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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

Closing date for newsletter

Next Meeting: Saturday, July 28, 2018
10:00 a.m. – 12:30 p.m.

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

Topic: *The Tao of Book Publicity: Book Promotion Strategies That Work*

Speaker: Paula Margulies

In this presentation, book publicist Paula Margulies will cover techniques that help authors successfully promote their publications. Topics include how to build an author platform, guidelines for creating blog tours, how to set up a successful speaking tour, and how to obtain interviews with the media. Margulies will also discuss social media, book pricing and promotions, and building an engaging author website, along with how to develop targeted publicity material, including front and back cover text, press releases, and Q&As, and tips for creating newsletter and media lists. Margulies is also happy to answer questions about practical topics such as publicity costs, timing, and considerations when hiring a publicist.

Paula Margulies is an author and owns Paula Margulies Communications, a public relations firm for authors and artists. She has received numerous awards for her fiction and nonfiction, including her book publicity handbook, *The Tao of Book Publicity: A Beginner's Guide to Book Promotion*, her debut novel, *Coyote Heart*, her historical novel, *Favorite Daughter, Part One*, and her short story collection, *Face Value: Collected Stories*.

Margulies is a contributor to *Author Magazine*, the *San Diego Examiner*, and *The Feisty Writer* and has been awarded artist residencies at Caldera, Red Cinder Artist Colony, the Vermont Studio Center, and Centrum. Margulies resides in San Diego, California. For more information, visit www.paulamargulies.com.

By Karla Olson
President, Publishers & Writers of San Diego

PWSD Officers

Editor's note: Kudos to Karla Olson for her recent achievement as Director of Patagonia Books— see page 4 for details!

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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

PWSD News

Thank you, Desiree Duffy, for offering a wonderful, informative presentation full of fresh ideas about the importance of branding for authors. For those of you who were not able to attend, Desiree generously shared her slides, which are now on the PublishersWriters.org website in the blog. You'll want to make sure you check them out for the wisdom and great information they present.

On July 28, book publicist Paula Margulies will help us get people talking about our books. Then in August, agent Kevan Lyons and her best-selling author, Kate Quinn, will tell the story of Kate's publishing journey, from proposal to *New York Times* bestselling author. The two will illustrate the partnership between author, agent, and publisher that creates success in this crazy business.

On September 29, we welcome Krista Clive-Smith, noted author, brand expert, and organizer. She'll offer her tried-and-true strategies for author success. And to finish out the year, on October 27 Jill Tomich of SliceBooks will present opportunities for you to repurpose your book into individual chapters and serializations.

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 fun task. If you are interested, please contact Glenna Bloemen at gab11853@aol.com.

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

On July 7, Anna-Marie Abell offered a hands-on workshop on creating the most effective Amazon Marketing Services ads for your book (or book to be). She covered the basics of how this advertising opportunity works, but also how to pick keywords and conduct A/B testing.

On August 4, Marla Markman will discuss the all-important author-editor relationship, including how to find the best editor for your book, how to work together, and why editing is one of the most important steps to successful publishing.

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

As most of you know, our yearly dues are only \$47 per year. In addition to the reduced meeting fee, you get a listing in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or by sending a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

PWSD/PWOC Membership

Member reminder: You must submit your member bio and headshot to webmaster@publisherswriters.org. Our website is 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, 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 robust and informative website, www.ibpa-online.org.

Membership is very 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 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!**



FOREWORD

INDIES

2017 BOOK AWARDS

FOREWORD 2017

INDIE PUBLISHER OF THE YEAR

“... educating, inspiring, and awakening the environmental-activist bugs of the reading population.”

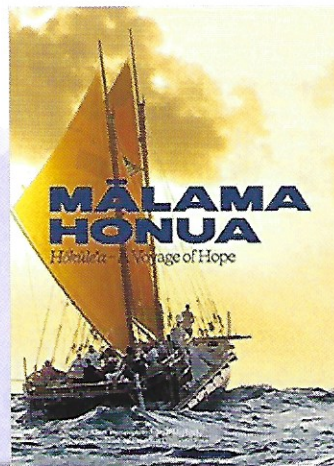
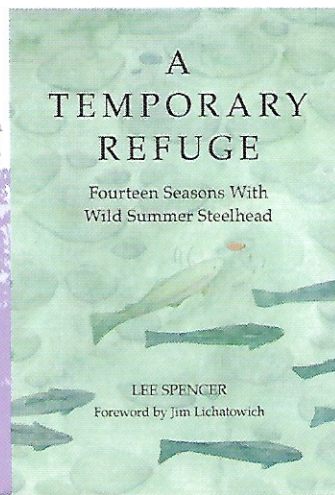
Did you know that Patagonia publishes books? Not many people do, though thanks to the lush, consciousness-building titles that they're releasing at a rate of 5-8 books a year, awareness is growing. And for Patagonia, that's what publishing is all about: educating, inspiring, and awakening the environmental-activist bugs of the reading population.

