

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

February 2018

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Publishers & Writers of

San Diego (PWSD) is a professional association of the San Diego publishing community, with new chapters such as PWOC forming in other parts of Southern California, too. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips. Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA), the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas), or the Encinitas Library (540 Cornish Drive, Encinitas, CA); check meeting information in newsletter for current location.

Membership

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit www.PublishersWriters.org

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

Seeking Membership Profile

Editor. If interested or for more information, contact Glenna Bloemen at gab11853@aol.com.

Next Meeting: Saturday, February 24, 2018
10:00 a.m. – 12:30 p.m.

Location: Carlsbad Dove Library
1775 Dove Ln
Carlsbad, CA 92011

Topic: ***Author Websites Made Easy***

Speaker: ***John Burke***

It's indisputable: All authors and small publishers must have their own mobile-friendly, professional website. It is by far the most important element of your marketing strategy. John Burke will take you through design, content, interactivity, and functionality options for creating a successful and easy-to-maintain website. John has over 20 years of experience in building author and publisher websites, including sites for Sue Grafton, Tom Clancy, and Readers' Digest.

During the presentation you will learn about:

- The various platforms for building a site available today
- What you should know about domain names
- Search engine optimization
- How to integrate social media and mailing list into your site
- Bookselling and ecommerce
- Marketing tools that help enhance a website
- Pub Site, a new website platform developed just for books and authors.

John Burke is the Co-Founder of

Pub-Site and the Vice President

& COO of FSB Associates, a

digital marketing firm specializing

in books and authors. John has

worked for a number of publishers,

including McGraw-Hill, Crown Pub-

lishers, Addison Wesley, and John

Wiley & Sons. He left the position

of Sales Director at Springer in

1996 to join FSB Associates to

launch its website development

efforts. The first website launched by FSB was for Sue Grafton

and was one of the first author sites on the web. John co-

founded Pub Site in 2017 to offer an easy-to-use website builder

for books and authors.



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If you plan to attend one of our monthly meetings, please help out and volunteer to write the **recap** for this newsletter; Contact Lauren Castle at lauren@impress-express.com



By Karla Olson
President, Publishers & Writers of San Diego

PWSD News

Anna-Marie Abell got us off to a galloping start with a great presentation overflowing with terrific marketing insights and ideas, with a bit of humor thrown in. She's an experienced marketer who was able to include what she's learned from recently having published her own book, *Holy Crap! The World Is Ending*. In case you missed it, she's agreed to share her slides. Check the blog at www.publisherswriters.org.

On February 24, 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. On March 31, Penn Wallace will outline the email strategies he's used to build his fan list and following for his series of novels. On April 28, 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.

In other news, we welcome Jennifer Crittenden from Whistling Rabbit Press as the scholarship recipient for Publishing University. (See her member profile later in this newsletter issue.)

Speaking of which, Publishing University will be held in Austin, Texas, April 6–7. These two days are crammed with great speakers and information about independent publishing. Go to <https://www.publishinguniversity.org/> to learn more. You really should consider coming. I've attended for over 20 years, and I learn something new every year.

Finally, we need someone to help with the member profiles that are featured in the newsletter every month. We thank Sheri McGregor for her help in the past. If you are interested, please contact Glenna Bloemen at gab11853@aol.com.

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

We're looking forward to hearing Janet Williams' publishing story, including the successes as well as mistakes she made when she published her three-award winning book, *You Don't Ask, You Don't Get*. Please join us on March 3.

PWSD members 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. Join us in Orange County sometime!

PWSD/PWOC Membership

Yearly dues are only \$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.

Continued on next page

President's Message—continued

Reminder to all members: To get into the online membership directory, 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 take advantage of this benefit. If you are unsure when to renew, please contact me at karla@publisherswriters.org, and I will let you know.

IBPA Membership

Have you launched your publishing journey? If so, 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 quite affordable; but to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.

Read Local

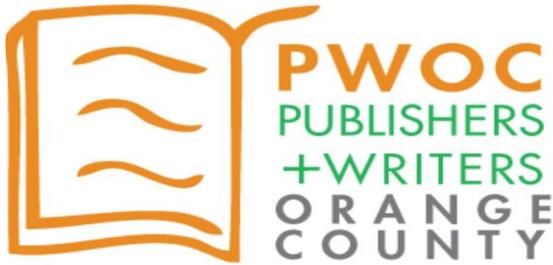


We are planning to participate in the Encinitas Street Fair in April, with a co-op booth for authors. If you have a book to sell, please go to www.readlocal.org to sign up for the Read Local newsletter to get more information about how to register for an author slot.

