

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

February 2017

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Publishers & Writers of San Diego (PWSD)

is a professional association of the San Diego publishing community, with new chapters such as PWOC 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

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

If you would like to sign up for a **member profile** in this newsletter, contact Sheri McGregor at sherimcgregor@yahoo.com.

Next Meeting: **Saturday, February 25, 2017**
10:00 a.m. – 12:30 p.m.

Location: **Carlsbad Dove Library**
1775 Dove Lane
Carlsbad, CA

Topic: **GETTING TO YES:
Converting Book
Browsers to Book Buyers
in the Age of Overload**

Speaker: **Peter Hildick-Smith**

Getting a book reader to discover, let alone gain deep enough interest in a new book to commit to read it is tough enough—but it's just half the book revenue challenge.

Based on the latest national book buyer data from Codex-Group, less than one-third of books read by regular book buyers generate any publisher, author, retailer, or agent revenue! The majority of those are either borrowed, downloaded for free, or bought used—at best benefiting third-party resellers and their e-commerce agents.

In "Getting to Yes," Codex-Group president and founder Peter Hildick-Smith will share the company's latest findings, mapping today's increasingly complex book buyer journey—from initial book discovery to ultimate conversion to a new book purchase—identifying the obstacles and opportunities this journey presents for renewed industry sales growth, as well as the critical importance of each book's unique message as the gateway to new book readers and buyers.

Peter Hildick-Smith founded Codex-Group in 2004 to help book publishers, retailers, authors, and agents develop consumer-led strategies, platforms and titles—pioneering large sample, quantitative pre-market testing to determine the highest-impact strategies, programs and messaging, *before* launch.



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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



By Karla Olson
President, Publishers & Writers of San Diego

PWSD News

January's speaker, our own **Leann Garms**, shared many great ideas for getting your book noticed by the media, and got us off to a great start for the year. I continue to be amazed and impressed with the talent we have here in our very own community. Check out Leann's website, www.buildbuzzlaunch.com, for a list of her upcoming seminars, which go into even more detail on great marketing for books.

In February, we will welcome **Peter Hildick-Smith of Codex Group**, who works with all the major publishers to fine-tune the way they present their books to consumers. Peter will share his insights about publishing success, gleaned from focus groups and market research. He has conclusions, backed by statistics, that show what readers respond to and what moves them from shop to buy. I've seen Peter speak many times, and his knowledge is key to success. It is a privilege that Peter is coming to San Diego to speak to us.

In March, we will host **Liseth Montecinos from RR Bowker**. Liseth is going to finally untangled all your questions about ISBNs, including what to do if you got a free number from CreateSpace or KDP but wish you hadn't. You really can't afford to miss this session.

In April, **Cevin Bryerman, the publisher of Publishers Weekly**, comes to talk to us about the magazine's changing attitude towards independent and self-publishers, and what he sees for the future of publishing.

I also want to encourage everyone to consider attending **IBPA's Publishing University**, taking place this year in Portland on April 7-8. You can find more information at <http://www.publishinguniversity.org>. This is the best conference for independent publishers. You will meet and glean wisdom from the best in the business and have all your questions answered by "Ask the Experts." Celebrate with the Ben Franklin Award winners, and learn, learn, learn all you can! IBPA has extended a discount to PWSD members. Contact me at karla@publisherswriters.org for the discount code.

There's more in store. That's just the first few months of working together for publishing success.

PWOC meets in the Rotary Room at the City of Orange Library.

Thank you, **Alan Mindell**, for reminding us on February 4 that marketing is fun! Your inspiring "Life Begins at Seventy" theme shows you never know where life might lead. Thank you for sharing your ideas and inspiration. Read the meeting recap on page 5.

In March, **Flora Morris Brown** will share low-cost to no-cost marketing ideas, especially for introverts. That's most of us writers, who always would rather write than market, but we need to remember that the way to support our writing *is* by marketing. Read more about this meeting on page 4.

