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

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

## Seeking Membership Profile

**Editor.** If interested or for more information, contact Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).

**Next Meeting:** Saturday, January 27, 2018  
10:00 a.m. – 12:30 p.m.

**Location:** Encinitas Community Center  
1140 Oakcrest Park Drive  
Encinitas, CA 94024 (**Different Location**)

**Topic:** “Marketing Basics for Authors”

**Speaker:** Anna-Marie Abell

## Okay, so you put your book on Amazon. Now what? Why isn't it selling?

Placing your book on Amazon is like throwing a needle into a haystack—a really big haystack—and expecting people to find it. If you want people to discover your book, you need to put a giant spotlight on it, and that means taking the time to market it. The good news is that marketing your book can be fun!

In this presentation, Anna-Marie is going to walk us through the marketing basics checklist. This is the bare minimum you need



to do as an author or publisher to market your book. In this day and age, with social media taking over the world, authors must adapt and stay current, and more importantly, build a social fan base. This presentation will cover different ways to accomplish this. Anna-Marie will also talk about some unique marketing opportunities for authors.

**Anna-Marie Abell** has been in the marketing and advertising business for over 18 years, specializing in delivering unique marketing content for her clients. She is most well known for the promotional video she did for Oceanside Tourism that has generated almost 48 million views on YouTube. She currently runs her own marketing company, Big Head Marketing, and dedicates all her free time to marketing her just-released first novel, Holy Crap! The World Is Ending! How a Trip to the Bookstore Led to Sex with an Alien and the Destruction of Earth.

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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](mailto:lauren@impress-express.com)



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

**PWSD News**

Happy New Year! The years are flying by and it is hard to believe it is already 2018! I've been in this business since 1982, which is a heck of a long time. What a wild ride it has been, and it isn't likely to slow down this year. That's why we need to support each other in our publishing journey. We're looking forward to a great year for independent publishers and to sharing our challenges and accomplishments through PWSD and PWOC.

With the IBPA Advocacy committee, we've been working hard to "level the reading field." First we created an easy-to-use Industry Standards Checklist. You can access it [here](#). It is great for author-publishers and small publishers to use to make sure their books are meeting expected industry standards. But we've also been presenting it to the media, reviewers, and booksellers, who can use it to evaluate the quality of books from small publishers. The idea is that if you have paid attention to these details, then you've most likely put together a book that is every bit as professional as one from a major publisher. If you've also got a marketing plan, your book should be a winner!

Now we are working on the first document that defines what a hybrid publisher is, and how this new publishing model fits into the industry. Many of our members, both IBPA and PWSD, are adopting this model, where the author contributes to the development of the project, and it is important for authors, booksellers, and reviewers to understand that that doesn't mean the standards for publishing are any less rigorous. This document will be valuable for any authors considering working with a hybrid publisher, helping them understand what to expect, and for the industry to see the advantages this business model offers. Keep an eye out for more information as we finalize and then release this important document.

Speaking of the essential marketing plan, at the January 27 meeting we welcome Anna-Marie Abell. Anna-Marie is a marketing whiz, having worked in marketing and PR for over 18 years and best known for a video promoting Oceanside that earned over 48 million views. Now Anna-Marie has her own book, *Holy Crap! The World Is Ending!*, so she's got insider information about how to promote it. A great way to start off the year.

*Continued on next page*

## **President's Message—*continued***

In February, John and Fauzia Burke of FSB Associates will share what they have learned are the essentials for an author website, and easy, inexpensive, and effective ways to put your own site together. In March, Penn Wallace will outline the email strategies he's used to build his fan list and following for his series of novels. In April, Jacquie Jordan will discuss how to pitch yourself and your book to TV. We've got more in store. It should be a great year.

## **Publishing University News**

IBPA's Publishing University, one of the best conferences for independent publishers, will be held April 6–7, 2018, in Austin, Texas. For information, go to <https://www.publishinguniversity.org>.

## **PWOC News**

Publishers and Writers of Orange County meets in the Rotary Room at the City of Orange Library. Solution sharing, brainstorming, and goalsetting were the themes of the January meeting, to start the year off right. Thank you, Lynette Smith, for coordinating and moderating the meeting.

