

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

May 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, May 25, 2019  
10:00 a.m. – 12:00 p.m.

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

***Topic:*** “FlexYour Influence:  
Convert Your Online Audience”

***Speaker:*** Margaret Brown

**Use social media consistently and confidently to make an impact on your business.** The three obstacles to digital marketing are knowing where to start, knowing what to say, and making time. Our speaker has found the missing ingredient to making sure you do this consistently and confidently. In this workshop, we'll uncover what steps to make and identify your best plan to make the biggest impact to conversion. Come ready to learn and leave overwhelmed at the door. This is a productive and positive environment where you get to ask your questions and learn what's in the best interest of you and your business. Come ready to learn, do, and make a difference in your marketing for your book and content writing!

**Margaret Hernandez Brown** is the founder and chief digital strategist of [SocializeLA.com](http://SocializeLA.com), a full-service digital marketing and training agency. Margaret helps companies build digital brands, maximize social media, and develop profitable social business plans.

She is so passionate about social business that she created The #FlexYourInfluence Membership Site and Digital Marketing Planner, a comprehensive guide to achieving a profitable online presence. Today, [SocializeLA.com](http://SocializeLA.com) has experienced explosive growth while helping clients achieve success. She travels around the country and offers comprehensive online training helping professionals get noticed. Margaret and her team prove that “There's Value in Getting Noticed.”



Connect with Margaret on Instagram and Twitter @MargMarieB

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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 April, Marla Markman, book producer and project manager, gave a detailed and informative timeline of the eight production steps through the publishing process. She described each stage, from deciding if your manuscript is ready for editing to options for printing, and she offered key points and priorities, as well as budget recommendations. It was a thorough and thoughtful overview of the road to publication. A fundamental understanding of this process is essential to success in publishing, and Marla generously offered her insight from years of experience. You can access her slides at [PublisherWriters.org](http://PublisherWriters.org).

In May, Margaret Brown from SocializeLA will talk to us about the three obstacles to digital marketing: where to start; what to say; and making time. She'll uncover what you need to do next for the greatest impact in marketing your book and your personal brand. Margaret is the founder of a full-service digital marketing service, so she knows her stuff. To learn new ideas for digital marketing, essential to successful book publishing, join us in May.

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**

In May we welcomed Jenine Lori, bestselling author of children's books, including *Surprise, I have 3 Eyes!* She shared her publishing journey, what worked, and what didn't work for her. Also, Jenine discussed how to choose and work with an illustrator. It was an excellent program not only for children's book authors, but for other indie author/publishers as well.

Join us in June for PWOC/IBPA Scholarship Recipient Eve Gumpel's recap of what she learned this year at Publishing University. She'll offer the best tips and strategies from this dynamic conference.

Just a reminder for PWSD members: you may attend PWOC meetings for the member price of \$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 too!

***Continued on next page***

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

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

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 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).

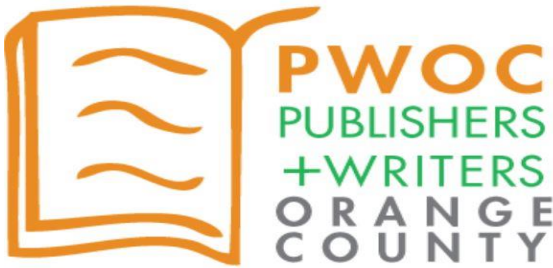
IBPA membership is already affordable; but to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.



*Read Local*



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, June 1, 2019, for “Insights from IBPA’s 2019 Publishing University” With Eve Gumpel



Eve Gumpel, owner of Good Writing Matters and a founding partner of Women Lead Publishing, won the PWSD scholarship to attend the IBPA annual conference. She returned with some valuable insights about the publishing industry, which she will share.

She'll cover trends in publishing, facts about distribution and fulfillment, tips on redefining ROI, and more, including advice from keynote speaker Dominique Raccah, whose publishing company—the largest women-owned publisher in the US—has a list that includes many *NY Times* best-selling authors.

Eve spent over 30 years as a journalist and PR specialist before becoming an independent book editor and partner in a publishing business. Women Lead Publishing's last four books all earned best-seller status on Amazon.

