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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.

*Welcome to 2019!*

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



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

**PWSD News**

Happy New Year! I hope you had a wonderful holiday, although I did miss seeing your faces and sharing your publishing stories and successes.

I'm looking forward to a great 2019. We're starting off with a great program from Lee Wind, Marketing and Programming Director of Independent Book Publishers Association (IBPA). He will present on the art and science of book marketing, including from his own experience publishing his award-winning novel last year. As many of you know, Lee is an enthusiastic and informative speaker.

In February, Rob Price will join us from Gatekeeper Press, sharing what he's found to be the essentials of successful book publishing and marketing.

In March, Michael Ashley, highly successful writer and coach, will share his strategies for writing a great, best-selling book.

And we've got more to share in upcoming months, including how to start a podcast.

I hope you will continue to join us for the education and community that comes from being in this crazy and rewarding business together.

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

Thank you, Christopher Locke from IBPA, for teaching about the value and best practices of the NetGalley program, as well as telling us your publishing story, at the January 5 meeting. Your passion and commitment to publishing are inspiring.

On February 2, Peter Bedard will share his tips and ideas for how to book interviews, both print and broadcast. He'll also offer strategies for how to be prepared for anything when it comes to the actual interview.

On March 2, Toni Patillo will share how to write, produce and star in your own radio show, another great way to market your book.

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

*Continued on next page*

## ***President's Message—continued***

### **PWSD/PWOC Membership**

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

Member reminder: You must submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to take advantage of this benefit. If you are unsure 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.



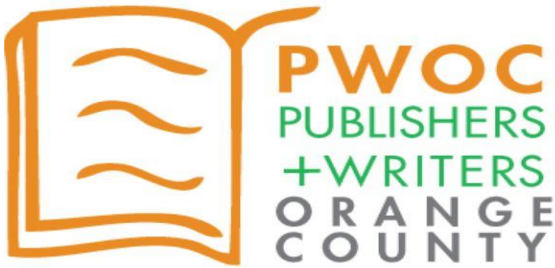
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A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25 and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.





[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, February 2, 2019, for*

## “How to Sparkle Like a Star in Any Interview Or Appearance”

*Presented by Peter Bedard*

**Stars know that there are strategies and techniques to sparkle** in any appearance and ensure the best quality interview and the most reach for your business. Peter Bedard has used his experience being a host of his own podcast and online show to help prepare his guests. Peter will teach you how to work your appearance, starting with professional guest bookings through preparations and pre-interviews, to the actual appearance, and how to handle follow up for the most impact possible.

**Peter Bedard** is the author of *Convergence Healing: Healing Pain with Energetic Love*.

His mission is to “bring wellness” into the world and to inspire others to step into their life of greatness! Peter has been featured on *CNN*, *The Bio Channel*, *ABC's Sac & Co*, *Good Morning San Diego*, *The Jenny McCarthy Show*, *Ask Dr. Nandi*, *FOX's The Daily Helpline*, *Remade in California*, *America Trends*, plus many more.



## **“A Marketing Success Story—and How to Build Buzz with NetGalley”**

*Presented by Christopher Locke*

Happy New Year! Welcome back. We hope you had a great holiday season and that 2019 brings you much success! It was great to be back at PWOC, seeing old friends and making new ones.

Listening to Christopher Locke was a helpful way to start out the year, and I strongly related to what he had to say. He spoke about having an effective marketing plan, and I was all ears as I just finished writing my memoir after almost five years, and am entering the production phase. I do agree with him, the tasks are essential and seem “daunting.”

After all, I’ve been holed up at home in my protective womb, writing all this time and now I’m ready to begin revealing what is my life’s work— my purpose—and as a first time author, let’s just say it makes me feel like I’m naked in public and at almost sixty-three, I pray that my book will have a better reflection than the mirror— gravity be damned!

Christopher was upfront with his mistakes. I really wanted the opportunity to speak with him privately and compare notes. First-time authors—well, first time anything—can find the process fraught with gaffes, hopefully ones that don’t blow up your project. Be sure you do your homework, because publishing a book is expensive and a significant financial risk—it has to make sense for you and your wallet.

He is an author publisher and the Independent Book Publishers Association’s Member Liaison for NetGalley, IBPA’s powerful tool to build buzz around your books and garner reviews. We’ll talk about that bright, shiny new object in a bit. I just love learning what I need to know at PWOC.

Christopher told his personal story of triumphs and challenges as he forged his author’s journey—answering a call he couldn’t ignore since he’s been an avid writer since childhood. With loving support from his wife... how many wives would say “Go for it, quit your day job, and follow your passion to become an author”? First success, choosing a life partner!

Having had a successful career for a decade in television working on shows such as *Dennis Miller* and *Access Hollywood*, he quit cold turkey to pursue his lifelong dream of becoming an author publisher and founding his indie publishing company, Fathoming Press.

