

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

April 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, April 27, 2019  
10:00 a.m. – 12:00 p.m.

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

***Topic:*** “It’s About Time: Creating Your Production Calendar”

***Speaker:*** Marla Markman

**Bringing high-quality books to market on a predictable timetable requires planning.** A detailed production calendar can help you account for all the necessary steps, from manuscript to market. This workshop will help you accurately plan for all the elements that will affect your books’ production schedule (such as editing, indexing, and design). Creating a production calendar that can grow with your publishing catalog will save you time and aggravation because you won’t need to start from scratch with each new title. And when you can see at a glance where a project stands on your calendar, you will be able to manage more projects simultaneously with less stress.

**Marla Markman** is an award-winning editor with over 25 years of experience creating and managing books. Marla owns Markman Editorial Services, providing project management, ghostwriting, book design, and consulting services for nonfiction authors and publishers. While there is a plethora of information for independent publishers, it can be overwhelming. Marla enjoys guiding authors through the self-publishing process. She developed and honed her expertise as managing editor of *Entrepreneur Magazine*, one of the nation’s leading small-business publications. She was instrumental in launching its book division, where she acquired, developed, and edited numerous top-selling book series, including *Start Your Own Business*, which continues to be Entrepreneur’s No. 1 bestseller.



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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 March, Jeniffer Thompson shared the five essential steps to take to create an awesome author website. Always insightful, Jeniffer was succinct and clear about how to create an online presence that engages people, communicates clearly, and helps visitors understand why they should buy your book. You can find Jeniffer's slides on the PWSD website blog.

In April, 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 no matter where you are in the publishing journey. She will layout of the steps, how long you can expect each one to take, and the choices you may make at each juncture. This is a terrific overview of the process, from start to finish.

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

In June, Shannon O'Dowd will share strategies for effective public speaking, even if you are terrified.

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**

April's meeting was the always popular "brainstorm" meeting. Six members shared their triumphs and their challenges. Thank you to Lynette Smith for running the meeting while Robbie and I were at Publishing University.

In May we welcome Jenine Lori Schirtzer, bestselling author of children's books, including *Surprise, I have 3 Eyes!* She will share her publishing journey and also discuss how to choose and work with an illustrator.

The first annual San Diego Writers' Festival was a blast. So many authors and book lovers gathered at the wonderful San Diego Public Library. If you missed it this year, be sure to join in the fun next year.

***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 terrifically 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.

A 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.

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

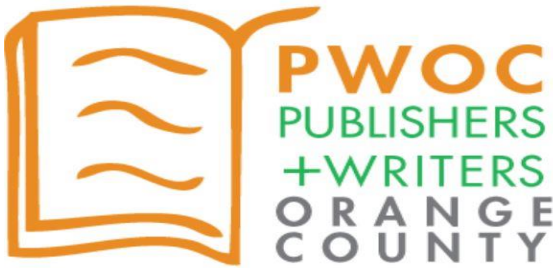


*Read Local*



The Encinitas Street Fair is coming up April 27 and 28. Sign up for the Read Local newsletter to be alerted to the signup for the coop booth. Emails have gone out, but there are a few spaces left. If you'd like to inquire, please contact [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com).

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, May 4, 2019, for*  
**“Children’s Book Success”**  
*Presented by Jenine Lori*

**Author/illustrator Jenine Lori will share her journey to international bestselling author.** She will guide you through successful strategies she applied through social media and grassroots marketing to create publicity. She will also spend time touching on the illustration process, as well as provide examples of how to accurately design a visual storyboard. Join in as you learn how to utilize creativity, resources, and personal connections to release a successful bestselling book.

**Jenine Lori** is the #1 best selling author of *Surprise I Have 3 Eyes!*, an innovative story that encourages children to expand their vision and believe that anything is possible. Jenine writes stories that raise awareness, build confidence, and teach children to embrace their uniqueness while learning to think outside the box.

She is an artist, educator, wife, and mother who's most at home in nature and enjoys traveling and connecting with people from all walks of life.

## PWOC Meeting Highlights, April 6, 2019

# “Publishing ‘Group Think’: Solve Your Problems, Share Your Tips!”

*Moderated by Lynette M. Smith*

At this month’s meeting of Publishers and Writers of Orange County, instead of having a speaker, we brought our expertise and publishing problems to the group so we could brainstorm solutions, share our writing progress and revel in our accomplishments. The group offered suggestions, ideas, and strategies for next steps and sometimes discussed how to turn lemons into lemonade. Because the group is smaller we were able to discuss everyone’s issues, and to me it felt like a supportive, family-like atmosphere.

