

# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

May 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, May 26, 2018  
10:00 a.m. – 12:30 p.m.

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

**Topic:** **It's About Time: Creating Your Production Calendar**

**Speaker:** Marla Markman

Bringing high-quality books to market on a predictable timetable requires planning. A detailed production calendar can help you account for all the necessary steps, from manuscript to market.

This workshop will help you accurately plan for all the elements that will affect your books' production schedule (such as editing, indexing, and design). Creating a production calendar that can grow with your publishing catalog will save you time and aggravation because you won't need to start from scratch with each new title. And when you can see at a glance where a project stands on your calendar, you'll be able to manage more projects simultaneously with less stress.

Marla Markman is an award-winning editor with over 25 years of experience creating and managing books. Marla owns Markman Editorial Services, providing project management, ghost-writing, book design, and consulting services for nonfiction authors and publishers.



While a plethora of information is available for independent publishers, it can be overwhelming. Marla enjoys guiding authors through the indie-publishing process.

She developed and honed her expertise as managing editor of *Entrepreneur* magazine, one of the nation's leading small-business publications. She was instrumental in launching its book division, where she acquired, developed, and edited numerous top-selling book series, including *Start Your Own Business*, which continues to be *Entrepreneur's* No. 1 bestseller.

**PWSD Officers**

**Karla Olson**  
President  
[karla@publisherswriters.org](mailto:karla@publisherswriters.org)

**Jeniffer Thompson**  
Web Master  
[j@monkeycmedia.com](mailto:j@monkeycmedia.com)

**Bob Goodman**  
Founder

**Andrew Chapman**  
Past President  
[andrew@publisherswriters.org](mailto:andrew@publisherswriters.org)

**PWSD Newsletter Staff**

**Glenna Bloemen**  
Newsletter Editor  
[gab11853@aol.com](mailto:gab11853@aol.com)

**Lynette Smith**  
Copyeditor  
[lynette@allmybest.com](mailto:lynette@allmybest.com)

**Lauren Castle**  
Circulation Manager  
[lauren@impress-express.com](mailto:lauren@impress-express.com)

**Other Key Volunteers**

**Seeking Member Profile Editor**  
if interested or for more information, contact [gab11853@aol.com](mailto:gab11853@aol.com)

**Lisa Nordquist**  
Social Media Liaison  
[Lisa@loveyourselffit.com](mailto:Lisa@loveyourselffit.com)



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**

Well, it's been a crazy couple of months for PWSD and our speakers. Thank you so much to Lou Dennig for filling in when our scheduled speaker, Jacquie Jordan was sick with the flu. Lou gave us a good understanding of how a TV personality is developed and what works and what doesn't. Then he answered many of your questions about how TV programming is put together, and the best way to break into speaking.

I'm happy to report that we've scheduled Jacquie for January 2019, so we will get to hear her advice about how to make your book a TV star.

This month, on May 26, we welcome Marla Markman of Markman Editorial Services; she will walk us through a production schedule for a book. I can't emphasize enough how learning this will help you produce a better, more professional book. One of the biggest mistakes independent publishers make is not planning ahead and therefore not giving themselves enough time to create their books to professional standards. You can't afford to miss Marla's presentation.

On June 30, Desiree Duffy will join us from Black Chateau, a marketing and branding agency for authors. She will give us all kinds of new ideas about author branding. In July, book publicist Paula Marguiles will help us get people talking about our books. Then on August 25, author and speaker Krista Clive-Smith will share her strategies for success. It will be an exciting summer for learning about publishing!

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 on past profiles. 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**

Thank you, Lynette Smith, for leading the round table in May for PWOC. I hope all of you attending got your burning questions answered and were inspired by the success stories of your fellow PWOC/PWSD members.

On June 2, Jennifer Crittenden, our 2018 Publishing University scholarship recipient, will give us a recap of all that she learned at the conference this year. It was a terrific conference, and I'm happy that Jennifer will share.

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!

