

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

March 2019

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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, March 30, 2019  
10:00 a.m. – 12:00 p.m.

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

***Topic:*** “Five Steps to a Powerful Author Website”

***Speaker:*** Jeniffer Thompson

A powerful website is the cornerstone of a complete digital marketing campaign. A targeted, well-branded website is critical for building a loyal fanbase, gaining online visibility, and establishing yourself as an authority. In this presentation, you'll walk away with an easy-to-implement, five-step formula for developing a home-page message that resonates with your ideal readers, builds your mailing list, and converts traffic into sales. Plus, you'll get tips on how to drive traffic to your website, enhance your site with proven social media strategies, and develop your own personal author brand. Attend this important presentation by digital marketing strategist and personal branding expert Jeniffer Thompson and you'll learn how to connect the dots of your marketing efforts, build momentum, and sell books.

**Jeniffer Thompson** is a personal branding expert, digital marketing strategist, and publishing consultant with more than 20 years of experience in the publishing industry. She is an author and speaker who delivers strategy-rich content and actionable tools that educate and empower authors. She is passionate about helping authors establish highly visible brands that sell books. Mrs. Thompson is a co-founder of the [San Diego Writers Festival](#); she serves on the boards of Publishers and Writers of San Diego and the [San Diego Memoir Writers Association](#). She is also the founder and principal at Monkey C Media, an award-winning design firm specializing in book packaging, author websites, and digital marketing strategies. Visit her website at [MonkeyCMedia.com](http://MonkeyCMedia.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**

**PWSD News**

In February, Ian Winer shared his personal journey from investment guy to author. I'm sure many attendees could relate to feeling refuge in finally writing and sharing your passion. Ian had many great suggestions for how to spring out of bed every morning, ready to spread the word you have to share. Thank you, Ian, for the motivation and inspiration.

On March 30, Jeniffer Thompson, great speaker and designer, will share five steps to a powerful and effective author website. She'll focus on the home page, where you will capture and hold people's attention, then lead them to buy your book or become a follower or fan. She'll also cover how to drive traffic to your site with social media strategies, and how to develop and stick to your own personal brand. When you attend this presentation, you'll learn how to hone your marketing strategy, build momentum, and set yourself and your book on a path to success.

On April 27, Marla Markman, book producer and project manager, will share the essential timeline for developing your book. This is an area in which so many make mistakes by not allowing enough time for the book to be its best. I encourage you to join us, regardless of where you are in the publishing journey.

On May 25, 2019, Margaret Brown from SocializeLA will talk to us about strategic and successful digital marketing.

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**

In March, Toni Patillo shared how she wrote, produced and starred in and still profits from her own radio show, another great way to market your book.

April 6 is the always-popular brainstorming meeting. Bring your challenges and concerns as well as your successes and victories and share them with the group. We will group-think your challenges. This is one of the greatest benefits of being a member of PWOC/PWSD—the pool of talent and experience that we can all tap into. Join us! See page 4 for details.

Be sure to join PWSD/PWOC at the inaugural San Diego Writers Festival on April 13, 2019, at the San Diego Public Library. For more information, go to <https://sandiegowritersfestival.com>.

***Continued on next page***

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

### **PWSD/PWOC Membership**

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!

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 send a check, made out 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 highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to take advantage of this benefit. If you are not sure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

### **IBPA Membership**

If you have launched on your publishing journey, I encourage you to explore the benefits of joining Independent Book Publishers Association. This is the national association that includes such regional affiliates 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, and to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.



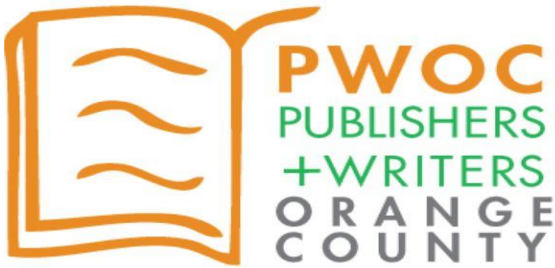
*Read Local*



The Encinitas Street Fair is coming up April 27 and 28. Sign up for the Read Local newsletter to be alerted to the sign up for the coop booth, coming soon.

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!



[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, April 6, 2019, for

## GROUP THINK!



**Moderated by  
Lynette M. Smith  
[AllMyBest.com](http://AllMyBest.com)**

are welcome to discuss your book and its unique demands and opportunities. The group will offer suggestions, ideas, and strategies for how to make it a success. If you have found a technique that works, please be sure to tell us about it.

