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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 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas), or the Encinitas Library (540 Cornish Drive, Encinitas, CA); check meeting information in newsletter for current location.

Membership

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit www.PublishersWriters.org

Closing date for newsletter contributions is the **1st day of each month**. Send contributions to Glenna A. Bloemen at gab11853@aol.com

If you would like to sign up for a **member profile** in this newsletter, contact Glenna Bloemen at gab11853@aol.com

Next Meeting

Date: Saturday, July 26, 2014
Time: 10:00 a.m. – 12:30 p.m.
Location: Carlsbad (Dove) Library
1775 Dove Lane, Carlsbad, CA 92011
Topic: What You Must Do to Establish Your Online Author Presence
Speaker: Leah Singer



Today, with online marketing and social media, writers need both a great book and an established online presence. But how do you create this online platform?

In this presentation, you'll learn how to create an online marketing strategy that includes social media (Facebook and Twitter), a simple website and blog, and tips for networking with online writers, bloggers, and author platforms that can help you get your name—and your book—known to the world.

Leah R. Singer helps writers and entrepreneurs tell their story through online marketing and social media strategy. She specializes in connecting businesses to their ideal customers, as well as in assisting unpublished authors to build an online presence.

Before becoming a full-time entrepreneur, Leah was a speechwriter and communications manager for two college presidents at San Diego's largest public university. She also served as Director of Communications for the SDSU Enrollment Services Department, and she managed high-profile special events for the SDSU Office of the President. Prior to that, Leah worked in marketing and public relations at KPBS public broadcasting station.

Leah writes regularly for *The Huffington Post*, *Red Tricycle*, *Edible San Diego*, *InterfaithFamily.com*, *Millionaire Girls Movement*, and numerous other national blogs and websites.

PWSD Officers

Karla Olson
President
karla@publisherswriters.org

Jeniffer Thompson
Web Master
j@monkeycmedia.com

Bob Goodman
Founder

Andrew Chapman
Past President
andrew@publisherswriters.org

PWSD Newsletter Staff

Glenna Bloemen
Newsletter Editor
gab11853@aol.com

Lynette Smith
Copyeditor
lynette@allmybest.com

Lauren Castle
Circulation Manager
lauren@impress-express.com

**STILL LOOKING FOR A NEW
CONTENT COORDINATOR!
WILL YOU HELP?
For more information
or to volunteer,
Contact Glenna Bloemen at
gab11853@aol.com**



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.



By Karla Olson
President, Publishers & Writers of San Diego

Thank you, Susan McBeth, for a terrific program that got our creative juices going. Susan demonstrated that with planning, it is possible to produce an attention-grabbing book event, and not in the bookstore. I could feel the authors in the auditorium buzzing with ideas at the end of Susan's talk. Please be sure to share if and when you put on some events of your own.

This month we welcome Leah Singer, who will teach us how to develop an effective online platform. I'm looking forward to hearing Leah's ideas, because we all know that social marketing is the key to getting word out about your book. Please join us to learn about building an effective strategy and how to follow through on it without letting it swallow you up. July's meeting is at the Carlsbad (Dove) Library. Please RSVP at www.publisherswriters.org.

You won't want to miss August 30, when we will have a speaker from the Audio Creative Exchange show us how to turn our books into audio books. This is the latest trend in publishing, and is easier and more cost effective than you ever imagined.

September is our annual update on ebook publishing and marketing from David Wogahn. There's lots going on in this area, so be sure you join us at the Carlsbad (Dove) Library on September 27.

Please spread the word that **Dan Poynter**, the godfather of independent publishing, is joining us in October. Dan spoke recently at the NSA conference, for which tickets cost several hundred dollars or more. Dan will be speaking to us for the regular meeting price, \$10 for members and \$20 for nonmembers. This is an incredible deal, so please tell all your writer friends to join us. This meeting will be at the Encinitas Community Center on Encinitas Boulevard and Balour. *Be sure to always check the website to make sure you are heading to the correct location.*

One final announcement: We've opened an affiliate in Riverside, Publishers and Writers Inland Empire! Our first meeting is July 19 (that's this weekend!) at 10:00 a.m., and I'm honored to be the first speaker. Meetings will be held in the Riverside Main Library; more details are available in the "Events & Resources" section of this newsletter. Please spread the word to your writer (and not writer) friends in the Riverside area. We are excited to extend our networking and publishing education to the Inland Empire. For more information about PWIE, visit www.publisherswritersinlandempire.org.