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, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25 and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.

“PWSD likes Facebook!”
Visit us on Facebook today
and let us know
you like us!





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 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. Remember, as a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!

Join Us on March 3 for "Positioning Yourself for Publishing Success" Presented by Janet F. Williams

Janet F. Williams, award-winning author of *You Don't Ask, You Don't Get*, will share her publishing journey with an emphasis on how you can position yourself for a better outcome.

In this interactive discussion, Janet will reveal her successes and missteps along her publishing path, including book design, branding, marketing, distribution, and reviews, as well as how she picked her pen name, how she decided on traditional versus self publishing, and how she used the principles in her book to make better decisions.



Janet F. Williams is the author of the triple-award-winning self-help book, *You Don't Ask, You Don't Get: Proven Techniques to Get More Out of Life*, and also *Superior: Adventure Romance*, published under her pen name, Zoe Amos.

Janet teaches creative writing workshops at the Southern California Writer's Conference and elsewhere. She also edits manuscripts, writes and edits business materials, and speaks on a variety of topics.

In her spare time, Janet likes to write the stories she wants to read.



See Next Page for PWOC Meeting Recap

PWOC Meeting Highlights, February 3, 2018

“Jumpstart Your Book Reviews”

Presented by David Wogahn

[AuthorImprints](#)

When you’re considering buying a book on Amazon, you look at the reviews, right? Reviews are bread and butter for any author. So how do you go about getting them?

One resource is *The Book Reviewer Yellow Pages 9th edition*, a reference guide that lists hundreds of book reviewers, their contact information, submission guidelines, and genre preferences. The new editor of the book is David Wogahn, who spoke to Publishers and Writers Orange County earlier this month on how to “Jumpstart Your Book Reviews.”

Connect with these folks before you publish your book, Wogahn advised. That way, when you launch, you’ll have plenty of reviews ready to go. Don’t promote the book heavily until you’ve got reviews out there, he said.

To get the reviews, you need what’s known as “advance reader copies” or ARCs, which you’ll give away for free to book reviewers, media reviewers, bloggers, podcasters, and others who may offer input, praise, or publicity for your book. Don’t forget Bookstagrammers, who’ll post your book on Instagram. Plan to request reviews 60 to 90 days before publication.

However, David cautioned, don’t send the book to a reviewer unsolicited. Send a query first to find out whether your target wants to receive the book. And make sure you’re sending queries to people predisposed to review books in your genre. Some reviewers will want a PDF of the book. Others will want a printed copy; still others may request an ebook.

David recommended requesting reviews first from your most loyal fans (who could be friends and family), then building outward to reach strangers. To get reviews for *The Book Reviewer Yellow Pages*, David started off by determining who wrote reviews for previous editions of the book. Then he asked them to post a review of the latest edition.

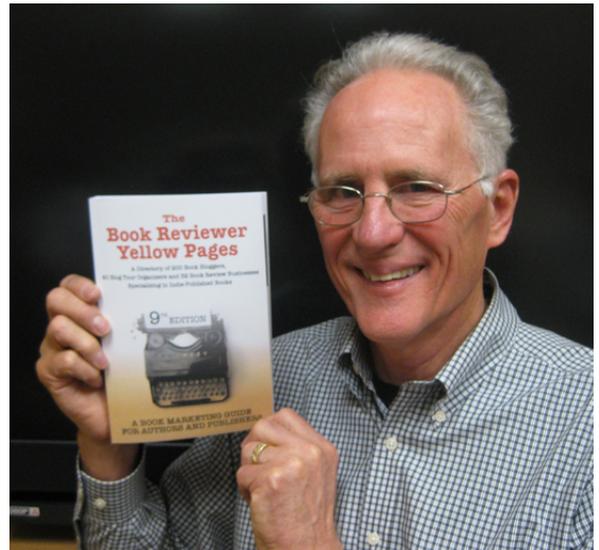
The next level is what David called the “addressable audience” or your “street team”—the people on your mailing list. Having a mailing list, said David, is critical.

Next, reach the reviewers you’ve chosen to query. It can be a good idea to arrange a blog tour around them to promote your book across various websites and blogs over the course of a week or two, with dates for each blog post set in advance.

