

In this Issue

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

~~~~~

## 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, October 26, 2019  
10:00 a.m. – 12:00 p.m.

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

**Topic:** *“How to Sparkle Like a Star in Any Interview or Appearance”*

**Speaker:** Peter Bedard

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

Peter Bedard is the author of *Convergence Healing: Healing Pain with Energetic Love*. His mission is to "bring wellness" into the world and to inspire others to step into their life of greatness!

Peter has been featured on CNN, *The Bio Channel*, *ABC's Sac & Co*, *Good Morning San Diego*, *The Jenny McCarthy Show*, *Ask Dr. Nandi*, FOX's *The Daily Helpline*, *Remade in California*, *America Trends*, plus many more.



**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  
[browe@storysetfree.com](mailto:browe@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 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**

**News in Publishing**

The biggest news in publishing right now is the purchase of Barnes & Noble by an investment firm, and that James Daunt has taken over as CEO. Daunt is also the CEO of Waterstone's, the popular UK bookstore chain. Daunt has led a remarkable turnaround for Waterstone's in the last ten years using strategic curation of the book selection geared to the specific demographics of each location. This is really good news for independent publishers, as local authors are likely to be a bigger part of the mix. It also means small publishers can become less dependent on Amazon as their only distribution channel.

That makes it even more important that independent publishers and author publishers understand the business, how their books fit into the business, which readers they are appealing to, and what they offer readers. I've been really concentrating on programming that helps publishers prepare for these changes, and we've got some great presentations coming up that you won't want to miss.

**Upcoming with PWSD/PWOC**

For PWSD in October, our last meeting for the year in San Diego County, we have Peter Bedard sharing how he solicits, schedules, prepares for, and conducts interviews and on-camera appearances. Peter is an informative and entertaining speaker you won't want to miss.

We have two more meetings in Orange County this year. In November, Susie Augustin is joining us to present ways that she has learned to brand her books and herself and to present both to the world. She's also going to talk about the ways she's learned to create an Amazon bestseller. In December, former bookseller Pamela Sheppard will share her knowledge of selling to book buyers, very relevant to the changes we are seeing in the industry. This will be a great way to close out the year.

We already have some great programming for 2020. (Can you believe it is going to be 2020?) In January, Penny Sansevieri will kick off the year with a "Mastering Amazon" presentation, because Amazon is a reality in all our lives. In February, we welcome Pamela Sheppard to PWSD to talk about the importance of finding comparable titles to your book: how to do it, what you are looking for, and what is important to note. This is all key to selling your books to bookstores, but also to positioning your book anywhere. This will be a great program.

More to come! We will continue to work together to be successful in publishing!

**Continued on next page**

## President's Message—continued

### Publishing University Scholarship

Independent Book Publishers Association's Publishing University in April is close to home this year, in Redondo Beach. Go to [PublishingUniversity.org](http://PublishingUniversity.org) for more information. IBPA is once again offering a scholarship to the conference this year. If you are a publisher (not a service provider), consider applying for the scholarship at [PublishingUniversity.org/scholarship](http://PublishingUniversity.org/scholarship). The deadline is November 30.

### 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 wonderfully affordable at only \$47 per year. In addition to a \$10 savings on each meeting you attend, 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.

Another member reminder: 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 your publishing journey, I encourage you to explore the benefits of joining Independent Book Publishers Association. This is the national association that includes such regional affiliates as PWSD. You can find information on their very robust and informative website: [www.ibpa-online.org](http://www.ibpa-online.org). Membership is very affordable; and to make it even better, PWSD members get a \$30 discount. Just enter *PWSD* in the coupon code.



*Read Local*

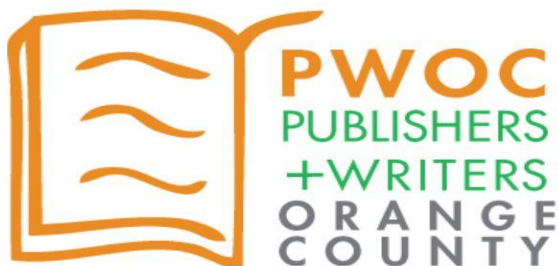


### Read Local News

We will be participating in the Encinitas Holiday Fair again this year. The date is November 24, 2019. We will send out an email soon for sign ups, so make sure you are registered for the newsletter. Spaces are allocated on a first-come/first-served basis, so be sure you respond promptly.