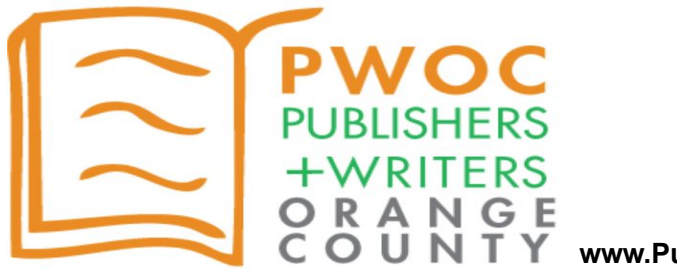
Patagonia seeks out titles with two things in mind: nature must be the main character; the person telling the story must be transformed by nature in some way. This isn't about man conquering the mountain, publisher Karla Olson asserts, rather, it's about the mountain changing something fundamental in those who encounter it. Every Patagonia title you read will carry with it new awareness—that's a guarantee that Foreword reviewers have enjoyed the fruits of regularly.

This year, *A Temporary Refuge* made a huge impact on our judges and earned a star in our magazine. It's the kind of book that traditional publishers might not touch: a narrowly-focused nature tale about protecting steelhead salmon in the Northwest. And yet Patagonia's faith in it proved well-founded—it sold well, and everyone who cracks it open is moved. Quiet and esoteric moments from nature like *Refuge* pair well with Patagonia's bigger projects, too—like *Malama Honua*, a project five years in the making, which tracks the Polynesian Voyaging Society from island to island as they make connections and deliver the reminder that we're all part of one human family, sharing one vibrant, fragile, and precious Earth.

The cultivation of such reminders is what Patagonia is all about. They count successes by the awareness that they raise, drawing attention to corners of the Earth, and aspects of local ecosystems, that people didn't previously know to cherish. As Olson says: there's a value in capturing these stories, in communicating this way, that cannot be overstated.

patagonia[®]





IN THE OC OR VICINITY?

Come Join Us on the
First Saturday of the Month!

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

Rotary Room, City of Orange Library*

407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

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

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



Join Us on August 4 for

“Match Game: How to Team Up with the Perfect Editor”

Presented by Marla Markman, Markman Editorial Services

A great editor plays a vital role in whether readers will sing your book's praises or give it one-star reviews. But searching for the perfect editor can be a daunting prospect—especially if you're not sure exactly what kind of editor you need. How can you find someone who will help make your writing shine but not polish you right out of your own book? In this information-packed session, longtime editing veteran Marla Markman will provide simple solutions to help you find your perfect editor and create an author-editor dynamic duo. You will get tips to help you:

- Decide what kind of editor you need
- Determine when and where to start looking for an editor
- Identify an editor who will respect you and your project
- Get the most out of your editing investment



Marla Markman is an award-winning editor with 20 years' experience creating and managing books from conception to completion. She honed her expertise as managing editor of *Entrepreneur*, a leading small business magazine, and launched its book division. Today, at Markman Editorial Services, she guides authors through the self-publishing process, offering project management, editing, proofreading, and book design.



See Next Page for July 7 PWOC Meeting Recap

PWOC Meeting Highlights, July 7, 2018

“How to Create Winning Amazon Ads”

***A Hands-on Workshop Presented by
Anna-Marie Abell, WrittenByAnna.com***

What an incredible learning experience we had at Publishers and Writers of Orange County when Anna-Marie Abell shared her knowledge about “How to Create Winning Amazon Ads.”

Anna-Marie’s credentials are exceptional. Between her being an author, accomplished presenter, marketing and advertising expert, and successful businesswoman, I was very impressed. The cherry on the sundae was when I heard the creative title of her book, which put a smile on my face: *Holy Crap! The World is Ending! How a Trip to the Bookstore Led to Sex with an Alien and the Destruction of Earth*. It’s part of a science fiction trilogy called The Anunnaki Chronicles.

With all of her talents, considering the YA, heated, comical aliens she writes about, I couldn’t help but wonder if she herself wasn’t from another planet sent to lead us where few authors had succeeded before. What are these mystery Amazon Ads, and how can we use them to our advantage?

Most authors sell their books through Amazon, so this information is key to learning how to improve online book sales. You can sell even more by placing ads through Amazon Marketing Services. Even though my book isn’t set to launch until fall, I was able to derive significant help from attending the session. Many of the same marketing tools are transferrable, for instance researching keywords for your title.



It was also clear that in the world of Kindle Publishing and Amazon, there are so many unique terms and programs with specific dos and don’ts and specified can’ts and won’ts, my head was spinning...Kindle Direct Publishing, Kindle Unlimited (same as KDP Select), Kindle Countdown Deals, Free Day for 90 day terms, Page reads, and higher rankings, to name a few. It would benefit you to take some time to analyze each and verify what works for your book and genre. OMG, this stuff is not for the faint of heart.

Anna-Marie taught an incredible hands-on workshop where we were able to not only be shown exactly how to create ads and select keywords that attract readers and get them to click “Buy Now,” but we were actually able to work online throughout the workshop, developing our own content. It was terrific!

Anna-Marie advised using Kindle Direct Publishing (KDP) for your book distribution, if you write fiction. (Remember to turn off Amazon distribution if you are going this route.) But it’s less beneficial if you are a non-fiction author, since you probably will want to get into bookstores. Otherwise, given that most authors want those online book sales, she strongly recommended KDP as the way to help make authors successful. To utilize Kindle Unlimited, you do have to agree to be exclusive.

Benefits of using KDP are that you’ll get better algorithms, you can choose ten different genre categories (you’ll have to send an email request to get the additional categories), up from two categories using Amazon. It will increase your sales and you’ll get better customer service when issues arise.