Continued on next page

President's Message—*continued*

Just a reminder for PWSD members that you may attend PWOC meetings for the member price, \$10 per meeting. It's the same for PWOC members who want to attend PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

PWSD/PWOC Membership

As most of you know our yearly dues are easily affordable at \$47 per year. In addition to the reduced meeting fee, you get a listing in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or by sending a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

Member reminder: You must submit your member bio and headshot to 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, and I will let you know.



Read Local



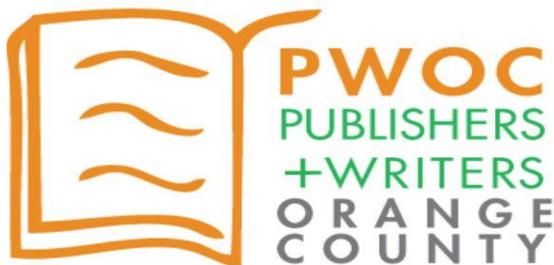
Please visit www.readlocal.org, to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Book sellers, librarians, producers, and event planners have all used the Read 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!**





IN THE OC OR VICINITY?

Come Join Us on the
First Saturday of the Month!

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

Rotary Room, City of Orange Library*
407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

**Always check the meeting announcement
or website to confirm the location.*

www.PublishersWritersOrangeCounty.org

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit www.PublishersWritersOrangeCounty.org and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. **A fun, after-meeting plus:** Whenever you attend our meetings, bring your walking shoes along; weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, al fresco lunch. **Other PWOC questions?** Email Jan Kingaard at jank3345@aol.com. **Remember:** As a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



Low- to No-Cost Ways to Market Your Book, Even if You're an Introvert!

Presented by Flora Morris Brown
Saturday, March 4, 2017

Expecting to sell your book without adequate marketing is like throwing a party without sending out invitations! Experienced authors begin promoting their books as soon as they begin writing, whereas, many first-time authors wait until their books are published before they begin to think about marketing.

Since budget is a concern for all authors alike, smart authors look for low- to no-cost ways to market where possible. If you are in the enviable position of having an unlimited budget, we'll also touch on ways to *not* spend your marketing money.

Create discoverability for your book with ideas that are working for other authors from all genres.

Join author, book coach, and life story facilitator, Flora Morris Brown, as she shares ideas, tips, and strategies that are increasing visibility and building sales for other authors.

Flora Morris Brown is an author and publishing coach. She is also a certified Guided Autobiography Facilitator, one of roughly 300 graduates worldwide of the Birren Center for Autobiographical Studies in Los Angeles, California, through which she helps people recall, tell, document, and appreciate their life stories.

She earned her B.A., M.S, and Ph.D. from the University of Southern California and had a 20-year teaching career is Professor Emeritus from Fullerton College.

She is the author of 12 books, the most recent, *Color Your Life Happy: Create Your Unique Path and Claim the Joy You Deserve*. Then, following the happiness theme, she also published a coloring book for adults.

Visit her website, <http://www.florabrown.com>, to access free downloads and discover how to contact her on social media.



“Promoting Your Book, Developing a Brand, and Creating Ancillary Income”

With Alan Mindell

Accomplished author and marketer extraordinaire Alan Mindell enlightened, educated, and inspired us right from the start at the February meeting. He convinced us that all authors, regardless of our publishing route must take the lead in promoting our books. By developing a brand and energetically seeking speaking gigs and other opportunities there are many ways we can create ancillary income.

Alan’s fun and interactive presentation was punctuated with three keys to our success:

1. We must have fun as we promote.
2. We must not turn down any opportunities that come along.
3. We must always look for ways in which one thing leads to another.

Although Alan is a traditionally published author, he realizes that many indie authors may spend as much as \$15,000 or more publishing their books. To recover this investment we must make money not *from* our books, but *as a result* of our books. Each time we make appearances, whether at street fairs such as those where Read Local participates or speaking to service clubs or teaching classes, we have the chance to present many topics and earn money as a result of our books.