David Wogahn has a new publication, *The Book Review Yellow Pages*, which includes reviewers as well as book bloggers. In February, he's going to present the best way to determine a book review strategy for *your* book, including a timeline, how to make sure your book gets the attention it deserves, and whether or not it is worth paying for reviews.

*Just a 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 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 an easily 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.

*Member reminder:* Submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to take advantage of this benefit. If you are not sure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

## **IBPA Membership**

If you have launched on your publishing journey, I encourage you 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](http://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.



Please visit [www.readlocal.org](http://www.readlocal.org) to find out more about our author marketing coalition, Read Local. While you're 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, 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.

*Because spell check isn't enough...  
Manuscript review – on sale now!*

Professional editor with 25 years' experience is offering discounts through January 31, 2018. For more information, contact PWSD member

**Laurie Gibson**

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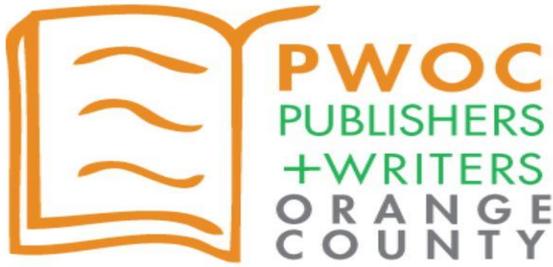
LinkedIn profile URL: <https://www.linkedin.com/in/laurie-gibson-a6b2645>

*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.*

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[www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org)

## 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.*

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://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 Lynette Smith at [Lynette@allmybest.com](mailto:Lynette@allmybest.com). Remember, as a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!

*Join Us on February 3, 2018:*

## “Jumpstart Your Book Reviews” Presented by David Wogahn, AuthorImprints

Every book needs reviews, but what is the right strategy for your book? How do you get more reviews? When do you begin? Should you pay for reviews—or is that unethical, if not against Amazon's terms of service? These are just a few of the questions that will be answered in our February meeting as we tackle a topic that every author, of any kind of book, needs to master. David Wogahn is the new publisher of *The Book Reviewer Yellow Pages*, a directory of book bloggers and book reviewer resources published annually since 2009. David recently published the 9th edition and joins us to share book reviewing best practices, sources for book reviews, and his insights and experience working with book bloggers.



David Wogahn is the publisher of *The Book Reviewer Yellow Pages* and president of AuthorImprints, an author services company that has helped more than 100 authors publish more than 300 books under their own publishing imprint. He is the author of *Register Your Book*, a Lynda.com publishing course, and a past instructor for IBPA's Publishing University. In the days of Google and SEO, failing to include an index in your nonfiction book is a shortcut that can hurt you in the long run.



**See Next Pages for December 2 and January 6 PWOC Meeting Recaps**

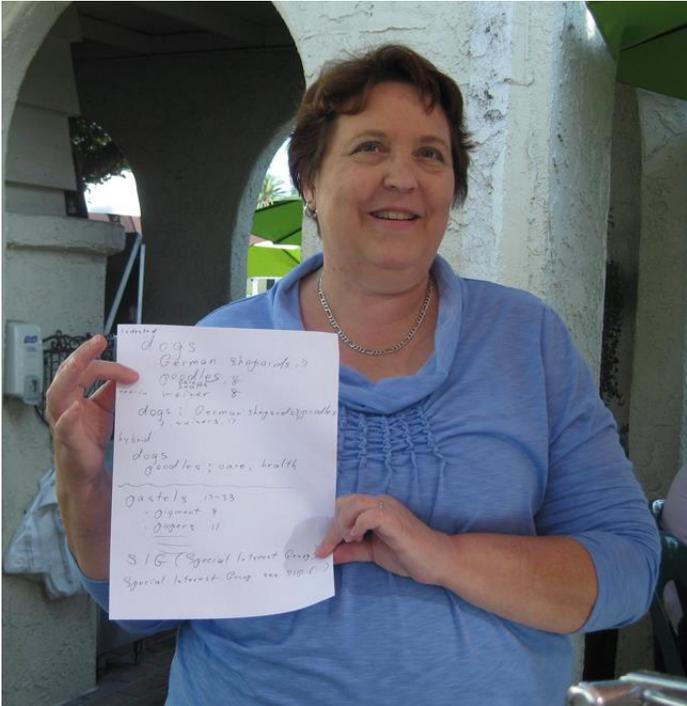
## “Index Wisdom”