His passion project blends two heartfelt drivers. “The Enlightenment Adventures” is a YA book series combines thrilling entertainment and education to inspire the next generation of animal advocates. His main character is Persimmon, a clever and compassionate raccoon, and in the first book of his three-part series, *Persimmon Takes on Humanity*—Persimmon takes on the fur business. I admired Christopher’s bravery pursuing his passion—as a pet owner, predictably, he “stepped” in *it* at times and had to clean up the mess.

No worries, he landed on his feet by later joining ranks with IBPA, once again employed and now basking happily in an industry surrounded by his *peeps*—writers, a win-win for everyone. But before that happy ending, he encountered many trials. Namely, publishing his first book that left him with a severe gap between costs and sales. I felt like I was being forewarned, and the theme song for *Jaws* was playing in the background. I was well aware how costs for publishing my own book had risen far beyond the original estimates, Oy. What’s a new author to do? Luckily, Christopher gave me an idea, and we’ll get to that soon.

First Christopher took us through the steps of publishing your own book. He went over the various parts and budgets for publishing a book: editing, cover design, spine, back cover design, developing an author’s website, eBook design and marketing.

Remember to check out the IBPA Standards Checklist for a professionally published book. IBPA also has companies they recommend to help you publish your book professionally, and if you are a member, some offer

an IBPA discount, so be sure to ask. Companies mentioned were BookBaby, Gatekeeper Press, 99 Designs, Upwork, and RavenandCrowStudio.com.

One of the things I've learned along my path is that you have to keep in mind that everyone's book is different. And how many words do you have to edit? Are photos a significant issue?

What is editing anyway? You have to ask; additional costs can be lurking in the details. Often editors bill by word count. Babbling is bothersome for the reader and will add unnecessary expense, so be succinct. Christopher's first book was 120,000 words and 471 pages, resulting in an author cost of \$7.25 per book to print—ouch!

I noted that his costs of his first book (\$8,000) were significantly lower than mine. Once again, he had that gem of a wife who was qualified to help him with the editing portion of his book. I've hired professionals with decades of experience throughout to get my book to be the best it can be, which translates into spending more than twice as much as he did.

Often I've heard an average today of \$12,000 to self-publish. My book is estimated to cost double his; and if I want extras like an audio book and index, the total jumps to around \$20,000. That's no small investment, and there's always the concern of whether you will ever recoup your expenses and also make a profit?

Every editor defines editing differently. Are they going to do developmental editing, copy editing, line editing, proofreading? If you have a non-fiction book, are they familiar with editing automated footnotes/endnotes and the bibliography? Find out the details before you sign the contract.

All of these facts add up and can make the result expensive—best to discover that boulder while establishing your budget because smacking your toe against it can break your toe, the bank, and possibly your heart.

You also have to realize you probably need more than one editor for your book. After a while even your eyes begin to glaze over reading your book for the millionth time. Do you still love it? Yes, but you've got the lines memorized and that can happen with editors working for you too, so keep in mind you may want a different developmental editor from your copyeditor to ensure all the dangling participles are caught.

Christopher told us the expression, "You can't judge a book by its cover," is simply wrong. People do judge books by their covers, so be sure yours is created by a professional cover designer. You may have your own ideas but as with everything else with your book, be flexible and remember you hired professionals because they know more about publishing than you do. However, it is a balance and hopefully you'll feel like you are working as a team.

He told us when he finally received his book in-hand it was one of the greatest experiences of his life and it brought tears to his eyes, not for the only time. Reality set in. After publishing his first book, given the costs and lack of return, Christopher talked openly about his discouragement—he said it was "the worst two years of his life." His dream of becoming an international best-selling author became a nightmare.

Marketing was one area where he needed to increase his knowledge, and he eventually set about learning those skills. He said you should start marketing your book three to six months before your book comes out. He also shored up his personal funds by going to work with the IBPA. Now he has a dream job working with like-minded people.

Surprisingly, he wasn't discouraged to the point of giving up writing. The second book, in his three-part series went much better, which he credits to running a Kickstarter campaign. Kickstarter is one of many crowdsourcing companies today often used by authors and creatives. With Kickstarter you not only have the opportunity to raise funds for your book, but it also starts some marketing buzz for when your book is coming out, which is essential.

One major drawback in choosing Kickstarter as opposed to another fundraising company is that if you don't meet your goal, none of the people who pledge to support your book pay anything and you don't get your money. There's the chance to do lots of work without being compensated. Christopher said the fact of no money if you don't make your goal, often persuades folks to want to give more to make sure you receive your money.