Keep in mind that with KDP you pay only if someone clicks on your ad; its cost-per-click advertising.

One major helpful hint for trying to make your book the most successful is to not try to reinvent the wheel yourself. Look at what other flourishing authors in your genre did and are doing. Okay, I know at least some of you must be like me, thinking, “But we were always taught not to look at someone else’s paper!” I know, get over it. They are successful and the information isn’t proprietary, it’s public. Use it! Don’t merely copy it, though;

think about how it applies to your book, and then use their proven success route like you would advise from a respected mentor.

Developing a list of keywords is essential. Use an Excel spreadsheet to help avoid duplicating words. Anna-Marie recommended starting with 500, but you can have as many as 1,000 keywords/phrases.

To develop your list of keywords, she said to capture competing books' titles, series names, and author names. Then she walked us through where to find each, and we were able to begin our individual unique lists of keywords during a few-minutes' pause in the presentation. This was very useful!

Look at:

- Best sellers in your categories
- Popular books in your genre
- Best sellers and popular books on Amazon (if they fit your genre)
- Goodreads 5-star reviews (compare books and pull five star matches)
- Awards (Hugo)
- Best seller list names (New York Times Best Seller)
- Venerable lists and publications (e.g., Oprah's Book Club), general keywords, Auto-predict Amazon (incognito or from a private browser)
- KDP Rocket

If you have multiple markets, keep separate lists of keywords; you will do different ads for each market.

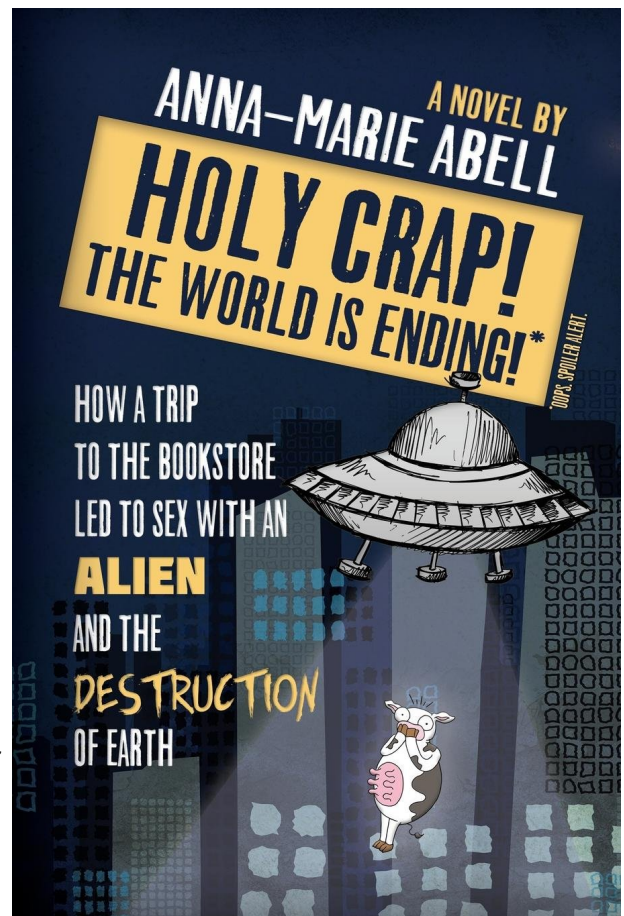
She walked us through the whole process of how to set up a campaign, whether for a sponsored campaign (which she recommended as being most cost-effective and practical, since none of us were famous yet) or for display ads through writing our own ad copy. We named our campaigns, set our budgets and timing, and entered the keywords we had determined from our research. Finally we worked on our ad copy. Her recommendations:

- Ads should be 50–150 characters (use the “&” sign to save space).
- Create at least two ads with different copy to do A/B tests, but more ads are better.
- Descriptions need hooks, e.g. “Fans of so and so will like....”
- Book baby: If When Harry Met Sally met Raiders of the Lost Ark, this book might have been born....
- Don't use a review in copy unless it's from a publication.

You may have several ads running at once, especially if you have specific target markets with different creative copy. She gave the example of having an ad targeting Paranormal Romance fans and another targeting fans of Ancient Aliens and UFOs.

One important tip: You can't edit campaign text once you've clicked Submit. You will need to create another, corrected ad (you can copy your old ad, which makes it easy) and then cancel the first one. But this means starting from scratch and having to build momentum again on impression. The bottom line seemed to be that although it wasn't difficult, the process could be very detailed, requiring you to possibly get out of your comfort zone and that it was essential to pay attention to details.

Anna-Marie made the case that “the reporting from the system sucks,” and she gave detailed explanations of how to counter that fact and obtain the information that you need to evaluate your campaigns.



Next we spent some time on ensuring you pick the correct category, which she assured us could be the difference between having a best seller label affixed to your front cover or not. Ultimately this all led to The Land of Rankings, which was another stop along our journey filled with hidden passageways and alleyways to avoid, lest you come to a complete halt in the Evil Kingdom of Few Sales.

Ultimately, if you aren't getting the results you had hoped for, she advised it could be due to:

- Bad ad copy
- Irrelevant keywords
- Bad cover
- Poor description

The last important topic we covered was the importance of a kick-ass cover. She told us how a change of cover on her *Holy Crap!* book improved her sales by 90%. As I am in the throes of Cover Development Hell right now, my eyes were wide and my ears were open. I too could have told the tale of thinking we had the perfect cover, only to find by asking others what they thought and finding it's time to go back to the drawing board. At least I hadn't published my book yet, so the only offense was to my ego and wallet.