Presented by Catherine Barr

### Under the Oaks Indexing

Why include an index in your book? Because it allows readers to find the information they need *now*, said Catherine Barr of Under the Oaks Indexing.

Catherine, who explained the intricacies of indexing at the December meeting of Publishers & Writers Orange County, cited a Bloomberg BNA Usability Study comparing law school students’ ability to find information using text vs. using indexes.



The students had five minutes to complete each task. Index users had an 86 percent success rate. Text searchers had a 23 percent rate. Text searchers who were successful averaged 2 minutes, 47 seconds, compared to 57 seconds for index users.

An index is a complex project, and the indexer has to make lots of judgment calls to determine what should be included. Good indexes have to anticipate the words readers will use to find the subjects they’re interested in—but indexers also have to be cognizant of the author’s preferred usage. For instance, if the author refers to “cats” as “felines,” how should they be categorized in the index? The indexer would probably include an entry such as: “Cats. See felines.”

Indexes can be arranged according to one of several structures. Subject and name indexes are often combined—but the indexes can also be separate. A poetry book might arrange the index according to the first line of each poem. The structure depends to a large degree on the text. For example, a memoir’s index would look different than a cookbook’s.

Formatting is also important. An index might list a subject and then indent several items below that main topic. If space is a consideration, the indexer might use a “run-in” format, i.e.:

**Dogs: German shepherds 7, poodles 7, Chihuahuas 8.**

Or the indexes might simply list the subject and relevant page numbers:

**Dogs, 7–8.**

There are also hybrid indexes, where a variety of items might be indented under a main topic. For example:

**Dogs**  
**Poodles; care 7, health 8.**

It’s a good idea to include plenty of cross-references: “See *also*.” Double posting is also helpful. For example, you might list Fords and Toyotas under “cars.” But you probably would also include “Fords” and “Toyotas” separately.

Be wary of indexes that are too short or too long, as well as indexes that include long strings of page numbers. “No one will look them all up,” said Catherine. A short index might exclude important information, she said. A long one probably doesn’t have a tight structure—some of the entries should probably be combined.

Catherine described an index as a network of information, with the same information included in several places. Changing one entry can mess up the entire network, she cautioned.

The length of an index depends in part on the type of book. An index should take up 3 to 5 percent of an average book, but as much as 15 to 20 percent of a textbook. A history book index would average 5 to 8 percent.

Trying to find an indexer? Check with the American Society for Indexing ([www.asindexing.org](http://www.asindexing.org)) Ask indexers for a sample. Some indexers will post samples on their websites. Or you can look at indexes on Amazon using the “Look Inside” feature if you know which books an author has indexed.

Items to look for in the index:

1. Are page numbers accurate?
2. Are cross-references correct?
3. Are there misspellings?
4. Are subheads in the correct order?

Indexers need the entire, formatted book before they can get started. It has to be laid out in final form so the indexer can list page numbers accurately.

What does the indexer need to know before starting on your project?

1. What is the due date? (Remember, yours might not be the indexer’s only project.)
2. Should the indexer go by the *Chicago Manual of Style*—and, if so, which edition; or are you using an in-house style guide?
3. Are there space constraints?
4. What program are you using (Microsoft Word, for example)?

Catherine was a substitute teacher before the recession, when teachers were laid off and substitute job openings plummeted. She took a course through UC Berkeley, set up shop, and has been happily indexing books ever since. A few of her works include *Outlasting the Nazis and Communists—My Life in Vienna and Prague*; *Blinded by Progress*; *Master of the Mission Inn*; *Jewels of Allah*; and *Tastes of the Camino: 30 Authentic Recipes Along the French Way*.

