



Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

January 2015

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**Publishers & Writers of San Diego (PWSD)** is a professional association of the San Diego publishing community, with new chapters forming in other parts of Southern California, too. 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**

\$47/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 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).

**Date:** Saturday, January 31, 2015  
**Time:** 10:00 a.m. – 12:00 Noon  
**Location:** Carlsbad Dove Library  
1775 Dove Lane  
Carlsbad, CA  
**Topic:** Best Practices for Ebook Publishing  
**Speaker:** Mark Coker, Smashwords

At our first meeting of 2015, Mark Coker will share 16 best practices of the most successful self-published ebook authors.

Learn how to self-publish with pride and professionalism. Learn simple, yet important strategies that will make your book more accessible, more discoverable and more desirable to readers. The session draws upon the best practices advice contained in Mark Coker's free ebook, *The Secrets to Ebook Publishing Success*, and includes new insights not covered in the book.



**About the presenter:** Based in Los Gatos, California, Mark Coker founded Smashwords in 2008 to make it fast, free, and easy for authors to publish and distribute an ebook.

Today, Smashwords has grown to become the world's largest distributor of self-published ebooks. 100,000 authors and small independent presses around the world publish and distribute over 300,000 books with Smashwords. Smashwords distributes globally to Apple iBooks, Barnes & Noble, Kobo, Scribd, Oyster, OverDrive, and Baker & Taylor Axis 360. Mark's three books about ebook publishing best practices—*The Smashwords Style Guide*, *The Smashwords Book Marketing Guide*, and *The Secrets to Ebook Publishing Success*—have been downloaded over 700,000 times and are considered essential reference guides for professional indie authors.

You can Follow Mark on Twitter @markcoker, read his blogs at <http://blog.smashwords.com>, and watch for his Huffington Post's Books section contributions at <http://huffingtonpost.com/mark-coker>.

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**STILL LOOKING FOR A NEW  
CONTENT COORDINATOR!  
WILL YOU HELP?**

**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**

Happy New Year! I've got a good feeling about 2015, our 21<sup>st</sup> year. Lots of terrific things are going to happen this year, both in PWSD and in the publishing business. I just have a really excited feeling about this upcoming year. I hope you all do, too.

We had a very fun party to celebrate our accomplishments in publishing. Thanks again to all who helped (Simone, you especially, and to Robbie, too), and to Bob Goodman and Paulette Ensign for joining us to commemorate 20 years of publishing comradery.

Check the website for a super schedule of speakers for the upcoming year. We start off with a bang when Mark Coker, president of Smashwords, comes to speak with us on January 31. He's working at the cutting edge of ebook publishing and will share with us his advice for being as successful as possible.

In February, Keith Ogorek from Author Solutions will share with us his view of the Four Paths to Publishing. The following months will welcome back Barbara Drizin, who will share an easy, DIY way to make the all-important book trailer; in April, Jennifer Coburn will share her success secrets for getting media coverage for you and your book. In the future we have Robin Cutler from Ingram Spark, Marika Flatt from PR by the Book, and Kim Anderson from the social reading site, The Reading Room. And believe it or not, there are even more exciting programs in the works.

As you all know, securing a space for our ever-growing meetings is one of our biggest challenges. Because of this, it is time that we raised our yearly dues to \$47 per year. This is still one of the most economical memberships available, and our members' meeting fee will stay the same. We'll honor the \$37 fee through January, so make sure you renew before the end of the month or at the next meeting.

Other exciting news: We're starting an Orange County chapter! Several Orange County members approached us, wanting the same great networking and advice. We're getting the details down right now, so please check [www.publisherswritersorangecounty.org](http://www.publisherswritersorangecounty.org) (soon to be an active page) to find out more We hope to have our first meeting on March 21.

Publishers and Writers of the Inland Empire is on hold for January, but we hope to have a program in place for February or March. If you are interested, please check [www.publisherswritersinlandempire.org](http://www.publisherswritersinlandempire.org).

And of course, if you are a member of one group, you will receive the members' meeting fee for any of the locations. We hope you will attend them all!

*Continued from previous page*

As I said, there's lots of exciting energy in 2015!

Reminder to members: 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 a 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.