*PWOC Meeting Highlights, May 4, 2019*

# “Children’s Book Success”

*Presented by Jenine Lori*

It was another great meeting as Jenine Lori shared her knowledge and her soul with us. She’s a bestselling author, and it was apparent that she was authentically connected internally; and her confidence, creativity, and self-awareness filled the room with joy. I’d even go as far as to say there’s a touch of guru that’s part of her nature. She is a domestic and international bestseller in seven out of ten categories, mentor and coach, empowerment speaker, and even a humanitarian working with children in Tibet.

Her way of being in the world was evident in her presentation and in the vibrant colors illustrated in the pages of her book—she’s an artist in and of life. It was clear that she loves what she does and sharing it with others. Spoken like a true artist, she said 90% of what we comprehend is visual, so it’s important that your book appeals to the eye. True to her beliefs, her pages are a colorful rainbow of illustrations interspersed with an important rhythmic message.

I loved the idea that her intentions in her book *Surprise, I Have 3 Eyes!* was to encourage 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.

We were also treated to a discussion of how she uses the design of a visual storyboard to create her books. As we paged through the book, the visual beauty leapt off the page. And that alone, even though I was across the room, made me feel good. Of course it didn’t hurt that I have a thing for turtles and the first page she showed us had a beautifully illustrated turtle with wings, flying across the page. Given the wisdom of the content of her book, I wondered at times if her storyline wasn’t as much for the parents reading the book as for the children.

## Her Story

She shared with us the fascinating tale of how, twelve years ago, her book idea just came to her one day while with her mother-in-law, and she wrote it all down. She wanted to get it published and made some attempts. But, as the years went on, as has been true for so many of us, she found life got in the way, so she shoved it in a drawer. Then after ten years she realized she wasn’t doing what she wanted in her work life and decided to make a change. She set a release date for her book in her mind and proceeded on her path.



## Creating Buzz

To create buzz for her book, of course Jenine believes in using all types of media: social, podcasts, newspapers—whomever you can reach and interact with. While she writes children’s books, she never forgets that those buying and reading them to the children are probably adults. She’s a big fan of Facebook and Instagram, since she’s an artist for children’s books, which are very visual. She invited her Facebook followers into her world by blogging and letting them hear about her progress. She shared her first illustration—the flying turtle—as she built an audience and didn’t wait until the book was finished.

I could very much relate to her style since I also blog and my tagline invites my readers to *Join Me on My Journey...* Often during her talk I knew I was with a kindred spirit, between her life lessons that she wove throughout her conversation and her approach to life.

She said to stick with whatever media you are comfortable with—for instance, she doesn’t use Twitter. Whatever you choose, you need lots of online presence. Her advice seemed to fit who she was; she defends being comfortable in your own skin. She believes that when you affirm what you want, you may not know how, but your wish will materialize.

A big key to success is to engage your audience as things happen—but the first person that you need to excite about your project is always *you*. She said talk it up wherever you go with whoever knows you, and as many as you can meet who don't. She recommended showing your readers your life as you actively engage in your project—create something they can relate to.

She told the story of how Eckhart Tolle was one of the spiritual teachers she admires and how she imagined that she would someday get her book in his hands. She believes in the ability to manifest your desires through positive visualization. Sure enough, two weeks after her book was released and through a strange combination of unforeseen events, there he was in person—together with Jenine and her book.