Please visit [ReadLocal.org](http://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, November 2, 2019, for*  
**“Let People Know about Your Book and You!”**  
**With Susie Augustin, Get Branded Press**

**Shine your book and your brand out into the world with these great ideas for exposure and consumer awareness!** Reinforce brand recognition by developing your brand voice and personality through social media, blog articles, and community events. Kick off your book launch with an Amazon Bestseller Campaign, Red Carpet Book Launch event, or Book Signing. Invest in your brand with photography, videography/videos, graphic design, and/or submitting your books for awards—all of these can be used on your bookmarks, postcards, one sheet, website and more!

**Susie Augustin is an award-winning speaker and author** of many #1 bestselling books and is the founder of Get Branded Press. She is known for her *Sexy, Fit and Fab* and *Writing to Wow!* books and brands. She is an editor and publisher, as well as an expert copywriter with 25 years' experience in the beauty industry with top multimillion-dollar companies. Susie is known for using art, creativity and imagination to accentuate her workshops, meetings, and projects. She co-teaches *Speaking & Writing to Wow!* Workshops, helping entrepreneurs to brand themselves as experts through speaking and writing books. She co-hosts two web series, *Inspirational Influencers* and *Passion Power Confidence*.





*PWOC Meeting Highlights, October 5, 2019*

# “Everything You Need to Know About Self-Publishing”

*Presented by Susie Schaefer,  
Finish the Book Publishing*

Susie Schaefer learned about independent publishing when she moved to Denver after her divorce and joined a friend’s publishing company. After moving back to California last year to help out after her mom’s knee surgery, Susie decided she had learned enough to start her own company, Finish the Book Publishing.

An advocate of indie publishing, Schaefer pointed out some drawbacks of using a traditional publisher:

1. Typical advances for first-time authors are \$10,000 to \$13,000.
2. Royalties are 6.5–8% of the wholesale price.
3. It can take as long as three years to get your book published.
4. The publisher will not do your marketing for you.
5. Depending on the publisher, you could lose the copyright to your own book.
6. She also warns authors to be wary of small presses, which might close their doors after accepting your book.

Schaefer also warned authors specifically against choosing online or subsidy publishers, such as Lulu, Balboa Press, Morgan James, AuthorHouse, and iUniverse.



With independent publishing, Schaefer explained, you retain your copyright, distribution and sales rights, profits, and royalties. For example, if a book costs \$15 on Amazon, you can buy it for \$4 and make \$11 profit. You can set the price of your book, and revisions cost little or nothing.

When it comes to Amazon, you need to create your sales page and take advantage of Author Central. “It’s the window dressing,” says Schaefer. You can also link to all of your books.

Top tips so your book doesn’t scream “I’m self-published”:

1. Hire a book coach and/or a content editor. The content editor should not be the copy editor, which you’ll also need.
2. Hire a professional book cover designer who will also do a professional interior. Formatting a book correctly cannot be done in a Microsoft Word document.
3. Hire a pro to convert the book from print to an eBook.
4. Spell the Foreword of the book with an “o.” It’s not a “Forward.” “Acknowledgments” should not have an “e” after the “g.”
5. Make sure you have sufficient margins on each page. White space counts!
6. Your back-of-the-book blurb should be only about 150 words. It should not fill the back page. If you get a good review, put a quote on the back cover. You’ll also need a short bio on the back cover.
7. Create your own publishing company, have a logo, and put it on the back cover.
8. Use print-on-demand before ordering a print job you’ll have to store in your garage.
9. Paragraphs should be indented, without spaces between paragraphs.
10. Don’t use the wrong color paper—cream is appropriate for most books, unless you’re publishing a textbook, medical or reference book, or a business/self-help book.

While the book is being edited, finalize the title and start on your cover design (that can take two to six weeks).

Proof the final layout and cover before uploading it—then order physical proofs, and review again.

Don't set a date for your launch party until you have the proof copy of the book.

The entire process will likely cost around \$10,000. If you sell your book for \$15, you'll need to sell 667 books to make back your investment.

What kind of royalties can you expect?

