

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

June 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, June 30, 2018**  
**10:00 a.m. – 12:30 p.m.**

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

**Topic:** **Beyond Branding**

**Speaker:** **Desireé Duffy**

You've likely been told that as an author, you are a brand. What does that really mean, and how can you develop your brand to maximize your exposure and appeal?

In this presentation, Desireé Duffy from Black Château cuts through the fluff and discusses practical ways to build your brand as an author. Topics include why you need a professional-looking head shot, a well-written bio, the right social media presence, and why your personal brand matters when preparing for your pitch for media interviews and articles.



**About Desireé Duffy:** As founder of the award-winning Black Château, a marketing and PR agency for authors, Desireé Duffy created a new way of promoting books. Called the Author Network, it offers the main components authors need—media interviews, articles about their books, book reviews, and social media buzz—on an affordable monthly plan.

Duffy believes in storytellers. Her company's mission is dedicated to helping authors' voices be heard around the world through the written word. Duffy's early career was in radio as a host, as a producer, and in promotions. She's held several marketing and PR roles in consumer goods, entertainment, and non-profit industries. Her most recent corporate position, prior to launching Black Château, was as vice president of a digital marketing agency.

She currently chairs the Alliance of Women in Media's Advisory Board and writes for [Equites.com](http://Equites.com) as a contributor on marketing, digital media, technology, and entrepreneurship. She lives in Southern California with her husband and two puggles—Spike and Teddy Bear.

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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**

Our crazy spring continues! Thanks for all who stuck around to listen to me fill in for Marla Markman. Luckily, Marla provided a great outline that I was able to follow. For those of you who attended, I had a really great time hearing your questions and experiences and ideas. Thank you for sharing. This is what makes our group so terrific.

I've already scheduled Marla to come back and talk to us in April 2019. She's got a lot of experience and wisdom, so I'm sure it will be a terrific program.

In June, we're looking forward to hearing from Desiree Duffy, who will join us from Black Chateau, a marketing and branding agency for authors. Desiree specializes in digital marketing for books and authors, so you will want to learn from her what she has found works and what doesn't. There are always new ideas and strategies.

In July, book publicist Paula Marguiles will help us get people talking about our books. Then in August, 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. 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**

At the June PWOC meeting, Jennifer Crittenden, our 2018 Publishing University Scholarship recipient, gave a recap of all that she learned at the conference this year. She also wrote an article on page 9 of this issue of the newsletter—check it out!

You won't want to miss July's meeting, when Anna-Marie Abell will offer a hands-on workshop on creating the most effective Amazon Marketing Services ads for your book (or book to be). She'll cover the basics of how this advertising opportunity works, but also how to pick key words and A/B testing. Bring your computer, and with Anna Marie, create an account, so you will be ready to push submit before we head to Rutabegorz for lunch!

**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 a wonderfully 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 either clicking on the link to PayPal on our website or sending a check payable to PWSD to P.O. Box 235204, Encinitas, CA 92023.

**Member reminder:** 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 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 independent 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 robust and informative website, [www.ibpa-online.org](http://www.ibpa-online.org).

IBPA membership is quite affordable, and to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.



*Read Local*

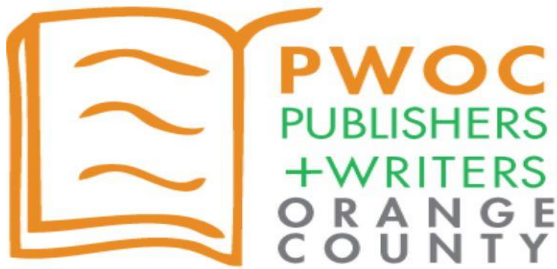


Please visit [www.readlocal.org](http://www.readlocal.org) to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Booksellers, librarians, producers, and event planners 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.



**“PWSD likes Facebook!”**  
**[Visit us on Facebook today](#)**  
**and let us know  
you like us!**





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

## IN THE OC OR VICINITY?

Come Join Us on the  
First Saturday of the Month!

10:00 a.m. to 12:30 p.m.

Rotary Room, City of Orange Library\*  
407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

*\*Always check the meeting announcement  
or website to confirm the location.*

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org) and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. **A fun, after-meeting plus:** Whenever you attend our meetings, bring your walking shoes along; weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, possibly *al fresco* lunch. **Other PWOC questions?** Email Lynette Smith at [Lynette@allmybest.com](mailto:Lynette@allmybest.com). Remember, as a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



### Join Us on July 7 for “How to Create Winning Amazon Ads” A Workshop Presented by Anna-Marie Abell



Most of your books sell through Amazon—that's a fact. You can sell even more by placing ads through Amazon Marketing Services. Successful author Anna-Marie Abell will conduct a workshop to show you exactly how to create ads and select keywords that attract readers and get them to click “Buy Now.” This is a hands-on workshop, so bring your laptop and your book and write your ads during the workshop. Abell will show you how to do A/B testing, and she will share what's she's learned about the best times and strategies to place the ads. She'll also cover costs and duration. If you don't have a book yet, this is a great exercise in how to speak to readers about your book. A uniquely PWOC presentation.

