

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

November 2014

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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](http://www.PublishersWriters.org)

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send contributions to Glenna A. Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

If you would like to sign up for a **member profile** in this newsletter, contact Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.com).

***Next Meeting : The Holiday Party!***

**Date:** Thursday, December 4, 2014  
**Time:** 5:30–7:30 p.m.  
**Location:** Encinitas Library  
540 Cornish Drive, Encinitas, CA 92011  
**Topic:** Annual Holiday Party!

This December, Publishers and Writers of San Diego (PWSD) is celebrating its 20<sup>th</sup> Anniversary! As a result, members will also be celebrating their 2014 accomplishments in publishing at our Annual Holiday Party to be held on December 4, 2014, at the Encinitas Library Community Room.



In addition, PWSD supports the non-profit Travelling Stories Program, which collects books to create libraries in less fortunate countries around the world. Instead of books, this year Emily Moberly, the founder and president, is asking us to donate prizes. The children earn Book Bucks for every book they read, and they can spend them on prizes. She has asked for donations and suggests full size basketballs, volleyballs, soccer balls, footballs, Nerf balls, Legos, Packs of Yu-Gi-Oh Cards, Rainbow Loom kits, Skateboards, Friendship Bracelet Makers, board games, water guns, bubbles, jump ropes, craft sets, notebooks or journals, hats, sunglasses, markers/crayons, paint sets, and more. We'll have a box to collect your donations.

We'd love to see you there, and please bring a friend or more—this party is an opportunity for members and potential members to meet and enjoy an evening of schmoozing and networking. Food and libations will be available, along with a lot of really good company!

**Remember, there is no November meeting.**

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For more information  
or to volunteer,  
Contact Glenna Bloemen at  
[gab11853@aol.com](mailto: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](mailto:lauren@impress-express.com)



**By Karla Olson**  
**President, Publishers & Writers of San Diego**

What a year it's been for PWSD! It started with Thom Kephart from CreateSpace, helping us focus on achieving our New Year's resolutions to get our books published. It ended with Dan Poynter's sage advice on how to market your books to your specific niche audience. In between, we learned how to market on and off the Internet, how to promote, and how to turn our books into audiobooks. Thank you to all our wonderful speakers, who so generously shared their knowledge and experience.

Now it is time to celebrate, not only a great year in publishing, but 20 years of fellowship, networking, and learning. Please join us for the annual PWSD Holiday Celebration, this year made extra special as it marks a milestone in our organization's history.

The party will be held on Thursday evening, December 4, in the Community Room at the Encinitas Library. It is appropriate that we go back to what was our home for many years. And please remember that this party is our gift to you. It is absolutely FREE, and we encourage you to bring friends, anyone interested in joining us on the exciting journey into book publishing.

Please bring yourself, a friend, and a copy of your book, if you have one. We'll have a table for display, and if you care to participate, a book exchange.

In addition, we will support the non-profit Travelling Stories, which collects books to create libraries in less fortunate countries around the world. Instead of books, this year Emily Moberly, the founder and president, is asking us to donate prizes. The kids earn Book Bucks for every book they read, and they can spend them on prizes. See suggestions on page 1 of this newsletter.

So please join us to celebrate the holidays and our publishing accomplishments in 2014 and our plans for 2015.

**NOTE: The Annual Holiday Celebration is at the Encinitas Library.**

By the way, there's no better time than now to join PWSD for \$37 per year, which you will recover if you attend only 4 out of our 10 meetings per year. For information on the benefits of membership and to join, please visit [publisherswriters.org](http://publisherswriters.org).

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And here's a reminder to all members that you must submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will 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](mailto: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 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.

One final announcement: We've opened an affiliate in Riverside, Publishers and Writers of the Inland Empire. Please spread the word to your writer (and not writer) friends in the Riverside and Lake Arrowhead and San Bernardino areas. We are excited to extend our networking and publishing education to the Inland Empire. For more information, please visit [publisherswritersinlandempire.org](http://publisherswritersinlandempire.org).



*Read Local*



Our next Read Local San Diego event is the Holiday Festival in Encinitas on Sunday, November 23. Be sure to visit [www.readlocal.org](http://www.readlocal.org) to sign up for the newsletter so you don't miss other opportunities.

While you are 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 if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.

**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)  
and let us know you like us!**



## 📖 The First Three Things You Should Do with the Goodreads Author Program

### 1. Claim your Goodreads Author profile.

This is the first step to take control of your profile, promote your work, and connect with readers. Scroll to the bottom of your author profile page. Click “Is this you? Let us know” to send a request.