1. If you sell an average-sized book direct to the consumer at \$15, you'll pay \$3.25 + \$1.25 in tax/shipping. Your profit will be \$10.50.
2. With Amazon, a \$14.95 print book will pay you \$5.42
3. An eBook priced at \$2.99 (70% royalty) will pay you \$2.09.

---

***Eve Gumpel is the owner of Good Writing Matters and a founding partner of Women Lead Publishing, a hybrid publisher with a mission to provide a platform and a voice for women who want to share their expertise, passion, thoughts, and wisdom via published books. Women Lead Publishing's last five books all earned Amazon best-seller status. A former journalist and public relations professional, Eve edits books in various genres, both fiction and nonfiction. For additional information, check her website, [EveGumpel.com](http://EveGumpel.com).***





## Marla Markman

(951) 660-0607

[www.MarlaMarkman.com](http://www.MarlaMarkman.com)

[www.linkedin.com/in/marlamarkman](http://www.linkedin.com/in/marlamarkman)

### ***PWSD: What aspect of publishing or writing are you involved in?***

**Markman:** My business, Markman Editorial Services, provides publishing project management, guiding authors every step of the way with expert advice. That help includes everything from outline development to pre- and post-launch marketing, editing, book design, printing, and e-book conversion, to listing the final product on Amazon, and more. Many of my clients' books have been Amazon bestsellers, been adapted as university textbooks, been featured in the *Wall Street Journal* and the *New York Times*, and won prestigious indie publishing awards.

### ***PWSD: What first attracted you to writing?***

**Markman:** In a distant universe, I was on a path to become a veterinarian and then a park ranger, but it soon became evident that I was destined to work with words. (With an English-teacher father and a sister who's a writer, it's in my genes.) After college and a brief stint as a florist's assistant, I joined the editorial team at *Entrepreneur* magazine, the Number-1-ranked small-business magazine in the country. I started as an editorial assistant and worked my way up to managing editor.

### ***PWSD: What is your previous experience in publishing?***

**Markman:** At *Entrepreneur* magazine, I learned all aspects of the publishing business and honed my expertise as managing editor. I was instrumental in launching its book division, where I acquired, developed, and edited numerous top-selling book series, including *Start Your Own Business*, which continues to be *Entrepreneur's* No. 1 bestseller.

With business titles that included start-up guides and how-to articles as a stock-in-trade, I also learned something else: Business is not just about making money but about making people's dreams come true. It felt good to help readers achieve their goals of business ownership along with the less tangible goals of self-expression and fulfillment.

When I left *Entrepreneur* in 2008 to start my own business, it was important to me to continue that mission—only now I make writers' dreams of being published authors come true.

***PWSD: What are you working on now?***

**Markman:** I'm working with numerous clients in various stages of publishing their books. For example, I am reviewing the proofs for an author who is the former chief information officer of NOAA and mostly recently, the Department of Energy. His book is about how to take charge of your smart technology without its taking charge of you. For another client, a pair of sales VPs, I'm working with a designer to create a knockout cover for their book about how to sell to the CEO. And I just finished helping an author publish her memoir about surviving 9/11—she lived within blocks of Ground Zero. I'm relishing all the wonderful press she has received, from TV and radio interviews to speaking engagements.

I specialize in nonfiction books, but I work with authors of all kinds, from first-timers to best-selling, as well as self-published to traditionally published. One aspect I love about my business is getting to learn about so many different topics from the books I help bring to life.

***PWSD: How long have you been a member of PWSD and what's your objective in joining?***

**Markman:** I've been a member for many years. I joined to network with colleagues in the industry and soak up as much information and learning experience as I can. Although I've been in publishing for over 30 years, there is always something new to learn. PWSD has terrific speakers, whom I've learned a lot from, but I've also learned a great deal from other PSWD members. It's a wonderfully supportive environment where you can share what you've learned and ask about what you can learn from others.

***PWSD: What guidance or a lesson learned can you offer PWSD members?***

**Markman:** If you want to ensure your independently published book stands out, start by making sure it looks identical to a traditionally published book. Follow the Independent Book Publishers Association's "Industry Standards Checklist for a Professionally Published Book" at <https://cdn.ymaws.com/www.ibpa-online.org/resource/resmgr/docs/IBPA-checklist-FINAL.pdf>. This 62-item checklist will guide you through every step of the book production process, and it applies to both print books and e-books.