**Please note:** This is a hands-on workshop, so to get the most out of it, please bring your laptop and your login information for KDP. By the end of the workshop you will leave with ads ready to go. Even if you don't have a book yet, you can still put together everything you need for when you do.

**Anna-Marie Abell** has been in the marketing and advertising business for over 18 years, specializing in delivering unique marketing content for her clients. She is most well-known for the promotional video she did for Oceanside Tourism that has generated almost 54 million views on YouTube. She currently runs her own marketing company, Big Head Marketing. In 2017, she published her sci-fi romance novel, *Holy Crap! the World Is Ending!: How a Trip to the Bookstore Led to Sex with an Alien and the Destruction of Earth*. See you on July 7!



**Have newsletter feature articles/ideas? Send them to Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).**

We are currently seeking feature articles for the upcoming issues of the newsletter. If you've read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to our Editor, Glenna. Thank you for your continued support.

**Want to be PWSD's Member Profile Editor? Contact Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com).**

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

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

Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olson at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and she will let you know.

**Save more and learn more: Attend both PWSD & PWOC Meetings at reduced member rates!**

Yearly dues are only \$47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. As a member, you save \$10 at every PWSD and PWOC meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD (page 1) and PWOC (page 4) in each newsletter issue.

## **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.***



# Use Amazon CreateSpace Plus IngramSpark For Print Distribution

Carla King

*Reprinted With Permission*

*March 22, 2018*

If you're like most authors, you're confused about how to distribute your print book. I'll get straight to the point. I like a combination of Amazon CreateSpace and IngramSpark to get your book into the online retailers. This article explains why.

## Is Your Book Ready To Print?

Your book is ready to print once you've got it tested with the market, edited, and designed. It's time to send out Advance Reading Copies (ARCs) or to distribute the books to stores that will sell them for you.

But first...

## What Is Amazon CreateSpace?

CreateSpace is Amazon's tool for getting your print book into the Amazon store. Your book will be printed on demand (POD).

They print in black and white (and cream) and full color, but the paper quality for color isn't really good enough for heavily illustrated books. So use IngramSpark or another vendor for full-color books.



## The Only Thing CreateSpace Does...

That's the only thing CreateSpace does. It gets your print book into the Amazon store. Nowhere else.

Yes. They have an Expanded Distribution Program.

No. Don't use it.

Why?

You can't set the discount to 30% for online retailers or the 53% discount that brick-and-mortar bookstores require. CreateSpace sets the discount at 40%. (I don't know why.) Plus, you can't join the Returns program that bookstores require. Use IngramSpark for that.

So just use CreateSpace to get your print book into the Amazon store or to print test copies of your book quickly and cheaply.

## What Is IngramSpark?

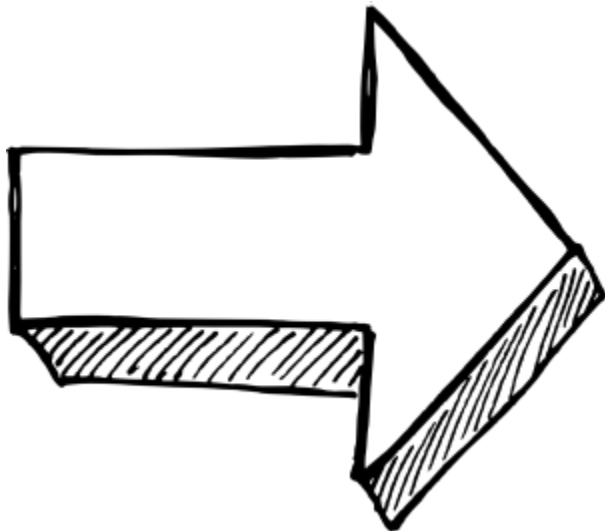
IngramSpark is owned by Ingram, the largest book distribution company in the world. They distribute to online retailers and bricks-and-mortar bookstores. IngramSpark is a POD printing service and distribution company.



IngramSpark allows you to set a 30% discount on your print book that the online retailers require. If you want to sell to brick-and-mortar bookstores, you can set the discount to 53% and join their Returns program.

IngramSpark prints hardback books and offers a wide array of standard book sizes.

You can distribute to Amazon using IngramSpark, but I'm going to recommend that you don't.



## Go Direct with Amazon CreateSpace

Why go direct with Amazon CreateSpace?

**Always in stock.** When you go direct with Amazon CreateSpace, your book will always show that it's in stock. If you distribute to Amazon using IngramSpark or another vendor, your book may occasionally show an out-of-stock message on Amazon. That is a really good reason to go direct with Amazon CreateSpace.