## *PWOC Meeting Highlights, March 2, 2019*

# **“Promoting Your Book on Your Own Radio Show”**

*Presented by Toni Patillo*

Our March speaker was Toni Patillo, an award-winning entrepreneur, motivational speaker, educator, blogger, and host of Call Toni Real Estate Radio, a weekly radio show broadcast in the Greater Los Angeles area on iHeart Media’s channel, The Patriot AM 1150.

Toni says having your own radio show can lead you, as an author, to tremendous credibility, visibility, and book sales. She shared her experience and know-how gained from creating, producing, and starring in several on-air shows. Key strategies are terrific storytelling, connecting with your guest but making listeners feel like they are part of the conversation, and having a basic understanding of the production elements of radio. It’s important to identify, invite, and prepare magnetic guests, while promoting your own expertise. Getting and managing sponsors is another essential ingredient, as well as marketing both the show and the sponsors. Finally, repurposing the show can make it an effective marketing strategy for years to come.

It was clear from her long list of successful business ventures that we were listening to an accomplished woman who at her core was a willing student, learned teacher, experienced real estate professional, radio personality—and, we could rightly add to her description as part of her character, *kind and personable*.

It was interesting to me how her personal stories had intertwined with her business life as the years passed. The necessity of several personal decisions to support family members through their life transitions, combined with her real estate expertise, ultimately led her to develop her current business endeavor of STREC—being a Senior Transition Real Estate Concierge. Serving America’s maturing 50+ population, she has captured the advantage of supplying the Los Angeles area with real estate help to this growing niche that will swell to over 50% of the U.S. population and an astounding 83.7 million by 2050. Many of us being part of that sector attending PWOC that day, I think we all were interested in what Toni had to teach us.

Not only did Toni have the credentials of running a radio show for four years, but she also had the background of having worked with such entertainment-industry legends as Dave Clark and Motown’s Barry Gordy. Of her transition from entertainment to real estate, Toni likes to say she went from *intellectual property to real properties*.

Today Toni considers herself an *infopreneur*—an entrepreneur who educates and informs. The demographic she serves is the mature masses who require specialized knowledge to help them traverse the next phases of their life which often can be fraught with major changes and challenges—whether it’s a change of living location for themselves or their parents, health dilemmas, or both.

One of Toni’s many careers was as a radio show host. Producing a radio show is a challenging venture, whether it’s finding and keeping sponsors willing to support the show’s weekly costs (hers were \$2,500 per weekly episode) or finding interesting guests. She said you have to have a clear intention of your purpose for the show. You have to plan out your guests 4–8 weeks ahead of the schedule and always have a back-up plan to be prepared for when *life* gets in the way of your scheduled guest’s plans. Much of the content of the show will focus on your sponsors—given the fact that her show was on real estate, her sponsors were often inspectors, tax specialists, and property legal experts.

Building an audience is integral to the endeavor. With her positive slant on life, Toni intimated, “You all have an audience, you just may not have found them yet.” She advised us to be sure to hone our story—since many of us were authors and writers, she felt confident after hearing our pitches that we were well-prepared for presenting our stories in interesting ways, which is what they are looking for on a radio show.

As an author, if you don’t necessarily want to have your own radio show or haven’t reached that point in your career yet, Toni recommended seeking out opportunities on other people’s shows based on who is broadcasting currently for your same audience. She recommended identifying communities and organizations in your niche.

Toni said that she often received requests from potential guests asking to be part of her show; once she reviewed their background information, she always said yes. Be sure that in the information you provide that you cover your story in a compelling way and that you show a reason why the show's listeners would find your information relevant and helpful. In your story, identify their pain and then show how you can provide the solution.

Each of Toni's shows was an hour long, was well-prepared, and had a script that provided flexible guidelines. Each show was recorded, and Toni has been able to successfully repurpose the shows. By rerunning the recordings in the show's library, even though her show is on hiatus, many people still think the show is currently on-air.

The format of her show followed scripted activities. There were four 10-minute segments, each with commercials from the sponsors in between. Throughout the show she would also plug the station. Copy for the commercials was written by a professional. There was an opening leading into each commercial and a closing coming back for the next segment. Each transition provided a "teaser" that would make the audience curious and want to continue listening. One interesting point Toni made was that she often did her show while standing up to increase her energy level and voice projection.

For each show, Toni provided a videographer, recorded the bloopers, and gifted the recording reel to her guests. The six-minute reel could then be broken up into two-minute segments to use for the guest's own marketing.