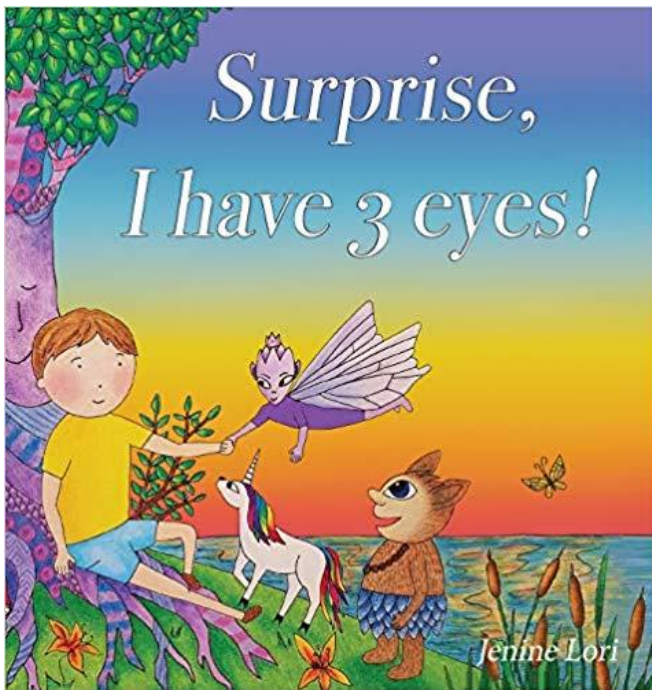
I could relate to her story. First of all, Eckhart Tolle is one of the teachers I've studied and some of his teachings are also in my book, *Blasted from Complacency: A Journey from Terror to Transformation in Israel*. I could relate to what a thrill that must have been.

For me, Jean Houston, another world-renowned spiritual teacher, is also my big *wow*. When she asked to read my book, then did so from cover to cover, and then followed up with a personal phone call *and* wrote me a testimonial—well, I haven't yet come off of Cloud Nine.

Here's what she said about my book: *Penny S. Tee is a superb writer, and the way she moves from viewing monuments to the war-spawned maelstrom of madness is as thrilling as it is chilling. Many on the tour leave, Penny and her family stay, and what they learn about themselves and human courage is a testament to the endurance of our species and the hopes we all have of creating a world that works for all.* See what I mean? If you see me floating by at the next meeting, do me a favor and pull me back into my chair!

## Marketing Tips and Strategies

Jenine's marketing tips reflected her enjoyment in life, showing her personality and how she loves to live in the moment. She threw a joy-filled, fun book launch. She said define your brand, stick with it and, as always, have fun!



Announce your release date to try and channel purchases from the beginning to earn the coveted best-seller designation. I also intend to hold a pre-sale and see what happens.

I laughed when she, too, described writing a book as I often have—"It's like giving birth."

Except for many of us I'd say it's a much longer gestation period complete with roller coaster emotions and as the book launch approaches maybe even a bit of nausea... what will people who read my book really think?

So, for releasing her children's book she threw a "baby shower," packed with face painting, music, and a big Costco frosted cake. She chose to hold it at the Awakenings Center for Visions & Dreams, and surely this proved to be good luck as her dreams of a successful book have come true.

Prior to the release date, she also created and bought ads announcing that her book would be available November 5 on Amazon and Facebook. She also has a YouTube

channel where she provided a book trailer for her book.

She does many events at schools and libraries, and of course selling books at these events is key. She does book readings and book signings and takes pictures with her fans at all types of venues. At these events, one way she markets is by giving away bookmarks with the information of her book colorfully displayed.

She said who buys your book may surprise you. She thought before her book came out that it would be private schools that were more interested, but it turns out that it was public schools who were inviting her to share her work. Be aware, they calendar these types of events a year in advance. Call them up and ask if you can come and do a reading. If your book fits this audience, you'll be glad you did!

For her book, it turned out her largest target market were grandmothers, and she honored that in her table setups by having a beautiful tapestry made for her book aesthetic when she sets up shop at an event.

It's very important to network, network, and network. Authors can be your best friends. Most don't see you as a competitor but rather as another soul who can commiserate with your frustrations and celebrate your successes. I could relate; that's one of the reasons becoming a member of PWSD and PWOC makes complete sense.

For example if she sees an author she knows on a show, she might call them up and ask how they were able to arrange it. She speaks and does gigs at author shows, radio shows, book fairs, festivals, holiday events, schools, or anywhere else she can get a foothold. She said it was surprising and exciting the first time a talk show contacted her. Any awards you accrue can also be used in your marketing. Many podcasters and programs are always looking to fill the time. Why not with you? You can also check out HARO (Help a Reporter Out) where they are always looking to interview people. Be sure to follow their rules.

## Creating a Storyboard

Not being an artist, I found it interesting to see the detailed evaluation that goes into the creation of a storyboard. Placement is key, whether it's the illustrations or words at top, bottom or even running over into the next page. I loved getting a glimpse of an artist's mind.

