thomas Nelson, and Warner Brothers. I have spent my career writing and editing nonfiction books, writing contributed articles for trade and consumer magazines, and crafting content for websites and marketing collateral.

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

Lesley: I joined PWSD in April of this year and have enjoyed participating in the monthly meetings and learning from the speakers' presentations. I have also met like-minded authors with whom I have formed great friendships.

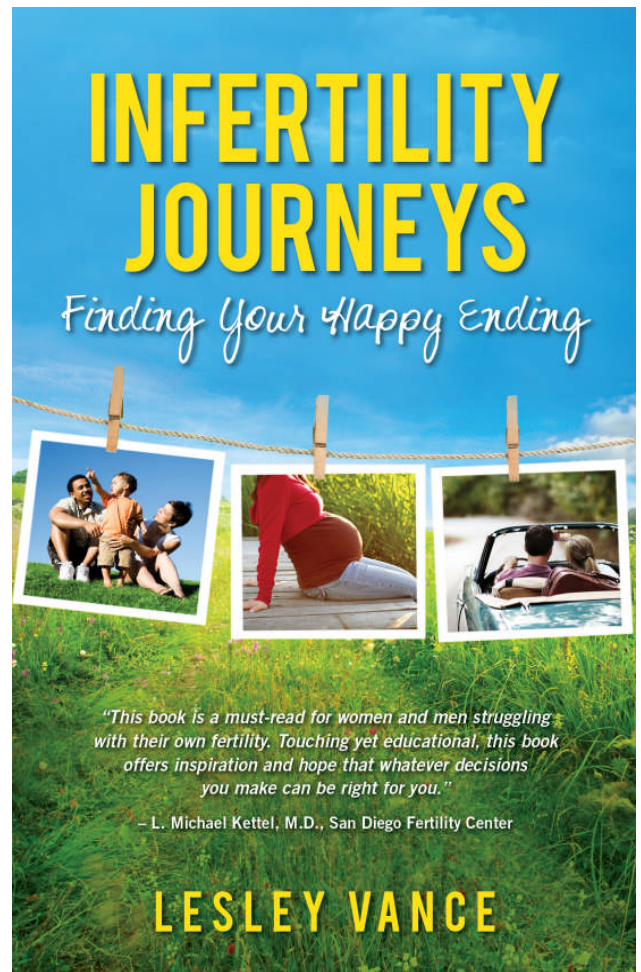
PWM: What are you working on now?

Lesley: Currently, I'm writing and editing two books that are scheduled for release with Duck Hill Press in 2012, *The Fertility Cookbook* and *Pray Naked: Getting Real with God*.

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

Lesley: As a book publishing consultant and writing coach, I can offer advice and guidance on the following publishing topics:

- ◆ Writing a book proposal for nonfiction books
- ◆ Crafting a literary agent query letter
- ◆ How to publish: Self-publishing vs. traditional publisher
- ◆ Building your platform as an author/speaker
- ◆ How to promote and market your book
- ◆ Editing your book
- ◆ How to use social media to promote your book



Lesson: Write what you know using your unique voice. Then, write and rewrite until you *love* what you've written! Always believe in yourself.

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

Welcome, New PWSD Members:

Patrick O'Connor, Chula Vista, Non-Fiction

Luawanna Hallstrom (rejoining member)

Grace Nall, San Diego, Fiction, Non-Fiction, Teacher Resources, Journalism

Deborah Smith Parker, Oceanside, Author, Non-Fiction and Astrology

Michael Punaro, Encinitas, Fiction Mystery and Thriller

Stephanie Brookshier, San Diego, Non-Fiction

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 JPG 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).

Free Talk on Writing and Publishing Your Ebook

Vista--Come learn how to write and publish your ebook at the Vista Library, 700 Eucalyptus Avenue, on Monday, December 5, from 6:30 to 7:45 p.m. Local award-winning author, ghostwriter, copyeditor, and instructor, Andrea Susan Glass (www.writersway.com), will show attendees what ebooks are, how to select the best subject and audience, and how to write, format, and publish a quality ebook. If you're an individual, entrepreneur, retiree, coach, consultant, speaker, trainer—or anyone else who wants to write an ebook for pleasure, profit, or promotion, you will learn what it takes to move from idea to published ebook! Rewards can include sharing expertise, spreading a message, teaching a skill, or generating income. For more information call 760-643-5100.



Events & Resources for the Publishing & Writing Community

Events

November 2011—Sunbelt Publications Presents November Pick-A-Day Fundraising

Sunbelt Publications is sponsoring a “Your Org’s Pick-A-Day” fundraising event. Organizations will receive 30% percent of all sales made on www.SunbeltBooks.com for that day.

You can promote your fundraising day through flyers, social media and word of mouth. Receive a check for the amount equal to 30% of the net sales made on the site on the day your organization has designated as “Pick-A-Day.” Reservations are limited.

For more information call 800-626-6579 or email info@sunbeltpub.com. Sunbelt Publications, 1256 Fayette Street, El Cajon, CA 92020.

Events continued on next page

January 27–29—2012 SDSU Writer’s Conference

Sharpen your pencils, grab your manuscripts, and head to the 28th Annual SDSU Writers’ Conference slated for January 27–29, 2012. Go to <http://www.ces.sdsu.edu/writers/> for more details.

This year the conference includes additional consultation and advanced reading appointments, and the appointments have been expanded from three to five. This program is offered in multiple terms.