### 2. Set up and edit your profile.

The five fundamental things to do here:

- Add a bio to tell readers about yourself.
- Upload an official author photo.
- Add your Twitter username.
- Create or import a blog.
- Ensure your book metadata is correct. (If it isn't, email us [at support@goodreads.com](mailto:at support@goodreads.com)).

### 3. Visit your author dashboard.

This is your home base for your entire author program needs—stats, widgets, giveaways, advertising, how-to pages, groups, and more. Check in on this weekly.

## 📖 Three Ways to Immediately Promote Your Books

1. **Take questions** from readers by enabling the *Ask the Author* module on the dashboard.
2. **Schedule a giveaway** to drive awareness of your book.
3. **Join a group** that interests you and start connecting with readers. Be sure to join as a reader and not simply to talk about your book.

## 📖 Three Tips on How to Have a Great Goodreads Experience

1. **Invite friends to join you on Goodreads.** Use the import tool to find people you already know from Facebook, Gmail, Yahoo, and more.
2. **Talk about books** (and not just your own!). Participate as a reader in groups and conversations that interest you.
3. **Be gracious** to your fans. Do not harass or spam them with repeated private messages.

## 📖 Read These Three Resources

1. **Help link:** [http://www.goodreads.com/help/list/author\\_program](http://www.goodreads.com/help/list/author_program)
2. **How-to link:** <http://www.goodreads.com/author/how to>
3. **Guidelines link:** <http://www.goodreads.com/author/guidelines>

## 📖 Still Have Questions About the Goodreads Program?

Contact Cynthia Shannon at [cshannon@goodreads.com](mailto:cshannon@goodreads.com)



## Member Profile



### **Janet Larson, M.S.**

*My Diary Unlocked LLC*  
San Diego, CA

858-775-5508

[janet@mydiaryunlocked.com](mailto:janet@mydiaryunlocked.com)

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

**PWM:** What aspect of publishing or writing are you involved or interested in?

**Janet:** I just launched my first book that I've been writing full-time for the past five years. It's called *My Diary Unlocked: Stories of Teen Girls Heal the Inner Adolescent of Our Soul*. I'm passionate about sharing my journey from a place and time filled with feelings of unworthiness and self-doubt to a place where I feel the richness of life and all it has to offer.

**PWM:** What first attracted you to writing?

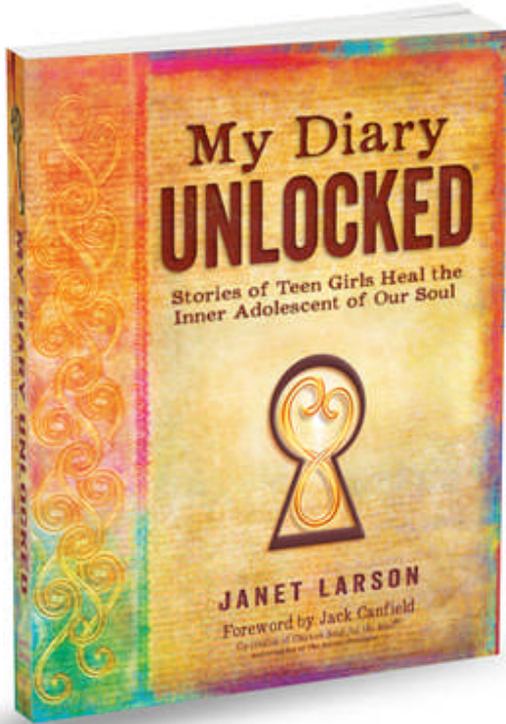
**Janet:** My inspiration was a deeply personal one. In my teenage years, I had all the outer appearances of what you'd expect a happy teen girl to have. I was a drill team member and Student Council representative, and I filled my spare time with dates and piano recitals. On the inside, I had very low self-esteem. I went through my own proverbial dark night of the soul, experiencing an unwanted pregnancy and suicidal thoughts. Through my willingness to face the fears and my courage to overcome them, I emerged with a compelling story to share—with the unique twist of using my diary entries penned along the way to chart my course. Realizing I was not alone, I invited women from around the country to share entries they had written during their own teen years on issues affecting their self-esteem and sense of self-worth. I understood the power of such writing, not only because teenage girls epitomize the dramas, and sometimes traumas, we experience in life, but also because what happens at that crucial and pivotal stage of life—nothing short of developing our identity that affects the trajectory of our lives—too often results in limitations or wounds we carry into adulthood. That is why my book is written on two levels: It's for parents and teen girls, but also for people living their lives with limitations on their true potential.