Continued on next page

President's Message—continued

Reminder to all members: Submit your member bio and headshot to webmaster@publisherswriters.org. Our website is highly ranked on Google, which means you get broader exposure by being part of the directory. But you must be an up-to-date member to be part of the directory. If you are not sure when you should renew, please contact me at karla@publisherswriters.org, and I will let you know.

Membership, which is \$37 a year, just as it has been for the last 10 years, is one of the best professional deals around. Even if you have joined PWSD recently, you'll still need to sign up for the PWSD mailing list; we don't automatically put you on it. Go to the website and click on "Free PWSD Newsletter," so you don't miss any important information about publishing and upcoming events.



Read Local



Be sure to visit www.readlocal.org to sign up for the newsletter so you don't miss other opportunities.

While you're there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs.

A Basic Listing is FREE, and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25, and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and whether you are available for speaking, etc.

Check it out; Read Local is one of the best marketing deals around!



Tips for a Successful Book Tour

Helen Pruden Kaufmann

I just returned from a five-day book tour in North Carolina to promote my memoir, *White Gloves and Collards*, the story of my southern childhood during the transition between the Jim Crow Era and the Civil Rights Movement. By all measures the tour was a big success. More than 40 people attended each of my four book events throughout the state, and I participated in an hour-long interview on Charlotte's NPR affiliate. I sold all of the 100+ books I brought for consignment sales; stores are now ordering the book through my distributor, Ingram; and I've seen an increase in paperback and Kindle sales on Amazon. The tour was months in the making, and I'd like to share some tips with you.

- 1) **Target your market.** North Carolina was a logical choice for me because it's the setting of my memoir, I have friends and family there, and I have connections with alumni from schools I attended. It was tempting to try to "get more bang for my travel buck" by venturing into other areas on the east coast, but I found that by focusing on only one area, I stayed fresh and energetic. (Book tours can be exhausting!)
- 2) **Prepare in advance.** Public speaking doesn't come naturally to me, so as soon as I published my book, I joined Toastmasters, where I learned to overcome my jitters and present my ideas more clearly and concisely. Before the book tour, I developed a presentation that would be suitable for bookstores anywhere, and I practiced it at Toastmasters and local venues. I also got used to answering questions about my book by being the "featured author" at book club gatherings.
- 3) **Let 'em know you're coming.** I let friends and family in North Carolina know about my upcoming trip months in advance, and I promoted the tour on my website and on social media. In addition, my publicist, Tricia van Dockum of Ollie Media, sent out press kits to area media and worked with my friends to set up readings at some of the state's most successful independent bookstores.
- 4) **Be flexible and adaptable.** Each of the four venues where I spoke was different. Two of them had auditorium-style seating with a lectern and mic (suitable for my prepared presentation), and two were more casual with just a few comfortable chairs and people mainly standing (suitable for more spontaneous conversation). Because attendees had lots of questions, I shortened the book-reading portion of my presentation to just a couple of pages to give them a feel for my writing style and voice.
- 5) **Follow up.** Throughout the book tour, my husband took lots of pictures. I included a photo or two with thank-you notes to bookstore owners, who will use them in their newsletters. I also posted photos on my website and on Facebook, where I "tagged" all the friends who appeared in them. The relationships I've established with bookstores and North Carolina media will be helpful as I continue to promote my book.





Laura E. Akers

Attorney at Law
Rancho Santa Fe, California

858-876-0066

lakersrsf@gmail.com

www.lauraakers.com

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

Laura: I'm a former prosecutor and am now in private practice, teach trial skills to lawyers, and have a national class on jury selection. I'm a founding member of Rancho Santa Fe Toastmasters and recently won two first place awards for my humorous and inspirational speeches in the Area contests. I'm also on the District 5 Toastmasters Speakers Bureau. I do keynote speeches and workshops plus private coaching on becoming better at presentation skills and public speaking.