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*December’s PWOC Scribe Eve Gumpel, owner of Good Writing Matters ([www.evegumpel.com](http://www.evegumpel.com)), ghostwrites and edits books as well as producing and editing blogs, website content, and press releases for businesses and individuals.*



## **PWOC Meeting Highlights, January 6, 2018**

# **“What Are Your Successes, Dreams, and Challenges?”**

## **A Round-Table Discussion Moderated by Lynette M. Smith**

### **[All My Best Copyediting and Heartfelt Publishing](#)**

As always, our PWOC meeting was a learning experience, and it was particularly fun to discover, celebrate, and explore our challenges with the rich diversity of our members. PWSD was established over twenty-eight years ago, and our Orange County offshoot is also filled with captivating participants.

This month we enjoyed a moderated round-table discussion reveling in our 2017 triumphs and talking about our dreams and hurdles we face for 2018. Attendees were interested in everything from hiring publishing experts and birthing their latest books to getting TV-series offers.

Whenever you get a group of writers together you’re sure to find a cornucopia of depth, variety, and creativity—or at least that’s how I feel; I love being among my *peeps*.

Topics were as varied as backgrounds—sometimes our writers may have had years of work experience in a technical field or even as a musician with the Boston Symphony, and then took a left turn to today, one person frolicking in nature taking wondrous photographs of hummingbirds in flight, or a man defending women’s rights.... We never can truly be sure where our paths will lead us.

Randomly moving around the table introducing ourselves, we enjoyed each kernel of surprise popping from the lips of our members...

*My name is Christine Magnus Moore. I’m an oncology nurse and cancer survivor, and my book is Both Sides of the Bedside.*

*I’m Bill Vallely, a unique visionary taking on teaching the public about the scourge and complexities of dry eye—displaying each graphic cartoon in a comic-book formatted panel, captured on your cell phone with easily understood drawings and tips that truly help!*

*I’m Steve Kaye, I have extensive certifications with Toastmasters, had a technical staff of 2,500, and speak on business, leadership and life mastery; and my upcoming book is “Inspiring Respect for Nature.” It will be filled with amazing bird photos, and he distributed a captivating photo of a multicolored blue, green, yellow, gray, and white hummingbird that had an orange, black-tipped beak and was flickering above a pink-and-white feathered flower—gorgeous! We were grateful for his gift of capturing nature in its splendor.*

Or my tale...

*I’m Penny S. Tee, a memoirist writing about our family vacation in Israel when we found ourselves in the middle of war. Yes, I’m still suffering Jewish guilt—what mom takes her son to war for his Bar Mitzvah present? It wasn’t intentional, but life happens, doesn’t it?*



I’m happy to count many of our members as friends I’ve developed relationships with over the years since I’ve been a member, and some I now have business dealings with as well. That’s why I joined PWOC and PWSD. As I was writing my manuscript which I just finished (Yay!), I knew I had to learn about the business of writing, and this was the perfect place to do so. A convivial atmosphere of friendship and learning —Perfect! Our Orange County tradition of walking to a local restaurant for lunch afterwards was the right opportunity to be able to extend our meeting and get to know the members even better. Not only have I met other authors who’ve traveled the same path I’m on, but I’ve met many experienced publishing experts who I’ll be using to help publish my book—my dream for 2018!

Authors, speakers, editors, publicists, life coaches, business and leadership presenters—all were in attendance. There were regulars like our newsletter editor, Lynette M. Smith, copyediting and proofreading expert and author of guides to writing the perfect appreciation letter.

By the way, anyone know of a wedding planner or consultant who’d like to give a heads-up to their clients by giving them a free booklet on how to write a “Heartfelt Letter of Appreciation?” Lynette’s got some extras taking up space in her garage that she’d love to have you put to good use—and she’s willing to make you *such a deal!*

And there were other regulars—Eve Gumpel, a certified ghostwriter with years of writing and editing experience wearing down her keyboard.

