

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

August 2019

In this Issue

President's Message
Read Local
Chapter Announcement and Meeting Recap
Feature Article
Invitations & Reminders for Members
Events & Resources for the Publishing & Writing Community
From the Editor
Newsletter & Social Media Team

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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, August 31, 2019  
10:00 a.m. – 12:00 p.m.

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

**Topic:** “Amazon Deep Dive”

**Speaker:** Ian Lamont

## ***Rare Opportunity to Hear Ian Lamont— A Must-Attend Event!***

During this pre-conference workshop, you'll get up to speed on specialized Amazon programs that can help you reach more customers, increase sales, and expand your brand. Topics will include selling books and other products through Amazon Advantage and Seller Central, optimizing your Amazon product pages using special promotional tools and Amazon's brand registry, and leveraging Amazon Advertising to get in front of shoppers. There will also be a discussion of how to develop new product lines for sale on Amazon and elsewhere.

Ian Lamont is the founder of i30 Media Corporation. His media career has spanned more than 20 years across three continents, including a stint in the British music industry and a six-year residence in Taipei, where he learned Mandarin and worked for a local TV network and newspaper. Returning to the Boston area, he shifted into digital media, building websites for Harvard University, developing online services for technology publisher IDG, and serving as managing editor of The Industry Standard blog platform and prediction market. Later, Ian founded two ventures, including a mobile software company and i30 Media, which publishes in 30 Minutes guides (in30minutes.com). The guides help people understand mildly complex subjects, including business, software, and medicine.



**PWSD Officers**

**Karla Olson**  
President  
[karla@publisherswriters.org](mailto:karla@publisherswriters.org)

**Jeniffer Thompson**  
Web Master  
[j@monkeycmedia.com](mailto:j@monkeycmedia.com)

**Bob Goodman**  
Founder

**Andrew Chapman**  
Past President  
[andrew@publisherswriters.org](mailto:andrew@publisherswriters.org)

**PWSD Newsletter Staff**

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

**Lynette Smith**  
Copyeditor  
[lynette@allmybest.com](mailto:lynette@allmybest.com)

**Lauren Castle**  
Circulation Manager  
[lauren@impress-express.com](mailto:lauren@impress-express.com)

**Other Key Volunteers**

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

**Janet Williams**  
Social Media Liaison  
[gooddayjanet@gmail.com](mailto:gooddayjanet@gmail.com)



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



**By Karla Olson**

**President, Publishers & Writers of San Diego**

**PWSD News**

Thank you, Richard Williams from Independent Publishers Group, for helping us better understand book distribution. Richard's presentation was detailed, informative, and frank—so greatly appreciated by our community. If you missed it, Richard said he would share his slides. You can find them on the PWSD blog.

August is another not-to-be-missed program. Successful publisher Ian Talbot, from i30 Media, will share his Amazon Deep Dive. He'll bring you up to speed on all of Amazon's special programs and how to make them successful for you and your book.

We have two great programs to close out the PWSD year. In September we welcome Michelle Bergquist of Connected Women of Influence and Women Lead Publishing. In October, Peter Bedard will talk on "How to Sparkle Like a Star in Any Interview or Media Appearance." Peter will present detailed points on how to prepare and how to perform.

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

Thanks, Joan Stanford, for presenting on "How to Take Your Bio from Blah to Brilliant." So many great tips! This is a vital but much neglected selling tool for your book. We appreciate Joan's advice.

In September, we have the PWSD scholarship winner, Cornelia Feye of Konstellation Press, who will share the best ideas she gleaned at PubU 2019. Thank you, Cornelia Feye, for representing PWSD and sharing what you learned!

**PWSD/PWOC Membership**

Remember, 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 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 send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

**Continued on next page**

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

Attention all members: 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've 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 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*



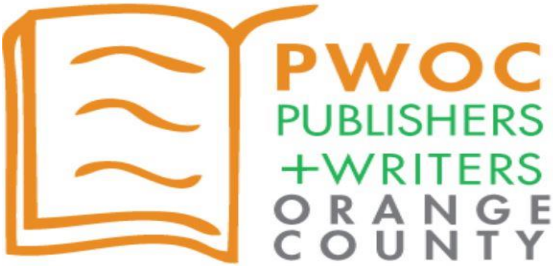
## **Read Local News**

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.