Conference fee is \$399 through January 3, 2012; price does not include consultation appointment or advance reading appointment fees. After January 3, 2012, the conference fee is \$435.00; price does not include late consultation appointment fee. Consultation fees are separate.

Full details about the editors and agents for this conference are available on the website, and you will definitely want to read up before deciding whom to meet with or whom to have read your manuscripts, but here’s a quick alphabetical teaser (*AR = advanced reading and C = consultation*):

Loretta Barrett is a literary agent and president of Loretta Barrett Books, Inc. in New York City, which she founded in 1990. She will conduct C appointments.

Anne Bensson is an associate editor who is passionate about crime fiction, from classic mysteries to suspense and thrillers, which she acquires and edits for Thomas Dunne Books/Minotaur Books. She will conduct AR and C appointments.

Amanda Bergeron is an assistant editor who joined William Morrow/Avon in 2008 and works with a wide range of fiction. She will conduct AR and C appointments.

Kat Brzozowski is an assistant editor at Thomas Dunne Books, a division of St. Martin's Press. She will conduct AR and C appointments.

Sarah Cantin will conduct AR and C appointments.

Stacy Creamer is vice president and publisher of Touchstone, an imprint of Simon & Schuster. She will conduct AR and C appointments and present a topic to be announced.

Dawn Dowdle is the owner and literary agent of Blue Ridge Literary Agency, LLC, in Virginia, which she founded in 2009. She will conduct AR and C appointments.

Melissa Frain is an editor for Tor Books, the world's leading publisher of science fiction and fantasy. She will conduct AR and C appointments.

Dawn Frederick is the owner and literary agent of Red Sofa Literary, established in 2008. She will conduct AR and C appointments and will be presenting a session titled “Agent 101.”

David Fugate is a literary agent and the president and founder of Launch Books Literary Agency. He will conduct AR and C appointments.

Anne Hawkins is a senior literary agent with John Hawkins & Associates, Inc., New York. She will conduct AR and C appointments.

Erika Imranyi is a new senior editor at MIRA Books, a division of Harlequin, where she is actively building a list of breakout debut and up-market commercial women's fiction. She will conduct AR and C appointments.

Elizabeth Kracht joined Kimberley Cameron & Associates in 2010 to broaden her perspective on the publishing industry. She represents both literary and commercial fiction as well as nonfiction. She will conduct AR and C appointments.

Allison Lorentzen edits literary fiction and narrative nonfiction, including memoir, reportage, humor, pop culture, history, and biography. She has also been on the editorial staff of *n + 1* since its founding in 2004, and now serves as an advisory editor for the magazine. She will conduct AR and C appointments.

Taylor Martindale is a new member of Full Circle Literary, actively acquiring primarily YA fiction and adult fiction projects. She will conduct AR and C appointments.

Penny Nelson is an agent with Manus & Associates Literary Agency and is looking for nonfiction titles tackling current events, social issues, lifestyle trends, self-help, natural sciences, sports, and (very selectively) memoirs. She will conduct C appointments and present “The Do’s and Don’ts of Getting an Agent.”

Zoe Pagnamenta will conduct AR and C appointments.

Toni Plummer is an editor at Thomas Dunne Books/St. Martin’s Press. She will conduct AR and C appointments.

David Pomerico has been in publishing for four years. He will conduct AR and C appointments.

Angela Rinaldi is a literary agent and president of The Angela Rinaldi Literary Agency. She will conduct AR and C appointments.

BJ Robbins opened her L.A.-based literary agency in 1992. She will conduct C appointments.

Robyn Russell is an associate at the Amy Rennert Agency, a boutique literary agency located in the San Francisco Bay Area. She will conduct AR and C appointments and present “The Art of Revision.”

Sara Sciuto is the newest member of Full Circle Literary. She will conduct AR and C appointments.

Peter Senfleben is an assistant editor at Kensington Books, where he is cultivating his varied and distinguished list. He will conduct AR and C appointments.

Sarah Stein is an assistant editor at Riverhead Books. She will conduct AR and C appointments.

Meghan Stevenson came to Hudson Street Press/Plume in 2008 after acquiring *The New York Times* bestselling book *The Bro Code* for Touchstone Fireside. She will conduct AR and C appointments.

Maya Ziv came to Harper in 2008 from Brandt & Hochman Literary Agency. She will conduct AR and C appointments.



Resources

Add these websites from John Kremer to your writing/publishing library:

- <http://magagenie.com/bottom-linepersonal-newsletter>
- <http://askthecoverdesigner.com/book-covers-do-sell-books>
- <http://askthebookprinter.com/book-printing-definitions-camera-ready-copy>
- <http://askjohnkremer.com/selling-books-on-the-streets-of-new-york>
- <http://magagenie.com/everday-with-rachael-ray>
- <http://magagenie.com/smart-money-magazine>
- <http://www.quotablebooks.com>

Check out this great publishing blog:

- <http://blog.bookmarket.com/2011/11/cookbook-authors-on-tour.html>



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.

Tribute to Steve Jobs

With the passing of Steve Jobs, it brings us pause to reflect on how many lives he has touched during his visionary and revolutionary career.

One person can make a difference. His spirit and advanced thinking set the cornerstone to making the world of publishing user friendly. Content is now the focal point of publishing. With the click of a key, we can download our masterpiece into cyberspace and share our works with the world.

It is because of him that we have come such a long way in such a short time.

Thank you, Steve Jobs!

From the Editor

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.

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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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