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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, August 25, 2018**  
**10:00 a.m. – 12:30 p.m.**

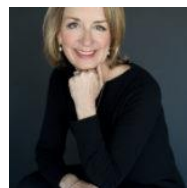
**Location:** **Carlsbad Dove Library**  
**1775 Dove Lane**  
**Carlsbad, CA 92011**

**Topic:** **“The Complete Publishing Journey”**

**Speakers:** **Kate Quinn and Kevan Lyon**

NYT bestselling author Kate Quinn and literary agent Kevan Lyon will talk about the publishing journey and how Kate re-launched her career by looking at a changing market and readers' evolving interest in historical time periods in the historical fiction market. From proposal to submission of a full manuscript and the path to a *New York Times* bestselling novel with *The Alice Network*, Kate and Kevan will discuss an agent's role in career strategy, the path to publication, and the publisher's role in working to support the path to becoming a best-selling novel. Kevan and Kate will invite questions and a lively discussion! Kate will also make time to sign personal copies of *The Alice Network* and to talk about the book if there are questions. No books will be sold at the event, but you are welcome to bring copies to be signed.

**Kate Quinn** is a native of southern California. She attended Boston University, where she earned Bachelor's and Master's degrees in Classical Voice. A lifelong history buff, she wrote four novels in the Empress of Rome Saga and two books in the Italian Renaissance before turning to the 20th century with “The Alice Network.” All have been translated into multiple languages. Learn more about Kate at her website, <http://www.katequinnauthor.com/>.



**Kevan Lyon** is a founding partner of Marsal Lyon Literary Agency. With over 25 years in the publishing business, including over 10 years as a literary agent and 17+ years on the wholesale, retail, and distribution side of the business, Kevan brings an informed and unique perspective to her work with clients. Kevan handles women's fiction, with an emphasis on commercial women's fiction, young adult fiction, and all genres of romance.



**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**

In July, book publicist Paula Marguiles presented a great overview of strategies for successful book marketing. Her presentation was brimming with great ideas and stimulating thoughts, from what makes a great author photo to examples of effective press releases. Thank you, Paula, for sharing so generously.

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.

In September, 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, in October 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 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**

In August, we heard from Marla Markman about how to find the perfect editor partner. Her presentation was thorough and detailed. Please see the write up in the newsletter.

We won't be meeting in September, as the first Saturday falls on Labor Day weekend. But please do join us in October, when Michael Ashley will share his publishing journey and the lessons he learned along the way.

Just a reminder for PWSD members: You may attend PWOC meetings for the member price, \$10 per meeting. It's the same for PWOC members who want to attend PWSD meetings. Essentially, now we're all getting two great groups for one low membership fee. We encourage you to join us in Orange County sometime!

**PWSD/PWOC Membership**

As most of you know, our yearly dues are a wonderfully affordable \$47 per year. In addition to the reduced meeting fee, you get a listing in our membership directory. 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.

*Continued on next page*

## President's Message—continued

**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 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 and, to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.



*Read Local*

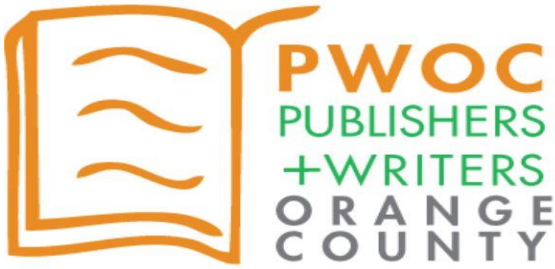


Please visit [www.readlocal.org](http://www.readlocal.org) to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Booksellers, librarians, producers, and event planners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

Check it out; Read Local is one of the best marketing deals around!

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## 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.*

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

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!



**IMPORTANT: PWOC WILL NOT MEET IN SEPTEMBER, DUE TO THE LABOR DAY HOLIDAY.**

*However, Do Join Us on Saturday, October 6, for*

**“Be the Hero of Your Own Story:**

**Storytelling Mastery Will Shortcut Customers’ Knowing, Liking, and Trusting You”**

*Presented by Michael Ashley, [InkWordsmiths.com](http://InkWordsmiths.com)*

**We each face a common challenge: how to convince others to work with us.** Trust is the biggest hurdle for conversion. People want to work only with people they know, like, and trust. So how do you connect with potential customers/readers you have never met? *By sharing your story.*

Michael Ashley teaches the Hero’s Journey, literary scholar Joseph Campbell’s 12-step narrative pattern found in famous and celebrated stories the world over.