## 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.*

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

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, September 7, 2019, for “Big Picture—Small Picture: The State of Indie Publishing and a To-Do List for Indie Publishers” With Cornelia Feye



This presentation will provide a short overview of the Publishing University programs and the big picture of Indie Publishing evolution at this moment. It will then give specific advice on step-by-step actions small publishers can take to advance their business, as extracted from workshops at IBPA's 2019 Publishing University.

**Cornelia Feye** is the founder of [Konstellation Press](http://Konstellation Press), an independent publishing company for genre fiction and poetry at the intersection of art, music, and literature. She received her M.A. in Art History and Anthropology from the University of Tübingen, Germany. She has over 20 years of professional museum and teaching experience in New York and San Diego. Her first novel, *Spring of Tears*, an art mystery set in France, in was published in 2011, and it won the San Diego Book Award for the mystery category. Her second mystery, *House of the Fox*, is set in Anza Borrego Desert and San Diego. Her third novel, *Private Universe*, a coming-of-age story and art mystery, was released in 2017. Publications include art historical essays and reviews in English and German.



*PWOC Meeting Highlights, August 3, 2019*

## “5 Steps to Transform Your Bio From Blah to Brilliant”

*Presented by Joan Stanford, Jazzy Pen Communications*

It was so great to see everyone at our meeting and get to know a number of new attendees! Our speaker, Joan Stanford, was a ball of “jazzy” energy! She is the CEO of Jazzy Pen Communications, a marketing communications firm specializing in content marketing. Armed with 25+ years of experience, Joan works with busy entrepreneurs to build their brands and craft content that attracts their ideal customers. Whether you’re an author, writer, or publisher, you need an awesome bio.

Her topic was a reminder to check out our bios to help ensure we are putting our best descriptions forward to promote ourselves.

All of us at PWOC are involved with the writing or publishing profession and we’re often required to submit our bios, so using the best, eye-catching words is essential. Most of us concentrate so hard on every last syllable when writing an article or evaluating a manuscript, but do we really pay enough attention when the writing is about us? I hope so, and Joan was at our meeting to give us some tips.



What is a bio? A bio extols your expertise and emphasizes your unique qualities when compared with the other folks doing similar jobs, but we all know that no one will do the job in just your unique style, so let people know what that is and, therefore, why they should choose you.

A good bio will let readers into your world. Who are you? Would we like working with you? Can we trust you?

You also may have more than one bio for different purposes—one for writing an article for readers of a magazine would be different from if you were establishing your expertise with an editor to be hired to write articles for the magazine. But don’t confuse a bio with a résumé—it’s much more fluid than that, and allows for more creativity. Be sure you are continually updating your bio—as your adventures in your writing career change, so should your bio. Joan advised we should have at least three of varying lengths—500 words or fewer for your *About the Author* page on your website, a paragraph for your standard bio, and two or three sentences for your mini bio.

Joan provided the following length suggestions for social media bios:

- Twitter: 280 characters
- Instagram: 150 characters
- Facebook: 155 characters for a short bio
- LinkedIn: 2,000 characters for Summary or About Us

Joan described five steps to writing a winning bio:

**Step 1: Identify your target audience.** In anything we write we know speaking to the audience is essential, so the first question is, Who are you writing the bio for? You probably wouldn’t write the same way for writers and publishers than you would for a group of horse trainers. (Sorry, I was just speaking with a new friend who was describing her grown children as being very different. The boy grew up to be a financial consultant and the daughter, well, think *horse whisperer*.)

**Step 2: Use your first line to draw the reader in.** I couldn't help but think of the analogy of a spider spinning its web to catch its prey. While there is no sinister intent, we do want the reader's eyes to stick to your words and hunger for the next captivating adjective, wondering, *Who is this person?* Always keep in mind your readers and the old adage to be considered, *What's in it for me (WIIFM)?* Rest assured that will always be on *their* minds, even if it's merely subliminal.

Joan reviewed a number of bio *before* and *after*s that seemed like she had taken us on a television holiday trim and makeover... nip and tuck, nip and tuck, with a sprinkle of pizzazz to get started.