**Easy to use.** The Amazon CreateSpace interface is easier to use than IngramSpark, and they have better customer service. They also have looser tolerances and do a lot of hand-correcting to files that aren't quite right. So if you're a beginner, it's just easier to go with CreateSpace first.

**Printing ARCs and testing your design.** As long as you don't fill in a Publication Date in CreateSpace, your book will remain private and you can print one to five copies for your own use. This is a very good step to take. You need to make sure your book looks great.

You can print up to five copies of your book while it's private. So if you need more books to send out as Advanced Reading Copies (ARCs) for reviewers, you'll probably want to print ARCs at IngramSpark, which has no such limit.

## Leave the Rest to IngramSpark

So, publish and distribute your book using both CreateSpace and IngramSpark. You'll enjoy a direct relationship with Amazon, which is always good, and you'll get very wide distribution to online retailers and bookstores with IngramSpark.



I always suggest that authors create a hardback version of their book, at least for launch, because friends and family will want them. IngramSpark can do that, and you can offer these to bookstores at a 53% discount with returns program while enjoying a larger percentage of royalties with the 30% discount for distribution to the online retailers for your paperback.

### In Review:



- Get your book edited.
- Format your book interior.
- Hire out book cover design.
- Upload to Amazon CreateSpace to create a print proof. (Don't click the *Publication Date* checkbox.)
- Proofread your book.
- Make any changes necessary.
- Re-upload to Amazon CreateSpace.
- Upload to IngramSpark and order ARCs.

See next page for more details on how to distribute both print and ebooks.

## How to Distribute and Aggregate Print Books and Ebooks

So that's an introduction to using a combination of Amazon CreateSpace and IngramSpark to distribute your print book. But what about ebooks?



See my post “Book Aggregators & Distributors: How Your Book Gets to Your Readers” for complete information and a recommended path with a list of aggregators and distributors I trust with your print and ebooks.

That post will show you how your book gets into the mailbox (virtual or physical) of your readers.



## I Have a Free Self-Publishing Toolkit for You

Need more self-publishing advice? I've put together a free toolkit with a Consumer's Guide to Writing & Publishing Tools & Services that includes reviews of CreateSpace, IngramSpark, Amazon KDP, Smashwords, B&N Nook, Apple, Google Play, Kobo, and all the other brand names you've heard of and many that you haven't!

I want to help you self-publish well, doing it right the first time and preventing false starts and mistakes that could set you back months. Let's get your book into the hands of your readers as soon as possible!

For a limited time, I'm offering a self-publishing toolkit that includes my Consumer's Guide along with a metadata cheat sheet and book launch checklist, plus a mini-email course on self-publishing. Contact Carla King at [carlaking.com](http://carlaking.com).





# Independent Book Publishers Association, Publishers University 2018

A Report by PWSD's Scholarship Recipient,

Jennifer K. Crittenden

[Whistling Rabbit Press](#)



After attending my first PubU on a scholarship from PWSD (thanks!), I can offer some excellent reasons to attend in the future.

You will make contacts you wouldn't find otherwise. For example, I visited the Arc Manor Publishers table and was able to see the quality of their layout first hand. Shahid quoted me an affordable price, and they have just done an excellent job with the design of my new book. Yay! I would never have found them otherwise. Also, it was a pleasure to meet in person two people from Lightning Source with whom I have worked over the years. And, I made a new friend in Judy Parkinson, who inherited her father's 30-year-old traditional publishing company.

The educational sessions offer many opportunities to pick up tips and ideas to try out. I came home

with a whopping long To-Do list. After Stephanie Chandler scolded me for not monetizing my busy website, I went straight to it and installed Woo Commerce so I can sell books, articles, surveys, and an audiobook online. After one of the breakfast moderators told me in no uncertain terms that I needed to designate my own keywords for my Amazing marketing ads, I fixed them (indeed, the keywords Amazon had automatically assigned were surprisingly inappropriate) and sold over \$150 worth of books in the next two weeks from my campaigns. Ka-ching!

Penn Wallace had given us some very good advice about how to grow and maintain a mailing list, and that was reiterated by several speakers at PubU. That prompted me to put up a little sign in my ATD Conference booth that asked attendees to "Join my Quest to Make Our Workplaces Better." To my surprise, hundreds of people dropped their business cards in my basket!

Those are a few concrete examples of ways I became a better publisher because of attending PubU.



## 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)**

### **Building a Business Around Writing A WritersWay Course by Andrea Susan Glass July 2018**

PWSD member Andrea Susan Glass of WritersWay will be teaching a three-week course in July for UCSD Extension online. It's called "Building a Business Around Writing" and shows why and how book authors/publishers and "freelance" writers like ghostwriters and journalists need to consider themselves business owners so they can be successful and profitable as writers. You can sign up at <https://extension.ucsd.edu/courses-and-programs/building-a-business-around-writing>.

