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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)

**Next Meeting:** Saturday, January 26, 2019  
10:00 a.m. – 12:00 p.m.

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

**Topic:** “The Art and Science of Book Marketing: A Hands-On Workshop”

**Speaker:** Lee Wind

Are you ready to create a marketing strategy for your book? Book marketing is both art and science, never a one-size-fits-all endeavor. The answer to “How will I market my book?” must be customized. During this workshop with Lee Wind, you will focus on the specific efforts you can take to achieve your book marketing goals.

From his dual perspective as director of marketing and programming for the Independent Book Publishers Association and author/publisher of the teen novel *Queer as a Five-Dollar Bill*, Lee will guide you through a five-part program to craft your personal book marketing strategy.

- **Target Your Audiences**
- **Get Your Book Vetted**
- **Choose Your Tools**
- **Lean into Synergy, and**
- **Own Your Resilience**

In the end, you will leave with book marketing insights and an actionable marketing strategy for your book.

**Lee Wind** is the director of marketing and programming at the IBPA. A book blogger and author-publisher himself, Lee is passionate about empowering and amplifying independent voices. Crowdfunded in just six days, Lee's debut teen novel, *Queer as a Five-Dollar Bill*, published in October 2018. It was selected as a semi-finalist for the BookLife Prize, making it one of *Publisher's Weekly's* top five independently published middle grade and young adult books of 2018.



*Note: No December Meeting. Happy Holidays!*

**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**  
Managing 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**

**Brian Rowe**  
Member Profile Editor  
[rbrowe@storysetfree.com](mailto:rbrowe@storysetfree.com)

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



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



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

**PWSD News**

Thank you, Jacquie Jordan of TV Guestpert, for helping us understand how to pitch TV. Thank you, too, for all the tips for a great onscreen appearance. It was fun and inspiring to hear your stories.

2018 had its ups and downs, but in the end, it was a great year with lots learned about the publishing industry and how to be successful in it. There was always great camaraderie as well. I'm grateful for our members and their willingness to share their triumphs and tribulations. That's what makes PWSD so special.

I'm really looking forward to 2019. We already have a wonderful slate of speakers, including Lee Wind, from IBPA, in January. Lee will tell his own publishing story, which has many twists and turns and ends with great successes. And he will also share his observed best practices for the marketing programs he spearheads for IBPA. Lee is a great, fun speaker and will start off the new year with a bang. I hope you will join us.

In the next few months we will hear from a wide swath of experts with their hints and tips for success in publishing. Please make sure you note the last Saturday morning of every month as PWSD Day.

**PWOC News**

PWOC meets in the Rotary Room at the City of Orange Library. After some slight technical difficulties, we were able to Skype in Kathryn Kemp Guylay, author, entrepreneur, and owner of Make Wellness Fun, who gave a great presentation about how to have the most fun you can while selling your book. Please see page 5 for the meeting recap by PWOC's official scribe, Penny S Tee.

On January 5 we welcome Christopher Locke from Fathoming Publishing. Christopher left a decade-long career in television to pursue his dream of writing and publishing a series of YA novels that encourages animal stewardship. He says he's never been happier or more fulfilled, and he will share his story of how he got there and what works for him.

In addition, Christopher runs the NetGalley program at IBPA. He's going to start by explaining what NetGalley is and how participating can help authors gain exposure for their books. He'll share what he's observed to be best practices and strategies, and how to leverage the reviews you get through NetGalley.

*Continued on next page*

## *President's Message—continued*

### **PWSD/PWOC Membership**

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.

**Reminder to all members:** 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.

**A double benefit:** PWSD members 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 at both!

### **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.



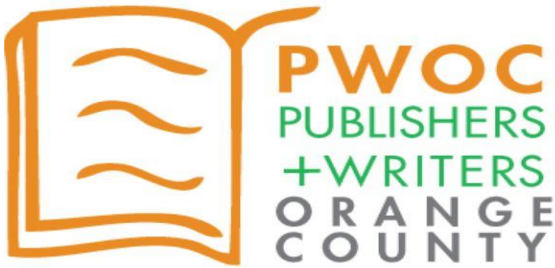
*Read Local*



Read Local had a booth at the Encinitas Holiday Fair on November 18. Watch for announcements in 2019 for more street-fair exhibit opportunities!

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.





