Next Meeting: Saturday, October 28, 2017
10:00 a.m. – 12:30 p.m.

Location: Carlsbad Dove Library
1775 Dove Lane
Carlsbad, CA

Topic: “Big Things Are Calling Your Name...Getting Out of Your Own Way to the Success That You Seek”

Speaker: Robert Wolff

Author and publisher of over 30 books on a wide variety of topics, Robert Wolff is an expert at following a path when it is presented to you, despite roadblocks, caution signs, and speed bumps.

In this inspiring presentation, he will offer strategies to find success even when the odds seem against it. A great way to end our year; inspiration for goal-setting for 2018.

About Robert Wolff. The passion to inspire and help people change their lives for the best is a driving force for Robert Wolff and his writings.

He has interviewed Grammy, Emmy, Golden Globe, and Nobel winners, along with some of the world's biggest names including Simon Cowell, Diane Warren, Jennifer Hudson, Toni Braxton, Jerry Bruckheimer, David Foster, two-time Nobel Prize winner Dr. Linus Pauling, World Heavyweight Boxing Champion Evander Holyfield, Arnold Schwarzenegger, and hundreds of others.

As the author of more than 30 books, Robert Wolff's words and ideas have helped millions enjoy happier lives.
By Karla Olson  
President, Publishers & Writers of San Diego

PWSD News

In September Lee Wind, IBPA’s Director of Marketing and Programming, took us through a “marketing workshop” to focus on the audience, themes, and message of our books, as well as our goals for publishing. Then he highlighted opportunities to fulfill those goals, and challenged everyone to commit to them. It was a great and inspiring presentation, with the attendees engaged. Thank you, Lee. You are welcome back any time.

Lee generously agreed to share his worksheets for those who could not attend. You will find them on the PWSD blog.

We’ll end the year with in October with Robert Wolff’s inspiring and motivating presentation about how to get out of your own way to success. We are honored to have Robert join us from Boise, Idaho. He’s here at the suggestion of member Lynette Smith, who has copyedited many of Wolff’s books. He’s an experienced independent publisher and is excited to share his wisdom and inspiration.

After that, we’ll see you next year, unless you want to join us for PWOC (see below). All are welcome!

Publishing University News

IBPA’s Publishing University, one of the best conferences for independent publishers, will be held April 6-7 in Austin, Texas. For information, go to https://www.publishinguniversity.org. As many of you know, IBPA extends one scholarship to PWSD each year. The scholarship is for full-tuition for the event, and PWSD throws in another $250 for travel expenses and hotel. The application is now open: https://www.publishinguniversity.org/scholarship, and the deadline is November 30, 2017. Note the stipulations: You must be a publisher with a book, and you must be an active member of both IBPA and PWSD. The PWSD board will evaluate all the applications and award the scholarship early in 2018.
President’s Message—continued

Laura Akers shared her tips and strategies for marketing your book with connection and communication. I unfortunately missed the presentation, but I hear it was great. We are talking with Laura about doing a “Talk Into Action” workshop next year, so stay tuned.

In November, we are excited to host Candace Conradi and Olga Singer of Writers Circle and Storytellers’ Edge. They will talk about using your circle to ignite creativity and stay motivated. In December, Catherine Barr will share her many years’ experience as an indexer. Why is an index more important to your book’s success than ever before? Catherine will let us know!

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 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!

PWSD/PWOC Membership

As most of you know, our yearly dues are a terrifically affordable $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 send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

A reminder to all members that 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.

IBPA Membership

If you have launched on your publishing journey, I encourage you all to explore the benefits of joining Independent Book Publishers Association. This is the national association that includes regional affiliates such as PWSD. You can find information on their very robust and informative website, www.ibpa-online.org.

Membership is very affordable but to make it even better, PWSD members get a $30 discount. Just enter PWSD in the coupon code.
Upcoming: Encinitas Holiday Fair in November. Be sure to put yourself on the Read Local mailing list for more information.

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. Booksellers, librarians, producers, event planners have all used the Read Local Directory to find authors to features 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. 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!
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!

