

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

April 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), but sometimes at 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, April 28, 2018**  
**10:00 a.m. – 12:30 p.m.**

**Location:** **Carlsbad Dove Library**  
**1775 Dove Lane**  
**Carlsbad, CA 92011**

**Topic:** **How to Make Your Book a TV Star**  
**(And Other Mass Media)**

**Speaker:** **Jacque Jordan**

**In a crowded and demanding universe** of television, radio, podcasts, social media, and the internet, the question becomes this: **How do you get your book promoted?** The answer is that the formula is still the same. We will explore:

- Developing Your Hook
- Building a Solid Platform
- Building Credibility
- How to Market Yourself: The Five-Finger Brand Hand: Internet, Speaking, Print, Radio, Television
- The Importance of Your Material
- Matching Your Hook with the Right Show
- Tips to Perfect Your On-Air Performance
- Do's and Don'ts for Your Successful Appearance

Jacque Jordan is the founder of the ten-year-old Silicon Beach based TVGuestpert, TVGuestpert Publishing, and [TVOnCamera Training.com](http://TVOnCameraTraining.com). TVGuestpert is a media development company that raises the profile of the Guestpert in the media and grows its client's core business. With TVGuestpert, Jacque works with businesses on branding, promotion, marketing, producing and development, as well as on-camera execution.

As a published author of *Get on TV! The Insider's Guide to Pitching the Producers and Promoting Yourself!* (Sourcebooks, 2006) and *Heartfelt Marketing: Allowing the Universe to Be Your Business Partner* (Burman Books 2010), she has been featured in *Entrepreneur Magazine*, *Selling Power Magazine*, *Feedback Magazine*, *Emmy Magazine*, and the cover of *Woman's World Magazine*. As a commentator on television regarding the business of the industry and pop culture, Jacque's appearances include *Fox Reality*, *Good Day New York*, *Fox*, *ABC Family*, CBS's *Big Shot Live*, *TV Guide Channel*, *CBS Evening News*, *FX*, and countless radio shows. Jacque is a graduate of the University of Delaware, with a B.A. in Communications and a minor in theater.

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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**

I just returned from my zillionth annual IBPA Publishing University. It was great to see so many PWSD members at the conference – Jennifer Crittenden, our scholarship recipient; Anna Marie Abell, Gerri Santiago, Leann Garmes, Scott Mubarek, and others I'm sure I'm forgetting. This is my favorite conference. The presentations are terrific; I learn something every year. But even more importantly, the community is inspiring. We are all proud to be independent publishers and are representing the best in publishing.

Congratulations to Scott Mubarek for winning *two* Ben Franklin Gold Awards for his book *Tyree*. Anna-Marie Abell was also a finalist in two categories. I'm proud to say Patagonia won a gold for our book, *A Temporary Refuge*, and we had three more finalists. There were more entries this year than ever before, and the competition was fierce. Big round of applause to our winners and finalists!

Penn Wallace gave a very informative talk about how to build and maximize your sales through your mailing list. He provided his slides, which are up on the website in the blog. Lots of great ideas and strategies; you'll want to check them out.

In April, Jacquie Jordan will discuss how to pitch yourself and your book to TV.

In May, Marla Markman will walk us through a production schedule for a book. One of the biggest mistakes independent publishers make is not planning ahead and thus not giving themselves enough time to create their books to professional standards. You won't want to miss this one.

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

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

I was at Pub U so had to miss Cherie Kephart's inspiring presentation about how to add heart and soul to your memoir. I heard the talk was great, so be sure to check out Penny S. Tee's recap in this newsletter.

We did a little bit of a round table at the March PWSD meeting and remembered how popular and helpful these sessions are for everyone. So we decided to do a round table for the May PWOC meeting. This is your chance to get those questions answered, brainstorm best practices, and share your successes. These meetings are great fun, so be sure to join in.

*Continued on next page*

## President's Message—*continued*

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 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.

Reminder to all members: 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.



*Read Local*



We are participating in the Encinitas Street Fair on April 28 and 29, with a co-op booth for authors. A few slots are still open, so if you have a book to sell, please contact [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) for an author slot. Watch for an email, too. You can sign up for the newsletter at [www.readlocal.org](http://www.readlocal.org).