***Continued on next page***

## President's Message—*continued*

### PWSD/PWOC Membership

As most of you know, our yearly dues are an 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 members: You must 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 unsure 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*



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)**

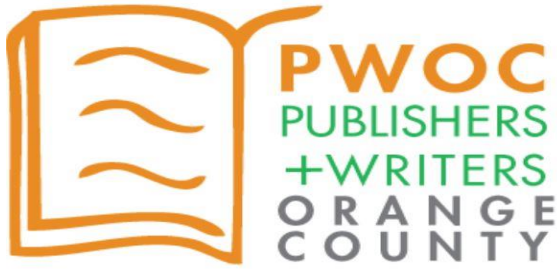
*if you're interested or have questions.*

**“PWSD likes Facebook!”**

**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](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 June 2 for "Pub U Cliff Notes" Presented by Jennifer Crittenden

Jennifer Crittenden, owner of Whistling Rabbit Press, will share some of what she learned at Publishing University, the annual conference of the Independent Book Publishers Association. She won the PWSD scholarship to attend and returned with some valuable insights, a lot of contacts, and an astonishing To-Do list. She will also talk about what she has learned most recently about using Amazon ads, based on guidance she received at IBPA.



Jennifer Crittenden hails from southern Indiana and earned a BA in Linguistics and Film Studies from Indiana University. After acquiring an MBA in Finance and Management Information Systems, she worked in corporate finance for over 20 years. She worked for Bristol Myers Squibb in the US and Europe before moving to the sunny skies of San Diego, where she worked as CFO for several biotech companies. After she stopped working full time, she wrote her first book, *The Discreet Guide for Executive Women*, which became an Amazon bestseller in the Women and Leadership category and won an NIEA award. She has since written another career-related book and is working on a third. She lived in Mammoth Lakes for several years and wrote a book about the Eastern Sierra. She is the owner of Whistling Rabbit Press and is considering publishing books other than her own.



See Next Page for PWOC Meeting Recap



## PWOC Meeting Highlights, May 5, 2018

# “Your Publishing Questions Answered! Your Publishing Successes Shared!”

Our May meeting exemplified why I love being around other writers: They're smart, creative, and helpful and are passionate about the messages they want to convey. In my mind, what's not to love?

Our moderator was Lynette Smith, copyeditor extraordinaire, and author of the best-selling *How to Write Heartfelt Letters to Treasure* series.

We were instructed to “Bring your burning questions, your editorial dilemmas, your best marketing tips, and your terrific ideas to our meeting. This round-table discussion will use the collective brilliance of the group to solve your problems, brainstorm your blocks, and celebrate your victories.”

And so that's what we did. We sat around in roundtable fashion, talking about our journeys, current successes, and dilemmas. It was a small but mighty group cut from the fantastically varied tapestry of writers. No two were anything alike, as you'll read.

**Bill Valley:** A 20-year veteran as a professional illustrator and writer working mostly as a freelance artist, Bill has worked in various media, including comics, animation, documentaries, textbooks, and script writing.

We would recognize the companies he's drawn for—Marvel Comics, Archie Comics, Hanna Barbera, and Nintendo, to name a few. His animated children's television program credits are equally impressive, including *Chip 'n Dale Rescue Rangers*, *The Smurfs*, *Bad Dog*, and *Tricksters*.

I, coming from a family of Star Trek addicts, had to admit one of my personal favorites of his accomplishments was the fact that he co-wrote a *Star Trek: Voyager* episode, “Tinker, Tenor, Doctor, Spy.”

His project is a comic book on his personal affliction, dry eye, with his star cartoon character, Seymore Clearly. You just have to love his sense of humor and his intention to make life better for dry eye sufferers. We all brainstormed ideas to help him reach corporate sponsors and other target markets.

**Charlene Derby:** Charlene, a former technical book writer and educator, confessed she wanted to get onto paper, the books that have been “dancing around in her head” for the past 10 years. She had so many ideas swirling around that it was difficult to get traction on any single book. Stories about youngsters seems to be her lure; and with the various ideas to help baby boomers find life-work balance or her series in development about little boys who love to bake, I'm sure a very creative, new read will be in our future.

**Lillian Nader:** *Theep and Thorpe: Adventures in Space* is Lillian's creation. It's the year 2160, and 14-year-old Jonathon Curtis lives on Planet Earth until he breaks the law and is sent to Juvenile Space Camp on Planet Staruus. The planet houses troubled kids from an overpopulated Earth and is thought to be otherwise uninhabited, but is it? Theep and Thorpe are enlightened Staruians who are invisible to most humans. They establish telepathic communication with Jonathon because he needs their guidance to gain control of his gift—the power of manifestation. It was misuse of his power and his show-off tendencies that got him there in the first place!

Okay, once again my family sci-fi interest juices were flowing. Besides being an author, Lillian is a copyeditor and educator.