RECAP

PWOC Laura Akers
“Promoting a Best-Selling Book through Communication and Connection”
October 7, 2017

After years honing your craft, surviving editorial poking, and prodding and pushing your 6” x 9” rectangular masterpiece through the painful publishing canal, you proudly deliver your book. Congratulations, now what?

Do you want to become a New York Times best-selling author or perhaps you’ve got an important message to share? Many authors are introverts, comfortable in the womb of writing…sitting in a quiet room alone, armed with their computer, frolicking amidst the spongy convolutions of their brain. Now it’s time to show off your offspring. Are you really a closet extrovert, or do you have some lessons to learn about communicating well and connecting with your audience?

That’s what Laura Akers spoke with us about at our October meeting — how to effectively promote your book by creating an emotional connection with your audience. It was clear from her talk that she used her background as a lawyer to improve her skills, sleuthing through the best marketing technique books and learning by following the advice of successful authors.
Imagine if you could connect with your audience emotionally at each of your book signings — do you think you would sell more books?

The best book signing behavior is not sitting quietly behind a card table waiting for people to approach you — that is, if you want readers to buy your books. Before you ever enter the bookstore, do your homework. The subjects you'll be exploring may surprise you.

Laura advised us to create an emotional bond with your audience. How do you do this? Start with preparation. The old adage *If you fail to plan, you plan to fail* fits, whether for your speech or event.

Is your first thought about promoting your book concerning research on marketing and advertising? You'll definitely need that to sell books, but first sit down and ask yourself some personal questions that will make you relatable to your audiences.

- What led you to become a writer?
- If it’s a memoir, what inspired you to write it?
- If it’s nonfiction, what drew you to the subject?
- What’s your writing style — plotter or pantser?
- Who’s your favorite character of the book?
- Did you go the traditional or self-publishing route?
- If it’s fiction, what drew you to that particular genre?
- Poet? Where do you get your inspiration?

Your audience is interested not only in your book, but first, what makes you, you? What steps have you taken on your journey?

Develop your pitch, and refine your message. Your polished pitch should be condensed into two or three short, active, and intriguing sentences.

Make social media your friend — after all, that’s who you will be seeking there — friends. Beyond the given of your own website, preferably your name for branding purposes, utilize Facebook, Twitter, Goodreads, and YouTube.

Laura also shared a list of social media To-dos:

- Set up a Facebook author page. Ask your friends to *like* it.
- Search Twitter for writers who write similar books and engage their followers.
- Join Goodreads groups where you can promote your book.
- Post your blogs on LinkedIn — a great book is *Linked to Influence* by Stephanie Sammons.
- Discuss your book using YouTube videos.
- Try to get at least 50 reviews on Amazon — it can be tough, but reach out to your audience, friends and family. NEVER post only about your book.
- Manage your social media by scheduling your posts, tweets and using tools like Hootsuite.
- Now, how do you ace book signings and author events? Act as if you are the host. If you’re having fun, so will your listeners. Remember, you’re a writer, a professional storyteller. Use those same skills when making your speeches or talking with potential fans. Take those answers that we talked about in the beginning of this summary, that makes you relatable, and use them in your interactions. People love to hear confessional tales and vulnerable circumstances in your writing or on stage.
• Call on your psychological cheerleading squad…do positive visualizations of your audience hanging on every word, do vocal warm-ups and rev-up your energy by playing a “Change My Attitude,” playlist in your car on the way to the event. Arrive early and check that the agenda hasn’t changed and the layout is as expected.

• Remember, it’s never about you! Greet people. Find out why they came. Are they interested in the topic, have they read your book, or did they come in the store to get out of a downpour?

• Smile, shake hands, and ask questions kindly and with genuine, gentle curiosity — this is not the Spanish Inquisition. Prod beyond the standard “How’s your day?”; “Fine,” response. Encourage more questions.

• Inquire about what types of books they enjoy reading, or what is their favorite book? Listen attentively, don’t monopolize the conversation, and remember, this is a cellphone-banned zone!

• People feel more comfortable when they’ve had the opportunity to talk about themselves or at least interact. The way to get your audience involved is by speaking directly to them and asking questions like “How would you have felt if…”

• Get out from behind any barriers — the signing table, the podium, or your internal angst. Provide a short-written introduction to your event coordinator and bring a couple copies for back-up.