Please visit [www.readlocal.org](http://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!



## **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)**

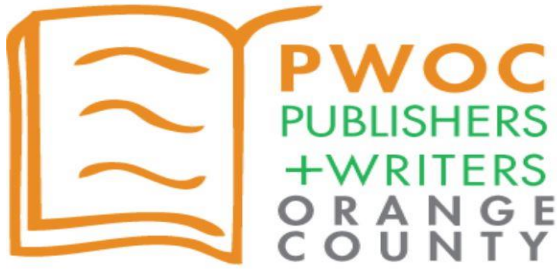
*if you're interested or have questions.*

**“PWSD likes Facebook!”**

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**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](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!



## What are YOUR Successes, Dreams, and Challenges?

Join PWOC on May 5 for Another Great  
**ROUND TABLE DISCUSSION!**



**Moderated by Lynette M. Smith**  
[\*All My Best Copyediting and Heartfelt Publishing\*](#)

At this meeting you'll have the chance to not only present your writing and publishing "puzzlements" for round-table assistance but also share a few solutions to others' puzzles. Collectively we have a wealth of knowledge and experience; this is your chance to benefit *and* pay it forward! Our moderated round-table discussions have been extremely productive in the past, so be sure to catch this one!



**See Next Page for PWOC Meeting Recap**

*PWOC Meeting Highlights, April 7, 2018*

## “Soul Therapy: The Spiritual Side of Writing Memoir”

Presented by Cherie Kephart

[CherieKephart.com](http://CherieKephart.com)

*Cherie Kephart's book, [A Few Minor Adjustments: A Memoir of Healing](#), is the winner of both a 2017 San Diego Book Award and a Bookvana Award. It was also featured in the San Diego Annual Memoir Showcase and performed onstage at the Horton Grand Theater. Cherie's essays, stories, and poems have appeared in publications and events such as: The San Diego Poetry Annual, The San Diego Writers Ink Anthology, Oceanside Literary Art Walk, Wild Lemon Project, Magee Park Poets Anthology, as well as in the Transform Your Life classes.*

From the moment Cherie Kephart began speaking, I knew she would take us on a spiritual journey. Her wise words of how writing can lead you on a path of self-discovery were an apt description of a writer's life. Each life lesson Cherie taught us danced like a spiritual melody floating through the air—it was as if she were a piper playing a tune for our souls.

I suppose I should be extremely grateful for many reasons. My manuscript has only taken almost four years to complete—Cherie's took her nine. But several of those years were given over to the vagaries of her physical plight—two to three years during which she couldn't write due to her illness that repeatedly dragged her to death's door. Her tenacity was formidable—I think she's Wonder Woman incarnate!

Cherie believes writing a memoir is a journey beyond words. It is a soulful experience. Enter the unwritten and learn about writing a memoir from a spiritual vantage point. It's about relinquishing the power your story has over you. By learning to let go of the story that is holding you back, you can craft the story you were meant to tell. In this meeting, we explored the fears that block us, the truth behind our intentions for writing our stories, how to discover the real message we are communicating to the world, what to focus on, what to let go of, and how this entire experience transforms us.

Cherie Kephart was raised in Venice, California. An athlete, she was a competitive volleyball player and marathon runner. She left the United States for an adventure-filled life as a Peace Corps volunteer. She's lived in more than 40 countries. She loves traveling but discovered you can't always predict the impact of a trip nor the lessons you'll learn along the way. Life had much more in store for her beyond her itinerary. She returned from her intentions of helping to save the world to years of trying to save her own life.