### **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>.

### **33<sup>rd</sup> Annual Southern California Writer's Conference**

**Fall: September 21–23, 2018**

**Wyndham Irvine Hotel, 17941 Von Karman Ave., Irvine, CA 92614**

**Winter: February 16–18, 2019 (Presidents' Day Weekend)**

**Crowne Plaza, 2270 Hotel Circle North, San Diego, CA 92108**

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. Rejections by editors or agents seldom yield the reason as to why a manuscript doesn't grab them, and almost never reveals how it can be fixed to ensure that it ever will. Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish 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 empowers writers of every level with the vital tools, networking and industry prowess needed to sell their work. Plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others to discuss things on a more intimate level. Fall conference is limited to 150 conferees, and discounted pre-registration is now open. Winter conference is limited to 175 conferees, and pre-registration opens August 1, 2018. For complete information. For more details and registrations go to: [writersconference.com](http://writersconference.com)

## La Jolla Writer's Conference

October 26–28, 2018

Hyatt Regency La Jolla

Whether you are an aspiring author who has yet to put pen to paper, someone intent on writing a book to augment your business, a writer on the cusp of submitting to agents, or someone who wants to know more about the different and ever-evolving methods of publication, the La Jolla Writer's Conference is the place for you. For nearly two decades, community, intimate classes, personalized attention, ambiance, and a dedicated and outstanding faculty have annually converged to provide an intensive experience where writing becomes habit, habit breeds success, and writers become authors. Contact: [lajollawritersconference.com](http://lajollawritersconference.com) for more details.

## SDSU Writers' Conference

January 31 – February 2, 2019

DoubleTree by Hilton Hotel, San Diego–Mission Valley

Meet award-winning, best-selling, and thrilling keynote speakers, choose from dozens of workshops, get direct feedback on your writing from top-tier agents and editors, and network with agents, editors, authors, and fellow writers. Make 2019 your year to break through to publication! Registration is \$679. For more information, please write [sdsuwritersconference@sdsu.edu](mailto:sdsuwritersconference@sdsu.edu) or call 619-594-0670. You can also follow us on [Facebook](#), [Twitter](#), and [Instagram](#). (Interested in speaking at a future SDSU Writers' Conference? Complete the form on the website and send it to [directorsdsuwc@gmail.com](mailto:directorsdsuwc@gmail.com).)

## IBPA Publishing University 2019

April 5–6, 2019, with Preconference Sessions on April 4

Location to Be Announced

*Note: The deadline to submit an IBPA Publishing University 2019 speaker proposal is October 1, 2018. To be fair to all, this deadline will not be extended.*

Whether you seek interaction, deeper dives into topic areas, learning labs to incite action, thought leader discussions, or all of these, IBPA Publishing University learning formats meet you where you want to be. With options for inspiration, peer learning, in-depth exploration, and hands-on training across a wide range of subjects, you're in control of your own professional development. **Preconference workshops** offer in-depth practical instruction to enhance capabilities and critical skills (pre-registration required). **Preconference masterclass** offers in-depth advanced instruction aligned with knowledge advancement at a high level (pre-registration required). **Ask the experts** are 15-minute private consultations with industry experts (pre-registration required). **Community building** offers an opportunity to bond over shared experiences with other conference attendees. **Deep dive** is targeted development of skills and understanding featuring lecture-based instruction and audience Q&A. **Edutainment** involves creative and experiential formats designed to entertain and inspire. **Keynotes** allow industry experts to inspire by sharing unique experiences, knowledge, and ideas. **Learning labs** are a blend of lecture-based instruction, case studies, peer learning, and high levels of interaction. And the **sponsor informational session** is a blend of presentation and Q&A focused on a Publishing University sponsors' services.

**Learning levels.** Because we are all at different stages of our careers and require different levels of learning, IBPA Publishing University leaves it up to you to decide which content is most beneficial and appropriate for your level of experience. **Foundational [1F]** focuses on awareness and factual recall and is appropriate for those with limited experience of the subject area seeking introductory understanding of the content area. **Applied [2A]** focuses on understanding and comprehension and is appropriate for those with some experience seeking to build on, apply, or enhance existing knowledge using content in practical applications to master concepts. **Strategic [3S]** focuses on application and implementation of highly technical or detailed topics and is appropriate for those with substantial prerequisite knowledge seeking the most up-to-date information to heighten expertise.

**PWSD offers one scholarship to attend each year.** Contact Karla Olson, President, PWSD for more details. For more details on the conference, go to [publishinguniversity.org](http://publishinguniversity.org).



## 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@monkeycmia.com](mailto:j@monkeycmia.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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