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

## IN THE OC OR VICINITY?

Come Join Us on the  
First Saturday of the Month!

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

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

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

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org) and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP. **A fun, after-meeting plus:** Whenever you attend our meetings, bring your walking shoes along; weather permitting, after the meeting we walk a few blocks to a local restaurant to continue our networking and camaraderie over a Dutch-treat, possibly *al fresco* lunch. **Have 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, January 5, 2019, for*  
**“A Marketing Success Story—and How to  
Build Buzz with NetGalley”**  
*Presented by Christopher Locke*

**An effective marketing plan is essential** to a book's success, but it's also one of the most daunting aspects of being an author/publisher. Independent Book Publishers Association Member Liaison & author/publisher Christopher Locke will discuss the successes and challenges he's faced as he's marketed his own books. He'll also share the story of his publishing journey, which began when he left a fruitful, decade-long career in television to follow his dream of embarking on the world of independent publishing. Christopher will also give helpful tips about the IBPA marketing programs that are the best fit for author/publishers, including the program he runs, [NetGalley](#). NetGalley can be a powerful tool to build buzz around your titles and garner reviews, and Christopher will share insights into maximizing a book's experience on the site.

**Christopher Locke** worked in the television industry for over a decade before pursuing his passion project, [The Enlightenment Adventures](#)—a YA book series that combines thrilling entertainment and education to inspire the next generation of animal advocates. Christopher published the books as an author/publisher, founding his own indie publishing company, Fathoming Press, in the process. This new career path led him to another dream job of joining IBPA—the largest trade association for independent publishers in the United States. As the Member Liaison, he assists the 3,000+ members as they travel along their own publishing journeys. One of the major projects he oversees is the [IBPA NetGalley program](#), which generates buzz and garners reviews for indie publishers' titles.



# “Four Ways to Make Book Marketing Fun”

*Presented by Kathryn Kemp Guylay*

[MakePublishingFun.com](http://MakePublishingFun.com)

Our PWOC meeting was both engaging and a learning opportunity. Kathryn Kemp Guylay, MBA, CNC, made it easy and fun to learn about marketing.

Kathryn comes to the publishing industry with a background in management consulting and nonprofit management. Her six books have won ten awards, and several have reached #1 bestseller status on Amazon. As a publishing coach, Kathryn offers live classes several times a year to help authors reach “Happy Author Land” through fun and actionable teaching. Kathryn’s publishing website is [MakePublishingFun.com](http://MakePublishingFun.com). She has an extensive media background and has been seen on ABC, CBS, FOX, NPR, and other media outlets, and she hosts two of her own podcasts, including Positive on Publishing.

Kathryn taught us a variety of ways to market our books, including how to identify our marketing superpower, understand how to budget time and energy for the marketing phase, and employ unique and cost-saving techniques to reach more readers.

An added super-bonus was offered to PWOC and PWSD members by acquiring Kathryn’s survey results answering our burning questions on self-publishing, hybrid-publishing, and traditional publishing to learn what works, and what doesn’t work, to sell more books in today’s marketplace. The survey is available via an opt-in page; the link is [www.makepublishingfun.com/getthedata](http://www.makepublishingfun.com/getthedata).

It was obvious after listening to her talk, that Kathryn loves to have fun—and if we learned a ton of marketing essentials along the way, well, good on us! Whether skiing up and down the slopes (which she does as often as possible) or going up and down the marketing trail to make your book successful, she believes having fun is the key to life, and the key to doing a great job. If you’re having fun, it’s energizing and just what the doctor orders to get you through the obstacle course that has as the finishing line—book sales.

In her talk she spoke about the four things that will make your book marketing fun:

1. Identify your marketing superpower.
2. Budget time and energy for the marketing phase.
3. Embrace the power of podcasting.
4. Be a tree hugger.

Now if you’re like me, you’ll be curious: What in the world does hugging trees have to do with marketing books? Just wait.



## **1. Identifying your marketing superpower.**

Kathryn has identified three marketing superpower profiles: *World Traveler*, *Social Butterfly*, and *Brand Name Builder*.

It’s important to identify which one feels right in your skin and go with it—maybe some of you identify with more than one? In marketing and publishing your book, as in life, when you know yourself and what you like to do and can find a way to fit that into your have-tos, that’s a way to get the job done and have fun. *Woo-hoo!* Sounds great already, and we haven’t even started.