By understanding the concepts behind storytelling, it is possible to compellingly share your story with others. Doing so will enable you to connect with audiences and readers in a profound way, shortcutting the sales process and leading to greater successes.

**Michael Ashley** has always loved storytelling, words and ideas. His diverse academic background includes a B.A. in Philosophy with a Minor in Journalism, and an MFA in screenwriting from Chapman University. He has lent his creative literary touch to a wide arrange of interests, including award-winning screenplay treatments, children’s long-form scripts, ghost-written books and blogs, op-ed and Huffington Post articles, regular media columns, and more. At [Ink Wordsmiths](http://InkWordsmiths.com), Michael prides himself on imaginative thinking outside the box and turning around quality work with lightning quick speed.



**See Next Page for August 4 PWOC Meeting Recap**

## **“Match Game: How to Team Up with the Perfect Editor”** ***Presented by Marla Markman, [Markman Editorial Services](#)***

August’s meeting was particularly fun for me because our speaker, Marla Markman, happens to also be my book’s editor and project manager. It was an interesting perspective to hear what she thought about choosing an editor, given our relationship.



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? Remember, these are publishing professionals, but they are still giving you their subjective opinion.

During Marla’s presentation she outlined seven key points.

### **1. Why do you need an editor?**

We all need that objective perspective; someone who is willing to strongly suggest that you *kill your darlings*. Marla pointed out that by hiring a professional editor, you avoid unnecessary costs in redoing work to get it up to snuff.

If you are an indie-writer, you want to be sure that you are following the Independent Book Publisher’s Association’s guidelines to ensure that your book has the same look and feel as one published by one of the big publishing houses. You can find the IBPA Guidelines on its website under resources: <https://www.ibpa-online.org/page/standardschecklist>

You want to hire someone with skills and experience who can add to your team and will care about your project.

### **2. What kind of editor do you need?**

There is quite a stew of different types of editors and some provide the same function, but people call themselves different titles so it can be confusing. Some are more for analyzing the big picture, and others get into the nitty-gritty detail.

Project, developmental, and content editors look at the big picture, while line editors, copyeditors, and proofreaders look at the fine details.

In the big picture you are looking to see that the manuscript is structured properly and that the characters are believable. These editors ensure that the tone is consistent throughout the book.

Project editors perform similar functions to those of a publishing house by hiring vendors to perform roles to ensure that your manuscript is clean and attractive, and they walk you through all the steps to deliver your offspring to your audience.

Line editors and copyeditors go word by word, looking for grammar and punctuation errors, but don’t expect perfection. You will always find errors. It’s the nature of the beast. Some authors hire multiple editors before the design stage, as well as proofreaders after the design is completed, to try and catch the errors. Try not to make yourself and your editors crazy.

You do your first proof after your manuscript is laid out to check to be sure no words, sentences, or paragraphs were dropped. The industry acceptable standard is to have no more than 5% of errors—even the big five’s books have mistakes. Marla tried to assure us that most people won’t even notice the errors.

After the proofreader scrubs your book, those corrections are then updated into your book.

Karla Olson emphasized the point by telling us of the Navajo tradition when making a rug, to always intentionally put a mistake in the rug because only the “Creator” is perfect.

### 3. When do you hire an editor?

Marla advised to hire an editor after you have looked thoroughly at your manuscript, doing what you can to avoid easily found mistakes, such as running spell check. It's a good idea to take a little break—24 hours or longer—before you self-edit so you can look at your work with fresh eyes.

Do your fact checking, but also determine whether or not you will want to pay for another set of eyes to verify your work.

You are ready for a copy editor after the developmental edit. It's best to have your work proofread twice: after the copyeditor changes are made and after the design phase prior to production.

Self-publishing a book is expensive, and you want to do what you can to keep the costs down. However, look early because good professional editors are very busy and you may have to wait to get into their work queue.

### 4. Where do you find an editor?

There are many organizations where you can find editors, and the first place I thought of and at which I was successful was Publishers and Writers of Orange County and Publishers and Writers of San Diego. I've met so many well-qualified publishing professionals there through the years. PWSD/PWOC also has a [directory of publishing professionals](#), searchable by category, e.g., *editors*, you can use to your advantage. I met Marla first at a PWOC meeting. Pay attention to our speakers or ask fellow members for recommendations.

Other organizations in which to meet editors include the [IBPA](#), Editorial Freelancers Association ([the-efa.org](#)), MediaBistro ([mediabistro.com](#)), and ACES: The Society for Editing ([copydesk.org](#)).