To make this work, it’s critical to develop a brand that’s separate from our books and build upon it. Discover your hidden talents, be creative, and think of unique topics that will fascinate and draw people. No matter the topic, for example, Alan always shows up with his baseball mitt and ball, ready to teach anyone who asks the proper way to throw a knuckleball.

It was after winning four gold medals in the Senior Olympics as a sprinter that he discovered his brand: *Life Begins at Seventy*. Now that he’s in his mid-seventies, it’s clear that many accomplishments and activities fit under his brand, including his novels *The Closer* (with a baseball theme), and *The B Team* (with a horse-racing theme).

By grasping opportunities as they appear, Alan has enjoyed receiving fees and/or sold his books from a wide variety of activities:

- Speaking to senior groups, retirement communities, and schools
- Teaching writing classes
- Conducting tours
- Acting as a master of ceremonies
- Book signing at the race track where they also carried his book in their gift shop (he also happens to be a race-horse owner)

Alan assured us that we don’t have to have the breadth of experiences he has. Using many book promotion ideas, he brainstormed ideas that could build on the expertise of the various authors in attendance. Recognizing that most of us are afraid of stepping outside our book topic and comfort zone, he generously offered to consult with PWOC authors who need help in developing their brand and discovering opportunities. He is available, of course, for speaking engagements. He can be reached by phone at 858-794-4993 or 310-560-5137 or by email at solanabeachalan@yahoo.com.



PWOC’s Scribe this month is Flora Morris Brown, author, publishing coach, and Certified Guided Autobiography Facilitator. She earned a B.A., M.S., and Ph.D. from the University of Southern California and is Professor Emeritus from Fullerton College. She is the author of 12 books, the most recent, Color Your Life Happy: Create Your Unique Path and Claim the Joy You Deserve; then, following the happiness theme, she also published a coloring book for adults. Learn about her workshops and get free downloads at her website, <http://www.florabrown.com>.

IBPA PUBLISHING UNIVERSITY 2017



FRIDAY, APRIL 7 – SATURDAY, APRIL 8, 2017 • PORTLAND, OREGON

Getting Ready for Publishing University

Angela Bole, Chief Executive Officer, IBPA

In just two short months, the independent publishing community will gather in Portland, Oregon, for IBPA's annual Publishing University. The conference is scheduled for April 7–8, 2017, with special pre-conference sessions on April 6, and registration is open at www.publishinguniversity.org. Will you be there?

Of course, there are literally hundreds of book conferences you could attend this year, mostly filled with information that's irrelevant to indie authors and small presses. That's why IBPA created Publishing University. For nearly three decades, Publishing University has been the indie publishing community's must-attend networking and educational event. Why? Because our expert speakers understand how to start, grow, and succeed in publishing's new world... and they can't wait to share what they know with you. So, whether you're looking for introductory learning on new-to-you topics or hunting for strategic approaches to new challenges, Publishing University is the place for you!

Introducing Jane Friedman

In addition to nearly 30 breakout sessions and several half-day intensive workshops, Publishing University will play host to a fun and informative general discussion with keynote speaker Jane Friedman.

Jane has 20 years of experience in the publishing industry, with expertise in digital media strategy for authors and publishers. She's the co-founder and editor of *The Hot Sheet* (www.hotsheetpub.com), the essential publishing industry newsletter for authors, and is the former publisher of *Writer's Digest*. She has been interviewed and featured by NPR, PBS, The Washington Post, the National Press Club, and many other outlets.

In addition to being a columnist with *Publishers Weekly* and a professor with The Great Courses, Jane maintains an award-winning blog for writers at www.JaneFriedman.com (200,000 visits per month). She has delivered keynotes on the digital era of authorship at the San Francisco Writers Conference, The Muse & The Marketplace, and Willamette Writers Conference, among many others. She speaks regularly at industry events such as BookExpo and Digital Book World, and has served on panels with the National Endowment for the Arts and the Creative Work Fund.



