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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, April 29, 2017
10:00 a.m. – 12:30 p.m.

Location: Carlsbad Dove Library
1775 Dove Lane
Carlsbad, CA

Topic: Insider Observations about Trends in the Publishing Industry

Speaker: Cevin Bryerman

Publisher's Weekly Publisher, Cevin Bryerman, will present his insider observations about the trends in the publishing industry and where the future might lead. In an interview format, he will specifically talk about the growth of the independent movement and how it is affecting the industry. He will highlight best practices for success in the industry, no matter how a book is published, and key factors in getting your book noticed and sold. He will also outline opportunities for books from independent publishers to be reviewed or featured in the magazine, and ways to get your book discovered. He will field your questions about publishing, drawing on his years in the business to offer perspective on where it has been, where it is now, and where it will take us.

Cevin Bryerman is the publisher and executive vice president of Publishers Weekly, the international news platform of the book publishing industry. He has been in the publishing business for more than 25 years, working at the helm of both trade and consumer magazines in strategic planning, business development and strategic partnerships. Over the span of his career, he has worked on many publications, including Boating Industry and Waterway Guides, Library Journal, School Library Journal, Variety, Modern Bride, American Baby, and others. In 2010, Bryerman was named publisher and VP of Publishers Weekly and has championed the magazine's digital expansion and growth of its consumer audience.



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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

Thank you to Lisseth Montecinos from RR Bowker and myidentifiers.com. Finally, someone gave us a clear understanding of the ISBN system, why it is so important, and what information is essential for getting your book out into the world. She answered heaps of questions and even walked us through the process of registering a book. Lisseth took time out from her vacation to present to PWSD, and we are most grateful.

You don't want to miss the **April** meeting. Cevin Bryerman, publisher of *Publishers Weekly*, is coming 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'll be interviewing Cevin, and then we'll open it up to your questions. It is not often that we get to hear from someone so central to the business of publishing, so I encourage you to attend this meeting. *And tell your friends!* Pass along information about our meeting to anyone you know who is interested in publishing, as they really will benefit from this great meeting. I'll see you there!

Carla King, author of *Self Publishing Boot Camp*, has just revised the fourth edition of her best-selling book, and she's launching it at PWSD in **May!** Carla is a font of information about successful independent publishing, so join us! In **June** we welcome Jeniffer Thompson, who will speak on Personal Branding, her favorite topic and one she has been researching and developing for years. **July** is Holly Watson, who has years of book publicity and PR experience working for some of the biggest trade publishers. And **August** is Laurie Starkey, a best-selling, self-published author who knows everything about how to market books.

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

PWOC News

In April, Laurie Gibson, editor extraordinaire, explained the four different levels of editing and focus for each. She discussed how to find the perfect editor for your book, and how to optimize the relationship so it is one of trust and success instead of angst and adversity. Thank you, Laurie, for a great presentation.

In **May**, get the highlights of the fabulous Publishing University 2017 from Geri Santiago, the PWSD scholarship recipient, and her business partner, Dan Primbs. They will share the best they learned on book development, marketing, distribution, and more. See page 4 for details!

Reminder for PWSD members: You may attend PWOC meetings for the member price, \$10 per meeting. It's the same for PWOC members who want to join 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!

Continued on next page

President's Message—*continued*

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

PWSD/PWOC Membership

As most of you know, our yearly dues are only \$47 per year. With membership, 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.

Reminder to members: You must submit your member bio and headshot to webmaster@publisherswriters.org. Our website is 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. Unsure when you should renew? Contact me at karla@publisherswriters.org, and I will let you know.



Read Local

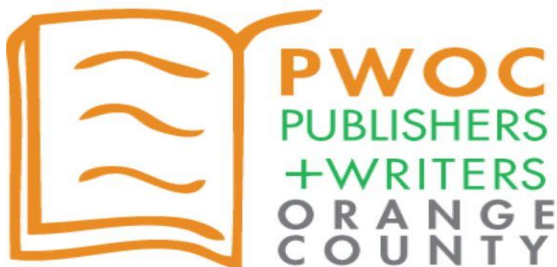


The ever-popular Encinitas Street Fair takes place on April 29 and 30, 2017, just two weeks from now! Earlier, we sent out a notice about signing up for an author-space timeslot, but if you are interested, contact Robbie@bookstudiobooks.com and he will let you know if there are any spaces available.