***PWSD: What's another factoid from your life or experience that people would find interesting and that would help us know a little more about you?***

When I'm not working in my office, which I share with my Golden Retriever (the company relaxation coach) and Fox Terrier (the company pep squad), I can be found seeking nature therapy in the great outdoors with my favorite hiking buddy, who just also happens to be my teenage son.





# Reasons Why a Distributor May Turn Down Your Book

Brian Jud

*Reprinted with Permission*

There are many opportunities for book sales through non-bookstore retailers. These could be airport stores, supermarkets, discount stores, gift shops, and many more. The good news is that you sell to them in ways in which you are already familiar: You get a distribution partner and they contact buyers for you. The bad news is that the distributors are inundated with books that they cannot take on and therefore must reject them. Even a good book may be declined if not submitted properly or has missing information.

The Association of Publishers for Special Sales (APSS, [BookAPSS.org](http://BookAPSS.org)) has a program to submit our members' books to distribution partners, many of which specialize in selling to non-bookstore retailers. Years of experience has helped us develop solid information about what they may or may not accept—and why. There are many reasons why a well-written book may be turned down for purchase, but too often the books are rejected due to several common mistakes. Any one of these may be cause for its being declined. Here are some common reasons why a book might not be accepted by a distributor or wholesaler.

**The book is not a good fit with them.** Most book distributors specialize in certain genres and will not accept books outside them. For example, Cardinal Publishers Group (CPG) will provide distribution for adult non-fiction books (no fiction, inspirational, or children's books) to bookstores and other non-bookstore retailers across the United States and Canada. If you send them your children's picture book, it will be turned down. Check their websites before submitting books so you adhere to their guidelines.

**No marketing plan is submitted.** Demonstrate that you know your target audience and competitive titles and prices, and are willing to promote your book. Give detailed information about the prepublication promotion you have done and the post-publication marketing you will do. Indicate the size of your platform and what you are doing to maintain and build it.

**Not understanding the retailers' hot buttons.** Retailers want products that do three things for them. One, bring more people into the stores; two, increase profit per square foot; and three, increase inventory turns. Describe how your heavy promotion will help them meet those criteria. If not, your book won't sell—it will be returned for full credit and replaced by another product.

**Not providing specifications.** What is the size of your book? Case quantities? Number of pages? Photos or illustrations? Is it one of a series? List the ISBN and LCCN or CIP data. What other books have you published? How many did you sell?

**Know the customer of your target retailers.** Think of the types of people who frequent airport stores before submitting your book to the Hudson Group. For example. If your book is not appropriate for travelers, it will not be accepted. Think about how much different the customer is for a Hallmark gift store than those who go to Spencer Gifts.

**What are the author's credentials?** The author must have credible credentials for writing a book on the topic, not just the fact that he or she has a special experience raising children or overcoming a particular illness.

Certain subjects require the education and knowledge of experienced professionals. If fiction, has the author written other books? How many were sold?

**Cover art and interior design look self-published.** Chose an experienced book designer to produce your cover and page layout. Distributors can look at a book's cover for just a few seconds and judge the book's sophistication and professionalism. The cover design includes the spine and rear cover, too.

**The book was not edited.** If your book passes the initial design test, the acquisition people will read the first few pages and other pages chosen at random. If your content is rife with typos and grammatical errors, it will be declined.

**Testimonials should be from people with impressive credentials.** It is common to have a quotation from a businessperson on a business book, but unless that person has nationally recognized credentials it hurts the book's chances more than it helps. The same concept applies to endorsements attributed to initials only ("BJ, Avon, CT").

**The format does not fit the age group.** For example, a children's picture book with pages that have large amounts of text no longer works as a picture book. If your target reader is in an older demographic category, you might need a large-print edition.

**The book is inappropriately priced.** It is not difficult to research competitive prices before establishing the retail price. If the price of your book is outside the parameters for your category and format, it may not be accepted. The price should also be shown on the rear cover.

**To stay in the retail stores—including bookstores—your book should sell well in 60 to 90 days.** It will remain there as long as it is more profitable than a replacement product. And you must keep up the heavy promotion over time to keep it selling, or your unsold books will be returned.