We were also lucky this time to have our member Marla Markman squeeze attending into her schedule. Marla is an award-winning publishing professional with nearly 30 years of experience creating, editing, and managing content for a range of media, from magazines and books to websites and marketing collateral.

I'd have liked to list everyone who attended and their interesting stories, but couldn't. No worries—check out the PWSD/PWOC online [membership directory](#). It's filled with our members' backgrounds—you might even need them to speak at your next event, or merely want to get to know them better to become colleagues—who may even become friends.

Part of an author's bag of tricks today is public speaking—who knew that after years cloistered in private, writing your tome, your sales team would demand that you make presentations with the alacrity of a stage-starved actress... *To be or not to be?* In today's world, there's not much choice... clear your throat, smile, and get on with it. In your presentations, be sure you remain authentic to who you are... your audience will recognize a wolf in sheep's clothing, and you don't want to waste your time—or theirs.

Toastmasters is a great place to practice speaking skills, but getting out among the public that is interested in your topic is the most productive use of your time. There are also great associations to align yourself with, like the National Speakers Association and the Independent Book Publishers Association (IBPA).

During our meeting we discussed 2018 challenges, as well as took heed on cautionary tales...

- **Time management:** How do you get everything done? Are there calendar tools that can help you along the way? Are interruptions your downfall? Maybe you can restrict phone conversations to certain times during the day, but probably throwing out your cell phone with the lunch trash is ill-advised, no matter how good you think it'd feel at the time.
- **Speaking:** Helpful suggestions to drum up speaking engagements, interviews and connect with influencers, included suggestions to be part of an interview directory such as [interviewquests directory.com](#) (for a nominal monthly subscription fee) or sign up at no charge to receive media-query blast emails several times a week from [helpareporter.com](#).

When you're out speaking, capture your audience's emails by providing them with a signup sheet so you can stay connected.

As a speaker, what are you going to give up, in order to have the lifestyle of an author and speaker on the road? Is that what you signed up for? Family members may disagree with you regarding how you spend your time. I know the thought of absentee wifehood has been a topic of discussion around our dinner table lately. Yours too?

- **Publishing predators:** Sometimes there can be solicitors in the publishing or speaking industry not quite of the snake-oil variety, but willing to prey on the dreams of writers. As writers, we want to spread our words of wisdom that we have dedicated our lives to work on. Don't fall prey to those selling the shovels to the miners—buyers beware, they might neglect to tell you about that missing pick from your tool box that you have to pay an additional \$299 to find out about.
- **eBooks:** Publishing decisions have direct ramifications to your bottom line. On Amazon, commission spreads vary. If you charge anything under \$2.99 or over \$9.99, you get just 30% commission; whereas a \$2.99–\$9.99 retail price will get you a 70% commission. (Note: Amazon also assesses a download surcharge with each purchase when an eBook exceeds a certain file size.)
- **Target audience:** In everything you do, consider the audience. It isn't about you, it's about *them*. That's what marketing is all about—that is if you expect to sell anything. Is there an audience for what you want to write about?

Price your book to make it affordable for your readers. For instance, if you want to sell to the Audubon Society members, you may discover that their interest in conservation goes beyond nature and trails to extend to their personal funds.

- **Pictures:** Making knowledgeable decisions regarding photo sizes and the use of color vs. black and white is key. There are increased costs with regard to megabytes—at least as regards eBooks—and it’s important how you save your pictures, whether as a .png or .jpg. There are programs that can help compress your photos so you aren’t assessed a download surcharge for every eBook sale; [JPEGmini](#) can shrink the size of your file by as much as 80%. You’ll find that .pngs and .jpegs are not musical notes but photo lingo. If they’re part of your world, investigate the minutiae, as it can have important consequences to your profitability, a term none of us can afford to lose sight of. After all, we do want to make money on our creations, no matter how heartfelt their inception; right?
- **Titles:** So important. In my own case, I thought I had the perfect title—after all, so many people loved it: “Blasted from Complacency: A Tale of Touring, Terror, and Transformation.” But while listening at speaking conferences given by James Malinchak, a marketing guru with clients such as Jack Canfield of the “Chicken Soup for the Soul” series and Brian Tracy, the personal and corporate achievement authority, I was reminded of the importance of *keywords*. Hmm... until then I hadn’t realized *Israel* wasn’t even in the name! How would my readers interested in Israel, a primary driver for my book, find it without that keyword in the title? Duh! Potential blunders like that seem obvious once you learn about them—which is why we seek help, no matter how we obtain the information, whether from books, seminars, or hiring coaches. Whew!