***The World Traveler*** emphasizes conferences, speaking, and holding court at retreats... do you like cruising? She even had ideas for how you might fit cruising into your marketing world if you like to sail the ocean blue. How would you like to get booked with other authors on a ship touring the Greek Isles?

**The Social Butterfly** prefers going to groups, gatherings, and parties. Kathryn knows one author whose favorite hangouts are farmers markets. If you have a children's book, a great way to attract kids like bees to honey is to have an activity. Then you have an opportunity to sell your books while everyone's having fun. The thought put a smile on my face, and I wasn't even there playing with the kids!

**The Brand Name Builder** uses social media extensively for marketing, embracing the value that one can get from social media, making a plan or system, repurposing evergreen content (through Social Jukebox), and engaging and working smarter, not harder, by using scheduling tools.

## **2. Budget time and energy for the marketing phase.**

The purpose of social media is to engage and have fun with your audience, and you do that by using the variety of scheduling tools available in today's social media toolbox, including Social Jukebox, SocialBee, or Buffer.

Kathryn says be sure to plan ahead to spend time marketing your book. Her survey says authors spend just a fraction of the time they should in marketing their books. No wonder sales often are slow! Jack Canfield, the successful author and marketing expert of the *Chicken Soup for the Soul* series, says you should plan to spend *four times* the effort on the marketing and publicity of your book as you did on writing it. Be forewarned, your book sales will directly correlate with the amount of time you spend on marketing.

The book sales stats can be scary. Kathryn was saying if you take the hours spent vs. the expected income just from book sales, well let's just say financially you'd better have a rich uncle who is willing to support you. But authors make money from building their platform and other back-end sales such as speaking, coaching, consulting, and offering courses.

Kathryn is a self-confessed data geek and as such, to our benefit, had surveyed a wide breadth of authors—traditional, self-published and hybrid-published. As mentioned previously, she is generously offering to our PWOC/PWSD members a [free copy](#). Run, don't walk, now and you'll get access to some critical information that will give the real-deal answers to those questions nagging at you, like "Does what I'm spending on an editor or other services make sense compared to what others have spent?" or the best and worst stories about their journeys as authors—"Boy, that would be really cool if it happened to me!" or "I'm really glad I didn't step in that pile...."

## **3. Embrace the power of podcasting.**

In only a year's time, there are 550,000 podcasts, 44% of the U.S. population has listened to a podcast, and podcasts provide an intimate connection to your tribe.

To find podcasts, search iTunes and look for podcasts for your particular subject; maybe it's a children's book or one on a medical issue such as dry eye. Verify that it's still being produced, and check out its ratings and reviews. Kathryn prefers podcasts to television because with a podcast you have 45 minutes to intimately connect with the viewers, as opposed to only 3 minutes on a TV broadcast.

Let the podcast host sell your book, and you don't have to. At the end of the interview, they should ask you where their viewers can go to learn more about your book.

## **4. Be a tree hugger.**

Kathryn emphasized the importance of having your book in non-print formats, including not only ebooks but audiobooks. Ebooks particularly appeal to a younger crowd, the next generation of readers, but there are many reasons to consider recording an audiobook and offering it on Audible (Amazon's site for audiobooks).

If you can record it yourself, your commissions are higher, as you are considered the producer as well. By being both author and producer, you can receive as much as 40% commission. When audiobooks cost \$20–\$30 each, that's a great step up from ebooks. If you need some help, hire an audio coach and, with some slight adjustments, you'll be on your way. Kathryn added that, these days, listeners often prefer hearing the book in the voice of the author.

I know for sure I was grateful to have Kathryn share her vast marketing knowledge with us. It was more than that though, because her personality, well, made it fun! It's challenging to be heard in our competitive world as authors, and having someone teach us how to counter the obstacles and understand the marketing nuances was helpful.

The bonus at the end of our meeting was going to lunch with our fellow members and our usual side trip to the candy store, well it's just become a happy, fun part of our agenda. We've taken a break in December and are looking forward to hearing about everyone's holiday adventures when we return on January 5 and getting back into growing our publishing expertise in 2019. Happy Holidays and New Year!