**PWM:** Did you previously have any related writing experiences?

**Janet:** My previous writing experience was more in the business world. I created and published salary surveys and employee motivation studies in the field of Human Resources.

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

**Janet:** I've been a member going on five years, and am grateful to have found this tremendous resource from which to learn and grow my way through this crazy and ever-changing world of book publishing. I've made friends, I've been directed to resources I never knew existed, and I've learned the nuts and bolts about getting my book out of my head and into the world. For example, a few years ago, after Arielle Ford spoke at the meeting, I chatted with her about my project and she introduced me to Danielle Dorman, who became my editor—and I can't imagine having finished this book without her.



**PWM:** What are you working on now?

**Janet:** Right now I'm working on designing a companion workbook and workshop that will culminate in an e-course that guides others to explore and lift the fog of limiting beliefs they may have bought into in their teen years—beliefs that may still be scripting their lives. These resources encourage readers and participants to embrace the twists and turns of life while accessing the transformational tool I call the "Freeing Your BEING Compass," presented in *My Diary Unlocked* as a guiding force for everyone in search of a more meaningful life.

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

**Janet:** Take time to be still enough for the voice that inspired you in the first place to write all that you are inspired to share with others. That stillness creates the vacuum necessary for all the resources and insights, meetings, and alliances you need to make your dreams come true. In that sense, you will be—as I call it in my book—Freeing Your BEING!

**“PWSD Likes Facebook!”**

**[Visit us on Facebook today](#)  
and let us know you like us!**



## 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](http://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](http://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](mailto: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](http://www.ibpa-online.org)), Small Publishers Association of North America ([www.spannet.org](http://www.spannet.org)), and Small Publishers, Artists, and Writers Network ([www.spawn.org](http://www.spawn.org));
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup ([www.groups.yahoo.com](http://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**



**“Books to Film”**: Part of a Dinner Series for Authors by **AuthorPreneurs™**

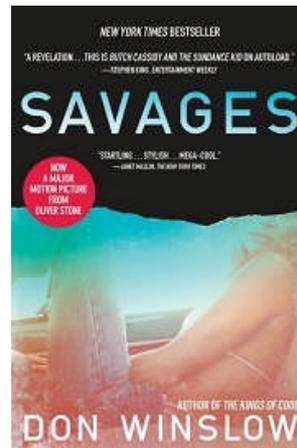
An **AuthorPreneurism** Event *for writers and authors*

Thursday, December 4, 2014, 6:00–9:00 p.m.

Real Office Centers, 4225 Executive Square, Suite 600, La Jolla, CA 92037



**Don Winslow,  
Guest Speaker**



**Cost**

**\$25 per person** includes dinner, event, networking, and a FREE book to first 50 to register AND attend! (See Registration Details for more information.)

**About the Event**

Please join us for dinner with *New York Times* bestselling author Don Winslow at the next event in our exciting new program for published authors and serious writers in SoCal.

Don Winslow's book *Savages* was voted a top ten book of 2010 by the *New York Times*, the *Los Angeles Times*, *Entertainment Weekly*, the *Chicago Sun Times*, and Stephen King.

Currently in movie production with director Oliver Stone, Don is well-versed to share the experience of books to film. It's a discussion you won't want to miss.

**Registration Details**

***Seating is limited, so you are encouraged to register early.***

The first 50 to sign up will receive a FREE autographed copy of Don's book, *Savages*. In order to receive a free copy, you must be in attendance at the event. Cancellations not received within 72 hours of the event are not refundable. All cancellations will result in forfeiture of the free book. Limit one free book per household of writers who attend the event. This event is open *only* to serious writers and published authors.

**Reservations**

Contact Authorpreneurs™ at <http://www.adventuresbythebook.com/socalauthoracademy/monthly-dinner-series-with-nyt-bestselling-author-don-winslow/>



## 31st Annual SDSU Writers' Conference

Friday through Sunday, January 23–25, 2015  
San Diego Marriott Mission Valley, San Diego, CA

**Learn How to Hone Your Craft, Develop a Proposal, Find an Agent, and Navigate the Industry!** Now in its 31st year, the SDSU Writers' Conference has launched the careers of numerous writers who are now published authors. Attendees can shave years off the learning curve on both their skills and their strategy for getting published, via author and agent panels, workshops, and direct feedback on their writing. The three-day conference also affords numerous opportunities for networking. Each year, more than 300 attendees come from all over the U.S. and as far away as Japan, South America, and Switzerland, to pursue their dreams. Please join us. **Registration Opens Oct. 1, 2014.**

### Cost

- **Early-Bird Special Pricing** until January 6, 2015: \$399
- **Regular Pricing** January 7–21, 2015: \$435
- **At the Door:** \$500 (if space allows)

### Keynote Speaker

- **Chip MacGregor**, Literary Agent and President of MacGregor Literary Inc., a full-service, West Coast literary agency.