Put in the time and effort to find out the answers. If you have the money for the experts, great! If not, there’s always the internet, magazines, or organizations like PWSD/PWOC to join. This isn’t rocket science, but like anything worthwhile, you have to put in your time to investigate what works.

- **Search-engine optimization (SEO):** WordPress has an SEO plugin through [Yoast](#). Use it to help determine if you’re wording something in the most web-friendly way.
- **eBook formatting:** Formatting book interiors was another issue discussed. How do you get the eBooks to flip open on your phones in a user-friendly fashion? Experts can provide techniques and detailed knowledge that will save us authors time and money. Seek mentors and role models, whether by paying for them or looking at what the movers and shakers in your genre do; the successful ones leave clues to follow. Hire experts to avoid costly mistakes—redoing something is a lot more expensive in time and money than learning how to do it right the first time.
- **Promotion:** While preparing for your book launch, be sure to grow your audience and set up a preorder campaign. Usually IngramSpark works well, but even established entities can have hiccups. Take a deep breath and you’ll get through it. Be patient too: It’ll take three months after your first sale before you’ll see your first royalty check.

So for me, my time was well spent listening to the adventures of my fellow writers’ *kvelling* (a Yiddish word meaning *proudly enjoying*) their 2017 triumphs, and listening with wonder at the 2018 escapades they were planning, knowing full well that joy and surprise would be part of the adventure.

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**PWOC Scribe Penny S. Tee is a nonfiction writer and blogger.** She just finished the first draft of her book, whose working title is “Blasted from Complacency: A Tale of Touring, Terror & Transformation”; it’s a 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—something she had been doing all of her life but didn’t realize until she wrote her manuscript. Part of her story appeared in June 2016 at the Memoir Showcase at the Grand Horton Theatre in San Diego. Read and subscribe to Penny’s blog, at <http://www.PennySTee.com/>. Penny 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 our January 20 meeting we will be planning for 2018 by making a Vision Board with Trez Ibrahim; register at <http://pennystee.com/event/writers4writers-meeting-rancho-santa-margarita-library-january-20-2017-2-430-pm/>

**Have newsletter feature articles/ideas? Send them to Glenna Bloemen at [gab11853@aol.com](mailto: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 PWSD's Member Profile Editor? Contact Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).**

Glenna can provide you with more information about coordinating this fun job, asking six simple questions of the member being profiled, obtaining from the member (a) responses to those questions, (b) full contact information, (c) a head shot, and (d) one or two other images, such as book covers or action shots. Then just submit the finished profile in MS Word to Newsletter Editor Glenna Bloemen by the first of the month for that month's issue of *Publishers & Writers Monthly*.

**Get found in the directory: Email your bio & headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org).**

Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. 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](mailto: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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# “How to Build Real Relationships in High-Tech Times”

## By Sarita Maybin

From Facebook to email and texting, technology has taken over as the primary means of communication. Yet conversations are still a crucial part of relationship building, both professionally and personally. In recent years, I've begun including commentary on this conundrum in my communication keynotes...and I share a few of my favorite thoughts on the subject here.

### **If you can't say something nice**

We've all heard the expression “if you can't say something nice, don't say anything at all.” Yet, it seems that the disconcerting current trend is “if you can't say something nice... post it on Facebook, or tweet it, text it, and send an email!”

If we absolutely must express discontent online, we might want to consider my favorite wisdom: “Say what you mean, mean what you say, and don't say it mean!”

In fact, this is a good guideline to use in our face-to-face communication too.

In my 2012 [TEDx Talk](#), “Communication Lessons Learned from Mom,” I share the importance of making “one small adjustment” to say what you mean in a less-mean manner: Replace the blaming “you” word with a take-responsibility phrase using “I.”

