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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, September 29, 2018**  
**10:00 a.m. – 12:30 p.m.**

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

**Topic:** ***The Power of Personal Branding***  
**Speaker:** **Krista Clive-Smith**

In this informative talk, Krista Clive-Smith will show you why it is not just important but critical to develop a powerful personal brand as an author. From establishing yourself as an expert to leveraging your brand for new book deals and speaking engagements, your personal brand allows you to share your authentic self, create connection, and garner followers and a greater engagement with your readers.

Whether you are an established or aspiring author, self-published or looking to be picked up by a publishing house, a personal brand model provides exposure and credibility and allows you to build equity in your name and brand, not just in your individual book titles. Get noticed. Be remembered. Show the world your brand!



Krista Clive-Smith is a nationally recognized expert in the fields of branding, organizing, and business. A sought-after speaker, Krista frequently presents at conferences and corporate events and provides training and management consulting for business owners and high-performance brands in the US and Canada. Named to the “Top 40 Under 40” list of outstanding young business professionals, Krista is the author of *Get Noticed. Be Remembered: Creating a*

*Personal Brand Strategy for Success* (Merack Publishing, January 2018, \$15.99) and the four-disc audio series *How to Brand, Sell, Grow and Market Your Business*.

Krista recently launched Clutch Personal Branding, a personal branding agency with a mission—to offer an end-to-end branding and intellectual property solution for conscientious entrepreneurs with content, allowing them to leverage their expertise and create the freedom to focus on what they do best. Born and raised in Canada, Krista now works and thrives in sunny San Diego, California, with her husband, Ryan, and their daughter, Kennedy. For more information, visit [kristaclivesmith.com](http://kristaclivesmith.com).



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If you plan to attend one of our monthly meetings, please help out and volunteer to write the **recap** for this newsletter; Contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com)



**By Karla Olson**  
**President, Publishers & Writers of San Diego**

What a privilege to have agent Kevan Lyon and her bestselling author Kate Quinn talk with us about what it takes to be successful in this business! Their story of Kate's extending her brand of historical novels from ancient Rome to World War I was fascinating and inspiring. My favorite of Kate's quotes: "Eras come in cycles," and "I've never been a one-era author." Kevan offered great advice about how to interest an agent, and they both emphasized the hard work and diligence required in this business. However, they also conveyed the joy and fulfillment we all feel being part of this crazy world. Thank you, Kevan and Kate.

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. 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.

That will be it for PWSD until 2019, when we have lots of great programs in the works. If you are missing the camaraderie in November and December, come join us in Orange County.

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

We took the Labor Day weekend off in September. Please join us in October, when Michael Ashley will share his tips and ideas for both working with and acting as a ghostwriter. In November, we will enjoy a Skype conversation with Kathryn Kemp Guylay, author, entrepreneur, and owner of Make Wellness Fun, who will be presenting from Sun Valley, Idaho.

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 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.

A reminder to all members that 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.

**Continued on next page**

## President's Message—continued

### 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 quite affordable; but to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.



*Read Local*

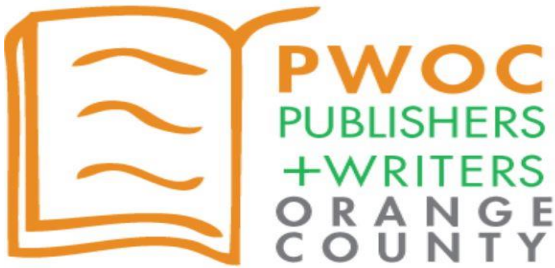


We are planning to have a booth at the Encinitas Holiday Fair, November 18. Be sure to sign up for the newsletter to receive important notifications about this event.

Please visit [www.readlocal.org](http://www.readlocal.org) to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Booksellers, librarians, producers, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A *Basic Listing* is FREE and includes your name, the title of your book, its genre, and your location. An *Enhanced Listing* is only \$25 and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.

**“PWSD likes Facebook!”**  
**Visit us on Facebook today**  
**and let us know**  
**you like us!**





## 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!



*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, you can 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 array of interests, including award-winning screenplay treatments, children’s long-form scripts, ghostwritten 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.





**Bruce Rowe**

**StorySetFree**

Vista, California

Website: [storysetfree.com](http://storysetfree.com)

Email: [rbrowe@storysetfree.com](mailto:rbrowe@storysetfree.com)

Twitter: @StorySetFree

**PWM: What aspect of publishing or writing are you involved or interested in?**

**Bruce:** The main focus of my company, StorySetFree, is helping people write books as a collaborator or ghostwriter, mostly for non-fiction titles. That's from start to finish, outline to formatting and publishing. My profession was marketing, so I can help there too. I've also worked as an editor on fiction and non-fiction works. And I do content writing for a high-tech start-up in Carlsbad.