Many of the members had published books or were about to do so. The diversity of topics that our writers ponder always interests me, **Penny S. Tee**. My topic is the Israeli-Palestinian conflict and personal transformation, and I’m excited that my book, *Blasted from Complacency: A Journey from Terror to Transformation in Israel* will be coming out in May. In July 2014, while touring Israel, we found out what it was like to run to multiple bomb shelters. Trust me, I’m not moving there anytime soon! After my book took 4½ years to write, I’m new to being published and I was all ears to learn from the more experienced authors in our group.

**Sonia Marsh** has three published books under her belt, her memoir has won eight awards, and she also has a Facebook group, Gutsy Indie Publishers, to help writers achieve their goals. Her books are filled with adventure starting with her memoir, *Freeways to Flipflops: A Family’s Year of Gutsy Living on a Tropical Island*, and followed by two anthologies, *My Gutsy Story*, 1 and 2. Her entire life has been an adventure, and she’s traveled and lived all around the world settling in Belize, Paris, Belgium and Scotland, to name a few. How’s that for *chutzpah*? Her next quest she described will include taking a writing tour group to Africa, complete with lions and giraffes and rhinos, oh my! They’ll even be visiting a rhino sanctuary.

Another author of our group, **Bill Vallely**, whose book *Tips to Fight Dry Eye... That Work!* is a professional cartoonist. His book takes what is a serious, “dry” subject and makes it palatable by presenting the tips and facts using cartoons. I was horrified to hear that the condition is so serious and painful that people have committed suicide. Bill’s book will also be launched soon.

**Charlene A. Derby**’s interest is a dedication to writing the series, *A Boy Learns to Bake*, which breaks the gender barrier with stories about boys baking and also celebrates American holidays. She already has two of the six books published. Book 1 is titled *Cherry Pie: Celebrating President’s Day*, and Book 2 is *Patriotic Pudding: Celebrating Memorial Day*. These books touched my heart, since I have a son of my own; however, since he’s 18, that ship has sailed. Charlene’s book provides fun, the opportunity to bond with your child or grandchild, and education. Who wouldn’t want to spend time doing activities together that are entertaining and teach valuable lessons at the same time?

**Mary Llewellyn Saunders** is a member with years of experience working for an Air Force computer security firm. She is writing a book to help small to medium-sized companies protect their digital assets. Aren’t most of us confused by the details of how to protect our information on our computer? Aren’t we all concerned that a cyber bully could take our valued information? Mary is looking forward to helping protect us.

Case in point: My husband just got a call that one of his customers (a jewelry company) had a disgruntled ex-employee who not only left with gold from the safe but may have stolen client information as well. It’s serious, and it happens—you don’t want to wait until it’s too late.

Our moderator, **Lynette M. Smith**, has written six themed guides, with a series called *How to Write a Heartfelt Letter of Appreciation*, to different recipients including a military service member, an older friend or relative, and a supervisor or employee. She has two additional books, *How to Write Heartfelt Letters to Treasure*, which is an award-winning comprehensive reference book (on which her themed guides are based), followed by a

handbook to help authors, proofreaders, and layout professionals, *80 Common Layout Errors to Flag When Proofreading Book Interiors*. You can get a *feel* for her just by looking at the title of her books—she’s always kind, and she pays attention to the detailed requirements of writing in her copyediting and proofreading business at All My Best.

Is it just me? I find the cornucopia of intelligent, creative PWOC/PWSD members fascinating. The collective expertise of our members was obvious as each participant’s status and challenges were discussed in detail and potential solutions were fired back continuously, cutting down the culprit that had been bothering the individual.

We each were able to ask about our latest challenges, and many creative and experienced suggestions were offered. Here are some of the topics we discussed:

- Steps to launch your book
- Availability to write blurbs
- Paths for potential success
- The universal writers truth that you’ll always discover something else you wished you had added
- If your topic fits, you can have a new edition every year
- Using SCORE (Service Corps of Retired Executives) as a possibility to find a mentor
- Frustration when effort is put into writing blogs that few people read
- The accepted truth that people first consider... *What’s in it for me?*
- The need for dedicated work to acquire speaking gigs
- Marketing possibilities for each book, such as commenting on related websites and retweeting 80% of the time
- The wisdom in hanging out with your readers—not just other authors
- Easy manuscript-formatting tasks authors can perform themselves to reduce costs

Everyone was willing and able to provide advice and suggestions for success. It was a gracious group to share concerns with, and I was grateful for the opportunity to do so.