Recipients of IBPA's Benjamin Franklin Book Award show off their winning books during the 2016 awards ceremony. The 2017 ceremony is scheduled for April 7, 2017 as part of IBPA's Publishing University in Portland, Oregon.

Continued on next page

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Jane's essays have been published in anthologies by the University of Chicago Press, Seal Press, Milkweed Editions, and McPherson & Co. She has a book forthcoming from the University of Chicago Press, *The Business of Being a Writer* (2017).

A Preview of Other Attractions

In addition to Jane Friedman's address, Publishing University 2017 will host nearly 30 breakout sessions, a special cocktail hour called Literature & Libations, one-on-one consultations with industry experts, a gala book awards program, IBPA's Annual Members Meeting luncheon, and—for the first time anywhere—a screening of the new documentary *Word Slings: The Story of Self-Publishing*. There truly will be something for everyone.

Of course, my door is always open to your thoughts and feedback. Please feel free to e-mail me anytime at angela@ibpa-online.org to let me know how to make your Publishing University experience the best it can be. I remain at your disposal and hope to see you in Portland!

**IBPA
PUBLISHING
UNIVERSITY
2017**

Have newsletter feature articles/ideas? Send them to Glenna Bloemen at gab11853@aol.com.

We are currently seeking feature articles for the upcoming issues of the newsletter. If you've read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna. Thank you for your continued support.

Want to be profiled in the newsletter? Tell Sheri McGregor at sherimcgregor@yahoo.com.

Would you like more exposure to fellow members? One way to do that is to be featured in the Member Profile section of PWSD's monthly newsletter, *Publishers & Writers Monthly*. All you have to do is be an active (read "current") PWSD member, answer six questions in some depth, provide a JPG head shot, and optionally provide one to two JPG images related to your work, such as book covers or book signing events. Getting profiled is an effective way to become better known to your fellow members, especially if you have an upcoming book launch, for example. It's easy to be profiled; just submit your name to Sheri McGregor and let her know you wish to be profiled. We are currently scheduling member profile features for late 2017. Thanks, and let Sheri hear from you soon!

Get found in the directory: Email your bio & headshot to webmaster@publisherswriters.org.

Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olson at karla@publisherswriters.org, and she will let you know.

Save more and learn more: Attend both PWSD & PWOC Meetings at reduced member rates!

Yearly dues are only \$47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. As a member, you save \$10 at every meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 4 or 5) in each newsletter issue.



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you like us!**



Resolve to Make 2017 a Better Year

Brian Feinblum

Blog Post Dated December 23, 2016

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The new year is upon us. Whether your 2016 sucked, was great, or merely ordinary, you'll likely pray for a better year. It's only natural to want more than we have, to aspire higher, to expand our horizons. So what will 2017 look like for you, fellow writers and book editors, promoters, marketers, and publishers?

It all depends on you—what you want, how you perceive things, and what's reasonably attainable given your talents, history, DNA, and drive. Are you going to do what it takes to rise above the norm and challenge yourself? Are you ready to stop accepting rejection, defeat, and living off of scraps? Will you step up to the plate and demand more of yourself?

What goals should you set? How will you go about pursuing them?

Making resolutions is simple. Write down what you hope to accomplish or change. Then list some of the steps you'll take to be successful. It's not merely a wish list—just because you note what you want doesn't mean it'll just come to you. But it is true that if you don't make a plan and a goals list, you'll lack a road map or sense of purpose. Your vision and conviction can drive you to action. Think deeply about what you really want—it's okay to dream beyond your reach—but then ponder how to execute an action plan.

Areas you may want to consider could include:

- Doing more of something you've had success with.
- Doing less of something that's had a lower ROI.
- Seeking out new things and virgin territories.
- Committing to learning new skills.
- Expanding your book marketing efforts.
- Considering collaborating with others—for a fee, trade, or friendly favor.
- Exploring areas you haven't dabbled deeply in, such as social media, speaking, blogging, or networking.