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 stories 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 and other events. Check it out. Read Local is one of the best marketing deals around.

“PWSD likes Facebook!”
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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, possibly *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!



Publishing University 2017: Cliff Notes from Portland

Presented by Gerri Santiago and Daniel G. Primbs

Saturday, May 6, 2017

Get the highlights of this fabulous conference from Geri Santiago, the PWSD scholarship recipient, and her business partner, Dan Primbs, publishers of Aionios Books. They will share the best they learned on book development, marketing, distribution, and more.



Gerardeen M. Santiago, Ph.D., aka Gerri, brings over twenty-five years of experience from The McGraw-Hill Companies, Worth Publishers (Macmillan Learning), Scholastic Inc., and medical education and communication. She is honored to have been part of the McGraw-Hill team to win CODiE awards for educational web-based books. Gerri earned her Ph.D. in experimental psychology (neuroscience) from Columbia University in the City of New York, while simultaneously jump-starting her career in publishing.



Daniel G. Primbs, an economist and teacher, decided to take his love of books into publishing, focusing on developmental editing and designing aesthetically pleasing and user-friendly e-books.



“Authors and Editors: Butting Heads or Holding Hands?”

With Laurie Gibson

What a beautiful, sunny day it was to shine the light on the relationship between authors and editors. Are you an author? When I hear the word *writer*, I think bright, creative, and brave hearts—willing to splay out their innards for the world to see.

Editor. What adjectives come to your mind? To me, *gratitude* is the first word. How can you not be grateful to someone willing to work with you to make your heartfelt story or article better? And yes, I do acknowledge at times it requires several deep breaths and sometimes Duct tape over my mouth to truly listen, and get beyond my natural defenses.

Laurie Gibson, April’s PWOC speaker, stressed that the relationship between author and editor can and should be filled with collaboration, cooperation, and companionship. Good, honest, and direct communication is the key. During her talk, she delighted us with solutions to our questions for our writers, editors, and publishers attending.

In actuality, an editing team is required to help publish a professional-caliber book. Laurie emphasized the types of editing used by indie-published authors: manuscript review, developmental, line or copy, and proofreading. Although the same editor might have the experience to do all types of editing, she recommended having different editors for the various phases. Once they’ve worked on your writing, they too become so intimate with your words, they can miss errors. You need multiple pairs of eyes.

Having editing experience spanning over 20 years, Laurie believes the relationship is more “holding hands than butting heads.” After all, she said, “People in the editing occupation are there for love, because they love books and stories—it’s a passion. They don’t stumble into the profession by accident; they have to work at it.”

She believes blood-stained slashes on the page often were mistakes made by rookie editors wanting to make their mark. She lamented, what if the manuscript was written by the next Ernest Hemingway or J. K. Rowling? Were those missing commas worth the potential psychological damage? Conscious of authors’ sensitivities, she uses a purple pen rather than a red one. Speaking of purple, Laurie was the proofreader for *The Color Purple* by Alice Walker. Laurie has edited 200 books requiring the various types of editing discussed in this recap, and Karla Olson, PWSD’s president, calls her “the *best*.” If that’s not enough of a recommendation, I don’t know what is. By the way, Laurie can be reached through her LinkedIn Profile at <https://www.linkedin.com/in/laurie-gibson-a6b2645>.