Typically, a blog tour is more than just a number of reviews. In many cases, you’ll be responsible for writing a guest blog post or perhaps being available for an online Q&A. The reviewer might do a book cover reveal to attract interest to your book even before it goes live. So be prepared. Have your images ready ahead of time, along with an author Q&A and other elements of a media kit. Be prepared to write a number of blog posts, each geared to the blog you’re posting on. Also, plan to engage with reviewers on the day your blog post or their review goes live.

Make sure you’ll be available to reviewers during your blog tour—in other words, don’t plan a tour and then go on vacation. And be sure reviewers know your publication date.

Be cautious—evaluate reviewers. What’s their Alexa ranking? How many followers do they have, and are those followers engaging with them? Remember, they’ll be evaluating you as well. Have a social media presence.



It's also a good idea to get on reviewers' radar. Comment on and share their posts, tag them, and follow them. And when they do review you, promote that review to your audience. David suggested picking three to five key influencers and building a relationship with them. Find out how you can help and promote them.

You can arrange a blog tour on your own, or you can hire a blog tour organizer to do the work for you. The organizer typically has connections to blog reviewers and can save you time locating the right bloggers for your book.

Some publications—[Kirkus Reviews](#), [Publishers Weekly](#), and [Foreword Reviews](#)—charge authors for reviews. And beware, because you aren't guaranteed a positive review. But there is some cachet to a positive review from a well-known site.

Eager to get awards for your book? Consider this. David uncovered a study conducted in the United Kingdom. This study found that reviewer ratings *declined* after a book received a reward. Researchers Amanda Sharkey and Balázs Kovács noted that winning an award attracts a wider audience, but they concluded, "Many readers who are drawn in by prize-winning books tend to have tastes that are simply not predisposed to liking the types of books that win prizes."

This doesn't mean you shouldn't go after a prize—you'll no doubt get plenty of publicity out of the award and an uptick in sales.

Eve Gumpel, the owner of Good Writing Matters (www.evegumpel.com), ghostwrites and edits books, as well as producing and editing blogs, website content, and press releases for businesses, authors, and individuals. Be sure to watch her recent SUE Talk, "There's a Reason They Call It 'Practicing' Medicine," here: <https://www.youtube.com/watch?v=SnaNhWWGVIM>



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 PWSD's Member Profile Editor? Contact Glenna Bloemen at 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.

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!**



Let's Talk About Your Website

Jeniffer Thompson

[Monkey C Media](#)

*Note: This article first appeared in Publishers & Writers Monthly in 2012.
It has been updated and reprinted with permission from the author.*

“How do I sell more books online?” This is a common question, but what authors should be asking themselves is “How do I talk to my audience?” Speaking to the needs of your buyers is the key to successful digital marketing.

Of course the only way to have an intelligent conversation with someone is to know your subject *and* the person you're talking to. If you know your readers, then you know what makes them tick and you know how to reach them on a deeper level. This will give you the ability to write captivating copy that, much like a conversation, leads your potential buyers. This is the strategy of creating a sales funnel. It is necessary to create this funnel, because you can't say everything on your home page—instead, use carefully chosen verbiage to engage, pique interest, and funnel your readers deeper into your site and toward your call to action.

Think of your home page as your chance to sell your benefits. The Internet has made it easier than ever to find exactly what you need, when you want it—now. People are looking for instant gratification, which is why most buyers will decide within less than a second whether to continue browsing your site.

Your first goal is to engage interest. The saying, “People judge a book by its cover,” is also true for your website. Internet surfers are a discriminating group—they will judge your website based on the initial feeling they get when they land there. Without even knowing it, they will have made a decision about your site and consequently your books. Before you begin a conversation with your potential buyers, consider the way in which you present your information—that is, the look and feel of your site.

Fifteen years ago people were impressed if you had a website, and ten years ago people expected you to have a website. Today people expect a professional, well-designed site that is easy to navigate and, of course, they expect value. With so much competition, if you don't deliver, your readers will look elsewhere.

Never underestimate the power of a simple palette—avoid using too many colors. Avoid clutter. When overused, your eyes get tired. If you overwhelm your readers with too many visuals, they may lose interest without even knowing why. Don't distract your readers; draw them in and make the sale.

Think of your color choice as the foundation for your project. It is a huge part of your branding—the engine that drives the vehicle. As you research your audience, choose your colors appropriately; choose something your audience will respond to.

Color evokes emotion; it sets the tone and creates a mood, it stimulates and/or it suppresses. Color reaches people on a subliminal level. Color can cause us to make radical decisions; it can affect our buying, call us to action, or sedate us. Color can make us feel hot or cold, happy or sad—in many ways, color drives our impulses.