Be sure you take polls and do A/B Test marketing... do members of your audience prefer Cover A or Cover B? Pre-publishing is the best place to make those mistakes, though it's still painful.

The great news is if this information whet your appetite, you can find the slides of her informative presentation at WrittenByAnna.com. Please note: To obtain the file, you will be providing your email to add yourself to her list—definitely worth it for such great material!

So much information was provided that we were excited to hear that PWSD/PWOC will be planning a future, longer workshop to accommodate delving even further into this world of Amazon ads. Consider joining us for our next chapter of Amazon Marketing Ads.

PWOC Scribe Penny S. Tee is a nonfiction writer and blogger. She is currently writing her book with the working title of *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 covering 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 in the June 2016 Memoir Showcase at the Grand Horton Theatre in San Diego. Her blog is at <http://www.pennystee.com/>. She also is the founder of Writers4Writers, an online writers' support group meeting the second Monday of every month, 6:30–8:00 p.m. On August 20, 2018, Hank and Sharyn Yuloff will be speaking on "Marketing Strategies for Authors & Writers." For details and to sign up, visit <http://pennystee.com/event/writers4writers-host-penny-s-tee-speaker-hank-sharyn-yuloff-marketing-strategies-for-authors-writersaugust-13-2018-630-800-pm/>.*



Have newsletter feature articles/ideas? Send them to Glenna Bloemen at gab11853@aol.com.

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

Want to be PWSD's Member Profile Editor? Contact Glenna Bloemen at gab11853@aol.com.

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

Get found in the directory: Email your bio & headshot to webmaster@publisherswriters.org.

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

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

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

Calling All Members!

We know you like to write.

We know you like to research.

Position open now for the Membership Profile Editor.

Great opportunity to meet and interview your fellow PWSD and PWOC members.

Great benefit to get published every month with the member profile you create.

Contact Glenna Bloemen, Newsletter Editor, at gab11853@aol.com

if you're interested or have questions.

Affiliate Marketing For Authors

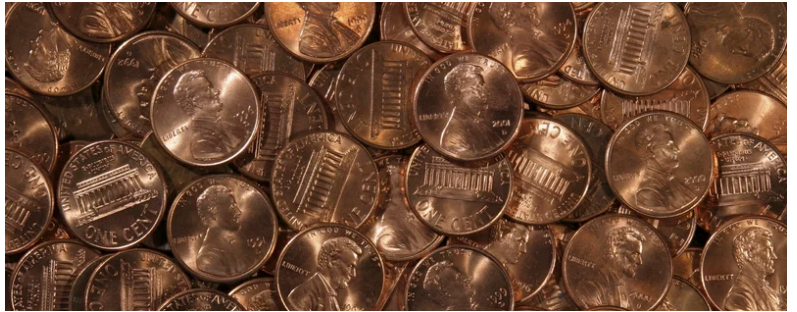
Carla King

Reprinted With Permission

March 30, 2018

Make Money Selling Books and . . . Stuff

As an author, you can easily increase your income stream with affiliate marketing programs because writing comes naturally for you. Affiliate programs and curation tools help you make a few more pennies on each sale of your book as well as on other books and products you recommend. You can set up a page (or two) on your website to “curate” a selection of books using these links, too.



I started using affiliate links seven or eight years ago and recently, when I added up the little deposits coming into my bank account I was astounded to realize that I was making between \$200 and \$1,000 a month from affiliate marketing without even trying.

If you like and trust a product or service and you want to spread the word about it, and they're not listed in the affiliate marketing programs I list further down in this post, ask the person or company if they have an affiliate program you can join. (Or just Google “affiliate program productname.”)

Before we move on to the list of affiliate marketing services and how you can make them work for you, you should understand these concepts:

- It's important to be ethical
- The value of high-ticket items
- The value of cookies

Then, I'll show you how easy it is for writers to naturally incorporate affiliate links from these sources into your posts:

- Amazon Associates for books and products
- Smashwords for ebooks
- Aerio for books and creating a "shopping" page on your website
- Commission Junction for all kinds of products and services

And, in conclusion, I'll show you:

- The power of social media in affiliate marketing
- The legal requirements of full disclosure

It's Important to Be Ethical

Some bloggers make a business of reviewing products and services just for the affiliate links. You see a lot of this in the web hosting arena, for example. As a consumer, when you shop for a web host you'll see tons of *Top 10 Web Hosting Services* articles. Often these are just affiliate marketers creating posts full of affiliate links. Some web hosting companies pay a big commission, and professional affiliate marketers review them a lot. I'm not saying all are fake reviews, but it's difficult to find the trusted sources in the sea of affiliate marketers.

I am an affiliate for many companies I recommend in my blog and my *Consumer's Guide*, including [Book Design Templates](#), [BookBaby](#), [Scribd](#), [GoDaddy](#), [Legal Zoom](#), [ProWriting Aid](#), the [Nonfiction Writers Conference](#), [DropBox](#), and [Grammarly](#).