It was apparent that as authors there are many resources available to us, including the Independent Book Publishers Association (IBPA) of which PWSD/PWOC is a member organization, the Southern California Writers Association, the Orange County Writer’s Association (there are other affiliates based on location such as in Los Angeles) and many conferences that we can attend. Karla Olson, our president, was not at our meeting because she was in Chicago at the IBPA’s Publishing University, the informative annual conference for independent book publishers and authors.

The next time you can put attending PWOC into your schedule, we hope you’ll do so. We meet the first Saturday of the month at the Orange Public Library. You should join us. Remember: If you are a member of PWSD, you are welcome to attend our meetings also for \$10. The benefits to having a smaller group include the ability to have your questions addressed and our tradition of lunch together after our meeting is always fun too!

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

# How Improving Our Blogs/Websites Can Help Us Sell More Books

By Lee Foster

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IBPA

Everyone who publishes books shares a common goal: We want to sell more books.

How will we sell those books? One important element in the selling strategy for most of us will be our blog/website. This tool allows us to contact new customers efficiently. We all need to build traffic to our blogs/websites, where folks can become aware of our books.

But how effective are our current practices on our blogs/websites? Could they be improved? Is this a time to put serious attention into the issue?

## **Our Blog/Website: The Only Cyber Real Estate We Totally Own**

It's good to get the metaphysics straight at the start. Cyberspace is a big place, and there are black holes that can swallow us up.

There is only one place in cyber real estate that we totally own. That is our blog/website. For me, that is my Foster Travel Publishing blog/website at [www.fostertravel.com](http://www.fostertravel.com).

On our websites we can encourage people to Sign Up for our email announcements. No one will ever be able to take these fans away from us.

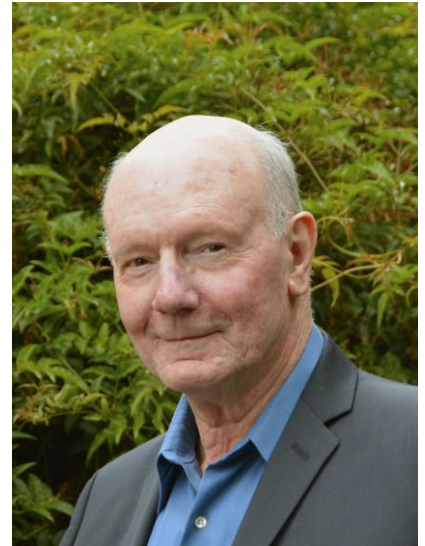
Beyond our blog/website, we also need to be active in Social Media. But we don't control the social media algorithms that send us traffic via Social Media. We must always be prepared for a change. We must allow for a possible nosedive.

For me, the most effective Social Media, in order of engagement, are Facebook, Instagram, LinkedIn, and then Twitter. Your experience may vary. I post on my blog/website once a week and announce the post in Social Media.

Do you notice that one likely contender in my Social Media lineup is now missing?

Yes, that is Google +. It is shutting down, so I don't contribute to it further or list it. Fortunately, I do not depend on it. One of my journalism colleagues amassed an amazing 1.8 million fans on Google +. That was once worth a great deal. Now it is worth nothing. Who knows which Social Media platform will flourish tomorrow?

The important reality to internalize about these Social Media is that they are necessary, but beyond our control. We can work hard to achieve results in them, but all your gains can be eliminated. By contrast, we have total control over our blog/website.



## What Google Suggests We Consider Now to Improve Our Blogs/Websites

Google Search dominates our world and has a profound effect on our success. Google for Search and Amazon for Selling Books will decide relative success for many of us. Google Search provides 80% of the traffic to my blog/website [www.fostertravel.com](http://www.fostertravel.com).

Will Google give our blogs/websites the Search Results we long for?

Most immediately, it appears that Google is making three requests to those who want to remain in Google's good graces. Is your blog/website...

◆ **Mobile Friendly?** About 50% of the traffic to my website comes from folks hanging out on their cell phones. Check with your web design person to confirm that your website is mobile friendly. This can be a theme issue.