The process works by the author setting up various rewards that people buy as pledges. For instance, they might receive an eBook for a \$15 pledge, or a signed copy of the book for \$30. One popular reward was for a \$100 pledge, the people would be acknowledged on a page in the book.

Sitting there listening to Christopher's lack of return on investment's potentially becoming my own nightmare made me think, why not try a Kickstarter campaign of my own? After all, my birthday is coming up at the end of the month, and he said that was another good incentive to use. So that's what I decided to do. I'm currently setting up my campaign, which either will be running by the time you receive this newsletter, or will be soon.

It takes a while to go through all of the set up. You need to create rewards and be sure to do a video. Once the campaign starts, stay in contact with people who make pledges, and also try and keep the buzz going. I'm planning on having a 30-day campaign and my birthday is January 29, so my campaign will begin before then until the thirty days are over. I've already started telling relatives that if they were planning on giving me anything for my birthday, this is what I want. So please wish me well, and let's see what happens.

Other great marketing tips included:

- Send out advance reader copies (ARCs) to obtain testimonials (blurbs) and reviews.
- Use review services such as *Kirkus Reviews*, *Foreword Reviews*, and *Publisher's Weekly*. You have to pay to get these; also, it's \$950 to get on the cover of *Publisher's Weekly*, which targets publishers, librarians, booksellers, and literary agents.
- Create social media months in advance of your book's publication date. Set up a Facebook author page. Consider also using Instagram and Twitter.
- Have a book-launch party. Reach out to media to get articles written about you and your book. On launch day, ask friends and family to post about your book.
- Conduct in-person events. People like to meet the author. Have a take away to give out, such as a bookmark advertising your book(s) and website, etc.
- Speak at events; it's a great way to sell books.
- Develop a media-outreach strategy. It's best if you have a newsworthy angle. If appropriate for your subject, non-profit organizations can be helpful.
- Consider entering award programs such as IBPA's Benjamin Franklin award.
- Consider attending the Frankfurt Book Fair, the largest in the world where you might be able to acquire publishing deals for your book in different countries.

Finally, another great marketing tool is using IBPA's NetGalley. On NetGalley, you'll find 230,000 professional readers (reviewers, media, journalists, bloggers, librarians, booksellers, and educators). This is great publicity for your book. These are people who love books and can spread the word about your book—they even may repost their reviews on Amazon and Goodreads. (Remember to ask them to, just in case they forget.)

Genres that do particularly well on NetGalley are children's picture books, mysteries and thrillers, romances, erotica, sci-fi, fantasy, YA, high concept, and biography and memoir.

IBPA's NetGalley offers two possible listings: a 3-month listing (\$199 for members) and a 6-month listing (\$399 for members).

Once archived, with your great reviews, there's the possibility to get additional book sales from book lovers who read the reviews.

Christopher advised us that if the reviews are negative, try to get beyond your hurt feelings and use it as constructive criticism. He said, "If 20 people complain that the ending of your book is a real letdown, consider changing the ending."

Tips to be successful on NetGalley:

- Get a professional to create the ePub files. You don't want to irritate your new reader with technical difficulties.
- You can get three types of reports to track how well you are doing on NetGalley: a detailed activity report, a title snapshot, and a feedback report. Be sure you use the reports to your advantage. You should request them weekly. Give the readers a month to read the book, and then reach out to them if you haven't received a review. When you receive positive reviews, ask if they would share it on other websites.
- Another NetGalley option is to run a NetGalley promotion to get even more reviews: IBPA offers two types of NetGalley promotions: Category Spotlight (\$100 for members) or Featured Placement (\$110 for members).
- Let your social media following know that you have put your book on NetGalley receiving reviews.

So you see, attending our PWOC meeting was well worth our time. I want to extend a personal thanks to Christopher for inspiring me to try Kickstarter and see what happens....

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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. The book will launch this spring. Part of Penny's story appeared June 2016 in the 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.*



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# Steps for Success with A High-Stakes Interview

By Julia Schopick

*Reprinted with Permission*

IBPA Independent, Sep/Oct 2018, Vol 36, No. 5, pp. 36–37

In previous columns for IBPA Independent I've written about how radio interviews are an especially effective easy way to sell nonfiction books with an important, "change the world" message. In "Taking to the Waves: Using Radio to Get the Word Out" ([tinyurl.com/yc79m.mfx](http://tinyurl.com/yc79m.mfx)), I gave independent authors a radio interview roadmap stressing:

- a) **Why radio interviews are important;**
- b) **How to choose the best shows for you; and,**
- c) **How to be a good guest.**

One of the prerequisites I wrote about in that column was to provide effective questions and answers for the interviewer. In "Good Q&As in Your Media Packet Lead to Better Interviews" ([tinyurl.com/ybalpkkq](http://tinyurl.com/ybalpkkq)), I told you how to do that.