Sometimes these companies offer special deals to the audience of their affiliate marketers. For example, the [GoDaddy](#) link will take you to a special \$1/month web-hosting deal which costs \$3.99/mo on their site. So I am really happy to help my readers save this kind of money. And, of course, when you click on any of these links and buy, I get a little money. Thank you!

High-Ticket Affiliate Sales

Most affiliate programs you join (Amazon, Smashwords, Commission Junction, or Share a Sale) offer between 5% and 12% of sales. When you sell books, the commissions can be small. But think bigger. What else do you like to write about?

In my other career as an [adventure travel blogger](#), I use affiliate links whenever I recommend a product in posts or social media. Some of the products I review are high-ticket items: dual-sport motorcycle boots can cost up to \$500, helmets to \$800, inflatable stand-up paddle boards over \$1,000. Do the math: 5% of \$1,000 is \$50, so if 10 people click on my affiliate link and buy, I earn \$500.

One of my [blog posts on dual-sport boots](#) went viral and made me thousands of dollars. I had simply worn out my boots and was doing research to find the best new pair and, being a writer, wrote about it in detail. I have a fair-sized mailing list and blog traffic, and I also used the right metadata on the post and on every single image in the piece. Then it got picked up by an online adventure travel magazine.

I want to point out a couple of things about this post. Take a look at the screenshot on the next page and notice the images. Images are shareable, and a lot of people did share it to social media, including Pinterest.

If you read that post, you'll also notice that I linked to a discussion on my Facebook page. I have thousands of Facebook followers, many of whom are adventure travel motorcyclists, and gear is a big draw for them. The post got shared on Facebook to many other pages, and on Twitter and Pinterest, too. This is what it means to go viral.

I provided honest, detailed, and very opinionated reviews in this post for the twelve boots I was considering for purchase. And get this: These boots are actually men's boots, because there are not a lot of options for women's footwear in dual-sport motorcycling. So my market doubled. Both men and women were thrilled with this post.

So this is when I figured out affiliate marketing could be pretty awesome. I've updated it three times (and I see that I need to update it once again) and I continue to make money from it. It offers real value.

Writing about books and products is something I do naturally. Don't you? Yes! You *can* make money from blogging.

The Value of Cookies

You know that cookies follow you around the web, right? So even if the person who clicked your link doesn't buy that particular item but purchases something else, you still get a percentage. So if somebody doesn't end up buying your book on Amazon but starts getting click-happy, remembering that they wanted a juicer and an espresso maker, adding a cute rain jacket for their dog and this and that and the other, it can add up.

Some affiliate programs offer tracking for as long as a year. That means if the same person who clicked 364 days earlier goes to the site to purchase something, you'll be credited.

It's kind of scary that the Internet knows this kind of thing, but now that you're considering becoming an affiliate marketer you see the value of it.