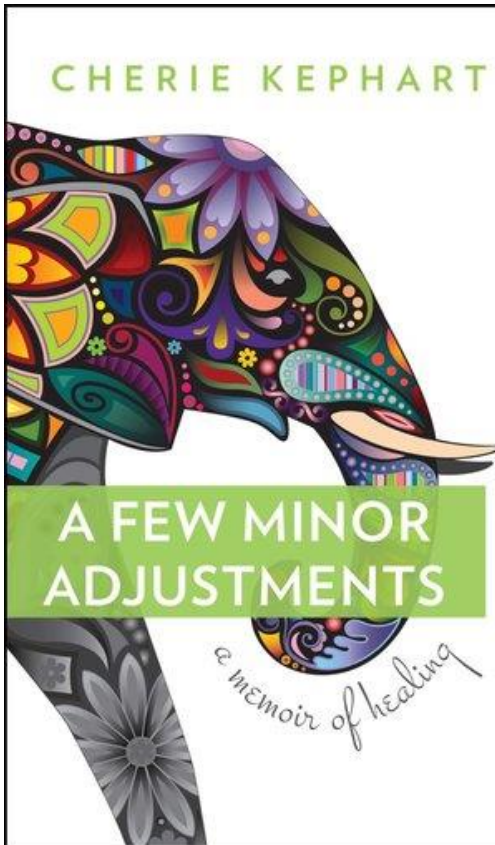
On April 15, 2014, she found herself collapsed on the shower floor. She was ultimately diagnosed with a mysterious illness that brought her close to death—many times. She had 20 different symptoms that kept getting worse. The dirge of doctors she sought help from were not helpful, and they often left her helpless. She “named” her succession of medical Generals from Dr. Nosehair to Dr. Loveless.

Her symptoms were extreme—neuropathy, her heart beating out of her chest, dangerously spiked high fevers, a list of 20 symptoms, each spinning her life into hell and possible oblivion. The doctors weren't sure what was happening or how to stop it—after all, she asserted, what doctors do is a *practice*. She was disabled and lost her friends and independence, and no one knew why.



But she is a fighter and said, “No”—at some times more enthusiastically than at others. She tried everything from traditional to alternative medicines. She was told many times that she was dying. At one point, she was taking 46 pills a day. Often she was too sick to do anything other than stare out the window.

She looked under every stone but couldn’t find any answers... until one day she decided to write the book she wanted to read and magic began to happen—she began to get better. She realized she never wanted to have anyone feel the way she had; writing saved her life and birthed her book, [\*A Few Minor Adjustments: A Memoir of Healing\*](#).



Cherie believes healing is similar to writing. When you are close to death, you want to tell your tale and leave behind your message. With dying imminent, you want to take in a slow deep breath, you have an intense appreciation for life, and you want to exhale living your life to the best of your ability for as long as you can.

Cherie asked, “What is your message? It’s key. What are you here to tell?” In Cherie’s case, she learned that even if you don’t have the answer, you can still heal. She said to find your passion, and the gift to you will be finding your soul’s therapy.

Cherie’s definition of a bad week is when the paramedics come to your house and they’ve been there so many times that they notice you rearranged the furniture. Her heart was racing at 200 beats per minute and the ambulance attendant told her she was going to be okay; and at that moment for no understood reason, she knew it was true. She would be all right.

She felt that even if she died, so does everyone else on Earth, at some point. Fear of dying had been her biggest life force, and to live she had to change—healing was transformation.

She compared our characters in our books in the same way. They have to change and transform that which gives them purpose in our stories. Our readers are meant to change as well, as they ask themselves what they learned by reading this book, and what journey they were led to. Perhaps it is this similar yet individual path that causes the connection between writer and reader.

The choices you make are what’s important; what makes you happy? She advises that every day is a bonus. Don’t go to the computer with drudgery; do a heartfelt check-in with yourself and begin. Be sure you are connecting with your writing. Set an intention. Visualize how you want your life and your writing to feel.

The best writing is what happens in life... playing ball with your kids, dancing Bollywood for the first time. Don’t be afraid to be away from your computer.

Cherie doesn’t believe in writer’s block. She thinks you are stalled because you need to go another direction; you’re not getting enough inspiration... seek it. If you’re feeling scared of writing, write with a stream of consciousness and change your font color to white so you can let the words flow without the burden of seeing them. Or use an inkless pen and write. Let the words from your mind course through your fingers to the pen; you won’t be able to judge yourself with a blank page. Get a couple of pages written and it will clear out your mind. It’s a writer’s spring cleaning for the brain so you can now be more open to creative and stimulating ideas.

As a writer, you have to be vulnerable. Your reader wants to know you’re human, authentic—with flaws and warts.

Cherie acknowledged that rewriting is still writing. The first time we write our memoir it’s to get it all out—there is a reason we are writing it. She recommended not stifling yourself! Your ego is involved at times, and your thoughts strongly need to be expressed.