**Rick Lakin:** Rick is a best-selling children's science fiction author and publisher. He's had impressive results with a team of authors as clients, one book being #7 in hot releases. He's really learned the game of marketing books, and for our listening and recording pleasure the tips and how-to's flowed freely regarding Amazon Marketing Services (AMS). It was hard to keep up with all of his advice and my excitement at learning some of the inside methods to improving a book's exposure and opportunities to make money. At times with the various parts of Amazon ads, keywords, clicks, and cents for impressions, I wasn't sure if we were discussing marketing for books or a game show. (See Rick's feature article on AMS on page 9 of this issue.)

**Brad Keller:** Brad has several books he wants to publish and wants to decide between getting a traditional publisher or pursuing indie publishing. I know Brad from a local class we took together from Maralys Wills, an award winning teacher and author. The group was able to give him advice on avenues he could pursue when finding the best fit for his books.

**Tracy Dorr:** Tracy was born deaf and has had a successful career in the semiconductor business. She's traveled to 21 different countries, she volunteers, and she wants to do "something more than be in the business environment." Eventually Tracy wants to be a motivational speaker. When her company was recently sold, it gave her the opportunity to decide if she wanted to continue in the semiconductor business or take an entirely new path of becoming an author. Perhaps it will be a bit of both; only time will tell.

**Teri Rider:** Teri is the owner of the award-winning Top Reads Publishing, which does hybrid publishing, book design, and illustration for indie authors.

She just spoke at my Writers4Writers online webinar, and she was fantastic teaching about the "Industry Standards Checklist for a Professionally Published Book."

Teri has had over 35 years in the publishing industry. Additionally she is an expert in graphic design, advertising and marketing collateral, layout, illustration, web development, and social marketing platforms. In her spare time she illustrates children's, middle grade, and young adult books. In other words, she's a publishing guru.

**Lynette M. Smith:** We all know Lynette as the fill-in moderator for PWOC when the president cannot attend, and the copyeditor for the PWSD/PWOC newsletter. But did you know that Lynette has her own copyediting company, All My Best? She's also published several helpful books, among them *80 Common Layout Errors to Flag When Proofreading Book Interiors*, a 40-page reference for authors, editors, proofreaders, and graphic designers. Additionally, she has a series of titles to help with writing letters of appreciation. *How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special* is her comprehensive reference book.

She also has six smaller but fully self-contained themed guides to help people write to a military service member, for a cultural or religious rite of passage, to a product creator or service provider, to a supervisor or employee, to a teacher, coach, mentor, or student, and to an older friend or relative. She'd like to connect with corporate sponsors who would buy these guides in bulk as gifts or purchase incentives.

**Penny S. Tee:** That's me. I'm excited that my book, *Finding Peace in Israel, A Mom's Tale of Terror & Transformation*, will be published this fall. I'm still trying to get over the Jewish guilt of taking my son to war for his Bar Mitzvah present!

I also have a writers and authors' online support group called Writers4Writers <http://pennystee.com/events/> where we support folks in all aspects of their writing journeys, from the business to the craft, listening to writers' journeys and sometimes doing readings. We have members from all genres and experience levels, and everyone is welcome. My intention is to support writers, "4 the Love of Writers & Words."

At our PWOC meeting, we discussed our successes and conundrums, gave some advice, and had a terrific morning sharing. If you missed it, I hope you can join us next time. I know personally, given the depth of knowledge of our PWOC members and their willingness to share, I never want to miss a meeting. Come join us!



**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.

## 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)*

### San Diego Festival of Books

August 2018

Location to be announced

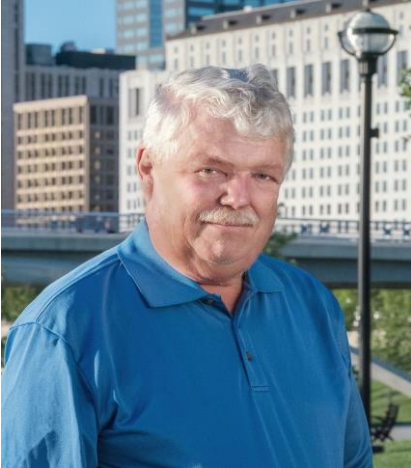
The San Diego Festival of Books is a celebration of reading and writing and the important role they play in our lives and our communities. Its goal is to provide a place where readers and authors can connect to share stories, ideas, and enthusiasm for the traditions, culture, and values of the written 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>.