Another book Laurie worked on was *The Dining Car* by Eric Peterson. When describing the book, Laurie told us it made her laugh so hard, it brought tears to her eyes. As she passed around the book, I smiled as a melody of *oohs* and *aahs* began to play. You would have thought we were at a tasting for a famous chef. Who wouldn’t want the same reaction to *our* book? As each member touched the velvety dust jacket, inspected the cover’s clever artwork that had us peeking through the dining car window like voyeurs, and admired the interior layout, it was obvious this book was like a fine wine and each detail should be savored. That’s how we feel about well-made books. This one’s competing for the Benjamin Franklin Award.

PWOC Meeting Highlights—*continued*

We pay money for our editors to find our mistakes so we don't lose credibility with our audience. They walk a tightrope between doing their jobs and treading lightly on our hearts. Like a detective on the prowl, these experts search for those awkward phrases and commas in the wrong places, to help smooth out our writing. Because our goal is to share our *Sunday best* work with our readers.

Manuscript review requires the editor to read the text, ensuring quality. The author wants someone with professional credentials to provide feedback both general and specific. Is the characterization consistent? If your character is a cranky curmudgeon, don't have him buying all the sweet young neighbor's Girl Scout cookies—he should slam the door in her face with a look of self-satisfaction on his own miserable mug.

Laurie advised us not to waste the reader's nor the agent's time. If the agent asks for 80,000 words—don't try to sneak more in. Understand your genre readers' attention span, and give them what they crave. Read the *best* of the type of books you write, and learn from them.

Developmental editing—Laurie described this editing as *manuscript review on steroids*. Perhaps you have an intriguing story, but the delivery crash-landed. It's time for the editor to roll up her sleeves and look at each word and sentence. Maybe she'll suggest rearranging chapters for a more creative flow. Remember she said, "Humans like to be surprised." And, as was pointed out, don't take eighty pages in a book about fly-fishing to put a pole in the water!

Line and copy editing—down to the *nitty gritty* of editing. Grammar, punctuation, word order, capitalization—you want to hire someone who believes God is in the details. But you also have to remember that, as the writer, you always have the right to say, "*Hell, no!*"

Proofreading follows the printed or digital (PDF) proof copy, looking for layout gaffes, typesetting mistakes, chapter number inconsistency, and indisputable content errors. Here you find the wretched lives of widows and orphans. Be sure you know the *current* rules—there should be one space after the period and colon—not two.

The final treat for the day was having Laurie, Karla Olson, and many other talented authors, editors, and publishers join us for lunch at a local restaurant. Some might call it networking, yet for me it was a chance to be among friends, old and new, and continue the learning. A few members talked about spreading the lunch tradition to the next PWSD meeting on April 29. Please consider joining us for fun and friendship following that meeting or a future PWOC meeting! See you there!

PWOC Scribe Penny S. Tee is a nonfiction writer and blogger. She is currently writing her book, *Blasted from Complacency, the true account of her family's vacation in Israel in 2014, when they found themselves touring extraordinary, historic, sacred sites, and cowering in bomb shelters. The impact of being human targets caused a dramatic shift in her life, moving her to work on Peace. Part of her story appeared last June in the Memoir Showcase at the Grand Horton Theatre in San Diego.* Her blog is <http://www.pennystee.com/>. She also is the founder of *Writers4Writers*, a writers' support group meeting the third Saturday of every month, 2:00–4:30 p.m., at the Rancho Santa Margarita Library. Attendance is free. For registration information, email Penny@pennystee.com.

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and let us know
you like us!



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 PWSD and PWOC 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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**and let us know
you like us!**



DEATH BY POWERPOINT

Laura Akers

As a speaker, Toastmaster and public speaking/trial skills coach, I get to see lots of presentations. What's the one thing that makes me want to put my head in my hands?

POWERPOINT

This product should come with a warning label:

**IF MISUSED WILL PUT
AUDIENCES TO SLEEP
OR MAKE THEM WANT
TO COMMIT VIOLENCE.**

Think back to when you were (or maybe still are) trapped in a classroom at the mercy of a teacher who drones on while pointing to the board and reading things verbatim that he/she has written there. PowerPoint is simply the digital-age update of the chalk/black/white board.