So how can you achieve your goals?

- Set big goals and then break it down into steps or mini-goals.
- Set artificial deadlines or time limits to complete small tasks and steps.
- Evaluate periodically how your efforts are doing. Make changes where necessary.
- Reward yourself for achieving your goals.
- If your circumstances, resources, or needs start to change, adjust your goals accordingly.
- Seek out help—a mentor, therapist, or social support group.

I don't have all of the answers. I'm imperfect. The world is perfectly imbalanced and chaotic. You do your best and keep trying. Never, ever give up on your dreams unless your dreams have changed.

A lot of goals can be reached by looking at time, money, and numbers. Some things are easy to measure:

- More Twitter followers or FB connections.
- An increase in page views of your blog.
- Achieving a certain number of book giveaways.
- Gaining media coverage with a viewership/readership/listenership of a certain size.
- Selling more books.

But some goals are harder to measure or define along the way. Perhaps, the only way you know you're getting closer to your goal and achieving more yesses is to stockpile the no's and turndowns. Life's a numbers game. If you get enough people to reject you it could indicate you are getting closer to a yes. Statistically, the odds favor the one who keeps striking out. Eventually you have to get a hit. Or, with every rejection, you move closer to realizing you haven't a permanent wall and need to change tactics or abandon ship. One way or another, you'll move towards a finite conclusion with the rejections.

Many people wish for a changed world in 2017, but it doesn't happen that way. The media, literary agents, acquisition editors, and consumers don't suddenly change their preferences, habits, or standards. Don't look for them to see the world in a different light—you need to give them what they want or at least present what you have in a way they can appreciate and understand you.

To make 2017 great—or at least better than last year—make a plan, adjust along the way, and keep clawing towards your goals. Work harder, smarter, longer than ever. Build on your assets or advantages and avoid the negatives or weak spots. Make at least one big change and see if it spurs you closer to your dream.

Don't forget to enjoy the journey. Have fun. You could be on your way to bigger and better things. Playing with words, ideas, and passions is what it's all about. You are here to help others—whether to inspire, inform, enlighten, or entertain. Your book is a gift to the world—now let the planet know about it!

Have a happy and healthy 2017!

Brian Feinblum is the author of the popular blog, [BookMarketingBuzzBlog](http://blog.bookmarketingbuzz.com), named one of the best book marketing blogs by Book Baby <http://blog.bookbaby.com/2013/09/the-best-book-marketing-blogs>. His blog is dedicated to covering the worlds of book publishing and the news media, revealing creative ideas, practical strategies, interesting stories, and provocative opinions; along the way, you'll discover savvy but entertaining insights on book marketing, public relations, branding, and advertising from a veteran of two decades in the industry of book publishing publicity and marketing.

You can follow Brian on Twitter @theprexpert and email him at brianfeinblum@gmail.com. He feels more important when discussed in the third-person. Born and raised in Brooklyn, Brian now resides in Westchester. Named one of the best book marketing blogs by Book Baby <http://blog.bookbaby.com/2013/09/the-best-book-marketing-blogs>.





Sebrina Dunston
Author/Writer

Till I Want No More

San Diego, CA

Website: sebrinadunston.com

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

Sebrina: Currently, my writing style involves fictional stories in romance and suspense/thriller.

PWM: What first attracted you to writing?

Sebrina: In 2002, an unexpected situation occurred which I little knew would culminate into a “real” story.

PWM: Did you previously have related experience in writing?

Sebrina: I published an article in 2003 titled: “Adesemi Telecommunications,” *IMC Review: Journal of Integrated Marketing Communications*. The article focused on analyzing the failure of American entrepreneurs who seek to establish businesses in emerging-market countries.