## Principles of Success

Jenine closed her presentation by offering her 7 Principles of Success:

1. **Always know your outcome**—she uses visualization to imagine her goal.
2. **Take massive action**—you must realize this takes lots of work, and hopefully you enjoy it!
3. **Pay attention to your results**—how else would you know you are achieving success or need to tweak your actions?
4. **Be willing to change your behavior**—see 3. Not always easy; you have to be willing to look at results with your eyes open.
5. **Focus on excellence (Not perfection)**—Since Jenine is more naturally a perfectionist, this is a hard one for her. I could relate but often tell myself if I ever want my book to be released I need to at least try to accept *good enough*. Yep, still working on this one.
6. **Seek counsel (borrowed wisdom)**—Jenine, as well as many other speakers I've heard, advised looking at other successful authors' journeys. There's a reason their results smell sweet, so look at their work and figure out what they did to achieve success.
7. **Always live with gratitude and integrity**—Amen. To my way of thinking, gratitude for our lives is essential and opens doors, whether we see the direct connection or not. Integrity and being authentic—it's simply being *you*—the easiest and most comfortable way to be.

As you can see, Jenine taught us many important lessons. If you were there, I'm sure you enjoyed yourself and learned lots. If not, then join us the first Saturday of next month!

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**PWOC Scribe Penny S. Tee** is a nonfiction writer, speaker, and blogger. July 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.*

# Pipeline to In-Store Purchases

## ***DartFrog Books partners with bookstores to place self-published works on shelves***

An Interview by Alexa Schlosser

*This article was originally published in the September/October 2018 issue of the Independent Book Publishing Association's IPBA Independent magazine. It is republished with permission here.*

In 2013, Gordon McClellan self-published a children's book, but he quickly realized there was no clear path for self-published authors to gain bookstore distribution. He wanted to change that. He founded DartFrog Books a few years later to help self-published authors gain a presence in independent bookstores nationwide.

We caught up with Gordon to talk about the DartFrog process, as well as what it's like to work with bookstores.

### **Tell me about your partnership with bookstores. Do you find that buyers/owners of these stores are eager and willing to stock self-published works?**

Bookstores are eager to stock vetted self-published books. Bookstores inherently want to support independent authors, but they are not in the business of evaluating books, and they don't want to carry subpar books. They trust DartFrog to send them truly excellent independently published books and are proud to display them as well.

### **What are the biggest hurdles working with bookstores?**

I think the biggest hurdle was convincing stores, at the very beginning, that there are truly excellent self-published books out there. Now that stores are seeing that our vetting process identifies the best from all the rest, that hurdle is being reduced.

Another hurdle we faced was fulfillment of orders. Originally, we asked stores to order directly through us, but we quickly realized that was making it harder for stores, who want to streamline their ordering process as much as possible. So, we changed our policy to make every DartFrog Book Available through Ingram, which has made it much easier for stores to join our partner network, because they all already use Ingram.

### **What feedback do you get from bookstores about the books? Do they often tell you what they're looking for?**

Bookstores are not looking for any particular title or author when it comes to self-published authors, because the majority of self-published authors are unknown. What they are looking for, I think, is an excellent product that can hold its own against the other professionally published books in their store.

When we evaluate a book, one of the questions we ask ourselves is whether the book can compete on the same level as a book from a traditional Big 5 publisher. The answer needs to be "yes" for us to select the book. This is the quality that we believe bookstores are looking for, and with the access that today's independent authors have to professional editors, designers, and formatters, there's no reason for a self-published book to be any different than a traditionally published book.



## What's in it for the bookstores?

In addition to adding excellent independently published titles to their inventory and supporting the exceptional authors who wrote those books, DartFrog partner bookstores earn a guaranteed quarterly stipend. They also keep the full retail price of each "first copy" sold through their store. Additionally, when a bookstore refers an author to DartFrog, we pay the store a referral fee.

## What's the biggest challenge you've come across in your business?

Figuring out a process that would benefit bookstores and self-published authors was the most important and difficult piece of building DartFrog. We spent a good amount of time tweaking the model to be sure that both bookstores and authors would be happy with what DartFrog is offering.