Recently, I attended a presentation put on by a PR firm from Los Angeles. Its business is to promote writers. In addition to the speaker's using the words "um" and "like" every few seconds when she spoke, the tan text color of the words on her PowerPoint slides melted into the brown/green background, making them impossible to read. Within fifteen minutes, people began to walk out. I thought they were being gracious. I wanted to leave within the first two minutes.

Unfortunately, even though people are "professionals," that doesn't mean they understand the importance of putting together visuals to enhance their message.

Here are some tips to follow if you're using Powerpoint:

1. Make sure audiences can SEE your slides.

Check the font colors, text size, and images from the back of the largest room you'll be doing your presentation in. How do they look? Will everyone be able to see them? Are they *too crazy*?

Before you use your slides, find the same size room you will be giving your presentation in, go to the very back of it and check to make sure the font is visible and easy to read.

2. Don't read verbatim.

I learned to read before kindergarten. Most people attending presentations know how to read. Use *images* and *short phrases* to complement what you're saying. If the content of your speech is important, email it, or provide it in handouts to your audience *after* you're done. If you pass around handouts before your talk, the audience will focus on reading them and not listen.

3. Don't marry your equipment.

I'm not sure what's so seductive about screens and remotes, but presenters using PowerPoint typically stare from the hand that holds the control to the slides they're showing. The audience seems to have disappeared from their minds. Presenters also stand too close to their machines, like kids in a first relationship who always want to hold hands. Focus on your message, not the machinery.

4. Look at your audience and move around.

Hi! I'm over here. Why are you looking at the PowerPoint presentation and not me?

Eye contact engages an audience in your message. Be dynamic, and remember your presentation should complement your message, not *be* your message.

5. Make it fun.

I don't care if your talk is super technical or content driven; please inject some humor somewhere. I'm sure you're proud of all those charts and graphs, but... huh? What was I saying? I think I fell asleep.

Give your audience hope the talk will be fun so they don't lean against the person next to them and catch a nap. Add cartoons, video, or some other content that makes people smile.

Good luck to all of you in your next presentation. I'm looking forward to the day I won't have to keep my Hara-kiri sword in my briefcase.



Laura Akers is an award-winning keynote speaker, presentation expert, and in-demand life success coach. A prosecutor by age 24, she has learned to dissect and demystify communication and connection to help individuals and executives improve both their business and personal lives.

She presents keynotes, break-out workshops, and personal coaching on connection, confidence, communication, and leadership skills. She coaches all levels of speakers, from beginners who freeze at the words "public speaking" to top business leaders who want to improve their business connections and profits. Her course on jury selection/connection for trial attorneys has received top ratings nationally.

Do you have a question about how to be more successful? Email her now!
Laura@LauraAkers.com



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

Gerri: I am a publisher and founding partner of Aionios Books, an independent micro publishing house established in March 2016 in Carlsbad, California, offering no-cost, no-fee publishing to authors. Because we publish a small but select list of approximately five books per year, I'm involved in every aspect of the business, from manuscript acquisitions and editorial development to design and production, from marketing and sales to reporting and accounting. Because I'm a project manager at heart, I love wearing multiple hats and working in fast-paced environments—there's nothing like the feeling of successfully producing a high-quality book under the constraints of a small budget and a tight schedule.

In my past career, I've successfully managed the development of small to large projects, with budgets ranging from \$500 to \$9M and within timelines ranging from 2 to 18 months. No other industry offers the challenges that publishing brings, where initiative and creativity, as well as problem-solving, organizational, and interpersonal skills, are required and rewarded. I am truly never bored as I continue to learn and grow as a publisher.

PWM: What first attracted you to writing?

Gerri: I remember Mama reading to me every afternoon before *siesta*. I was only three, and so this was long before I was able to read, when we were living in a quiet mountain village, the *bundok* (that's "boondocks" to North Americans), in the Philippines. I remember listening to the soft, lilting sounds and rhythms of her Filipino-cadenced English. I remember seeing the images formed by the words that she spoke as they created delightful, secret worlds in my young mind.