Dainese Carroarmato
Gore-Tex \$299



Forma Adventure
\$299



Forma Cape Horn
\$299



Forma Boulder
\$279



Aerostich Combat Touring
\$356



TCX Drifter
\$299



TCX X-Desert
\$299 SALE! \$180



TCX Infinity EVO Gore-Tex
\$399



Gaerne Balance Oiled
\$356



SIDI Adventure 2
Gore-tex \$495



SIDI Adventure Rain
\$395 SALE! \$279



SIDI Discovery Rain
\$295



Alpinestars Tech 7 Enduro
\$369



Alpinestars Corozal Adventure
\$289



Alpinestars Toucan Gore-Tex
\$499



Alpinestars Scout
\$209

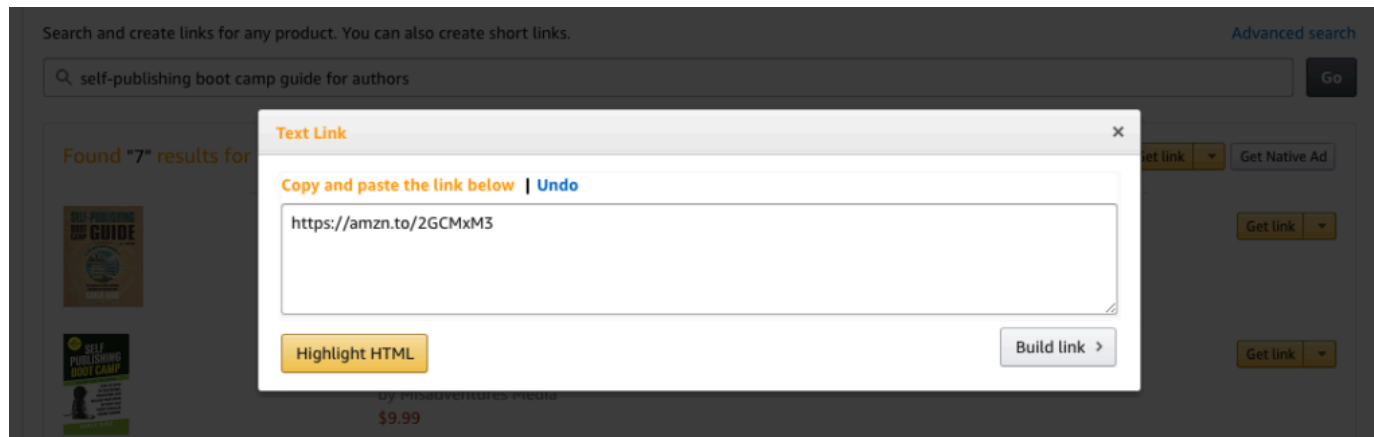


Amazon Associates Affiliate Marketing Program

affiliate-program.amazon.com

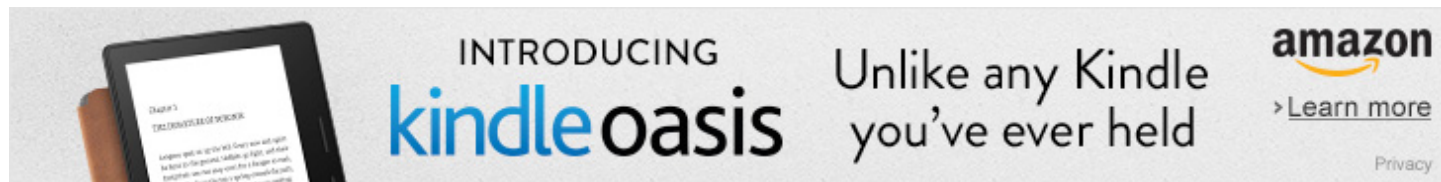
Sign up for the Amazon Affiliate program and make a few pennies on your own book and other books and products that you recommend when you use their affiliate links.

It's very easy to do. Just search for a book, grab the link, and paste it anywhere on your site or social media.



Now, every time somebody clicks on that link they go to Amazon. I hope they purchase your book or the book you reviewed, but even if they don't and they click over to order other things on Amazon, you are going to make some cash.

They have lots of cool options beyond text links, such as banner ads like the one below for the Kindle Oasis.



Edit your caption text here

As a writer, this is a perfectly appropriate "ad" to put on any of your blog posts or web pages, don't you think?

Smashwords' Affiliate Marketing Program

smashwords.com/about/affiliate

You can do the same thing with the Smashwords affiliate program as you did with Amazon Associates. Make a little extra on your own book and other books you recommend when you use affiliate links.

How to enroll:

- Sign up for a free Smashwords membership
- Click on the hyperlink to activate your Smashwords membership
- Go to your Account page
- Follow the "Affiliate System Management" link
- Click on the "Affiliate Marketers" sign-up button
- Read the Terms of Service agreement and click to join the program

When you log in, click the ACCOUNT menu item and then AFFILIATE SYSTEM MANAGEMENT, you can do two things:

You can set an affiliate share of your choice to your books. The higher the affiliate percentage, the more motivated affiliate marketers will be to advertise your book.

You can manage your affiliate account. This is where you get the linking code to add your website.

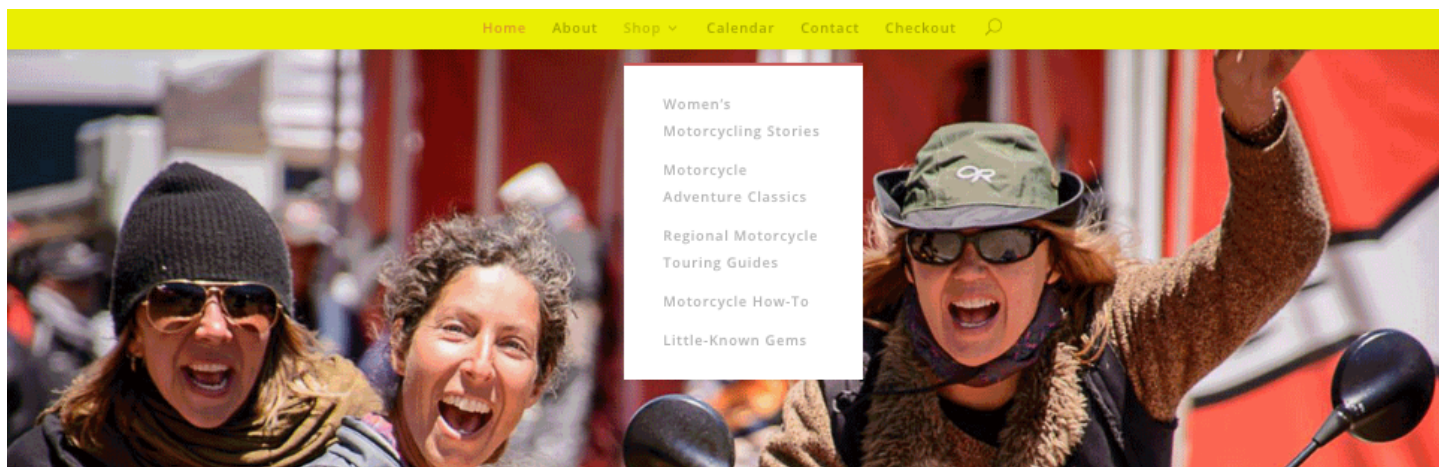
Get the details on the Smashwords affiliate marketing program [in this document](#).

Become a Publisher with Aerio's Affiliate Program

aer.io

Become an online bookstore! Upload your own books to Aerio and choose from their inventory of 14 million print books, gifts, games, and more to create a curated storefront on your website to make a small percentage of each sale made through your site.

I do this on my [Misadventures Media](#) publishing website. Go there now and click SHOP on the menu to see how it works.