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**PWOC Scribe Penny S. Tee** is a nonfiction writer and blogger. She is currently publishing her book *Blasted from Complacency: A Journey from Terror to Transformation in Israel, 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 June 2016 in the Memoir Showcase at the Grand Horton Theatre in San Diego. Read her blog at <http://www.pennystee.com/>. She also is the founder of Writers4Writers, an online writers' support group.*



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you like us!**



# 3 Simple Ways to Fast Track Sales with Technology

By Maria Dismondy

Reprinted with Permission from  
Nov/Dec 2018, Vol. 35, No.6, *IBPA Independent*, pp. 40–41

Being a publisher in 2018 means moving, shaking, and staying current on industry trends. It also means being discerning. The latest tech trend could have all the fancy bells and whistles, but if it's not delivering a return on investment, it's not a fit for you. I've made some mistakes, that's for sure. But my lessons are now your gains. Here are three insider tips.

## 1. Host Virtual Readings

Travel anywhere in the world, thanks to technology and virtual readings. When marketed properly, this tool enables a large reach of fans and boosts book sales. Here's how it works: Leverage video casting programs like Zoom and Blue Jeans, which allow for up to 100 viewers to log in to the reading for free. Authors then introduce themselves, share their inspiration to write, and read a book excerpt.

When I conducted my most recent virtual reading, we marketed it on social media using a lead-page sign-up. We had 100 educators sign up and an estimated 3,000 children tune in. We followed up with an email offering a reader's guide and link to purchase the featured book. A quick check on post-event sales analytics showed a big boost in sales on the day of the reading and the three days following. Not bad for an event?

## 2. Offer Online Summits

Publishing companies have endless options when putting together a summit. They can interview a handful of their authors with a focus on the writer's craft or have authors talk about the topic of their book, followed by a Q&A session with their fans.

Online summits are also a good way to give valuable content to your target market, thus making them know, like, and trust your company. Some companies offer these virtual conferences for free and consider the costs a wash, or they make back their investment by charging a fee for lifetime-access video viewing privileges. Either way, thousands of potential new customers.

## 3. Hire a Virtual Team

If you are running your indie or small press publishing company solo, it may be time to consider bringing a team member on board. Technology allows us to work with individuals all over the world via the use of online portals, video meetings, and voice message apps, such as Voxer.

Not sure if you need a virtual assistant? Make a list of all of the daily tasks you complete in your publishing role. Now, ask yourself, "What could possibly be done by someone else?" For example, making social media images for Facebook ads is the perfect kind of task for a skilled virtual assistant and definitely worth the money to hire out.



## What Else Is Working

Here are some bonus strategies to keep you rolling on the technology train. While we haven't personally tried and tested all of these approaches, they prove to be successful for our colleagues in the publishing industry.

- Podcasts—start a podcast using your expertise in the industry (writing, editing, productivity, publishing, marketing, paid advertisement, and more.)
- YouTube Channel—create a channel with “How To” videos related to your books, genre, or general content that would be helpful for those writing and publishing books.
- Book Trailers—pay a videographer to make a video that will hook readers into wanting to pick up a copy of your book. Remember, human attention spans have decreased, and videos of one minute or less are viewed most often. Be sure to include purchase options or your website at the end of the trailer, along with a cover-of-the-book image.
- E-Books—having an eBook to discount and use as promotions is a good way to get readers tuned into what you're writing. For example, if you are a novelist, consider writing a short story giveaway as an eBook.

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***Award-winning author and founder of the publishing company Cardinal Rule Press, Maria Dismody, inspires and educates others in the book industry. Her background in early education and research enables her to touch lives the world over while touring as a public speaker to schools, community forums, and at national conferences. Find out more about Maria and her coaching services at [info@cardinalrulepress.com](mailto:info@cardinalrulepress.com).***





## Andrew Zack

### Literary Agent and Author Coach

The Zack Company Inc.

Author Coach, LLC

Endpapers Press

San Diego, CA

(858) 384-0265

[www.authorcoach.com](http://www.authorcoach.com)

[www.endpaperspress.com](http://www.endpaperspress.com)

#### **PWSD: What aspects of publishing and writing are you involved in and why?**

**Andrew:** I'm a Jack of all trades: literary agent, author coach, editor, proofreader, art director, and publisher. As the president of The Zack Company, Inc., I provide literary representation services to authors looking for traditional publishing deals. As an author coach, I represent freelance editors who provide editorial services directly to authors. For certain genres, I also work directly with authors as a coach. As the editor and publisher of Endpapers Press, I publish reprint and original fiction and nonfiction in a variety of genres and subjects.