I have a blog at my website, LauraAkers.com, and I've finished a romance/mystery titled *Dior or Die* and a high fantasy novel titled *The Law of Rule*. I'm currently in Queryland with both.

Dior or Die is about a female black ops agent who inherits a fortune from a control-freak relative. In order to keep the money she must move to an expensive location, date rich men, and serve on a non-profit board. Her past follows her, but she finds living with the rich more difficult than her old job.

The Law of Rule is set 150 years from now. Simon Rule is a part-Fae prosecutor in the Intergalactic Attorney's office, destined to make the God Prosecution Unit in record time. His rapid ascent comes to an abrupt halt when the evidence in his case against a serial killer goes missing and he's consigned to backwater planets prosecuting minor crimes. Determined to clear his name, he and his investigator seek to find out who's responsible for ruining his career. Simon must also survive murder attempts, supernatural agency non-cooperation, a murder case that's an evidentiary nightmare, and an impending apocalypse only the Karma Police can stop.

PWM: What first attracted you to these fields?

Laura: I'm an only child and spent a lot of time entertaining myself. I loved to read, so I started writing stories. My college English professor heard I'd become an attorney and told me, "You're a writer, not a lawyer!" I think many lawyers would rather be writing.

PWM: Did you previously have related experience in writing?

Laura: When I was about 9 years old, I started my own newspaper called *The Treasure News*. Each issue was handwritten and liberally sprinkled with glitter, then passed out to my neighbors. I was editor of my high school newspaper, wrote a monthly column for *Rodeo News* when I was Miss Rodeo USA, and was a note author for *Law Review* in my final year of law school.

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

Laura: I joined PWSD several years ago and have enjoyed attending meetings when my schedule allows. I find the atmosphere both informative and supportive.

PWM: What are you working on now?

Laura: I'm in the process of redoing my website with a marketing team to focus on my presentation/public-speaking coaching. I'm writing a book on public speaking and leadership skills plus sequels to my two fiction novels.

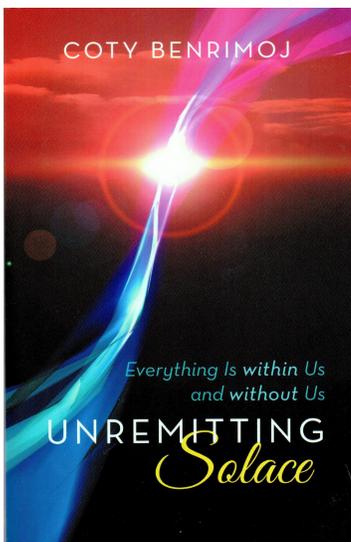
PWM: What guidance or lessons learned can you offer the members?

Laura: I've learned that Twitter is a great place to connect with other writers. I've had beta readers for my books from all over the world because of it. I believe writers themselves are a vital part of the marketing of their product, and developing public speaking and connection skills is important to success.



Book Review

Book reviews are a member benefit. Each month we will highlight one or two of our members' books. Please submit works to Editor Glenna Bloemen. She can be reached at 619-743-5192. Books will be returned after the review is published. If you have any questions, email her at gab11853@aol.com.



The universal language of understanding and compassion are shared by Coty Benrimoj in her newest book, *Unremitting Solace: Everything is within Us and without Us*.

Coty's book is a journey into seeing the struggles of life on a global level without feeling the pain of the moment. Coty explains that accepting life as it happens and understanding the development of one's own growth as well as reaching unremitting solace is the goal of every human. Her thoughts and guidance are presented in prose and poetry defining the truth about life and inspiring love.

Published by Balboa Press. ISBN 978-1-4525-8991-6, 135 pages. Available on Amazon.com. Retail in paperback for \$12.99.