**Retailers do not sell books, they display books.** And they don't want your book on their shelves, they want it at their cash register. They want products that can sell themselves in terms of design, content, fit, price, and promotion. The easier you can make it for a potential distribution partner to sell your book, the more likely it is they will accept it. Make them confident that your book will be profitable for them by giving them the information they need to make a decision.

\*\*\*\*\*

*Brian Jud is the Executive Director of the [Association of Publishers for Special Sales](#) (APSS) and founder of [Book Selling University](#). He is also the author of the media-training program *You're on The Air* and the book *It's Show Time*. Brian was the host of The Book Authority television show and has been a guest on over 1,200 TV and radio shows. Contact Brian at [BrianJud@BookMarketing.com](mailto:BrianJud@BookMarketing.com) or visit [PremiumBookCompany.com](#).*



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

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

**Want to be profiled in PWSD's newsletter? Contact Bruce Rowe at [rbrowe@storysetfree.com](mailto:rbrowe@storysetfree.com).**

If your membership is current, Bruce will provide you with eight simple questions to answer. Then, along with your answers, send your full contact information, a head shot, and one or two other images, such as book covers or action shots. Bruce will send your finished profile to *Publishers & Writers Monthly*.

**Get found in the directory: Email your bio & headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org).**

Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. You must be an up-to-date member to be part of the directory. If you are unsure when you should renew, please contact Karla Olson at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and she will let you know.

**Save more and learn more: Attend both PWSD & PWOC Meetings at reduced member rates!**

Yearly dues are only \$47—one of the most economical memberships available. And when you join or renew, you are a member of PWOC as well as PWSD. As a member, you save \$10 at every PWSD and PWOC meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD and PWOC in each newsletter issue.



**“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**

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

### **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).

### **APSS 2019 Southern California Book Selling University**

October 26, 2019

Marriott Courtyard, 15433 Ventura Blvd., Sherman Oaks, CA 91403

The Los Angeles and Santa Clara chapters of the Association of Publishers for Special Sales (APSS) are co-sponsoring a one-day extravaganza. The one-day event features such topics as how to be more profitable selling books in different ways to people you never knew existed, key tips for selling fiction and non-fiction, and put back the fun in marketing. Workshop topics include finding potential buyers, book marketing tips, selling fiction, and three essentials of an effective book cover. Advance registration is \$139 for non-APSS members and \$109 for APSS members. Day-of-event registration is \$150 (if space is available). To register online, go to <http://bookapss.org/conferences/socal16/registration.php>; for more information, email [BrianJud@bookapss.org](mailto:BrianJud@bookapss.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 by taking notes at one of our monthly PWSD meetings and then *writing up the meeting recap* for the next newsletter?** If so, contact Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.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!***



**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)

Newsletter Managing Editor

**ALL MY BEST**

Book-Manuscript Scrubbing and  
Copyediting; PDF-Book-Layout  
Proofreading and Layout Check

**Lynette M. Smith**

*"Building Results, Respect,  
and Relationships!"*

714.777.1238

[www.AllMyBest.com](http://www.AllMyBest.com)

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

Newsletter Copyeditor



**Lauren Castle**

*Image & Branding Strategist*

858.459.7400

[www.Impress-Express.com](http://www.Impress-Express.com)

[Lauren@Impress-Express.com](mailto:Lauren@Impress-Express.com)

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

Newsletter Circulation Manager



**Janet F. Williams**

*Full-Service Manuscript Editing  
Private Writing Coach*

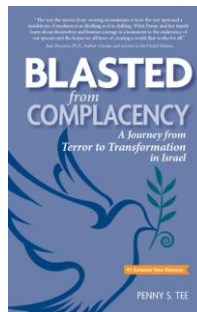
760.917.6125

[www.JanetFWilliams.com](http://www.JanetFWilliams.com)

[www.GoodDayMedia.com](http://www.GoodDayMedia.com)

[GoodDayJanet@gmail.com](mailto:GoodDayJanet@gmail.com)

Social Media Liaison



**Penny S. Tee**  
Speaker & Author  
[Penny@PennySTee.com](mailto:Penny@PennySTee.com)

PWOC Meeting Scribe