For example, “I would appreciate” “I would prefer” and “I'm concerned” have a more positive impact than “you'd better,” “you ought to,” and “you always/never.”

As I frequently share in my keynotes, there are some wrong ways and some right ways to share concerns... in person or online.

Here are a couple of examples:

*Wrong way:* “You're wrong.”

*Right way:* “I have a different understanding...” or “I heard something different...”

*Wrong way:* “You should...”

*Right way:* “You might want to consider...”

### **Conveying warmth online**

It's sometimes hard to convey the warmth and caring that we exude in person when we're communicating via email.

Here's an idea: Do a “please and thank-you” check to make sure that you've included either or both of these words in your email. I've gotten in the habit of doing this right after I do a spell check.

*Please and thank you* are still the magic words... and they can humanize your emails!

For example, “Please respond by tomorrow 5 p.m. Thanks!” sounds better than “Respond by tomorrow 5 p.m.”

While we want to make our emails personable, we don't want to go to the other extreme and send emails that appear too soft or powerless. Women more than men tend to use credibility-robbing phrases like "I just" and "I'm sorry" in their in-person communication and online.

Now we can do a "weak word" check using Google Chrome's new [just-not-sorry](#) app.

## When to call rather than email or text

Here are three clues that we might want to choose to call rather than email or text:

### 1. Numerous Questions.

I use the "rule of three." When I've had to go back and forth to clarify or answer questions in an email volley three times, I call.

### 2. Sensitive Subject.

We've all heard the disturbing stories of companies laying off and firing staff via email. However, there are far less severe—yet just as sensitive—situations that require a "real" conversation. Everything from delicate dilemmas like negative feedback to sharing not-so-nice news is best handled in person, or at the very least, on the phone.

### 3. Conflict Resolution.

Brainstorming, problem-solving, consensus-building, and anything requiring a free-flowing exchange of ideas is best handled in real time. Fortunately, there are some high-tech alternatives such as Skype and Facetime that come close.

*Sarita Maybin is an international speaker and communication expert whose audiences have fun learning how to stay positive, confront tough communication challenges, and work together better! She is the author of the book If You Can't Say Something Nice, What DO You Say? For more information, visit her website [SaritaMaybin.com](http://SaritaMaybin.com). To receive her monthly email Communiqué, text SARITATALK to 22828.*



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## Laurie Gibson, Editor

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

**Laurie:** I love editing the work of authors who've taken the time to study the craft of writing and who are fans of stories and the written word. The result of this focus and effort is always evident on the page.

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

**Laurie:** I started keeping a journal in fourth grade—haven't stopped yet. I enjoy both the self-expression and the validation that writing provides.

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

**Laurie:** Yes. I earned a Bachelor's degree in English with a creative writing option in 1990, and then worked as a reporter for weekly newspapers in San Diego's beach communities for a couple of years. In 1997, I completed the UCSD Extension Specialized Certificate in Copyediting, then began working as a professional book editor in addition to teaching copyediting for the Extension programs at both UCSD and UCLA.

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

**Laurie:** I've been a member for just a few months but was previously a member in 2012 and also for several years during the late 1990s. The organization has proven to be a great way to connect with other members of the writing and publishing community. In addition, the information provided by the meeting speakers has been very helpful. I often refer clients to PWSD so that they too can benefit from the opportunities for networking and education.

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

**Laurie:** I'm honored to be helping with a project sponsored by the Southern Poverty Law Center. It's called "Teaching Hard History" and aims to provide (for students in grades 4 through 12) a more thorough examination of the topic of slavery. I'm doing line and copyediting of the teaching materials, as well as proofreading and helping to compile a style guide.

The other project I'm working on is copyediting a PhD dissertation exploring the contribution of women to literary culture in the 12th century—as readers, scribes, and authors of books.

I'm presenting a pair of my "Book Publishing 1-2-3" writers workshops at local libraries: in Oceanside on Saturday, Jan. 13, at 2 p.m., and in Lemon Grove on Wednesday, Jan. 31, at 6 p.m. Everyone is welcome to attend.