Membership Directory Update

Attention PWSD Members: Have you updated your Member Directory profile yet to make it more robust? You now have the opportunity to upgrade your photo to color, if it isn't already, and to expand your profile description if you wish, including social media links, contact info, book-cover images and descriptions, and more! Check out <http://publisherswriters.org/member-information/pwsd-website-inf/> where not only will you find more details on how to expand your listing, but you'll find a discreet link in the first paragraph to Jeniffer Thompson's slides from a presentation she made to PWSD.



Welcome, New and Returning PWSD Members!

Congratulations on joining Publishers and Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing! You have made a wise investment. While there are many benefits to being a member of PWSD, you'll need to take the following two steps to optimize your membership:

1. **Subscribe to PWSD** at www.PublishersWriters.org. This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
2. **Enjoy a spot in the Membership Directory** with PWSD. Go to www.PublishersWriters.org to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at j@monkeycmedia.com. (See preceding announcement.)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held the first 10 months of the year (usually on the last Saturday), that offer educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- **Our monthly electronic newsletter, *Publishers & Writers Monthly***, containing information about local, regional, and national publishing activities, including news regarding your annual holiday social event that provides a time to socialize with members and new prospects;
- **Discounts on national membership dues** for Independent Book Publishers Association (www.ibpa-online.org), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup (www.groups.yahoo.com—type PWSD in the group search box); and
- **Regional collaborative marketing efforts.**

Let us know if you have any questions or comments about your membership with PWSD, or any ideas to improve upon our mission. Again, welcome to PWSD.

Karla Olson, President, PWSD
Jeniffer Thompson, Web Design, PWSD



Saturday, July 19, 2014, 10:00 a.m. to 12:30 p.m.

PUBLISHERS AND WRITERS OF INLAND EMPIRE (PWIE) Inaugural Meeting

Riverside Main Library, 3581 Mission Inn Ave., Riverside, California

Presenter: Karla Olson, President of PWSD and Founder of Read Local. The chapter will meet on the third Saturday of each month except November and December. For more information or to join or RSVP, go to www.publisherswritersinlandempire.org.



September 19–21, 2014, in Newport Beach, California

February 13–16, 2015, in San Diego, California

SOUTHERN CALIFORNIA WRITER'S CONFERENCE

SCWC*SD29 Pre-registration opens August 1, 2014. The SCWC fall conference will be held at the Hyatt Regency Newport Beach, 1107 Jamboree Road, Newport Beach, CA 92660. The SCWC winter conference will be held at the Crowne Plaza San Diego, 2270 Hotel Circle North San Diego, CA 92108. Full Registration is \$450. For more details, call 619-303-8185.



Just released:

Say it like Shakespeare: The Bard's Timeless Tips for Communication Success

By Tom Leech, Author/Speech Coach/Conference Speaker. For more details visit www.amazon.com and www.presentationspress.com.



If you hear of an event or discover a valuable resource for publishers or writers, please send it to gab11853@aol.com by the 1st of the month.

“PWSD Likes Facebook!”

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and let us know you like us!**



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 visit the home page to sign up for this newsletter.

The closing date for newsletter contributions is the 1st day of each month. Send your contributions to gab11853@aol.com.

Would you like to appear in the newsletter's **member profile**? Contact Glenna Bloemen at gab11853@aol.com.

Would you like to help out by taking notes at one of our monthly meetings and then **writing up the meeting recap** for the next newsletter? If so, contact Lauren Castle at lauren@impress-express.com. We're looking for one volunteer a month so we can have each meeting covered.

Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing Community!

Newsletter Team

**Vanderblümen
Publications**

Glenna A. Bloemen, J.D.
Self-Publishing Coach
*Assisting First-Time Authors
From Page to Press*
P.O. Box 626, La Mesa, CA 91944
619.743.5192
gab11853@aol.com

Newsletter Editor

All My Best

**Business and Nonfiction
Copyediting & Formatting**

Lynette M. Smith
*"Get the Results and Respect Your
Writing Deserves!"*
714.777.1238
www.AllMyBest.com
Lynette@AllMyBest.com

Copyeditor



Lauren Castle
Image & Branding Strategist
858.459.7400
www.impress-express.com
lauren@impress-express.com

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a lasting impression!"*

Circulation Manager

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as

Content Coordinator:

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