For example, the right shade of yellow can produce a sensation of sunlight and warmth, but just a slight change in shading can cause a feeling of nausea. Research has shown that school children get higher grades when their study rooms are decorated in yellow. Yellow is a stimulant—it is the first color the eye is drawn to. For this reason, yellow is a great color to use if you want to draw attention to something; however, when it is

overused it will fatigue your reader. Blue and green are soothing and restful colors known to have healing powers and instill a feeling of trust.

Next, as you begin to conceive the idea for your site, think of your home page as a magazine cover. Create a feeling that your audience will relate to—sell the benefits of your book. Always remember the WIIFM factor: What's in it for me?

Imagery will often speak louder than words. If you feature successful people—happy, healthy, attractive, active people—your visitors will associate your book with success. Imagery is an integral part of your site and can draw people in or, conversely, turn them away.

When it comes to writing sales copy for your home page, studies show that headlines and bullet points are the first text a person will read. People will discriminate against your other copy if those initial bullets do not pique their interest. It's sort of like reading the headlines in a newspaper before you decide to read the articles.

An effective method for selling your online message is the use of a Read More tag; news organizations use this method to draw people in; plus it's a great way to funnel your audience deeper into your site. Offer an engaging headline, a powerful opening, and a Learn More or Read More tag that your reader must click before getting the whole story. As a sales method, this can be very effective because your readers will decide which message interests them most and make the decision to learn more or move on to a different area of your site. This is a way to lead your readers without overwhelming them.

Speaking of copy, avoid running your words all the way across the screen—narrow columns are easier to read and less likely to fatigue the eyes of your reader. Also, sans-serif text is easier on the eyes, mostly because those little squiggly edges like you see on a Times New Roman font make for difficult reading on a light-emitting computer screen. A sans-serif font like Helvetica or Verdana is the best option for Web text.

Typical web surfers read a site from left to right, in a Z-like fashion. For this reason,

Ten Bright Ideas to Freshen Up and Maintain Your Website

By Jeniffer Thompson

As another calendar year passes by, it's time to look around your site and clean out the cobwebs. Here's a list of maintenance items to think about:

1. Renew your URL: make sure you know when to renew your account. Not sure? Look it up here: www.whois.net. Also, take note of when your hosting is due; if you've changed your email in the past year, you may not get your renewal notice.
2. Is your copyright up-to-date? People will often check whether your site is updated and current by looking at your copyright date. If you're stuck back in 2014, your audience may wonder if you're still in business. Your audience will take you as seriously as you take yourself.
3. Are you blogging? Make the commitment. Once a week is enough to make a world of marketing difference.
4. Prevent bad links at <http://validator.w3.org/checklink>; not only do bad links annoy your readers, but they stop the search engine crawlers dead in their tracks—when a crawler hits a bad link, it backs out of your site and moves on.
5. Add new images: www.iStock.com is a great source for inexpensive images.
6. Track your traffic to see where people are coming from, where they land, what they do on your site, and which page they leave from.
7. Ensure that your site is mobile friendly.
8. Update your media page: Do you need a new author headshot? Is your one-sheet up-to-date? Do you have any interviews or reviews you can add to your site? Can you write a press release about any exciting new happening in your company like a new assistant, an exciting event, or a new office location?
9. Create an author interview video for your website—video is a powerful way to extend your reach and touch your readers profoundly.
10. Join Facebook, Twitter, Google+, Digg.com, and LinkedIn—all great ways to network and increase your visibility.

the upper left side of the screen is your most powerful real estate. Use this space for your most powerful message. The bottom right side of the screen is the last place a person will look; however, you can lead the eye by using color and imagery. Think of your home page as a road map—you are guiding your reader with nuggets of pithy information, but you are not telling the whole story—at least not right away. A cluttered home page will fatigue your reader.

Once you have implemented these methods, your home page will sing. The rest of your site should follow suit. Be clear and concise. Offer a call to action on every page so making a decision is easy for your audience—this will increase your conversion rate. Keep your content and your copyright up-to-date, and offer a privacy policy—this will instill trust.

Lastly, offer consistency throughout your site. If the navigation of your site changes as people move from page to page, they will be less likely to find what they are looking for on a second visit. If you have a large number of web pages, consider using a sitemap so readers can quickly and easily navigate the content of your site. Your site's look and feel should also be consistent—a break in a visitor's experience is likely to cause confusion.