January 31 is also the last day that PWSD members can take advantage of the discounted rates I'm offering for manuscript review. Writers can contact me at (858) 635-1233 for more info.

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

**Laurie:** Trust your instincts and intuition about business situations. Continue to invest in your education. Remember to stay connected along the journey because community makes all the difference.

**PWM:** Please provide any other information that you would like us to include in this profile.

**Laurie:** About the photo, this is my way of conveying to writers that “editor” doesn’t necessarily mean “humorless”; in addition to showing a sense of playfulness, the picture also demonstrates flexibility!



## Calling All Members

We know you like to write. We know you like to research. Position open now for the Membership Profile Editor. Great opportunity to meet and interview your fellow PWSD and PWOC members. Great benefit to get published every month with the member profile you create. Contact Glenna Bloemen, Newsletter Editor, at [gab11853@aol.com](mailto:gab11853@aol.com) if interested or you have questions.

## 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](http://www.PublishersWriters.org). This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
2. **Enjoy a spot in the Membership Directory** with PWSD. Go to [www.PublishersWriters.org](http://www.PublishersWriters.org) to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at [j@monkeycmedia.com](mailto:j@monkeycmedia.com). (See *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](http://www.ibpa-online.org)), Small Publishers Association of North America ([www.spannet.org](http://www.spannet.org)), and Small Publishers, Artists, and Writers Network ([www.spawn.org](http://www.spawn.org));
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup ([www.groups.yahoo.com](http://www.groups.yahoo.com)—type PWSD in the group search box);
- **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](mailto:gab11853@aol.com)

### **Southern California Writer's Conference** **Presidents' Day Weekend, February 16–18, 2018** **Crowne Plaza Hanalei San Diego Resort, San Diego, California**

**Any number of how-to books combined may not give a writer the one priceless bit of clarity that can make the difference between being published or not.** Rejection by an editor or agent seldom yields the reason as to why a manuscript doesn't grab them, and it almost never reveals how it can be fixed to ensure that it ever will. Founded and run by professional writers, SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated well over \$4 million' worth of first-time authors' book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read & critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work. And since the surroundings afford it, plenty of other opportunities await those attending to mingle with editors, agents, executives, and others. Regardless which path to publication you are pursuing, join us for our 32nd Annual Southern California Writers' Conference (and Retreat). Your words are worth it! SD32 pre-registration now open. For details go to <http://writersconference.com/sd/registration/>.

### **IBPA Publishing University** **April 6–7, 2018 (Pre-conference sessions April 5)** **Sheraton Austin Hotel at the Capitol, Austin, Texas**

**The premier educational event for indie publishers and self-published authors.** There are hundreds of book conferences you could attend this year, mostly filled with fluff that's irrelevant to small presses and self-published authors. That's why the Independent Book Publishers Association has established IBPA Publishing University! For nearly three decades, this has been the indie publishing community's must-attend networking and educational event. Why? Because its 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, visit <https://www.publishinguniversity.org/>.

### **San Diego Festival of Books** **August 2018** **Location to be announced**

**The San Diego Festival of Books is a celebration of reading and writing and the important role they play in our lives and our communities.** Its goal is to provide a place where readers and authors can connect to share stories, ideas, and enthusiasm for the traditions, culture, and values of the written word. The *San Diego Union-Tribune's* inaugural 2017 event was a huge success with nearly 10,000 attendees, more than 60 exhibitors, and hundreds of authors. Expect another great festival in August! For more information on the 2018 event as details unfold, go to <http://sdfestivalofbooks.com/general-info.html>.



*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](http://www.PublishersWriters.org) for membership information, and visit the home page to sign up for this newsletter.

**The closing date for newsletter contributions is the 1st day of each month.** Send your contributions to Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).

**To apply to become PWSD's next Member Profile Editor**, contact Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.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](mailto:lauren@impress-express.com). We're looking for one volunteer a month so we can have each meeting covered.

**Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego and OC Writing and Publishing Communities!**

*Newsletter & Social Media Team*

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