I assumed that the combination of these two columns would suffice to make you an excellent interviewee. And, in most cases—but not all—I still believe that to be true.

As you know from my previous columns, I have been a guest on more than 200 talk shows, and I am an avid radio talk show listener. After learning about one independent author's book about a controversial and important health care topic, I was excited to find out that she would be appearing on one of my favorite high-profile national radio shows. This author had been a consummate guest on more than 20 shows, so I was confident she'd knock this interview out of the park. As I listened to the show, my excitement turned to shock.

The author was, frankly, terrible. She coughed frequently and her thinking appeared muddled. Her responses were filled with unexplained jargon, something I hadn't noticed in her previous interviews. She could have used simple, clear language and been a compelling guest—one who would be sure to be invited back. Her performance was so bad she was not invited back for the second half of the show. (The station's promotion of the show had promised a two-part interview.)

What made this usually articulate talk show guest—the author of a very important book—perform so badly? Although I don't know her personally, I think the answer is obvious. She panicked. Realizing that this show has millions of listeners, her normal pre-show jitters morphed into terror.

This led me to think that, while the tips I shared in my previous columns are certainly valuable, it is essential to offer some tips on how to sail smoothly through a high-stakes interview

How might I have coached this author to ace her interview?

## **1. PREPARE QUESTIONS AND ANSWERS**

We would have created a questions-and-answers document. As I pointed out in my previous columns, an effective Q&A condenses the essence of the book into 10–12 pages of carefully crafted questions and answers, filled with fascinating stories and devoid of boring numbers and jargon. These Q&As would have served as a roadmap for both host and author.

The best thing about providing Q&As to prospective hosts beforehand is that the author has better control of the interview. You can choose what parts of your book you want to stress on the air, and which questions you want to be asked. Of course, there is no guarantee that this host would have strictly adhered to this author's Q&As, but it is likely he would have. In my experience, I have provided Q&As for my book, *Honest Medicine*, to over 200 hosts, and over 100 have used them. (See my Q&As here: [tinyurl.com/ybn8c5os](http://tinyurl.com/ybn8c5os).)

Having effective Q&As gives a guest the confidence that their answers will have power. This confidence, in turn, helps authors remain relaxed and on-point throughout any interview—even a high-stakes interview like this one.

## 2. PRE-INTERVIEW REHEARSALS

I would have conducted a series of mock interviews with the author, using our Q&As to guide us. In my previous columns, I advised authors to have a friend or coach rehearse you. However, for high-stakes interviews, I highly recommend you use a professional coach, who knows what makes a great guest. It is also best if your coach has had personal on-air experience.

### How would the rehearsal process go?

Once we had her Q&As in excellent shape, so that both of us were satisfied, we would conduct our first mock interview. Using a phone conversation recording system—my personal favorite is [freeconferencecalling.com](http://freeconferencecalling.com)—I would play host, asking the questions and guiding her through her answers. And as I stressed in my first IBPA column, I would instruct her not to give her answers verbatim but rather to adopt an easy, natural, and conversational approach to answering the questions.

Whenever this author/client would use jargon or say something that could have been stated more clearly or more eloquently, we would stop the conversation and search for a better, clearer explanation. Then, I'd ask the question again, and my author/client would answer it again—this time, hopefully, more clearly. If not, we'd go through the process again.

After this sometimes-arduous first mock interview was completed, I would have the audio transcribed, including the corrections and “re-do’s.”

I would then send both the audio recording and the transcription to my client, instructing her to both listen to the recording and read the transcription several times. Then, we'd go through the mock interview process again, as often as needed, until the urge to use jargon is gone, the entire interview flows seamlessly, and my client has achieved both professionalism and confidence.

Now, she would be “ready for prime time”!

Does this method guarantee a flawless interview? Of course not. But I can guarantee that this author would be far less likely to panic, cough, or revert to confusing jargon.

If she had been thoroughly prepared for this high-stakes interview, I'm confident this author would have sailed through the interview, made her case clearly and eloquently, and, ultimately, would have achieved her objective: to educate the show's listeners and motivate them to buy her book.

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*Julia Schopick is the bestselling author of *Honest Medicine: Effective, Time-Tested, Inexpensive Treatments for Life-Threatening Diseases*. A seasoned radio talk show guest who has appeared on hundreds of shows, Julia is often invited back for follow-up interviews. In addition, she successfully uses social media, particularly Facebook, to promote her book. Julia coaches other authors on how to use these promotional techniques effectively. To learn about her coaching service, go to [Honest Medicine Communications](http://HonestMedicineCommunications). You can write to her with questions, or take advantage of her complimentary 15-minute book-promotion consultation, at [Julia@HonestMedicine.com](mailto:Julia@HonestMedicine.com).*



**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!***

## 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)**

### **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).



*Continued on next page*

**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*

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