**Step 3: Craft and prepare to share your story.** It turns out that our stories are what interests readers for bios and memoirs—good thing for us memoir writers. Memoir writers' stories are always on the tip of their tongue—or is that just me? So it seems the life events that perhaps drive us to write are good fodder for our bios too. As Joan pointed out, storytelling is very popular among audiences of many types, which accounts for the plethora of reality television shows. It also seems that people like to hear about the dirty corners we lived through—cleaning up, surviving, and ultimately becoming successes, despite the hardships. However, we do need to be more succinct when writing a bio.

**Step 4: Demonstrate your authority.** This is the time to drop in a *bragging right* or two. This can be impressive accomplishments, awards, or even name dropping. When I dragged out my own bio for this newsletter, I realized I should add the incredible testimonial for my book, "Blasted from Complacency: A Journey from Terror to Transformation in Israel," from Jean Houston, the bestselling author, world-renowned scholar, and longtime advisor to world leaders and the United Nations—duh! I hadn't used it previously, but I do now (see below). I just love learning from our speakers at PWOC and PWSD!

**Step 5: Add personality that aligns with your brand.** Does talking about your passions, beliefs, or even hobbies make sense? Consider throwing in a story that would make you likeable.

Finally, don't be afraid to add in a call to action—by the time they finish reading your bio, hopefully readers know who you are, like you, and are curious enough to take you up on whatever you are asking them to do.

I know for me *calls to action* in anything I write are tricky but essential. This is on my mind because my book just came out and it is imperative to get reviews on Amazon. How do you ingratiate folks to give you an Amazon review? I've decided that anyone who reads my book and writes a favorable review will receive a free page of beautiful photos I took in Israel. Will that work as an incentive? I'll give it some time and see.

During the meeting Joan had passed out a worksheet to help us build our bios, take notes and ensure that all of the parts are there. Our time spent listening to Joan help improve our bios was helpful, and I particularly appreciated her sharing her knowledge with our members. We hope to see you all at our next meeting on September 7, 2019.

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**PWOC Scribe Penny S. Tee is a nonfiction writer, speaker, and blogger.** Of Penny's experiences in her book *Blasted from Complacency: A Journey from Terror to Transformation in Israel*, the world-renowned Jean Houston writes, "What Penny and her family 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." Penny's book is 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. Penny is on the Jewish National Fund's Speakers Bureau and is available to speak for organizations. Check out her website at <https://pennystee.com/>.

# Fast and Easy Book Trailer Videos Using Canva: A Step-by-Step Guide

Manon Wogahn

*Reprinted with permission July 18, 2019*

Videos are one of the best and most popular new mediums for connecting with your audience. On Facebook, for example, [videos perform better than any other content types](#), generating 59% more engagement. And, on any platform, [viewers are 95% more likely](#) to remember a call to action after watching a video (compared to reading text).

For authors, promoting a book via video can help you grab the attention of potential readers.

You can upload videos to:

- Your Amazon author page
- Social media like LinkedIn, Facebook, and Twitter
- Your website

They don't have to be long—a 30-second video gives you plenty of time to tell your story. In fact, short and informative videos are incredibly engaging. And, with the help of [Canva Pro](#)\* and iMovie (or similar), you can make them yourself.

This is how simple the process is:

1. Create slides in Canva
2. Save them as animated videos
3. Edit them together in Apple's iMovie, which is free with iPhones and iMacs. I used iMovie on my iPhone, which is simple to use. If you are using Android, you could try [Viva Video](#) or [Video Show](#), or if you are using a PC, you might try [Movie Maker 10](#).

We learned this great tip from Margaret Brown of [SocializeLA](#)—thanks Margaret!

Skip to the end of this blog post to see our [Register Your Book](#) book trailer, as well as a detailed case study of how we created it, including each slide and how we designed and animated them.

## ***Step 1: Storyboard your book trailer's message***

1. Determine the purpose of your video—this tutorial assumes that you're making a book trailer, but you could also use these steps to prepare a video that advertises another product or service, educates your audience, or tells an important announcement.
2. Prepare your text and images—what do you want to say, and what imagery will support your message?
3. Plan the layout of each slide. Think of these slides like a PowerPoint presentation—what designs make sense for your information and for your audience?