The second time you write your book, it’s more audience focused. What do you want to teach? I felt nauseous as Cherie told us how after writing her first tome, she decided it wasn’t good enough and burned it to ashes.

Although she acknowledged she wasn't an advocate of burning books, it was part of her journey. Have you ever done something with your writing that seemed destructive yet forced you to grow?

Cherie likened writers to artists; it's important to be a sculptor; how do you want to make your artwork ready for the rest of the world? It isn't about you anymore. Refine your chunk of clay into a beautifully crafted story. Pare it down to the essence.

And soon your editor will take her Ginsu knife to your creation. Cherie enjoyed her editor's accolades about her first two-thirds of her book and bore the searing pain as 14 chapters were removed, and she was asked to scrounge through each and pick out just a favorite line or two. She was instructed to find the thread that ran through all those chapters. *Stop!* she thought. *You'll survive this blow.* And she resisted the urge to fashion those threads into a noose as she saw the deleted chapters lying on the concrete floor. Afterwards, she did acknowledge it read much better, though I'm sure the process required swimming in a bath of Neosporin, with perhaps a bottle of Zinfandel at her side.

Yikes! Visions of what's coming to me as I turn in my completed manuscript next week to my content editor. I felt like the Universe had just set off a blaring alarm.

Cherie advised that it's important to infuse emotion into your writing; again, the importance of connection, even if you're writing the next great thrilling escapade. Movies such as *ET*, *Steel Magnolias*, *Fried Green Tomatoes*, and *Beaches* are all emotional; even movies like *The Fast and the Furious* portray strong feelings.

She followed the advice of other great writers like Kurt Vonnegut who said, "Write to please one person." After all, we are storytellers. If you imagine yourself telling your best friend your story, you'll connect, you'll surely include emotion, you'll speak in natural sentences, and it will give you focus. There is only one of you, so enjoy your unique voice.

Stay balanced. When I'm balanced in my life and passionate about what I'm doing, I'm paying attention and staying present—meditating. Feeding yourself and your soul will bring balance. Do things that will inspire you. Learn from others. Trust your intuition.

Writing takes practice and repetition. How do you know you're moving in the right direction? When the combination is just right in the dance between balance, control, and letting go, you're performing a wondrous ballet.



Cherie Kephart with the PWOC attendees whose lives she has touched.

Cherie's life hasn't been easy—she's almost committed suicide twice, tired of the pain and struggle. But she didn't give up. She learned how to stop fighting her illness and stopped trying to control her life. She learned how to pay attention to how she felt. Play in the playground with people who expand your energy rather than contract it—avoid Energy Vampires. Intuition is not wishful thinking; pay attention and practice. Do affirmations. With the number of times she's neared death, staying present has taken on new meaning for Cherie. The gift of being close to losing your life is that when the angels move on to visit someone else, you have a newfound, invigorated passion to live.

The last thing Cherie wanted to share was what Wayne Dyer said: "Don't die with a song inside of you." She said, "Don't die with a book inside of you."





I couldn't help but think, having been a marathon runner myself and learning of her extreme physical challenges, that her marathon training had prepared Cherie for her life. A marathon teaches tenacity, to always continue to put the next foot forward and you'll achieve your goal no matter how difficult the race. And she has... finishing reaching toward the heavens in triumph. Congratulations, Cherie, and thanks for sharing your heart and your journey with us. You're an amazing and strong woman, and we were honored to enjoy the morning hearing your profound, enlightening story. Namaste.

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*PWOC Scribe Penny S. Tee is a nonfiction writer and blogger. She is currently writing her book, "Finding Peace in Israel, A Tale of Terror & Transformation," the true account of her family's vacation in Israel in 2014, when they found themselves touring extraordinary, historic, sacred sites, and cowering in bomb shelters. The impact of being human targets caused a dramatic shift in her life, moving her to want to work on Peace. Part of Penny's 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 that is switching from meeting at a local library for over two years, to an online meeting the second Monday of every month, 6:30–8:00 p.m. The last meeting will be held at the Rancho Santa Margarita library April 21, 2018, 2:00–4:30 p.m., where attendees will be doing readings for feedback. RSVP at <http://pennystee.com/event/writers4writers-meeting-rancho-santa-margarita-library-april-21-2017-2-430-pm/>. On May 14, for their first online meeting, Teri Rider will be presenting the "Industry Standards Checklist for a Professionally Published Book," released by the Independent Book Publishers Association (IBPA) in March 2017. RSVP at <http://pennystee.com/event/writers4writers-host-penny-s-tee-speaker-teri-rider/>.*