◆ **HTTPS Secure?** Folks are increasingly concerned about their security and privacy, both for their identity and their transactions. They want to see that little green padlock on the left side of the URL for your website. Have you been attentive to getting this organized?

And most recently, is your website now

◆ **GDPR Compliant?** It's not easy to keep up with the latest acronyms. This GDPR is something the European Union threw at Google and everyone else. It's known as the General Data Protection Regulation. It means that if your viewer lives in Dordrecht, The Netherlands, they may or may not want to give you permission to track on your website that the visitor came to your site from Dordrecht.

Folks are getting fussy about their data privacy. More than transactions are involved. Consent for simply recording participation is one issue. Your blog/website should have an opt-in opportunity for folks to agree to let you capture their personal info, including where they are from.

No one seems to know exactly how this GDPR matter will shake out. It's helpful to have a website design person watching over this for you. You can also wait and do nothing. The risk is that you might wake up some morning to learn that Google has demoted your website because you are not compliant. Google can change the algorithm to emphasize GDPR at any time.

## Does Your Blog/Website Need Refreshment in Hosting, Theme, and Plugins?

Blogs/websites might be seen as living, breathing entities that need to grow and evolve.

My website began in 1995 as a basic HTML site at the birth of the internet. I had one of the first viable travel journalism sites. HTML refers to the language of website building, which is "hypertext markup language."

By 2009 WordPress emerged with enough followers and a projected future dominance. It was helpful to rebuild my website in that structure. WordPress should be your structure today. The strategy I wanted, and recommend, is "managed website hosting." Choose a theme, buy space on a host, and get a design person to help you set up the website.

In 2016, I experienced anxiety because my design person moved his family from San Francisco to Europe and discontinued his website design business. WordPress had also evolved in the interim years with stronger themes, requiring less "custom coding." But who would be my new website design partner? I found my match in Jeffrey Samorano ([www.wpinoneclick.com](http://www.wpinoneclick.com)), who lives in Chico, California. Jeffrey says there are perhaps 100,000 potential WordPress website high-level design people available to you worldwide.

Three aspects of your blog/website should be reviewed, in consultation with your web design person, to see whether your current practices will meet your needs for tomorrow. The three aspects are: Your Host, Your Theme, and Your Plug-ins.

◆ **Your Host.** I started with GoDaddy, moved to HostGator, then moved again with Jeffrey to WP Engine. WP Engine hosts WordPress websites only, totally dedicated to this structure. Later, Jeffrey moved all his websites to Flywheel, a similar WordPress-only dedicated host. With my "managed hosting" strategy, I pay for space on



the server but can choose my own theme and plug-ins and move to a different host if I wish or my design person wishes. Flywheel and WP Engine are more expensive than some other options, but it's worth it to me. I want speed, security, reliable up-time, and a live human being on the end of the phone when I call.

◆ **Your Theme.** I had a good theme from 2009, but Jeffrey's recommendation of the theme Newspaper in 2017 was better. The Newspaper theme could handle my subjects (California Travel, Publishing/Literary Writing, and Worldwide Travel) in detail. Very little custom coding work was required. Choose a theme for which the developer is getting a lot of paid sales. A developer earning income will remain motivated to improve the theme and keep it updated as new WordPress versions roll out. Avada is the most popular theme of all. Newspaper, which is newer and younger, is now roughly #11 in paid sales, according to Jeffrey.

◆ **Your Plug-ins.** I have a dozen different plug-ins on my website that handle various tasks. I appreciate that Jeffrey spends his waking moments studying this entire subject of themes, plug-ins, and host. He does the technical updates. When there are conflicts with updates, as there sometimes are, and things don't look right, Jeffrey solves the problem. My most important new plug-in is Yoast, for Search Engine Optimizations. About 8.5 million people have installed Yoast for their websites. I pay \$89/year for their Premium version, partly because I can then ask direct questions of Yoast and get a live human being response.

A good website design person can set you up so you do all the routine content swap in and out yourself. That's what I want to do with my time. The website design person handles structural changes, updating of theme and plugins, and my possible desire to add more functionality to my website in the future.

If you put some attention into improving your blog/website, it is likely you will get more traffic and ultimately sell more books.

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**“PWSD likes Facebook!”**

**[Visit us on Facebook today](#)**

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



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

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

### **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/)**



## 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!**

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