## **Step 2: Create book trailer slides in Canva**

4. Create a design using dimensions with a 16:9 ratio, which works best with iMovie.

I initially made our video using dimensions of 900 × 600 pixels, which is a 3:2 ratio. Because iMovie is designed for 16:9 videos, our video ended up having black bars on either side of my video. I found this distracting, so I went back to Canva and resized each slide to be 1920 × 1080 pixels, a 16:9 ratio.

5. You will probably create multiple designs, all with the same dimensions. You can do this now, or finish your first slide and copy it to use as a template. You may want to name your designs in order, to avoid confusion.

I say “probably” because, while Canva *can* animate multiple slides in the same design, you lose control over details like transitions and timing. When you use iMovie to edit, you have control over these details. Therefore, for maximum control, create one design for each slide.

6. **Canva will animate each independent element on the screen** (e.g. your book cover, text boxes, or other images). If you want an element to remain static, you must create a background to use across one or multiple slides:

- Copy or create one of your designs with the correct dimensions.
- Delete everything except the elements you want to remain static. In several of our *Register Your Book* video’s slides, I wanted the book cover and website text to be static, so I kept only those on the page as I deleted everything else.
- Download the design as a PNG file.
- Go to one of your designs. On the left sidebar, click on “Uploads” and upload your background.
- Drag the background to your design: for the image to become a background, you must see it fill the page as you drag it in. To test if it has been correctly imported as a background, try to move the image. It should not be able to move.

7. Add the text and images that you want animated.

8. Repeat this process for all of your slides.

## **Step 3: Animate your Canva slides**

9. In the top right corner, click **Publish—Animation**.

10. Select an Animation Style (choose from 7, such as Fade, Breathe, and Rise) and File Format (MP4 movie or Animated GIF).

- You can preview your animation before downloading. For these videos, I typically use “Fade” animations for the beginning and end of videos, and “Rise” for the middle slides, and download each slide as an MP4.

11. If you’re using the iMovie iPhone app, email your videos to yourself and save them on your iPhone.

## **Step 4: Finish your book trailer in iMovie**

12. Open iMovie and import your videos. Make sure they’re in the correct order.

13. Change the transition animations between videos:

- Click on the square button in between your videos.
- Select a transition animation. I find that Wipe looks best for these types of videos, especially if you’ve used the Rise animation in Canva.
- Select a direction (if applicable) and duration time. I use either up or down for Wipe, and set it to last 1 second.



14. Once you're satisfied with your trailer, you may like to add music. You have two choices: either source your own royalty-free music, or use iMovie's Soundtracks.

- Click the + sign on the left, below your video, and click on either Audio—My Music or Audio—Soundtracks.
- If you clicked My Music, you can select a track from your personal library. (Again, **make sure you have the rights or permission necessary to use the track.**)
- If you clicked Soundtracks, you can select from iMovie's many free-to-use tracks, organized by genre.
- Once the track is added to your movie, you can customize it by clipping it (if it's too long) or making it fade in and out. Do this by clicking the audio symbol, selecting "Fade" on the right, and dragging the yellow arrow on the audio bar to create the fade. You can do this at the beginning, end, or both.

15. Click Done. Export or save your book trailer via the middle button on the bottom of the screen. Voilà!

The best way to create successful videos using Canva is to experiment—keep creating new slides, backgrounds, and elements, and test them in Canva and iMovie. Remember, the animations you select in Canva and the transitions in iMovie will have a significant impact on your final movie. Master these to create beautiful and engaging book trailers.

## Case Study: Register Your Book book trailer

Here is a detailed guide to how we created our Register Your Book book trailer. Our goal was to make a simple, 30-second video outlining the updated content of *Register Your Book's* second edition. We had the book cover, as well as preexisting square graphics, which we used to illustrate the updates.