In closing, always think of your website as a place to begin a conversation with your buyers—the last thing you want is for that conversation to become stale. A dynamic website with fresh new content will keep the conversation going and keep your readers coming back for more!

Jeniffer Thompson is the co-founder of [Monkey C Media](#), a full-service design house offering author services: websites, custom Facebook pages, book cover design, photography, and branding development. She is also PWSD's much-appreciated webmaster for [PublishersWriters.org](#) and [PublishersWritersOrangeCounty.org](#).





Jennifer K. Crittenden

Whistling Rabbit Press
Del Mar, California

Email: jennifer@discreetguide.com

Websites: discreetguide.com
mammothletters.com
whistlingrabbitpress.com

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

Jennifer: I have written three books, *The Discreet Guide for Executive Women*; *You, Not I*; and *The Mammoth Letters*. My company, Whistling Rabbit Press, has published four. I maintain three websites devoted to various aspects of my business and writing and publishing. I also publish a bi-monthly digital magazine called *The Pergola*.

PWM: What first attracted you to writing?

Jennifer: I am a devoted life-long reader (they call me Hermione for a reason), and fooled around a bit with writing in my teens and twenties. After I stopped working full-time, I returned to writing with a vengeance.

PWM: Did you previously have related experience in writing?

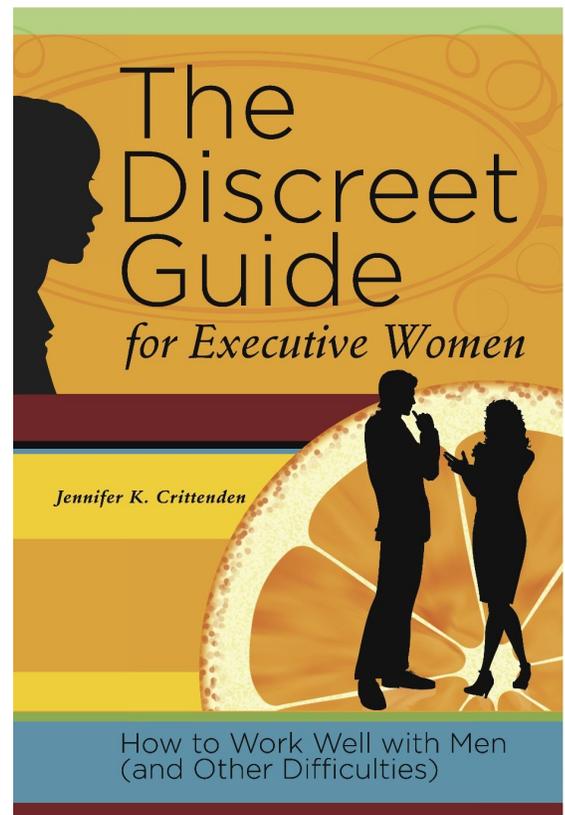
Jennifer: I worked in corporate America so I wrote my fair share of emails, strategic plans, government and shareholder reports, and thinly disguised requests for money. Most business writing is awful, so I tried to do my part to generate clean, precise prose in a messy world.

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

Jennifer: I joined in 2012 after my first book came out. The presenters are usually great (how Karla gets the people she does, I will never know), and the members are friendly and fun to get to know.

PWM: What are you working on now?

Jennifer: I am mostly promoting *The Mammoth Letters*, which came out in September, but I have an outline for a novel sitting around, and my editor is pushing me to start a sequel to *The Mammoth Letters*. Oh, and I have some pieces of a story about a young French snowboarder whose life is in danger. And I'm working on planning an Eastern Sierra Book Festival for next year. The days whizz by like cars on a bullet train.



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

Jennifer: Learn to write really well. Take courses, go to workshops, get critical about what you produce. I would recommend a creative writing course on Coursera, the online university. Study the writing books by Roy Peter Clark, William Zinsser, Stephen King, and Anne Lamott. Read good writers and study what they do. Develop taste. Take your time. Think in terms of three to five years to produce your first book. Write. Be happy.