I came into this business to be an editor. But careers sometimes take unexpected turns, and I found myself working as an agent. However, I never lost my love of working with authors directly. In 2011, as technology made it more and more possible for small presses to publish cost effectively, I began publishing out-of-print titles by authors I represented. I then opened to submissions from authors directly and from agents in 2018.

#### **PWSD: Tell us more about what services an author coach provides.**

**Andrew:** An author coach can help you rewrite your query letter, review your manuscript, and provide guidance on what works and does not work. Full developmental and line-editing services are also available. We can also manage the self-publication of your book, so that you don't have to learn the ins and outs of publishing yourself.

#### **PWSD: What experiences have you had that enable you to help aspiring authors?**

**Andrew:** I've worked in the publishing business for over thirty years. I started in a bookstore in high school and worked on student publications in college. After graduation, I attended the Radcliffe Publishing Course at Harvard and started working at Simon & Schuster about two weeks later. I've worked in house or freelance for a number of trade houses in both rights and editorial. I've also reviewed for *Kirkus* and was a reader for the Book-of-the-Month Club. I joined the Scovil Chichak Galen Literary Agency in the early '90s and started my own firm in 1996. I started Author Coach, LLC some years later, when I saw the need in the self-publishing world for a place authors could turn to for professional editors and added publishing when the technology matured enough to make it cost-effective.

**PWSD: What are your specialties in the publishing business?**

**Andrew:** I work primarily with commercial fiction and nonfiction, from thrillers to romances, from science fiction and fantasy to science and medicine. I have worked with a number of authors of military history and memoir.

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

**Andrew:** In 2019, I'll be publishing a new novel by Robert E. Bailey, author of *Private Heat*, *Dying Embers*, and *Dead Bang*. Bob passed away some time ago, and this was his last novel. I've also recently acquired rights to an original SF trilogy, and book one will come out next year. On the agency side, things are always moving very fast; a couple of highlights from the last year are that I optioned film rights to one of my K. B. Wagers' books to one of the producers of the Harry Potter movies, and I sold rights to a book by the longest-serving flight director in NASA history, Paul Dye, to Hachette Books.

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

**Andrew:** There are no shortcuts. While you can hire someone to help you, you're the one who has to put in the work. And there's no cutting corners. While you can self-publish for free via Kindle Direct Publishing, the actual book won't be worth reading if you don't spend the money to publish professionally. That means a developmental/line editor, a copy editor, and a proofreader, as well as a professionally designed cover and interior, and professional typesetting. And you get what you pay for. You've invested an incredible amount of time in your book; don't go cheap on making sure it looks professional.

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

**Andrew:** I first joined PWSD in 2013 and enjoy speaking with authors about the industry.

**PWSD: What's a little factoid from your life or experience that people would find interesting and that would help us know a little more about you?**

**Andrew:** The first book I *remember* reading is *The Finches' Fabulous Furnace*. I'm sure I was about six or seven. When I became a dad in my forties, I found it used, and my kids have now read it and loved it. Few things make me as happy as when my kids love a book or a movie that I loved.



**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 Managing 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 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 and PWOC in each newsletter issue.

***Do You Know 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 Managing Editor Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

### Writers Inner Circle Writing Contest

**Submission Deadline: December 31, 2018**

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). Send as many entries as you'd like, in Prose/Poetry and/or Short Story form, 1,500 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 the 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).



### SDSU (San Diego State University) 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, write [sdsuwritersconference@sdsu.edu](mailto:sdsuwritersconference@sdsu.edu) or call 619-594-0670. You can also follow the conference 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).)



### 33<sup>rd</sup> Annual Southern California Writer's Conference (Winter Session)

**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 reveal 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. Winter conference is limited to 175 conferees, and pre-registration is now open. For more details and registration, go to [writersconference.com](http://writersconference.com).



## IBPA Publishing University 2019

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

Chicago, Illinois

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). The **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 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 who seek 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).



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## 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) for the first 11 months of the year—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).

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)

Newsletter Managing Editor

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

Newsletter Copyeditor



**Lauren Castle**

Image & Branding Strategist

858.459.7400

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