Misadventures Media publishes motorcycle adventure travel books! So scroll down and take a virtual ride along on some very exciting journeys. Ted Simon's *Jupiter's Travels in Camera* in ebook format is our first offering, followed by Lisa Thomas' *Dirty Dining*, a lush, full-color, paperback cookbook. For updates about books, authors, and their stories, [please sign up for our email newsletter](#) and we'll let you know what's happening!

Books About Motorcycle Adventure Travel

To start, go to aer.io and sign up for a free account. Add books to your catalog by searching on a topic or by ISBN. Create a collection or two and click EMBED to grab the HTML code for the collection. (See illustration on next page.)

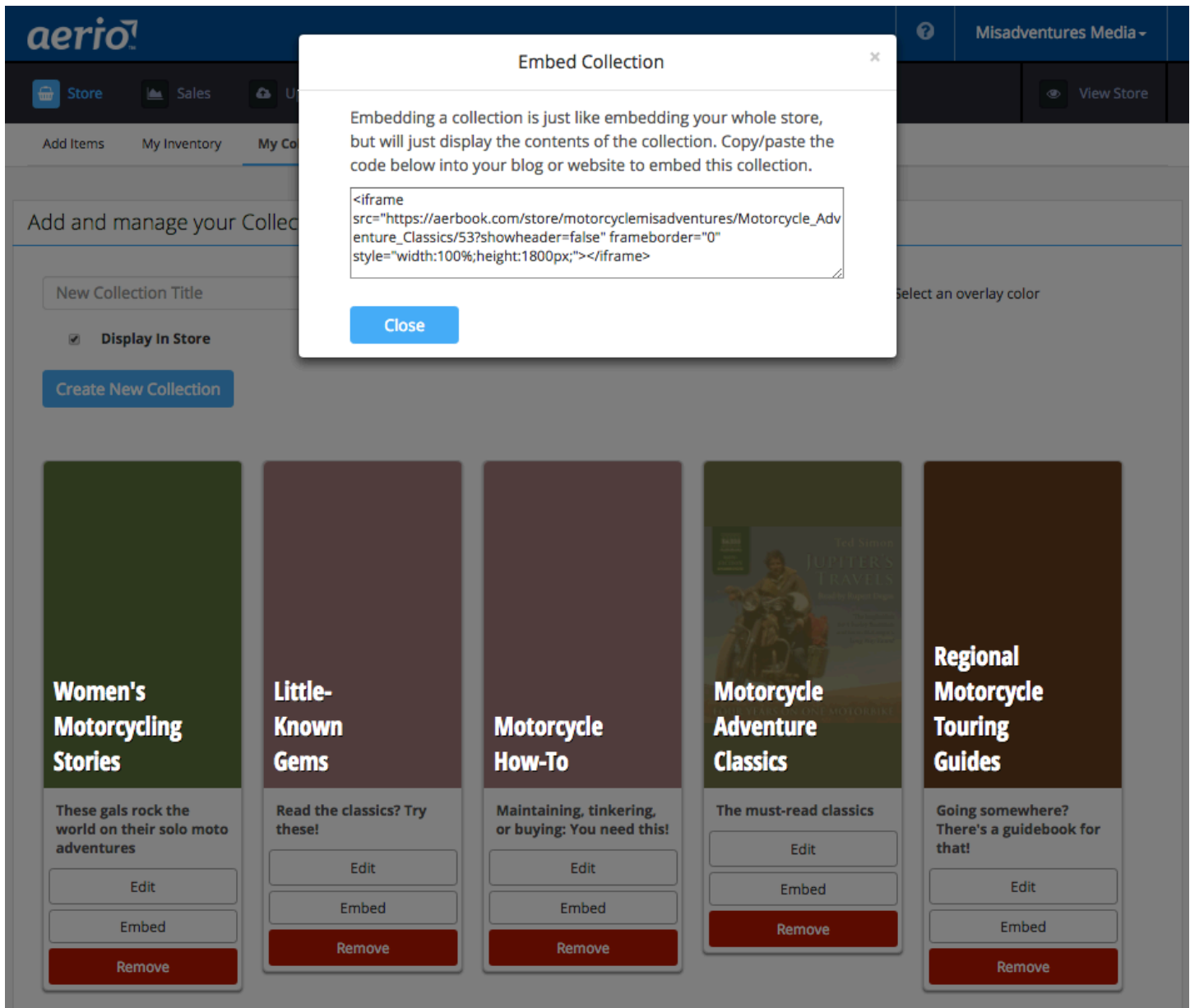
Then go on over to your website and create a new page. Then just embed the code on your page. Add any introductory material you want to "sell" the books in the catalog. Add the page to your menu.

That's it! You're a bookseller!

Commission Junction Affiliate Marketing Program for Products

cj.com

Commission Junction (CJ) is one of the leading affiliate marketing tools in the industry. If you have a niche market and think you can sell products via your website and blog using recommendations and links, look here for vendors who will give you 5% and more for each sale. For example, I use links from CJ in reviews for travel gear.



THE APPLICATION PROCESS. Many companies understandably want to make sure that their product is being advertised by a respected professional in the field or at least by someone who is in a related industry. This protects their brand against being included in clickbait advertising on the web and social media, which can alienate future customers.

If you are denied at first, you can send a quick email to the contact listed and make your case. I was turned down by a couple of companies until I sent them a short email explaining the relevance of the product to my audience with links to similar content my site.