**PWM: What first attracted you to writing?**

**Bruce:** I think it was when my eighth-grade English teacher read something I'd written in front of the whole class. That was pretty cool, and I thought, "Hey, I might be good at this."

**PWM: Did you have previous experience in writing?**

**Bruce:** I was journalist for a couple of years, writing for the *San Diego Business Journal*. Then I had a 30-year career in corporate communications and public relations. Along the way, I think I've written practically everything, from all kinds of corporate writing to scripts for video and audio to complete books.

**PWM: What are you working on now?**

**Bruce:** My main project is ghostwriting a book for a financial planner on living within your means. I'm also doing some editing, helping a client with formatting for publishing, and writing content for that high-tech company I mentioned. I volunteer as a mentor for the Veterans' Writing Group of San Diego County too.

**PWM: What guidance or lesson learned can you offer PWSD members?**

**Bruce:** Go into everything you do with a giving mindset. Business networking is not my primary motivation, yet my clients have all come to me as a result of my freely sharing advice and tips on writing and publishing. Even my high-tech client hired me when I was a volunteer mentor at a startup incubator. They liked what they heard, and now I'm getting paid.



**PWM: How long have you been a member of PWSD, and what role has the organization played in your success?**

**Bruce:** I think it's been four or five years now. The education on the business of writing you get from this group is invaluable. Go to the meetings and you'll learn from really sharp people who know what they're talking about. For me, it's been too many lessons to count. It's a great resource, and I've gained a few clients too.

**PWM: What's a little factoid from your life or experience that people would find interesting?**

**Bruce:** I'm a native San Diegan and grew up in La Jolla, so everyone asks me, "Are you a surfer?" Actually, no. Instead, this SoCal boy has played about 20 seasons as an ice hockey goaltender in local amateur leagues. Even won a couple of California State Cups in our division. I also snow ski. Maybe I should have been born in Vancouver.



*Photo: Bruce Rowe (right)*

**PWM: Please provide any other information that you would like us to mention.**

**Bruce:** Consistent with what I said about being a giver, the PWSD members I've met have that "we" spirit, rather than a competitive attitude. It's a good example to follow and adds a lot of value to the group. Thanks to everyone for being so helpful.



**“PWSD likes Facebook!”**  
**Visit us on Facebook today**  
**and let us know**  
**you like us!**



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

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

**Want to be profiled in PWSD's newsletter? Contact Bruce Rowe at [rbrowe@storysetfree.com](mailto:rbrowe@storysetfree.com).**

If your membership is current, Bruce will provide you with eight simple questions to answer. Then, along with your answers, send your full contact information, a head shot, and (d) one or two other images, such as book covers or action shots. Bruce will send your finished profile to *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.

***Let's All Welcome  
Our New Member Profile Editor,  
Bruce Rowe!***

***Contact Bruce Rowe at  
[rbrowe@storysetfree.com](mailto:rbrowe@storysetfree.com)***

***If you would like your profile to be featured  
in a future newsletter issue!***

## 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

Writers Inner Circle is sponsoring a writing contest through December 31, 2018 open to the public at large. All submissions will be judged by an independent panel. Tap into your muse and submit your creative writing entries through the website, [www.WritersInnerCircle.com](http://www.WritersInnerCircle.com). You can send as many entries as you'd like, in Prose/Poetry and/or Short Story form, 1500 words or fewer. Fees per entry: Poetry/Prose \$10 (\$25 non-WIC members); Essay \$20 (\$35 non-WIC members). Writers are encouraged to write what they feel inspired to write or visit our website, [www.WritersInnerCircle.com](http://www.WritersInnerCircle.com), and use the monthly themes to inspire your entry! Winners **will be included** in the 2019 edition of *WIC Magic, A Collection of Poetry, Prose and Short Stories*, the first of a yearly anthology to be produced by WIC Press Ink. WIC reserves the right to invite non-winning writers to be **considered** for inclusion. For contest rules and regulations, visit [www.WritersInnerCircle.com](http://www.WritersInnerCircle.com). Specific questions can be addressed by sending an email to Candace Conradi or Olga Singer at [info@writersinnercircle.com](mailto:info@writersinnercircle.com).

### 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*

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From Page to Press*

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**Basic Formatting, Copyediting,  
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**Lynette M. Smith**

*"Building Results, Respect,  
and Relationships!"*

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