Today, I am an avid reader. I'm not a writer; I have just enough writing ability to recognize and applaud the genius of others. And so I became a publisher. I love producing books because I love reading books, and my goal is to publish books that I would enjoy reading.

PWM: Did you previously have related experience in writing?

Gerri: I dabbled in writing poetry and self-published a collection of poems, *Shouldering Infinity*, in May 2016. I've also written and published journal articles in neuroscience as part of my graduate work at Columbia University.

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

Gerri: Although I've been a member for only a year, I can't say enough good things about PWSD! I like bringing both seasoned and aspiring writers to the meetings. From publishing veterans to newbies, everyone learns something. PWSD also offers tremendous opportunities to network. I've met so many talented and motivated people through PWSD. So thank you, Karla and Robbie—kudos to you for heading this amazing organization!

PWM: What are you working on now?

Gerri: Aionios Books is collaborating with the City of Carlsbad Library to host Indie Author Day 2017 (Saturday, October 14), a community outreach program designed to inform and inspire local writers. As part of this event, we are establishing an annual award for an outstanding local indie author. It will be named "The Victor," in honor of Carlsbad's Pulitzer nominee Victor Villaseñor. The winner will be announced on Indie Author Day 2017, with Aionios Books publishing the winning manuscript in 2018.

Call for submissions for "The Victor" award in 2017: Aionios Books is now accepting submissions for previously unpublished, novel-length fiction (70,000–100,000 words) in the following genres: thriller, mystery, horror, fantasy, science fiction, dystopian fiction, and young adult. We will also consider middle grade novels and children's books that educate and provide encouragement. For submission guidelines, please visit <http://aioniosbooks.com/submissions>. The reading period concludes on August 1.

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

Gerri: Three key lessons:

- Start marketing efforts at least 3 to 6 months before your book hits the shelves. Begin to acquire subscribers to your email list and followers on your social media accounts at least one year before book launch.
- Put yourself out there and promote yourself and your book. In today's market, authors no longer have the luxury of being hermits.
- Yes, e-books can be easy to create. But for heavily designed e-books (e.g., for poetry collections or for customized title page and chapter opener designs), *do not* upload MS Word documents directly into Amazon KDP. Either hire a professional e-book designer or learn how to create an EPUB with custom style sheets yourself.



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***

New Ways to Approach Marketing Your Book That Are Within Your Reach June 17, 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, Flora Brown will help you discover ways to market your book that are affordable and at your fingertips. Take notes: You'll come away with smarter, manageable, and more cost-effective ways to market your book that fit your style. Flora has written for academic and trade publications traditionally and as an indie author. She coaches authors from idea to publication and specializes in helping all experience levels write their life stories. She has published 12 books, the most recent of which is *Color Your Life Happy: Create Your Unique Path and Claim the Joy You Deserve*. Discount copies will be available on site. Contact penny@pennystee.com to register for this meeting.

“The Victor” Indie Author Award

Manuscript-Submission Deadline: August 1, 2017

Do you have a manuscript for a fiction novel? Submit it for “The Victor” Indie Author Award in recognition of local author and Pulitzer Prize nominee, Victor Villaseñor. This competition is open to Southern California residents of all ages. The winner will be announced on Indie Author Day, October 14, 2017, at the Carlsbad City Library, and will receive a print and e-book publishing contract from Aionios Books® and the chance to present during Carlsbad’s Indie Author Day in 2018. Copies of the winning book will be placed on the shelves of the Carlsbad City Library and on the Serra Digital Library Network. All manuscript entries must be received by August 1, 2017. For submission guidelines and more information, visit <http://AioniosBooks.com> or mail Publisher@AioniosBooks.com. *Indie Author Day at the Carlsbad City Library and “The Victor” Indie Author Award are presented by Aionios Books®, an independent micro publishing house in Carlsbad, CA. Event made possible in part by the Carlsbad Library and Arts Foundation’s Robert H. Gartner Cultural Endowment Fund.*

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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