# How I Became a Best-Selling Author Using Amazon Marketing Services

Rick Lakin



As author-publishers, our biggest challenge is getting our product in front of people we do not have a connection with. Amazon Marketing Services is a simple and cost-effective solution to that problem.

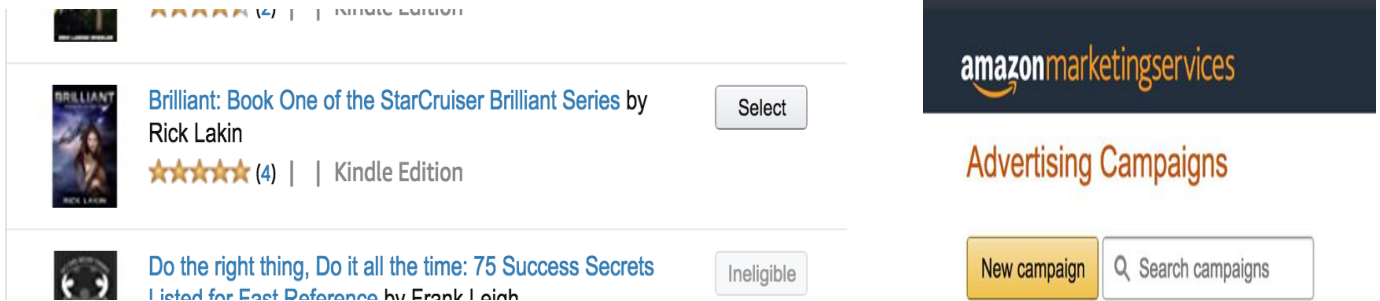
On Friday, May 4, I published my first novel, called *Brilliant*, about a girl with an IQ of 206 who was searching for her father. She got an internship at the Hollywood studio that makes the *StarCruiser Brilliant* movies. She finds out the *Brilliant* flies into space.

On March 25, I put the book on pre-sale and, due to the support of friends and family, sold 17 copies by April 21. On that day, I created a campaign on [Amazon Marketing Services](#) at [ams.amazon.com](#) (AMS).



Go to the AMS website under your Amazon login for identification as well as billing. If you are signed out, you will find helpful information and videos.

After signing in, you are offered the opportunity to start a New Campaign. You then receive two options. I have not had any luck with Product Display Ads, so select Sponsored Products.



Select the book that you would like to market.

## Set your campaign name, budget, and duration

Campaign name

Avg daily budget  per day  
This is the average amount you are willing to spend per day over the duration of your campaign.  
! Please provide a budget in dollars and cents.

Duration  Run campaign continuously starting today  
 Select a date range

- For the budget, I enter \$5 per day. I have seen successful campaigns that are \$30 per day. Run the campaign continuously. You can always set an end date or terminate it.

### Select a targeting type

- Automatic Targeting**  
Amazon targets your ads to all relevant customer searches based on your product information.
- Manual Targeting**  
Your ads are targeted based on the keywords you choose.

- Select Manual Targeting. You are going to enter the keywords.

### Add keywords and bids for your search campaign

Add suggested keywords | [Add your own keywords](#)

These suggestions are based on popular customer searches that have recently driven traffic to your books at Amazon.com. Suggested keywords and CPC bids can be edited after adding them to the ad. If you believe some keywords are missing based on your book's content you can add them as well. ⓘ

Set a default cost-per-click (CPC) bid for suggested keywords: \$ 0.25

| Suggested keyword          | Match ⓘ | Add all |
|----------------------------|---------|---------|
| hard science fiction books | Broad   | Add     |
| hard science fiction       | Broad   | Add     |
| science fiction series     | Broad   | Add     |
| science fiction books      | Broad   | Add     |
| science fiction            | Broad   | Add     |
| brilliant book             | Broad   | Add     |
| fiction series             | Broad   | Add     |

- Select the words on this list that are appropriate. Some are redundant and useless. Next, enter a short blurb to finish your ad.

### Customize your ad

Write the custom text you want to appear in your Sponsored Products ad

Custom Text ⓘ

She has a 206 IQ and a Hollywood job. Will Brilliant take her into space? For fans of Ell Donsaii, Alicia Jones, Stargirl and Grace Vanderwaal.


Characters remaining: 5

### Preview your ad

ⓘ This ad preview shows what your ad looks like with custom text, but it is not necessarily an exact representation of all the elements in the live ad.