You always have many opportunities to meet editors at professional conferences such as at the IBPA's annual [Publishing University](#) or at Shaw Guides ([shawguides.com](#)).

When all else fails you can always find editors through Google and on social media websites, but be sure you conduct your due diligence and get references before handing over your life's work to someone you don't know.

Marla did caution not to get caught up in a foreign editorial mill in which English is not the editors' first language. Be sure you know who you are working with, and check them out thoroughly.

### 5. Who will be right for you?

Determining who will be right for you sounded like a dating game show. But some of the relationship qualifiers were the same:

- Look for an editor specializing in your topic.
- Make sure they have a professional vocabulary and demeanor.
- Prepare for your interview with them and ask lots of questions. Pay attention that they are also asking insightful questions. Listen intently to their answers. Are they thorough? Seasoned editors will want to know about your project, not just the cost and timetable. They will want to know who is your intended audience. Who will benefit from your book? Do you intend to publish traditionally or indie-publish?
- Be sure you both understand boundaries that are established, and sign a contract. Don't let assumptions come back to haunt you later.
- Often editors will offer a free sample edit, phone, or in-person consultation. You want them to become familiar with your talent and areas for improvement as well as become familiar with their style of working with you and be able to evaluate their expertise. Do they seem to understand your voice?
- You need to discuss realistic timeframes and required timelines.
- Definitely hire someone who has at least some level of enthusiasm for your project. It would be very discouraging to work with someone if you write about Israel and they never want to talk about anything else other than cats.

## 6. How much will it cost?

Marla alluded to [cost estimates](#) for the various types of book publishing experts, found at the Editorial Freelancers Association's website. Found there are fee estimates for editors, indexing, layouts, fact checking, project management, manuscript evaluation, proofreading, researching, permissions, transcribing, translating, web design, and writing.

Always ask lots of questions so you both are in agreement with how you will be charged and what is included in the price.

## 7. How can you build a great team?

Finally Marla talked about how to build a supportive team. She said to set expectations early and expect the best. You must communicate clearly and politely. Like in any good relationship, it's important to respect each other's time, and it's essential that you hire someone whose expertise you admire. You want your editor to be part of your team.

I've worked with several editors in my writing career, including Marla for my book out this fall and our very own Lynette from PWOC when I write these monthly recaps. I speak from experience in saying that I wouldn't want to publish my work without them. Hire professionals from the industry with years of experience, and you will get what you pay for.

We know we can write. The difference is that we need them to catch that phrase that's still stuck between the convolutions in our brain that we thought we had put on the paper, or to move that paragraph a bit further down the page because it makes more sense there, or to insert the *y* we forgot to type in *they*.

If you use a project manager, the people the manager hires is essential. My interactions with my cover designer, Andrew Chapman, who by the way founded PWSD/PWOC, amaze and teach me each time we interact. All of these folks have decades in the publishing industry and it shows. As we work through the title/cover design, Andrew and Marla tell me their honest opinion as to what they think works or doesn't and why. It's invaluable. I've always thought teachers are heroes.

It's all the way it was meant to be. Writing starts as a solitary endeavor; isn't it great that we get to have a chosen family to join us to make us better?

You hired your editor for a reason—to shore up the gaps in your talents—so be sure to give credit where it is due. On the other hand, never lose track that this is your manuscript, and it represents you. You want to hold your head up high and be proud of your accomplishments and grateful to everyone who has helped you produce the best book you can.

Choosing your team is paramount to publishing a book that looks professionally produced and is of high quality. You've hired them to improve your skills and provide missing expertise. Remember, it takes a village and there's no shame in that fact, just gratitude that others have skills we lack. Ultimately, you'll produce the best book you can. Good luck with your book and finding your best team.

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**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 cowering in bomb shelters. The impact of being human targets caused a dramatic shift in her life, moving her to want to work on Peace. Part of Penny's story appeared 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 normally 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](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.***



# How to Get Your Self-Published Book into Libraries

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It used to be very difficult for self-publishers to get their books into libraries. But today, the library system is increasingly accepting of self-published titles. Here's how you can get your book onto the bookshelves and into their eBook catalogs.