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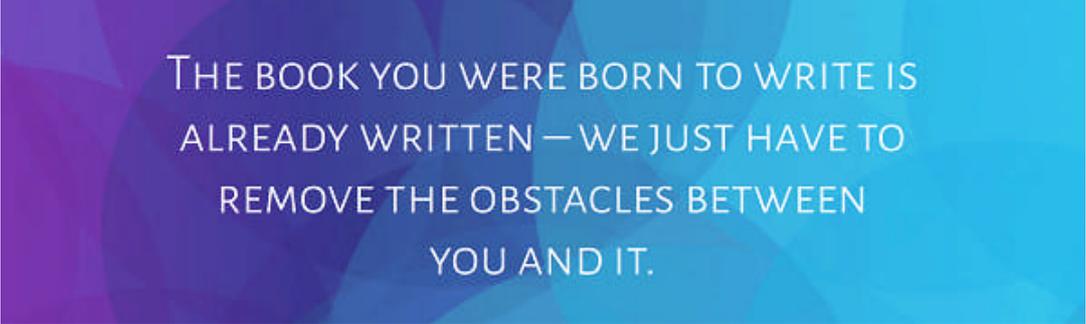


## 6 Mistakes Beginning Authors Make and How to Avoid Them

By Angela Lauria of *The Author Incubator*

*Posted by the Author on November 19, 2014;*

*Reprinted with Permission*



THE BOOK YOU WERE BORN TO WRITE IS  
ALREADY WRITTEN – WE JUST HAVE TO  
REMOVE THE OBSTACLES BETWEEN  
YOU AND IT.

My friend Sandy just posted her book cover to her forthcoming book on Facebook and I thought, “Shoot! I wish she’d talked to me before she did that cover.” The cover looks great, but there are a few tweaks she can make to make it so much better. Luckily there is still time! For some authors that’s not the case.

There are so many little mistakes first time authors can make. Here are a few of the ones I see the most often. In my [Your Delicious Book program](#) we make sure our new authors are successful by making sure they don’t get caught up by these classic pitfalls:

1. **Failing to determine who your ideal reader is, and if/where they buy books.** Many authors try to make their book appeal to as many people possible. It seems logical. And yet more specific books tend to sell more copies and reach more people. Be specific about who you want to help and what you want to help them with.
2. **Writing what you want to write, as opposed to what your market wants to read.** One of the exercises I do with my [Your Delicious Book](#) clients is to get them to “get into character” as their ideal reader and get really honest about what messages they are ready to hear. You have to meet your reader where they are. Yes, I know you have found the answer, but your reader needs to make sure you understand the problem before they give your solution a try.
3. **Not understanding the difference between traditional publishing and self-publishing.** This problem kills me. So few authors understand the differences between traditional and self-publishing and they don’t even know about the options in between. That’s why we have an entire class on this topic. You need to know what your options are before you pick a publishing approach.
4. **Believing if you write it, readers will follow or that marketing happens after a book is written.** You have to plan the marketing of your book far in advance of writing the actual book. In fact actually writing the book is probably only 10% of the job of being an author. No publisher or publicist will ever be able to promote your book the way you can.

5. **Thinking you don't need an editor.** Editors provide feedback, sharpen the focus, and turn an already strong piece of writing into a stellar piece of writing. While you might have a great story to tell or have incredible information to share with the world, you also might struggle with getting the words out of your head. Or, perhaps you're talented at outlining your overall concepts, but you need some help fleshing out the ideas, or finessing the language to make it as clear and compelling as possible. These issues are nothing to be ashamed of — but they are signs that you will definitely benefit from working with a qualified editor.
6. **Designing your own cover—or having a friend design it for you.** A lot of first-time, self-published authors, in an attempt to conserve money, forgo the investment in a graphic designer with book cover expertise. This is a *huge* mistake. The prime real estate for promoting a book is your cover. You need to work with a pro.

There is a ton more we cover in [Your Delicious Book program](#), including how to pick a topic to write about, how to write an outline, how to differentiate your book from the others on similar topics, and a lot more. Best of all, this is a program that just teaches you how to write a book that makes a difference.

**There's still time to participate in my next [Your Delicious Book program](#).** You can find all the details here: [www.FinishYourFirstBook.com](http://www.FinishYourFirstBook.com). Together, we can change the world, one book at a time. I really want you in that equation.

Love, Light, & Visits from the Muses,



Angela

*P.S. Bored by websites describing a program? I'd be happy to just jump on the phone and walk you through it. You can set up an appointment by clicking the Apply Now button or just go straight to my calendar to find a time where we can talk – <https://authorincubator.acuityscheduling.com/schedule.php?calendarID=95948>.*



## Helen Pruden Kaufmann

Del Mar, CA

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



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

**Helen:** I recently wrote and published *White Gloves and Collards: A Memoir* and have been amazed by how much I've enjoyed ALL aspects of writing/publishing. Having worked as a writer and editor for educational organizations, I knew I liked to put words on paper and polish the words of others. But I had no idea that publishing independently and marketing my own work would be so intellectually challenging and fun.

**PWM:** What first attracted you to independent publishing?

**Helen:** I have to say that it was PWSD that piqued my interest in independent publishing. The more I learned about the industry, the more excited I became about pursuing my own entrepreneurial adventure.