• Think about what you’re going to wear and by all means take a shower. Do you actually think we need to be told? Unfortunately, Laura had met some who did. She provided two disgusting horror stories.

• Verify the event details — location, timing, and set up for your book signing. Do they want you to give a talk, if so, how long? If you plan to bring giveaways or food, make sure beforehand that a table and the space can be accommodated. Will there be other speakers? If so, talk with them ahead of time to plan who goes first, time limits, etc.

• A famous author’s trick Laura forwarded on to us… when at a book signing, to avoid enthusiastic fans taking too long — stand up, shake their hands and thank them after each signing. This is a problem we all want to have — trying to process through those long lines of crazed fans…

• I was not surprised to hear that Laura had bettered her speaking skills at Toastmasters. I also joined Toastmasters to help prepare me for speaking engagements, and have found it to be an economical and safe environment to learn the essentials of public speaking. A good beginning is to ask your audience to imagine if you were doing x and y happened — how would you feel, what would you do…

• As with everything we do that’s important — practice. Whether giving your speech or reading from your book, it takes specific skills most of us have to learn. Record yourself and be brave enough to watch it. You’ll be surprised at the habits we need to break…do you lick your lips so much you look as if you have a canine’s nervous tick? Ladies, does your voice under stress become so high pitched it could shatter glass?

• Don’t kill your speech by PowerPoint. It’s a useful tool if used correctly. But, if you are drawn to looking at it like a moth to a flame, and forget that your audience doesn’t want to see your derriere no matter how many crunches you’ve been doing, practice using PowerPoint effectively. If you choose to hold your book up, do just that — shoulder height, and keep it still — don’t use it to swat flies.

• Give your audience a few minutes to think of questions at the end of your speech. Pause, and if there are none, don’t stop there. Have some pre-planned questions to pepper a quiet audience. Try to keep your answers open-ended to stimulate more conversation.
• Be sure to thank your audience after your speech. Gratitude is essential in all we do, don’t you think?
• The bottom line is try to have fun. If you are happy to be there, your audience will be too. If you are full of energy, your listeners will perk up. We have a finite number of days on this Earth and if you’re not having fun, why are you doing it? You’ve probably worked for years and this is your opportunity to share what you’ve learned. Put your best foot forward, take a deep breath, and smile.

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 transformation, moving her to want to work on Peace. Part of her story appeared June 2016 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. Teri Rider this month will be presenting the “Industry Standards Checklist for a Professionally Published Book,” released by the Independent Book Publishers Association (IBPA) in March 2017. R.S.V.P. here to attend http://pennystee.com/event/writers4writers-rancho-santa-margarita-library-october-21-2017-2-430 p.m.

(Read details here next month or visit PublishersWritersOrangeCounty.org now)

Next Meeting November 4, 2017 10:00 a.m. – Noon

City of Orange Library, Rotary Room
407 E Chapman Ave
Orange, CA 92866

The Power of Community and Its Role In the Creative Process with Candace Conradi and Olga Singer

The majority of (if not all) writers write in solitude and need that sacred space to pull their stories or content together. Creativity, however, is like a hungry fire that needs fuel to burn. A safe and fertile community can provide that fuel, keeping the flame aglow and the muse content and warm! Explore the possibilities that can exist within a group setting and learn effective ways to draw on the genius of each of the members, even when views and opinions differ. Candace Conradi, author, writing coach
and founder of Writers Inner Circle, an online community for writers, along with her partner Olga Singer will present information on effective ways to create a safe community where writers can share and thrive together.