## What criteria do you use to determine if a self-published book meets high-quality standards?

We assess the writing quality (grammar, punctuation, sentence structure), plot lines, character development, and overall continuity of the story. We also assess physical qualities of the book (paper, binding) and the exterior presentation (front cover design, back cover layout, spine design). If the book has illustrations, we assess their quality and how well they fit the tone of the story itself.

## How do you see this model scaling? Are there others who do what you do in the marketplace?

We are the only company that evaluates and selects self-published books for bookstore placement. We have recently expanded our model to include books from small traditional publishers (Those that produce fewer than 20 new titles per year) and hybrid publishers, both of whom have traditionally also found it difficult to get their books into stores. This greatly increases the pool of books we can consider for placement in bookstores.

We also recently launched our own hybrid publishing platform (called DartFrog Plus). In addition to editing, publishing, and illustrations (if necessary), our hybrid platform includes a Kirkus review (we want a distinguished third party to evaluate the work we do for hybrid authors), as well as guaranteed placement of the author's published book into every DartFrog partner bookstore, and a signing slot at Book Con in New York City. We are highly selective of the manuscripts we select for our hybrid platform, but those that we do select enjoy access to all of our bookstore partners.

## The DartFrog Process

1. Submit your book through [dartfrogbooks.com](http://dartfrogbooks.com).
2. Choose between Full Submission, (Detailed, written evaluation of our book with the opportunity to re-submit a second time, at no extra cost, if you book is not initially selected) and Limited Submission (a simple yes-no response, lower upfront costs).
3. If selected, a placement date is set (DartFrog places books quarterly), the book is added to the DartFrog website for purchase, a web banner and author page are created, and the social media team posts an announcement.
4. The author sends DartFrog 20 books, and DartFrog places them front facing in specially marked "DartFrog Approved" sections of 20 bookstores. Authors can buy additional placements in groupings to 10 stores.
5. Once the initial copy is sold, the bookstore re-orders through Ingram.
6. The initial copy (and any re-orders) are displaced in the DartFrog section for three months. At the end of three months, the bookstore can choose to keep a book in its inventory (and move it to a genre specific location) or, if the initial copy didn't sell, the store may decide to donate it.
7. DartFrog does not take any cut from bookstore sales (author receives 100 percent of the royalty from bookstore sales), and the author keeps 70% of the net income, from sales through the DartFrog website.

## What other partners would you want to work with?

Major newspapers. Let me explain. Shelf Awareness recently approved our request to submit DartFrog titles for book review consideration. This is a wonderful step toward self-published books gaining mainstream acceptance by traditional (unpaid) book review outlets, and we are exceptionally grateful to Shelf Awareness for the opportunity. But, as it stands now, major newspapers don't consider self-published titles for review. We hope to convenience newspaper with book review sections to accept DartFrog titles for consideration, which would level the playing field even further for independently published authors.

## By the way, why is it called DartFrog?

Once we had decided who DartFrog was going to serve, we began to brainstorm possible names. My wife said, "How about DartFrog?" Before I could ask what she meant, she continued, "The DartFrog has learned to thrive in an environment dominated by the Amazon." And just like that, we had our name! DartFrog describes perfectly our mission of helping independent bookstores and authors thrive in an environment dominated by the Amazon.

## What else should I know about DartFrog?

We have recently added a powerful marketing component to DartFrog, which is the result of a partnership with DYA, the company Doubleday turned to when they wanted to market John Grisham's novel, *The Whistler*. DYA's list of clients in the publishing and movie industries is long: Universal Pictures, Sony Pictures Entertainment, CBS Films, Lionsgate Films, St. Martins Press, DK Publishers, Penguin Random House, Houghton Mifflin Harcourt, Hachette, MacMillan, Dutton, Putnam, Doubleday, Berkley, Viking... and now DartFrog! This partnership gives DartFrog authors the ability to put Big 5 marketing power behind their books. It is, we think, a game changer for all the independent authors, hybrid, and small traditional publishers we serve, who can now market their books with the power and precision of Big 5 publishers.

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*Alexa Schlosser is the managing editor of IBPA Independent.  
She can be contacted at [alexa@ibpa-on-line.org](mailto:alexa@ibpa-on-line.org).*



**“PWSD likes Facebook!”**  
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**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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