**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 5) in each newsletter issue.



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



# IBPA's Hybrid Publisher Criteria

Reprinted with Permission

From the IBPA Website Resources Tab  
[Hybrid Publisher Criteria 2/2018](#)

*IBPA, and its members, support professional publishing standards, regardless of business model.*

In February 2018, the **IBPA Advocacy Committee** published a list of nine criteria defining what it means to be a professional hybrid publisher. *[Click on these live links for more information.]*

- **READ THE PRESS RELEASE**
- **DOWNLOAD THE CRITERIA**
- **DOWNLOAD SOCIAL MEDIA MEMES**
- **PLEDGE YOUR SUPPORT**

**IBPA's Hybrid Publisher Criteria** requires that hybrid publishers behave just like traditional publishers in all respects, except when it comes to business model. Hybrid publishers use an author-subsidized business model, as opposed to financing all costs themselves, and in exchange return a higher-than-industry-standard share of sales proceeds to the author. In other words, a hybrid publisher makes income from a combination of publishing services and book sales.

Although hybrid publishing companies are author subsidized, they are different from other author-subsidized models in that hybrid publishers adhere to professional publishing standards. Regardless of who pays for editorial, design, and production fees, it is always the publisher that bears responsibility for producing, distributing, and ultimately selling professional-quality books.

IBPA's Hybrid Publisher Criteria include the following list of exceptions, which all hybrid publishers are expected to meet (**expanded details here** [reprinted on the following two pages]):

- Define a mission and vision for its publishing program.
- Vet submissions.
- Publish under its own imprint(s) and ISBNs.
- Publish to industry standards
- Ensure editorial, design, and production quality.
- Pursue and manage a range of publishing rights.
- Provide distribution services.
- Demonstrate respectable sales.
- Pay authors a higher-than-standard royalty.

IBPA's Hybrid Publisher Criteria point to functions that a reputable hybrid publisher is expected to perform. It's up to each hybrid publisher to figure out, and explain, how it performs each function. An author-subsidized business model in no way relieves a publisher of its editorial, design, marketing, sales, and distribution responsibilities.



# Independent Book Publishers Association's (IBPA's) Hybrid Publisher Criteria (Published 02/20/2018)

Hybrid publishing companies behave just like traditional publishing companies in all respects, except that they publish books using an author-subsidized business model, as opposed to financing all costs themselves, and in exchange return a higher-than industry-standard share of sales proceeds to the author. In other words, a hybrid publisher makes income from a combination of publishing services and book sales.

Although hybrid publishing companies are author subsidized, they are different from other author-subsidized models in that hybrid publishers adhere to the following set of professional publishing criteria. See additional considerations below for more information about how hybrid publishers differ from other author-subsidized models.

A hybrid publisher must:

1. **Define a mission and vision for its publishing program.** A hybrid publisher has a publishing mission and a vision. In a traditional publishing company, the published work often reflects the interests and values of its publisher, whether that's a passion for poetry or a specialization in business books. Good hybrid publishers are no different.
2. **Vet submissions.** A hybrid publisher vets submissions, publishing only those titles that meet the mission and vision of the company, as well as a defined quality level set by the publisher. Good hybrid publishers don't publish everything that comes over the transom and often decline to publish.
3. **Publish under its own imprint(s) and ISBNs.** A hybrid publisher is a true publishing house, with either a publisher or a publishing team developing and distributing books using the hybrid publisher's own imprint(s) and ISBNs.
4. **Publish to industry standards.** A hybrid publisher accepts full responsibility for the quality of the titles it publishes. Books released by a hybrid publisher should be on par with traditionally published books in terms of adherence to industry standards, which are detailed in IBPA's ["Industry Standards Checklist for a Professionally Published Book."](#)
5. **Ensure editorial, design, and production quality.** A hybrid publisher is responsible for producing books edited, designed, and produced to a professional degree. This includes assigning editors for developmental editing, copyediting, and proofreading, as needed, together with following traditional standards for a professionally designed book. All editors and designers must be publisher approved.
6. **Pursue and manage a range of publishing rights.** A hybrid publisher normally publishes in both print and digital formats, as appropriate, and perhaps pursues other rights, in order to reach the widest possible readership. As with a traditional publisher, authors may negotiate to keep their subsidiary rights, such as foreign language, audio, and other derivative rights.
7. **Provide distribution services.** A hybrid publisher has a strategic approach to distribution beyond simply making books available for purchase via online retailers. Depending on the hybrid publisher, this may mean traditional distribution, wherein a team of sales reps actively markets and sells books to retailers, or it may mean publisher outreach to a network of specialty retailers, clubs, or other niche-interest organizations. At minimum, a hybrid publisher develops, with the author, a marketing and sales strategy for each book it publishes, inclusive of appropriate sales channels for that book, and provides ongoing assistance to the author seeking to execute this strategy in order to get his or her book in front of its target audience. This is in addition to listing books with industry-recognized wholesalers.
8. **Demonstrate respectable sales.** A hybrid publisher should have a record of producing several books that sell in respectable quantities for the book's niche. This varies from niche to niche; small niches, such as poetry and literary fiction, require sales of only a couple thousand copies, while mass-market books require more.

9. **Pay authors a higher-than-standard royalty.** A hybrid publisher pays its authors more than the industry-standard\* royalty range\*\* on print and digital books, in exchange for the author’s personal investment. Although royalties are generally negotiable, the author’s share must be laid out transparently and must be commensurate with the author’s investment. In most cases, the author’s royalty should be greater than 50% of net on both print and digital books.

Additional considerations:

- The criteria above point to functions that a reputable hybrid publisher is expected to perform. It’s up to each hybrid publisher to figure out, and explain, how it performs each function.
- Regardless of who pays for editorial, design, and production fees, it is always the publisher that bears responsibility for producing, distributing, and ultimately selling professional-quality books.
- An author-subsidized business model in no way relieves a publisher of its editorial, design, marketing, sales, and distribution responsibilities.
- In comparing hybrid publishers with vanity presses, it’s important to note that vanity presses are not selective in what they publish, nor are they set up to be. Therefore, it is better to think of vanity presses as self-publishing service providers, not publishers. In a self-publishing service provider/author relationship, it is the author who plays the publisher role.
- An author may be asked to subsidize or pay the full cost of his or her print runs. Authors who do so should own the physical copies outright, having paid the manufacturing fees, and should not be required to pay a “percent-off list price” amount arbitrated by the publisher when they need to order copies.

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\* “Standard” royalties in traditional publishing were once calculated based on the list price or suggested retail price of the work. Nowadays, and especially among small presses and independent publishers, it is more common to calculate royalties based on net revenues.

Some contracts offer an escalated royalty based on the number of copies sold, e.g., 8% of net receipts on the first 5,000 copies, 10% on the next 5,000 copies, and 12% on all copies in excess of 10,000. The actual royalty percentages and break points vary from publisher to publisher and are often subject to negotiation with the author.

Trade publishing contracts, and especially the contracts larger publishers use, often set different royalty rates for various other formats, territories, terms of sale, and channels of distribution.

Standard royalty rates vary among traditional publishers. Although some publishers are outliers, standard royalty rates generally range from 5% at the lower end to 15% at the higher end. Some traditional publishers offer the same royalty rate for both printed books and e-books; most now offer up to 25% of net revenues for the sale of e-books. Many independent publishers adopt a flat royalty of 10% of net receipts for all formats. However, there is no longer a “standard” royalty rate among publishers.

\*\* Standard royalty ranges (for illustrative purposes):

|           | Standard escalated royalty ranges                                                 | Standard flat royalties |
|-----------|-----------------------------------------------------------------------------------|-------------------------|
| Hardcover | 5–10% of net on first 5,000 copies<br>10–12.5% on next 5,000<br>12–15% thereafter | 10% of net              |
| Paperback | 10% of net                                                                        | 10% of net              |
| E-book    | 25% of net                                                                        | 25% of net              |



## 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@monkeymedia.com](mailto:j@monkeymedia.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**

## 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](mailto:gab11853@aol.com)**

### **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](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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**Lynette M. Smith**

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and Relationships!"*

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