Candace George Conradi is a published author, writing coach and founder of Writers Inner Circle and Storytellers Edge, a live mic forum for writers/authors. She was first published in 2006 and has since written and published her books independently. Having experienced the many formidable and inevitable challenges most writers face, she uses her knowledge and experience to inspire her clients. Intuitively leading them to the heart of their story, her unique methods then offer strategic and effective guidance. Whether working with private clients or with small intimate groups, writers find their way from first word to final chapter, a completed manuscript, and a pathway to publishing options. Visit Writers Inner Circle website and explore the possibilities! [http://www.writersinnercircle.com](http://www.writersinnercircle.com)

Olga Singer is an experienced and talented graphic artist, event planner, and facilitator for groups. Her company, Simply Two Design, where she partners with her sister, specializes in creating custom websites that are pleasing to the eye and easy to navigate. As an expert graphic artist, she has designed book covers, interiors of books, logos, and marketing material. Her eye for design and her ability to organize and run events and retreats are invaluable. As a partner at Writers Inner Circle, her professional expertise is an asset to both the ongoing development of our programs and to the individual members of WIC. For more information please visit Olga at [www.simply-two.com](http://www.simply-two.com).
Because spell check isn’t enough…
Manuscript review – on sale now!

Professional editor with 25 years’ experience is offering discounts through September 30, 2017. For more information, contact PWSD member

Laurie Gibson

Email: wordworker1@earthlink.net
LinkedIn profile URL: https://www.linkedin.com/in/laurie-gibson-a6b2645

Laurie Gibson has edited/proofed hundreds of books, including the writing of success guru Brian Tracy, trailblazing novelists Alice Walker and Virginia Woolf, one former US president, and innumerable first-time authors of both fiction and nonfiction. Her current clients include the Southern Poverty Law Center and Stanford University. For several years, Laurie also taught editing for the Extension programs at UCSD and UCLA.

~ Paid Advertisement ~
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. If you’re an active (current) PWSD member, all you have to do is 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 2018. 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) in each newsletter issue.

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and let us know you like us!
Software Editing

By Carla King
Reprinted with Permission

Chapter 9 Consumer’s Guide to Publishing Tools and Services

Because professional editors are so expensive (and worth every penny), the purchase of electronic editing software can be a smart investment. Editing software offers "first-pass" or "last-pass" editing to clean up mistakes in spelling, grammar, and punctuation. These tools do much more work than the built-in spelling and grammar checkers in your word processor.

They alert you to overuse of adverbs, clichés, redundancies, overlong sentences, sticky sentences and glue words*, vague and abstract words, diction, and misuse of dialog tags, to name just a few. Some of these tools will even connect you with a human editor with a click of a button.

AUTO CRIT
autocrit.com

AutoCrit offers a lot of information, well organized in a clean interface. In my story, it revealed an excess of generic descriptions, passive voice, and too many initial pronouns, names, and "ing" words. I also use too many "ly" adverbs. On the plus side, I'm great at showing and not telling, and I don't repeat words and phrases or use a lot of filler words or clichés.

All these were easy fixes once I was made aware of them. But hey, if you're feeling depressed about your errors, just click the "compare to fiction" tab to show how your writing stacks up against published works, including mass-market paperbacks and bestsellers. You may be surprised.

The manuscript analysis provides a lot of constructive criticism in a clean, easy-to-read layout. I like the visual charts representing sentence length and paragraph pace, too.

Autocrit costs $144 and offers a 14-day trial period.

CONSISTENCY CHECKER
intelligentediting.com/products-pricing/consistency-checker

This software will find the mistakes that your spelling and grammar checkers don't see, such as inconsistent hyphenation (part time vs. part-time) and spelling (color vs. colour). It also finds things like numerals in the middle of sentences, compound words, and abbreviations that appear in two different forms.
It does not check spelling and grammar, just consistency. This is the Freemium version of the $99 PerfectIt app for Microsoft Office 2013 and Google Docs. It targets long nonfiction document like proposals, grants, and how-to manuals. I wish this kind of tool had existed back when I was a Silicon Valley technical writer! I will definitely run it the next time I edit my how-to book, the *Self-Publishing Boot Camp Guide for Authors*. What the heck, I'll run it in my narrative nonfiction works, too.

Install it in Word by visiting the Microsoft Office 2013 store. To install it in Google Docs click *Add-ons* in the toolbar and search for *Consistency Checker by PerfectIt*. Again, from the *Add-ons* toolbar, click *Scan* to check your document.

**DRAFT**

draftin.com

Draft is a writing, editing, collaboration, and publishing tool that you access online using your browser. Each contributor's changes show up in different colors, with accept and reject options. You can mark major revisions, find and revert to previous versions, import docs from Dropbox, Evernote and Google Drive, and publish directly to places like WordPress, Tumblr, LinkedIn, and even MailChimp. They've provided a handy Chrome extension that lets you turn any text area on the web into something you can write and edit with Draft. You can even hire a human editor via the program.