### Special Guests

- **Anne Rice**, *New York Times* bestselling author. Her first novel, *Interview with the Vampire*, was published in 1976 and has gone on to become one of the best-selling novels of all time.
- **Christopher Rice**, *New York Times* bestselling author. His first novel, *A Density of Souls*, was published when he was just 22, and by age 30, Rice had published four *New York Times* best-selling thrillers.

### Times:

*Friday: 12:30 to 9:00 p.m.*

Check-in and registration table open 12:30–5:00 p.m.  
No-host mixer 5:00–7:00 p.m.  
Night owl 7:00–9:00 p.m.

*Saturday: 7:30 a.m. to 6:00 p.m.*

Check-in and registration table open 7:30 a.m.  
Reception 5:00–6:00 p.m.

*Sunday: 7:30 a.m. to 12:00 p.m.*

**Venue:** SDSU College of Extended Studies  
5250 Campanile Drive, San Diego CA 92182-1925  
(619) 594-3946

**More Info:** [sdsuwritersconference@mail.sdsu.edu](mailto:sdsuwritersconference@mail.sdsu.edu)  
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## San Diego Public Library's 49<sup>th</sup> Annual Local Author Exhibit

**Entire Month of February 2015; Registration and Book-Submittal Deadline: November 30, 2014**

The San Diego Public Library's 49th Annual Local Author Exhibit is nearing and the library is calling its resident authors for submissions. If your book or eBook was originally published in 2014, the library would like to display it in the exhibit, which will run the entire month of February 2015 in the beautiful San Diego Central Library at Joan Irwin Jacobs Common.

For information and to register for this event, please visit the [San Diego Local Author](#) webpage (also accessible from the San Diego Public Library's website, [www.sandiegolibrary.org](http://www.sandiegolibrary.org), under the PROGRAMS & EVENTS tab). Please note that there are two registration forms: one for print books and one *only* for eBooks. If your book is in both formats, register/submit the print version only. Please mail your book to: SAN DIEGO PUBLIC LIBRARY, ATTN: RACHEL ESGUERRA, 330 PARK BLVD, SAN DIEGO, CA 92101-7416.

Authors submitting a hardcopy book will not receive official email confirmation until both the registration and book are received and processed. Authors submitting an eBook must register first to receive an email confirmation with information on how to submit an image of your book cover for display purposes. Please allow up to two weeks to receive confirmation. **Last day to register and submit your book is Sunday, November 30, 2014. ONLY ONE TITLE MAY BE REGISTERED PER AUTHOR - NO EXCEPTIONS.**

All submissions to the Local Author Exhibit become gifts to the San Diego Public Library for possible inclusion in the collection. Qualified participants will be invited to an exclusive Local Author event to kick off the exhibit. Be sure to add [resguerra@sandiego.gov](mailto:resguerra@sandiego.gov) to your contacts so that further correspondence does not end up in your junk mail.

Please share this message with your author friends and like the [SDPL Central Library Facebook page](http://www.facebook.com/pages/SDPL-Central-Library/134245953252231) (<http://www.facebook.com/pages/SDPL-Central-Library/134245953252231>).

For more information or if you have any questions or comments, contact Rachel Esguerra, Local Author Exhibit Assistant, 619-236-5841 or [resguerra@sandiego.gov](mailto:resguerra@sandiego.gov)



## February 13–16, 2015, in San Diego, California Southern California Writer's Conference

SCWC SD29 Pre-registration opened August 1, 2014. The SCWC winter conference will again 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.