## Be Big on Smashwords

Way back in 2014, Smashwords founder Mark Coker made a deal with OverDrive to distribute their company's most popular titles to over 20,000 public libraries around the world, 90% of which are US public libraries. In their [announcement](#), Smashwords reported:

OverDrive and Smashwords will create curated buy-lists libraries can use to purchase the most popular indie authors and titles. Libraries will soon have the option, for example, to purchase the top 100 YA fantasy novels (approximate price: \$400), or the top 1,000 most popular contemporary romances (~\$4,000) or top 200 complete series across multiple categories (~\$2,000), or the top 200 thrillers, mysteries, epic fantasies, or memoirs. With most of our bestsellers priced at or under \$4.00, you can do the math to appreciate how incredibly affordable these collections will be. We're going to have fun slicing and dicing.

In 2013 library patrons borrowed over 102 million eBooks from the network provided by OverDrive, up 44% over 2012. The number of books patrons looked at while browsing books to borrow was over 1.8 billion, which is 70% more than 2012. Coker points out that this "gives authors incredible exposure and branding to readers searching for their next read."

## Get a Great Book Review

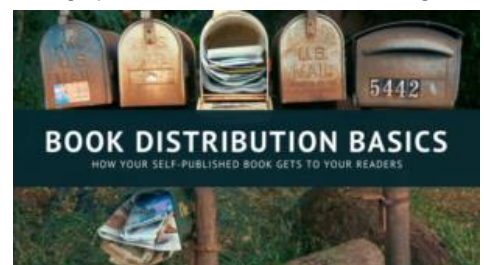
A great review in [Kirkus](#), [Library Journal](#), [Publishers Weekly](#) or similar prestigious book review organization will definitely get your book noticed by librarians, which may be a reason to pay for one. However, it's important to note that just because you pay for a review it doesn't mean it's going to be good, so make your book the absolute best it can be before sending it to one of these organizations. (Most publishing pros agree that editing is the number one expense you shouldn't skip on.)

## Join IBPA's Library Mailing Programs

Another way to get in front of librarians is to join IBPA (Independent Book Publishers Association), and participate in their [library mailing programs](#). IBPA mails members' promotional flyers to collection development librarians throughout the United States, using lists of public libraries with budgets over \$25,000 a year. All mailings go third class bulk [presort standard]. When you participate in a mailing, your contact information goes on the list so you get the mailing too and you can track delivery time.

IBPA offers many other valuable programs for authors, plus discounts on ISBNs, printers, marketers, and a great monthly magazine to help you better understand publishing.

Your book will need to have been professionally produced and distributed by Ingram. Use IngramSpark to do this. Don't know much about distribution? Check out my [book distribution basics post](#).



## How About the CreateSpace ISBN and Libraries?

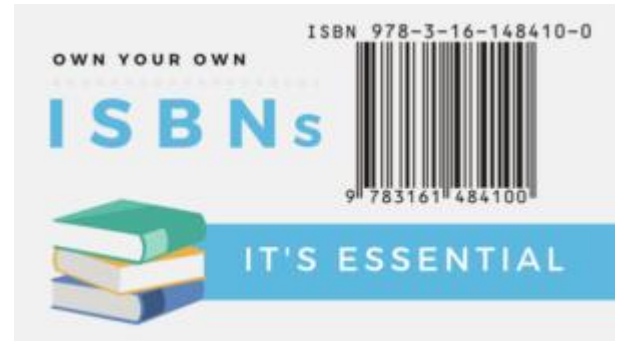
Many authors tell me they've considered using a CreateSpace ISBN because it makes their book visible to libraries. Don't do this.

There are many good reasons to use CreateSpace (to get your print book into Amazon; to print advance copies and drafts), but independent authors should create their own independent publishing company with their own set of ISBNs. Using another company's ISBN is never advisable, especially as Amazon is not very popular with other booksellers.

As with bookstores, just because your book is visible, it doesn't mean they'll order it. Use your own ISBN and distribute with Amazon directly or via a service like IngramSpark or BookBaby instead.

Also, as you'll see by reading a little further, you'll need the ISBN and publisher identifier number from Bowker to list your book in the Library of Congress.

See more about ISBNs in the post [Why It's Essential for Authors to Own Your ISBNs](#).



## Get Geeky with the Library of Congress

The library system in the USA wants you to have a CIP number or be in the PCN program. Most self-publishers will need to opt for the PCN program. Read on and you'll see why.

### *Library of Congress CIP Number*

The [Library of Congress](#) website very plainly states that they do not allow self-publishers to obtain a number. You must be a small press, publishing at least five books a year by at least three different authors. So how do you get around this? By applying to the PCN program.