OTHER COMPANIES LIKE CJ. If you have a blog of any kind, I think you should look at the affiliate marketing opportunities at CJ, at Share-A-Sale, and others. Just google "*productname* affiliate program" to see what company a product you love is listed with.

A QUICK LOOK. So, here's what it looks like inside the site. What you're looking at on the next page is a screen shot of my affiliate partner Revzilla, which is a motorcycle gear company. There's a 60%-off sale on motorcycle boots that I think my friends would like to know about. I'll tell them now!

DON'T MISS ANOTHER REVIEW. And get a free 90-page Consumer's Guide that reviews these and other tools that help authors make more money with their writing.

Sharing Your Affiliate Links on Social Networks

As I showed earlier with my dual-sport motorcycle boot review, the best way to make affiliate marketing work is by promoting books, products, and services that you would recommend even if you wouldn't get any money from it. Your success requires that you build a strong platform; that is, knowing your audience, being known in your niche, and being active on social media and blogging.

I've found that the incentive of making extra income gives me the motivation I need to craft posts and pages I may have otherwise put off. I like recommending good products to my tribes in the self-publishing and adventure niches. It helps me feel relevant and keeps me connected to professionals and consumers in these industries.

Fully Disclose Your Use of Affiliate Links

The FTC makes it illegal to use affiliate links without disclosing them. This means that you need to let readers know that purchasing something using your link will benefit you financially. What the FTC cares about is misleading advertising.

Helen Sedwick, author of the *Self-Publisher's Legal Handbook*, assured me that, "Legally speaking, if you are endorsing a product and you honestly recommend it, then you are not being misleading. To be even safer, you should let readers know you receive an affiliate payment if they purchase products after clicking on your links."

How do you do this? You could insert {affiliate} into the text, but I prefer to include a general note at the top of the page that states that I may get a small commission when you click on some of the products I review. I also make it clear that I seek out affiliate relationships only for products I would recommend even without the affiliate relationship.



2018–2019 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

Writers Inner Circle Writing Contest Individual Theme Deadlines Start July 31, 2018

The ancient art of writing has descended upon the house of WIC! Tap into your muse and send your creative writing samples. Each month has its own unique theme, and you can send as many entries as you'd like, in Prose/Poetry or Essay form, 500 words or less. *Fees per entry:* Poetry/Prose \$10 (\$25 non-WIC members); Essay \$20 (\$35 non-WIC members). A 2019 Anthology will be published reflecting twelve themes. Specific themes (or of your personal preference) and entry deadlines for July–December 2018 are *Freedom, Liberation, and/or Independence* (July 31); *Summer Memories, Summer Romances* (August 31); *Learning, Awareness & Personal Growth* (September 30); *The Scary, The Mystical, The Unexpected* (October 31); *Gratitude* (November 30); and *Food, Celebrations & Gifts* (December 31). To round-out the 2019 edition of *WIC Magic* (an anthology to be published early next year), themed entries for the first three months in 2018 are also invited and can be submitted at your convenience between now and December 31, 2018: *Resolve, Determination, Tenacity* (January 2018 theme), *Redefining Love* (February 2018 theme), and *Life, Beginnings, Pushing Through* (March 2018 theme). (Note: The April *General Poetries* and May/June *Mom, Dad & Our Roots* themed contests have already closed.) Visit WritersInnerCircle.com for contest rules and other details.

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>.

33rd 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

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 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 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.)

IBPA Publishing University 2019

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

Chicago, Illinois

Note: IBPA Publishing University 2019 speaker proposal deadline is October 1, 2018 (sorry, no exceptions).

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.

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/pwpsd-website-inf/> where not only will you find more details on how to expand your listing, but you'll find a discreet link in the first paragraph to Jeniffer Thompson's slides from a presentation she made to PWSD.



Welcome, New and Returning PWSD Members!

Congratulations on joining Publishers & Writers of San Diego, the only publishing group in San Diego County focused on the business of publishing and writing! You have made a wise investment. While there are many benefits to being a member of PWSD, you'll need to take the following two steps to optimize your membership:

1. **Subscribe to PWSD** at www.PublishersWriters.org. This is necessary for you to receive any and all notices from PWSD. Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list.
2. **Enjoy a spot in the Membership Directory** with PWSD. Go to www.PublishersWriters.org to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at j@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.ibpaonline.org), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
- **An opportunity to stay in touch with other members** by signing up for the PWSD YahooGroup (www.groups.yahoo.com—type PWSD in the group search box);
- **Regional collaborative marketing efforts**; and
- **Attendance at any of the PWSD and PWOC meetings at the \$10 member rate**, a \$10 savings each meeting, compared to the non-member meeting rate of \$20!

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

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

From the Editor

If you're an independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, web designer, or professional coach, **consider joining PWSD**. Visit the FAQ page of www.PublishersWriters.org for membership information, and visit the home page to sign up for this newsletter.

The closing date for newsletter contributions is the 1st day of each month. Send your contributions to Glenna Bloemen at gab11853@aol.com.

To apply to become PWSD's next Member Profile Editor, contact Glenna Bloemen at gab11853@aol.com.

Would you like to help out by taking notes at one of our monthly PWSD meetings and then **writing up the meeting recap** for the next newsletter? If so, contact Lauren Castle at lauren@impress-express.com. We're looking for one volunteer a month so we can have each meeting covered.

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

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