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

if you're interested or 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. This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
2. **Enjoy a spot in the Membership Directory** with PWSD. Go to www.PublishersWriters.org to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at j@monkeycmedia.com. (See *announcement at top of this newsletter page for details.*)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held for PWSD the first 10 months of the year (usually on the last Saturday) and, for PWOC, on the first Saturday (except on holiday weekends)—both offering educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- **Our monthly electronic newsletter, *Publishers & Writers Monthly***, containing information about local, regional, and national publishing activities;
- **Discounts on national membership dues** for Independent Book Publishers Association (www.ibpa-online.org), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup (www.groups.yahoo.com—type PWSD in the group search box);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate**, a \$10 savings each meeting, compared to the non-member meeting rate of \$20!

Let us know if you have any questions or comments about your membership with PWSD, or any ideas to improve upon our mission. Again, welcome to PWSD.

Karla Olson, President, PWSD
Jeniffer Thompson, Web Design, PWSD

2018 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**

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 registration now open. For details go to <http://writersconference.com/sd/registration/>.

Book Publishing 1-2-3: For Writers of All Levels, with Book Editor Laurie Gibson Saturday, February 24, 2018, 2:00 p.m. Canyon Hills Branch Library, 400 South Scout Trail, Anaheim, CA 92807; 714-765-6444

Grab a pen and join this lively FREE workshop, spiced with stories and tips to empower and inspire. You'll get a glance at today's dynamic book business, including the rise of self-publishing, learn how to connect with editors and literary agents, and ideas for refining your craft and stretching your creativity. The wrap-up will include practical thoughts on book promotion.

The Westgate Literary Tea with Acclaimed Author Mark Sarvas Saturday, March 17, 2018, 2:30 to 5:00 p.m. Le Fontainebleau Room, The Westgate, 1055 Second Avenue, San Diego, CA 92101

While enjoying an exquisite three-course afternoon tea with champagne, you will bask in a marvelous afternoon in the company of Mark Sarvas, highly acclaimed author of the debut novel, *Harry, Revised*. Help celebrate his second book, *Memento Park*, the story of a son who begins to unravel the story of his father after he acquires a mysterious piece of art. This breathtaking narrative will have you considering not only family history and father-son dynamics but also the nature of art itself and the infinite ways we come to understand ourselves through it. *Books will be available for purchase online and signing during the event; signed hardcover book is \$30 additional.* Event cost is \$45 plus tax, gratuity, and ticketing fee; \$3 parking validation.

***The Golden Son* Free Library Adventure with Bestselling Author, Shilpi Somaya Gowda**
Saturday, March 24, 2018, 2:00 p.m.

Carlsbad City Library, 1775 Dove Lane, Carlsbad, CA 92011

Adventures by the Book™ is pleased to partner with the Carlsbad City Library for a *Free Library Adventure* with bestselling author Shilpi Somaya Gowda. Delve into Shilpi's latest novel, *The Golden Son*, an unforgettable story of family, responsibility, love, honor, tradition, and identity, in which two childhood friends—a young doctor and a newly married bride—must balance the expectations of their culture and their families with the desires of their own hearts. This free *Adventure* includes a book discussion, Q&A, book signing, and the opportunity to meet the author up close and personal. As a child of immigrant parents, Shilpi has a deeply personal perspective of what it is like to be from a family whose choices were often rooted in the traditions of India. Drawing from personal experience and extensive research, Shilpi will enlighten the audience on how she was inspired to write this stunning novel. Meet this incredible author and get your hands on a signed copy of *The Golden Son* at this *free event*. Seating is limited.

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/>.

Chinese Dinner Adventure with Amazon 2016 “Best Book” Author Jade Chang

Thursday, April 19, 2018, 6:30 p.m.

Chef Chin Chinese Restaurant, 4433 Convoy Street, San Diego, CA 92111

Adventures by the Book® is excited to take on *The Wangs vs. the World* with a fun Chinese Dinner Adventure. Join us for a delicious Chinese dinner as author Jade Chang discusses what brought her to write her critically acclaimed debut novel. Your \$40 *Adventure* includes dinner, beverage, tax, gratuity author talk, book signing, and the chance to meet the author up-close and personal in an authentic and intimate setting. Jade Chang is the much-acclaimed author of *The Wangs vs. the World*, the quirky, energetic, hilarious, and heartbreaking story of the Wangs, an unforgettable immigrant family whose spectacular fall from glorious riches to rags brings them together in a way money never could. Her debut novel has earned multiple rave reviews and accolades. *Notes: No physical tickets will be issued. Due to the special nature of this event, no refunds are available after April 12, 2018, or for no-shows. Only books pre-ordered or purchased at the event will be eligible for signing.*

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 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 apply to become PWSD's next Member Profile Editor, contact Glenna Bloemen at 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. 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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