### *Library of Congress PCN Program*

Even though you can't get into the CIP program, you may be able to get into the Library of Congress's [Preassigned Control Number program](#) "to obtain control numbers for your forthcoming books." Here's what the Library of Congress has to say about the difference between the CIP and PCN programs:

The Cataloging in Publication (CIP) program creates bibliographic records for forthcoming books most likely to be widely acquired by US libraries. The Preassigned Control Number (PCN) program assigns a Library of Congress Control Number to titles most likely to be acquired by the Library of Congress as well as some other categories of books. The two programs are mutually exclusive.

The purpose of the [Preassigned Control Number \(PCN\) program](#) is to enable the Library of Congress to assign control numbers in advance of publication to those titles that may be added to the Library's collections.

Here are their requirements:

- The PCN program is for print books (not eBooks) in the US only. (Smashwords can get your book into the eBook library market.)
- You must list a US place of publication on the title or copyright page.
- You must obtain a block of 10 or more ISBNs from Bowker, assigned to your publishing house. During the application process, you'll need to enter your publisher identifier number (the third part of your ISBN).

Apply online, and a few weeks later you should receive approval and your login credentials.

## Cozy Up to Your Local Librarian

If you want to market to a particular library or to libraries in a particular region, you should contact them directly. The Library of Congress website even advises working with your local librarian to obtain cataloging for your book, even if it's not regional. Your local librarian can guide you through the process of getting your book into the greater library market.

A number of authors I know—both self-published and traditionally published—have done readings and spoken at free library events. Librarians are always grateful to get a crowd into the library. You might even propose a library series of readings of authors in your genre.

## Copyright Your Book

Copyrighting your book may also work to get you into libraries because acquisitions librarians receive a list of new copyrighted material quarterly. Copyrighting your book is easy. You can do it online for about \$35, in less than an hour. Check out [the post](#) I wrote for PBS MediaShift for step-by-step instructions on how to copyright your book.

## Enter Your Book In SELF-e

[SELF-e](#) is an interesting collaboration between *Library Journal* and a company called BiblioBoard. If accepted, your book will be included in a “module” with other books made available to libraries from time to time. From the website:

Authors whose eBooks are selected by *Library Journal* for inclusion in our SELF-e modules can use a digital badge promoting their inclusion to potential readers who may choose to purchase a copy of the title and/or to purchase other books by that author via retail channels. eBooks that are not selected by *Library Journal* will still be accessible to local library patrons via state-specific modules.

There's no cost to participate, and it's strictly promotional. So why would you use SELF-e?

*SELF-e is a marketing and discovery service aimed at helping authors build an audience of readers.*

So, if you've got a book with a message, and you want to get the word out, this will help. Or you can simply make SELF-e part of your marketing strategy.

## More Information

For a convenient guide on book distribution and every aspect of self-publishing, consider Carla King's 344-page guide, the [Self-Publishing Boot Camp Guide for Authors](#), now in its 4th edition.



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

### Writers Inner Circle Writing Contest

#### Individual Theme Deadlines Start August 31, 2018

The ancient art of writing has descended upon the house of WIC! Tap into your muse and send your creative writing samples in these yearlong writing contests. 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 August–December 2018 are *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, A Collection of Poetry, Prose and Short Stories* (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*, May/June *Mom, Dad & Our Roots*, and July *Freedom, Liberation, and/or Independence* themed contests have already closed.) Visit [WritersInnerCircle.com](http://WritersInnerCircle.com) for contest rules and other details or contact WIC at [info@writersinnercircle.com](mailto:info@writersinnercircle.com).

### San Diego Festival of Books

August 25, 2018

2620 Truxturn Road, San Diego, CA 92106

This is an annual 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. Visit <http://sdfestivalofbooks.com/> for tickets and more information on this year's activities.

### 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**

**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.** 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@monkeycmedia.com](mailto:j@monkeycmedia.com). (See announcement at top of this newsletter page for details.)

You'll also enjoy these additional benefits of membership:

- **Monthly meetings**, held for PWSD the first 10 months of the year (usually on the last Saturday) and, for PWOC, on the first Saturday (except on holiday weekends)—both offering educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- **Our monthly electronic newsletter, *Publishers & Writers Monthly***, containing information about local, regional, and national publishing activities;
- **Discounts on national membership dues** for Independent Book Publishers Association ([www.ibpa-online.org](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!**

*Newsletter & Social Media Team*

**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**

[www.impress-express.com](http://www.impress-express.com)  
[lauren@impress-express.com](mailto:lauren@impress-express.com)

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