**PWM:** Did you previously have any related experience in writing and publishing?

**Helen:** Before writing and publishing *White Gloves and Collards*, I did writing and editorial work for the Martin Luther King, Jr. Papers Project at Stanford. I've also written and published newsletters and annual reports for Joint Venture Silicon Valley, the Santa Clara County Office of Education, and the METCO public school desegregation program in the Boston area.

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

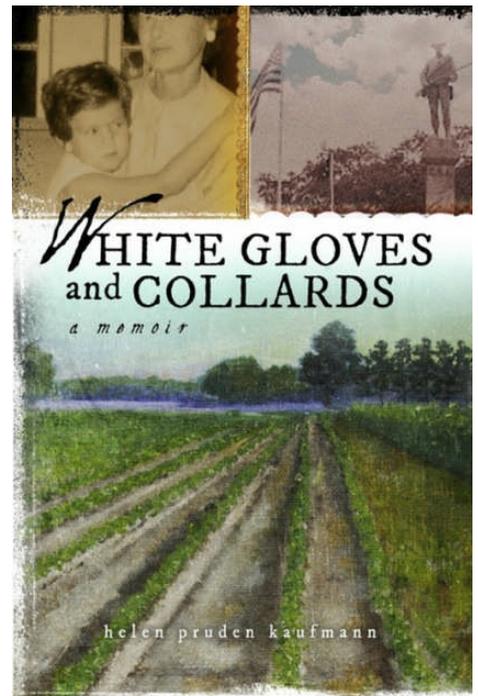
**Helen:** During the five or so years that I've been a member of PWSD, Not only have I learned volumes about the independent publishing business, but I have also been inspired by the amazing talent and resourcefulness of the membership. I walk away from each meeting with a head full of useful information from the speakers and energy from my fellow members.

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

**Helen:** I'm currently marketing the audio version of my book, which I recently published through audible.com.

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

**Helen:** My advice is to enjoy the experience of being a writer and/or publisher and to take advantage of all the doors that are opened to you.



## 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**



## 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.

### Cost:

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

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).



## California Crime Writers Conference 2015 June 6 & 7, 2015 (Saturday & Sunday)

**DoubleTree by Hilton Hotel Los Angeles–Westside, 6161 W. Centinela Ave., Culver City, CA**

Sisters in Crime/Los Angeles and SoCal Mystery Writers of America welcome aspiring writers and established authors to mingle with agents, editors, publishers and your peers for the latest inside information on publishing and self-publishing, to hone your skills, and to revitalize your creative juices at the California Crime Writers Conference 2015. Special keynote speakers Charlene Harris (*right*) on Saturday, and Anne Perry (*lower right*) on Sunday. Join us in sunny Culver City for a conference that will heat up your writing and beef up your publishing and marketing plan. CCWC is only held every other year and is capped at 200 attendees to keep it intimate, so register early. Previous conferences have sold **out**.



### Registration:

Complete the online registration form at <http://www.ccwconference.org/> to pay online by PayPal.com, or print, complete, and mail PDF registration form (check payable to Sisters in Crime Los Angeles CCWC) to Sisters in Crime/LA, 1107 Fair Oaks Avenue, PMB 338, South Pasadena, CA 91030

### Costs:

- Early bird registration through Jan 31, 2015: \$265
- Registration Feb 1, 2015 - Apr 30, 2015: \$300
- Registration May 1, 2015 - May 31, 2015: \$335 (online and main-in registration closes May 31; mailed registrations also must be received by then)
- On-site registration (meal choice cannot be guaranteed): \$350
- Manuscript critique (5 double-spaced pages): \$50 (manuscript submission must be received by May 1, 2015; submission instructions will be sent prior to the conference)



### More Information and Cancellation Policy:

Visit <http://www.ccwconference.org/>



## **Western Writers of America Convention**

**June 23-27, 2015**

**Sacramento, California**

Visit <http://www.westernwriters.org/>



## **Romance Writers of America Annual Conference**

**July 22-25, 2015**

**New York City**

Visit <http://www.rwa.org/conference>



## **Book Passage Mystery Writers Conference**

**July 23-26, 2015 –**

**Corte Madera, California**

Visit <http://bookpassage.com/mystery-writers-conference>



## **Southern California Writers' Conference, A Weekend for Words**

**Sept. 25-27, 2015**

**Newport Beach, California**

Visit <http://www.writersconference.com/la>



## **Genre-LA Writers' Conference**

**Oct. 17-19, 2014 –**

**Los Angeles Valley College, Van Nuys, California**

Visit [http://www.writersconference.com/genrela/index.html](http://www.writersconference.com/la)



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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](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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**TODAY!**

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