I'd like to stress again the importance of **storyboarding your video**, since ample preparation will prevent you from redoing the video over and over again. This storyboard can be as simple as a half sheet of paper, with quick notes on image placement and text, which is exactly what we did for each of the following 7 slides.

|                                                                                     |                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p><b>Slide 1</b></p> <p><b>Background:</b> book cover</p> <p><b>Elements:</b> rectangle shape, text box</p> <p><b>Animation:</b> Rise</p> <p><b>iMovie transition:</b> Wipe (down)</p> |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                                                                     |                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p><b>Slides 2-5</b></p> <p><b>Background:</b> book cover with website text</p> <p><b>Elements:</b> text boxes, square graphic</p> <p><b>Animation:</b> Rise</p> <p><b>iMovie transition:</b> Wipe (up) between all slides</p> |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## YOUR GUIDE TO PROFESSIONAL SELF-PUBLISHING



ISBNs



Barcodes



Copyright



LOCNs

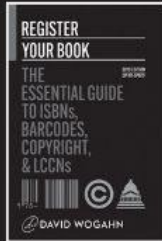
## Slide 6

**No background:** slide color is matching black

**Elements:** text boxes, square graphics

**Animation:** Rise

**iMovie transition:** Wipe (down)



[davidwogahn.com/ryb](http://davidwogahn.com/ryb)



## Slide 7

**No background:** slide color is matching black

**Elements:** book cover, rectangle shape, logo, text boxes

**Animation:** Breathe

Keep in mind that you can upload your book trailer to your Amazon author page by using Author Central. Click [here](#) to see an example, and click [here](#) to learn more about Author Central and how to use it to your advantage.

*\*While Canva is free to use, you will need [Canva Pro](#) to create animations. You can try Canva Pro free for 30 days, or for \$12.95 per month. A working knowledge of Canva is helpful!*

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*Manon Wogahn is a Publishing and Marketing Associate with AuthorImprints. She assists with book and eBook proofing, executing book marketing initiatives, and managing the company's blog, website, and social media marketing. She enjoys finding new ways to help authors promote and market their work (especially if it involves Canva!). Manon is a graduate of Chapman University with a degree in Art History.*



**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.



**“PWSD likes Facebook!”**  
**[Visit us on Facebook today](#)**  
**and let us know**  
**you like us!**



## 2019–2020 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)*

### **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/)

### **32<sup>nd</sup> Annual IBPA Benjamin Franklin Awards**

September 30, 2019—First Call; December 15, 2019—Second Call

#### **Independent Book Publishers Association**

The Independent Book Publishers Association's annual book award program celebrates the vibrant indie publishing community and recognizes excellence in book editorial and design. Publishers of print books or audiobooks with a copyright date of 2019 may enter the competition and will be accepted within either deadline. Books submitted with a copyright date of 2018 will not be considered. Books submitted with a copyright date of 2020 will be moved into the next year's competition. Cost is \$95.00 per title per category for IBPA Members, or \$225.00 for the first title, which includes a one-year membership in IBPA; \$95.00 per title per category for second and subsequent entries. Entry form and guidelines for submission: [info@ibpa-online.org](mailto:info@ibpa-online.org). Contact information: IBPA 1020 Manhattan Beach Blvd., Suite 204, Manhattan Beach, CA 90266, telephone: 310-546-1818, fax 310-546-3939.

### **Frankfurt Book Fair 2019**

October 16-20, 2019, Frankfurt, Germany

IBPA makes participating in the largest global marketplace for books, media, rights and licenses easy. You can rent a full booth or display a single title. 2019 marks IBPA's 34<sup>th</sup> year at the Fair. They have a list of more than 400 international contacts with whom they request meeting so you as a participant can benefit from those contact to license your rights throughout the world. For more information contact: IBPA [ibpa-online.org](http://ibpa-online.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're 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.

### **IBPA Publishing University 2020**

April 3–4, 2020, Redondo Beach, California

This premiere educational event for indie and author publishers will be close to home next year. Just up the coast. Join more than 300 of your peers and discover fresh strategies, new connections, and innovative ideas. Contact: [ibpa-online.org](http://ibpa-online.org) for details.

## 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 Orange County Writing and Publishing Communities!**

*Newsletter & Social Media Team*

**Vanderblümen  
Publications**

Glenna A. Bloemen, J.D. MA Ed.

**Self-Publishing Coach**

*Assisting First-Time Authors  
From Page to Press*

P.O. Box 626, La Mesa, CA 91944

619.743.5192

[gab11853@aol.com](mailto:gab11853@aol.com)

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[Lynette@AllMyBest.com](mailto:Lynette@AllMyBest.com)

Newsletter Copyeditor



**Lauren Castle**

*Image & Branding Strategist*

858.459.7400

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