#### Search results

Where will my ad appear? -



**Sponsored ⓘ**

**Brilliant: Book One of the StarCruiser Brilliant Series** May 3, 2018  
by Rick Lakin

*She has a 206 IQ and a Hollywood job. Will Brilliant take her into space? For fans of Ell Donsaii, Alicia Jones, Stargirl and Grace Vanderwaal.*

Kindle Edition  
**\$0.00** kindleunlimited  
Subscribers read for free. [Learn more.](#)

**\$2.99** to buy

★★★★★ 4

- Finally, submit your campaign for review. That will take anywhere from 3 minutes to 6 days. Amazon is not consistent on this. But you aren't done.

### Brilliant: Book One of the 04/21/2018 3:36

Campaign metrics may take up to 14 days to appear and do not include Kindle Unlimited or Kindle Owner Lending Library royalties generated by the ad.

|                        |               |                |                  |                        |                 |
|------------------------|---------------|----------------|------------------|------------------------|-----------------|
| 324,159<br>Impressions | 191<br>Clicks | \$0.19<br>ACPC | \$36.94<br>Spend | \$20.93<br>Total Sales | 176.49%<br>ACoS |
|------------------------|---------------|----------------|------------------|------------------------|-----------------|

| Status  | Keywords          | Match | CPC Bid | Impr. | Clicks | ACPC   | Spend  | Sales  | ACoS   |
|---------|-------------------|-------|---------|-------|--------|--------|--------|--------|--------|
| Enabled | black holiday     | Broad | \$0.25  | 172   | 5      | \$0.14 | \$0.69 | \$2.99 | 23.08% |
| Enabled | black panther     | Broad | \$0.25  | 5,162 | 2      | \$0.14 | \$0.28 | \$0.00 | -      |
| Enabled | blockchain basics | Broad | \$0.25  | -     | -      | -      | -      | -      | -      |
| Enabled | book thief        | Broad | \$0.25  | 635   | 0      | -      | \$0.00 | \$0.00 | -      |
| Enabled | brandon mull      | Broad | \$0.25  | 1,241 | 0      | -      | \$0.00 | \$0.00 | -      |
| Enabled | brandon sanderson | Broad | \$0.25  | 204   | 0      | -      | \$0.00 | \$0.00 | -      |

Shown above is my display after 20 days. An impression is when the ad appears on the point-of-sale for a book. You only pay for the actual Clicks. The Actual Cost Per Click is always lower than your bid. The Total Sales indicated does not reflect foreign sales or Kindle Unlimited Page Reads. My actual sales are about 15 times the number shown. Your results may vary.

**Add Keywords.** I hate to bury the lead, but this is the most important part. *You may select up to 1,000 keywords. 400 is recommended.* The most lucrative are title names, series names and author names from the most recent best sellers in your genre. Go to the best seller lists, new releases, and author lists to gather keywords. AMS doesn't like certain characters, and it doesn't like duplicates. I recommend that you bounce between a word document and the entry window to edit your list.

*best!@# - your keyword contains some illegal characters, such as <>()#@!\**

The result is that my book spent the first five days after release in the top 100 in Children's Science Fiction. Amazon calls it a Bestseller List, so who am I to argue?

*PWSD Member Rick Lakin is the Best-Selling Children's Science Fiction Author of Brilliant and the publisher at iCrewDigitalPublishing.com, "Bringing New Authors to a Digital World." iCrew has published 35 books by 11 authors. Rick has been an Optimist for almost two years, is the district webmaster at calso41.us, and was a Toastmaster. He is the founder of iCrew Digital Productions, A Community of Young Media Professionals, and a member of the 1000 Club of the National Association of Sports Public Address Announcers. Rick is an Advanced Communicator Silver in Toastmasters International and is a member of American Mensa. Rick works as a Sports Statistician for broadcast television and is a retired math teacher. He lives in Southern California, but his roots are in Columbus, Ohio, home of The Ohio State University Buckeyes.*



## 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**

*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!**

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**Vanderblümen  
Publications**

Glenna A. Bloemen, J.D. MA Ed.

**Self-Publishing Coach**

*Assisting First-Time Authors  
From Page to Press*

P.O. Box 626, La Mesa, CA 91944  
619.743.5192  
[gab11853@aol.com](mailto:gab11853@aol.com)

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**Yorba Linda, CA  
714.777.1238**

[www.AllMyBest.com](http://www.AllMyBest.com)  
[Lynette@AllMyBest.com](mailto:Lynette@AllMyBest.com)

Copyeditor



**Lauren Castle**

*Image & Branding Strategist*

**858.459.7400**

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