You can email a document to your Draft account using a secret address, create a simple presentation, comment out segments of writing, and the "simplify" robot catches common words, duplicate words, and attempts to detect and delete unimportant sentences. More features include an audio-video transcription tool, analytics, and website builder tool. Hemingway mode provides distraction-free writing.

Draftin is free, but donations unlock more benefits ($3.99/per month or $39.99/per year).

**GRAMMARLY**

bit.ly/grammarlyforauthors

Grammarly is my favorite electronic editor. It delivers information both line-by-line and in summary form. I bought an annual subscription in 2015, and I like the way it follows me around the web to check my WordPress blog posts, my Google Docs, Gmail, and comment and feedback forms on others' blog posts and articles. It also corrects my social media posts and comment fields on others' posts. Because I am a professional writer, it is embarrassing when I make basic spelling and grammatical errors in quick, social media posts and emails, so I appreciate this feature.

Grammarly costs $139.95 annually and is worth every penny. There’s a 7-day money-back guarantee so you can try it out. If you need a human editor, quick, you can reach one through their site for a reasonable price.

Like most robust editing tools, Grammarly offers settings for various kinds of writing: business documents, novels, creative nonfiction, medical, technical, and casual. I set mine to creative nonfiction. And it looks like I have some work to do!
HEMINGWAY EDITOR
hemingwayapp.com

Hemingway is a distraction-free writing tool that displays a row of formatting elements across the top for bold, italics, bulleted, numbering, headings, and links. Slide it from WRITE mode into EDIT and you'll get a clean, visual take on what might be wrong with your writing. The word and character counters are also very handy.

With the $10 desktop app for Mac and Windows you can import and export your text to Word, and export as HTML or Markdown language for your blogging platform, WordPress, or CMS files.

Some people like to write and edit in Hemingway and then import them into a tool called StackEdit, a browser-based Markdown editor, though you could easily use any of the other tools I've already mentioned.

The browser-based version is free. The desktop app for Mac and Windows costs $10.

MASTER WRITER
masterwriter.com

Masterwriter is a valuable addition to any of the editors described in this chapter. It's a thesaurus on steroids in the cloud that will improve your vocabulary and your prose. Enrich your writing with its synonym finder, rhyming dictionary, alliterations, word families, phrases, dictionary, and even a set of 11,000 icons of world culture to add imagery to your writing.

Instead of your story’s sun being simply hot you’ll find ideas like blazing, sizzling, fiery, torrid, punishing, merciless, or raging sun. Just put a word in the left side and click the dictionary you want to use and get results on the right side.

Check out the video tour and I think you’ll be impressed. An audio page enables you to collect your thoughts or music. Free trial and then $99.95/annually or $149.95 for two years.

PRO WRITING AID
prowritingaid.com

Of all the tools reviewed, ProWritingAid probably offers the most value, though the interface is not as clean as the others. I was so impressed that I bought the $35 annual subscription just because of the Google Docs extension and WordPress plug-in. I still use Grammarly because it follows me everywhere on the web but, with their thorough critique, I think ProWritingAid will make me a better writer. As an editor and publisher, I think the reports will also help me communicate better with my authors.

The product is free online, $40/annually, $60 for two years, $80 for three years, and $140 for a lifetime subscription.

ProWritingAid also offers a couple of advanced features you may be interested in using. As a publisher, I can create my own rules and house style that detects patterns, wildcards, overused words, dialog, repeats, and lets me create customized advice messages for my authors. Their developer API allows software developers to add writing analysis to applications they are developing.
**SMART EDIT**  
smart-edit.com

SmartEdit is a first-pass-editing tool for creative writers and novelists working on Windows. Since I’m Mac-based, I couldn’t review it but gleaned a lot of information from the screen shots and user reviews on their site. It costs $57-$67 for a desktop download, and there’s a free 10-day trial period.