## IBPA'S Publishing University April 10–11, 2015

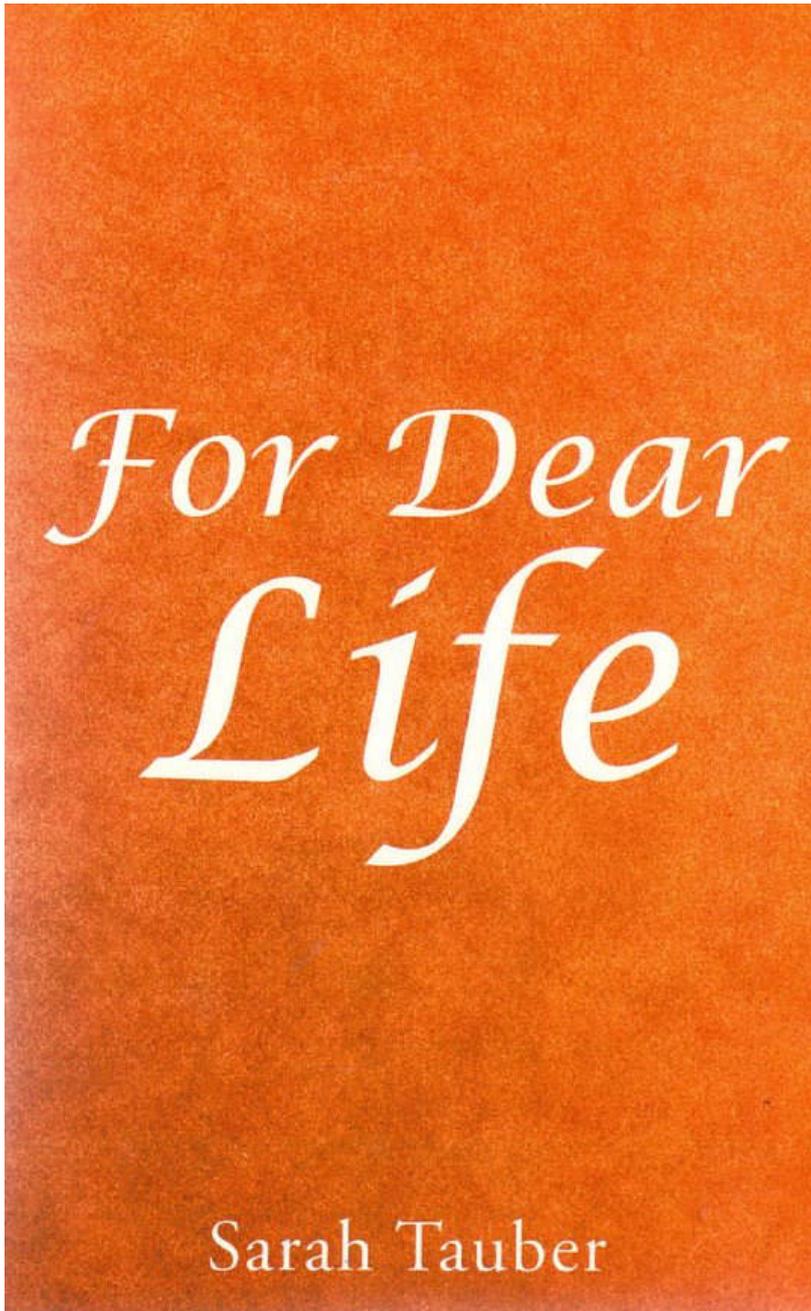
**Sheraton Austin Hotel at the Capitol  
701 East 11th Street, Austin, Texas 78701**

We're headed to the Austin, Texas, for IBPA Publishing University 2015! As always, IBPA's [Publishing University 2015](#) will bring you information-packed seminars developed and led by industry leaders. Join us in Austin, Texas, for experiential workshops, enlightening lectures, and the always popular Ask the Experts program! More Information: [ibpapublishinguniversity.com](http://ibpapublishinguniversity.com)



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 reach at 619-743-5192. Books will be returned after the review is published. If you have any questions, email her at [gab11853@aol.com](mailto:gab11853@aol.com).

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## ***For Dear Life***

**By Sarah Tauber**

Promise and hope of a happy married life soon turns into a nightmare created from poor choices that Sarah Tauber will carry with her the rest of her life.

In her book *For Dear Life*, Sarah shares her experience as a young woman who made poor choses while living in Tehran, Iran, for two years. As a young, bored wife married to a workaholic computer geek who had little or no time for her, she chose to have an affair that would cost her dearly.

Based on her journals, Sarah Tauber tells her nightmare experiences of the breakdown of a marriage and the breakdown of status in a foreign county. Culture clash, people clash, and social stigma brand her. Yet she survives the threat of criminal court and an attempted kidnapping of her son.

Published by XlibrisUS, 2013. Paperback, 132 pp. ISBN 978-1-4931-4894-3. Retails on Amazon for \$23.98 and Kindle for \$3.99.

*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](http://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](mailto:gab11853@aol.com).

If you'd like to appear in the newsletter's **member profile**, Contact Jed Lewis at [publisher@laughingfire.com](mailto:publisher@laughingfire.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](mailto: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!**

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