Tony said that radio shows are always trying to fill their time, so it is likely you can find a spot. Once you find yourself on a radio show, be prepared to give away a few free books and once those are gone, the program will tell listeners where they can buy a copy.

If you are new to being a radio guest, Toni said there are classes and coaches who can help you.

Currently videoblogging and podcasts are very popular and can be used to monetize content. One example is using Hulu to sell your content; you can actually charge different rates depending on whether you include commercials or not. Toni advised us that her same show, in the broadcasting environment today, could be made for free.

After listening to Toni it struck me that her life was a true representation of how if a person remains open, aware, and willing to respond to change—whether personally or professionally—one could ride the ups and downs of life's roller coaster with positivity and grace.

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PWOC Scribe Penny S. Tee is a nonfiction writer, speaker, and blogger. 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 will launch May 2019. 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. Her blog is at <http://www.pennystee.com/>. She also is the founder of Writers4Writers, an online writers' support group.

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**Visit us on Facebook today**  
**and let us know  
you like us!**





There is power in narrative—power to transform, to nourish, to become anew. Words can tear down walls and build trust. Our stories bring us together.

Writers of all kinds will be celebrated, including authors of poetry, spoken word, music, screenplays, books, theatre, plays, graphic novels, comic books, and more. Daytime events will include craft and business-based workshops, live performances, educational panels, opportunities to meet authors, vendors, book signings, poetry readings, live music, teen workshops, and kid-friendly events.

The Festival is about inclusivity and accessibility to all communities, all races, all genders, all religions, all people, all stories.

## *How can you get involved?*

### **1. Perform**

The organizers invite all authors and poets, playwrights and screenwriters, spoken word performers, musicians, and anyone who is a creative writer get involve and perform or present at the Festival. You can rent an author's booth, do a book signing, present on your topic of expertise, be a featured performer, or read a selection from your work.

### **2. Volunteer**

The San Diego Writers Festival is looking for Volunteers to help with this exciting inaugural event. They need your help: setup, room monitoring, guest liaisons, docents, ushers, creative support, runners, and more. Each volunteer will be entered into our drawing for scholarship opportunities and receive a FREE t-shirt, and, most importantly, a chance to make history! Plus, shifts are scheduled so that you too can plan your day and enjoy the festival.

### **3. Donate**

The festival organizers are looking for donations to help support marketing, print collateral, tee-shirts, event maps, swag bags, prizes, and more. Tax deductible donations are being made through The San Diego Memoir Writer's Association, the fiscal sponsor of the San Diego Writers Festival.

### **4. Spread the Word**

The organizers are putting together a street team to kick off our pre-festival marketing and to help spread the word! This is an exciting event with opportunities to meet celebrity authors and bring the power of creative writing to all communities in San Diego and beyond. Are you a creative or do you know of a creative who would benefit? Join us and help spread the word!

### **5. Register and Attend**

The first 200 people to register get a FREE Swag bag of goodies and are entered into our drawing to win fabulous prizes! Plus, we'll send you updates about exciting events, celebrity authors, and more.

For more information go to [sandiegowritersfestival.com](http://sandiegowritersfestival.com) or email [info@sandiegowritersfestival.com](mailto:info@sandiegowritersfestival.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)*

### 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).



## La Jolla Writer's Conference

October 25-27, 2019

Hyatt Regency La Jolla at Aventine

3777 La Jolla Village Drive, San Diego, CA 92122

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.

Ready to take your writing to the next level? Want to receive personalized feedback from NY Times bestselling authors and pitch your project to literary agents and publishers. Want to learn to use your book to build your brand or business? Check out the 18th annual La Jolla Writers Conference. Over 70 intimate classes for writers of all levels and genres. This 3-day weekend conference boasts a 5 to 1 student to faculty ratio and a huge variety of classes covering the craft of writing, publishing, business development, and promotion. October 26-28, 2018. Enrollment limited to 200. Register today at <https://www.lajollawritersconference.com>. Use promo code LJWCFB to save \$50.



## Southern California Writer's Conference

September 20–22, 2019, in Irvine: Details at [WritersConference.com/la/](http://WritersConference.com/la/)

February 14–16, 2020, in San Diego: Details at [WritersConference.com/sd/](http://WritersConference.com/sd/)

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**and let us know  
you like us!**



## 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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From Page to Press*

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*"Make your first impression  
a lasting impression!"*

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**Lisa Nordquist**  
*Love Yourself Fit*

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