Like AutoCrit and Grammarly, SmartEdit runs a series of checks on your work and highlights areas of concern. You can open your manuscript directly in SmartEdit, or copy and paste from your word processor into the SmartEdit Editor. Unique features include a sentence length graph and detection of curly/straight quotes, hyphen and em-dash counts. A sentence-start list displays your sentences and counts the number of times you begin them with a particular word, which can be shockingly instructive.

SmartEdit, like ProWritingAid, may deserve consideration by professional editors and publishers as it allows you to export lists of problems the program caught to Excel, PDF, HTML, CSV, and text. This kind of feedback helps a lot when communicating with writers and editors.

**Write Monkey**  
writemonkey.com

The WriteMonkey folks describe their Windows desktop app as "zenware" for writers. Like Hemingway and Draft, WriteMonkey offers a stripped-down, distraction-free writing environment. You can customize your background, font, and what you see in the toolbar, such as word count, with a progress bar and the current time.

More advanced features are available as well, such as the ability to manage separate chapter files in a book-length work using a "Jumps" feature. You write in simple text, formatting using Markdown language or the Textile markup language if you like. You can export to HTML and upload it to the web as a page or a blog post.

Like some of the other tools, WriteMonkey is supported by donations. Your donation gives you access to many plug-ins that are available separately.
PWM: What aspect of publishing or writing are you involved or interested in?

FC: I'm currently working on a book based on family history written as creative nonfiction.

I'm a retired educator, was in educational administration most of my professional career. My undergraduate degree was in English Literature from the City University of New York: Brooklyn College. I started on a Master’s Degree in English literature at Brooklyn College but moved to Long Island after I married. The commute was too arduous, so I transferred to Hofstra University and earned a Master of Science Degree in Counselor Education. My Doctorate is in Reading. I've done all types of writing throughout my career and had two nonfiction books published. One was entitled Learning Centers: Development and Operation published under my married name, Frances Bennie. That book is in the collections of 326 university libraries in the USA and around the world, and it is also in the collection of the National Library of Australia. The book received a favorable review in The Reading Teacher, a publication of the International Reading Association. The publisher was Educational Technology Publications in Englewood Cliffs, New Jersey. It's now out of print but electronically available through Google and used print copies available from Amazon.

The second book I authored, Computer Literacy: A Tutorial for Educators, was published by University Park Press and marketed to teachers. Poetry I authored was published many years ago. I also wrote newsletters, news articles, editorials, grants, annual reports, brochures, promotional and marketing materials, etc. I paint, enjoy photography, gardening, walking, used to bicycle 16 miles every day.
PWM: What first attracted you to writing?

FC: I always enjoyed writing, even as a child. It’s like painting and sculpting, except in writing the medium is words. You work and mold them to communicate ideas, feelings, or experiences. Writing is an expressive art form like other artistic endeavors.

PWM: Did you previously have related experience in writing?

FC: I taught junior and senior high school English, including writing and journalism. I was faculty advisor for the school newspaper. Earlier in my career I was a Director of Reading and Language Arts for a school district on Long Island, in New York. When I was a principal and later an administrator at two different community colleges, I wrote newsletters, handbooks, brochures, press releases, grants, reports, correspondences, etc., as ancillary parts of my job. Two books I wrote were published, as were articles, editorials, reviews, and poetry. I’ve also been a consultant to several publishing companies on various literature and reading projects, Steck Vaughn, National Education Corporation, and several others. I reviewed professional texts and instructional materials for the International Reading Association, and wrote reviews of them that were then published in the Journal of Reading or The Reading Teacher.

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

FC: Less than a year. I’m still learning.

PWM: What are you working on now?

FC: A creative nonfiction work based on three generations of two immigrant families that come to America from the Turkish Ottoman Empire and Southern Italy and Sicily. The book is entitled Shadows on the Pathway, and it’s based upon family history but written more like a novel with dialogue and internal monologue. The settings in America are Manhattan’s Lower East Side and later Brooklyn, New York between the years 1914 and 1977. Members of the two families struggle to adapt to their new environment while they attempt to retain their respective customs and values. The relationship of parents to their adult children is a pervasive theme in the story. A love story is embedded in the saga. Also, pervasive themes in the story are those of starting over, redemption, and the changing role of women in society.