Additionally, in 2013 I defended my dissertation, titled “Are Arizona Companies Placing Themselves at Undue Risk Due to Their Internet Usage Policies and Procedures?” The research examined the degree to which employee Internet abuse was consistent with those policies and procedures of the same organization for substance abuse, and within certain organizations that were studied.

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

Sebrina: I joined PWSD in April 2016 because I thought the organization could help me build a networking platform, providing the exposure necessary to launch my book project. The monthly meetings have provided the marketing tools I can use to enhance my book presence.

PWM: What are you working on now?

Sebrina: It is incumbent upon me to explore the most effective methods possible to get my book sold.

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

Sebrina: Taking a passage from my manuscript, “In order to be strong, you have to pick up something heavy.” This might be your something heavy; overcome the challenge by moving forward with conviction and persistence.



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 & 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 announcement at top of this newsletter page for details.)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held for PWSD the first 10 months of the year (usually on the last Saturday) and, for PWOC, on the first Saturday (except on holiday weekends)—both offering 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;
- **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);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate**, a \$10 savings each meeting, compared to the non-member meeting rate of \$20!

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



2017 Events Calendar

Have an event/resource to report to the publishing and writing community?

Send your information to

Newsletter Editor Glenna Bloemen at gab11853@aol.com

Working with Copyeditors and Proofreaders: Why, How, and When **March 18, 2017, 2:00–4:30 p.m. (FREE Presentation)**

Rancho Santa Margarita Library, 30902 La Promesa, Rancho Santa Margarita, CA

At the regular meeting of author reading and support group Writers4Writers, Lynette M. Smith will share what writers most want to know about working with copyeditors and proofreaders—and for that matter, what the difference is—and will offer answers to your own burning questions. Take notes: You'll come away with smarter, more cost-effective ways to work with these important advocates for your story or message! Lynette has owned and operated [All My Best Copyediting](#) and [Heartfelt Publishing](#) since 2004 and specializes in working with book authors. She is the indie-author of the Amazon best-seller handbook for authors, proofreaders, and designers, *80 Common Layout Errors to Flag When Proofreading Book Interiors*, and the award-winning comprehensive reference book, *How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special*. Discount copies of both will be available on site (cash or check only). For more meeting information, contact Writers4Writers founder, Penny S. Tee, at penny@pennystee.com.

California Dreamin' Conference

March 24–26, 2017

Embassy Suites, 900 East Birch Street, Brea, CA

The next California Dreamin' Conference will feature keynote speakers Robyn Carr and Sarah MacLean. In addition, the conference will have a Book Camp with Debra Dixon, an Agent & Editor Panel, critique sessions, and workshops. For more information, go to: <http://caldreaminwriters.com/>.

IPBA Publishing University

April 7–8, 2017

The Historic Benson Hotel, 309 Southwest Broadway, Portland, OR

For nearly three decades, IPBA's Publishing University has been the indie publishing community's must-attend networking and educational event. Their expert speakers understand how to start, grow, and succeed in publishing's new world... and they can't wait to share what they know with you! For more information, go to <http://www.publishinguniversity.org>. Also, read more on pages 6–7 of this newsletter.

La Jolla Writer's Conference

October 27–29, 2017

Hyatt Regency, La Jolla CA

Whether you are an aspiring author who has yet to put pen to paper, someone intent on writing a book to augment your business, a writer on the cusp of submitting to agents, or someone who wants to know more about the different and ever-evolving methods of publication, the La Jolla Writer's Conference is the place for you. For over a decade, community, intimate classes, personalized attention, ambiance, and a dedicated and outstanding faculty have annually converged to provide an intensive experience where writing becomes habit, habit breeds success, and writers become authors. For more details, contact <http://lajollawritersconference.com>.

From the Editor

If you're an 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 Glenna Bloemen at gab11853@aol.com.

To appear in the newsletter's **member profile**, Contact Sheri McGregor at sherimcgregor@yahoo.com.

Would you like to help out by taking notes at one of our monthly PWSD 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 and OC Writing and Publishing Communities!

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