The work contains much interesting forgotten or little-known history. It provides an intriguing picture of what life was like for a Sephardic Jewish and an Italian family whose lives unexpectedly collide. I’ve worked for about eight years on researching, writing, and repeatedly editing this work. A former editor of one of the big five publishing houses in New York coached me in my writing. Although the book is nonfiction, it reads more like a novel. “Point of view” was a challenge, and I am still editing to refine this element and to incorporate more figurative language into the work.
PWM: What guidance or lessons learned can you offer the members?

FC: Persevere and try to learn as much as you can about your craft so you continually improve. What you write today will, as a result, be better than what you wrote yesterday.
**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/](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.

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**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](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. (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;


- **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);

- **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

Warwick’s “Weekends with Locals”
Program is currently accepting submissions for author signings to be held at Warwick’s La Jolla bookstore. To apply, authors must currently reside within San Diego County, and this should be the author’s first event in San Diego. Titles must have been published within the past year. CreateSpace titles will not be considered, and books must be available from distributors Ingram or Baker & Taylor. Does your book qualify? If so, email authors@warwicks.com for consideration or see http://www.warwicks.com/local-author-submission-guidelines for more information.

October 14, 2017
SPECIAL EVENT Saturday, Indie Author Day, Panel Presentations and Book Fair
Carlsbad (Dove) Library
1775 Dove Lane
Carlsbad, CA 92011

Second Annual National Indie Author Day
Join us to learn Success Strategies for Independent Publishing. Panels on Fiction, Memoir, and Nonfiction, plus a Book Fair in the courtyard. Hear how other authors have found success by independent publishing. Show your support for local authors and meet publishing professionals. Celebrate Independent Authors! The event is FREE!
For more information, go to www.indieauthorday.com
For questions, please contact Robbie@publisherswriters.org

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.
San Diego County Library
Signature Events
For more information contact:
858-694-3900

Octoberbash! Fall Festival
San Marcos Library
Thursday, October 26 • 4-7 p.m.

Dia de los Muertos Fiesta
Imperial Beach Library
Saturday, November 4

Celebration of Life
Lincoln Acres Library
Saturday, December 2 • 1-3 p.m.

Winter Holiday Party
Solana Beach Library
Wednesday, December 6

Christmas Tea
Rancho Santa Fe Library
Friday, December 8 • 12-4 p.m.

Wellness Week Festival
Encinitas Library • January 2018

Chinese New Year Celebration
4S Ranch Library • January 2018

Lunar New Year Celebration
San Marcos Library • January 2018

STEM in Your Backyard
Alpine Library • March 2018

Food for Thought
La Mesa Library • March 2018

Storytelling Festival
Encinitas Library • March 2018

Ice Cream Social
Solana Beach Library • March 2018

Mad Hatter Costume Tea Party
Bonita-Sunnyside Library • March 2018
Art & Poetry Festival
Lakeside Library • April 2018

Family Play Day
El Cajon Library • April 2018

DIY Fest
Vista Library • April 2018

Bookmobile Day
North Bookmobile • April 2018

Bookmobile Day
East Bookmobile • April 2018

Día Celebration
Ramona Library • April 2018

All-County Chess Tournament
Lakeside Library • May 2018

Music on the Mountain
Julian Library • May 2018

Multicultural Festival
Bonita-Sunnyside Library • May 2018

Art Days
Lemon Grove Library • May 2018

Western Days Carnival
Valley Center Library • May 2018

Rose Weekend
Del Mar Library • May 2018

Star Wars Day
Santee Library • June 2018

Summer Festival
Casa de Oro Library • June 2018

Celebrate the USA
Rancho San Diego Library • July 2018

Back to School Resource Fair
Fallbrook Library • July 2018

Fourth of July Parade & Used Book Sale
Crest Library • July 2018
KidFest
Poway Library • August 2018

Japan Festival
Encinitas Library • August 2018

Summer Spectacular
Descanso Library • August 2018

California Native American Day
Campo-Morena Village Library • September 2018

Fall Festival
Jacumba Library • October 2018

Spring Valley Fiesta
Spring Valley Library • October 2018

Fall Festival
Vista Library • October 2018
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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