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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

Closing date for newsletter contributions is the **1st day of each month**. Send to Glenna A. Bloemen at gab11853@aol.com

Next Meeting: POSTPONED

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

Topic: "5 Steps to Transform Your Bio From Blah to Brilliant"

Speaker: Joan Stanford

You're a highly qualified expert in your field or an author whose work should be read, and everyone should know it by reading your bio. An impressive professional biography can lead to more readers and more sales! If you don't have a bio or your current bio needs a makeover, this presentation is for you. For entrepreneurs and authors, your professional bio is one of the most important summaries you will ever write. Don't leave yours to chance. During this training you'll discover:

- The 5 key steps for writing a professional bio
- Powerful strategies for making your bio stand out
- Practical tips for writing online profiles

It's time to take your bio from blah to brilliant!

To Joan Stanford, marketing is about getting people "jazzed" about doing business with you, and the secret to success is masterfully written words. As the award-winning CEO of Jazzy Pen Communications, a marketing communications firm specializing in content marketing, Joan works with busy entrepreneurs to build their brands and craft content that attracts their ideal customers.



With a journalism background and an inquisitive mind, she gets to the heart of a company's message and weaves it into compelling copy that gets results. Having over 20 years of professional writing, editing and marketing experience, and having written for Fortune 500 companies, Joan knows a thing or two about writing to sell.

A dynamic and highly sought-after speaker, Joan has spoken and facilitated workshops at several organizations such as the SBA in Los Angeles, Inland Empire Women's Business Center, and the National Latina Women's Business Association. Participants walk away from her energy-filled presentations with strategies and action steps they can implement right away. As an Authorized Local Expert for Constant Contact, Joan delivers engaging seminars on a variety of topics throughout Southern California.

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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



By Karla Olson
President, Publishers & Writers of San Diego

PWSD News

Such strange times we live in.

In an abundance of caution and keeping the health of our members top of mind, I called the library to let them know we were **canceling the meeting for the month of March**. They said they were planning to call to let me know that the library was canceling all events to the end of the month. This has developed so quickly that I am surprised but also grateful at the care that comes from all directions. We will miss you all, but hope beyond anything else that you stay well.

No doubt you've also heard **IBPA Publishing University is also canceled**. What a disappointment, as this is one of my favorite publishing events all year. However, I know IBPA is considering ways to share James Daunt's keynote, and also the results of the Ben Franklin Awards. Daunt is the new CEO of Barnes and Noble, and I was interested to hear his perspective on bookselling and publishing, especially in regards to small independent presses (like most of you). I hope we will be able to figure out a way to share his thoughts.

PWSD always represents well at the Ben Franklin Awards. I will be scouring the finalists for your books, but please do post on Facebook if your book made it to the final three or four. This in itself is a huge accomplishment, as this year there were more entries than ever before. I'll be sure to let you know if IBPA finds a way to share the winners live. We can all be watching together from our remote locations.

I trust that we will resume our regularly scheduled program in April. David Wogahn will share what he has learned about book reviews and reviewers from publishing *The Book Review Companion*. How to get great reviews and what to do when you get one—David will cover what he has learned are the best practices.

PWOC News

Mandy Beverly-Jackson presented what has worked for her as an author on social media. We will have Mandy offer this great program to PWSD later in the year.

There is of course no PWOC meeting in April. This was to have been the weekend of Pub U, but now we have canceled due to the virus. Stay tuned for more to come.

PWSD/PWOC Membership

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

Continued on next page

President's Message—continued from previous page

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 only \$47 per year. In addition to the reduced meeting fee, you get a listing in our membership directory and a snazzy nametag. You can easily join by clicking on the link to PayPal on our website, or send a check, made out to PWSD, to P.O. Box 235204, Encinitas, CA 92023.

Member reminder: Submit your member bio and headshot to 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, and I will let you know.

IBPA Membership

If you have launched on your publishing journey, 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.

Membership is very affordable; to make it even better, PWSD members get a \$30 discount. Just enter *PWSD* in the coupon code.

Read Local



Read Local News

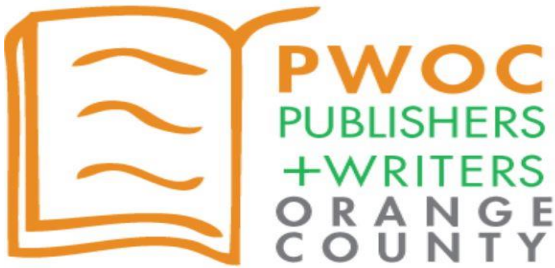
The Encinitas Street Fair is April 25 and 26, and we are planning to have a booth. I heard that Encinitas has curtailed all gatherings of more than 250 people for the time being, so we will watch for more information about the street fair. If we hear it is a go, we will send out an email around April 1. Please be sure to sign up for the newsletter at www.readlocal.org so you are on our mailing list. If you signed up for an author slot at the last PWSD meeting, we'll be in touch if the fair is canceled.

Please visit 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!

PWSD Members Extend Congratulations and Best Wishes to Our President

Karla Olson

**On Being Elected to the Position of Chairman of the Board
Independent Book Publishers Association (IBPA)!**



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 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. Remember, as a PWSD or PWOC member, you can attend either or both chapters' functions at member rates!



IMPORTANT: NO PWOC MEETING IN APRIL!

**JOIN US INSTEAD ON
SATURDAY, MAY 2, 2020
(Details to Follow)**



**Meanwhile, See Page 5 to
Read and Enjoy the March 7
PWOC Meeting Recap!**

PWOC Meeting Highlights, March 7, 2020
“Social Media for Authors”
Presented by Mandy Jackson-Beverly

Mandy is a self-proclaimed bibliophile, and it was clear in our interactions that love of the written word extended to those who write and publish books. Not only did she teach us about the ins and outs of Instagram and Facebook, she shared several useful tools. Although she acknowledged we were all in the publishing business, she felt it was mandatory to periodically get out from behind our desks and enjoy the company of others; writing is a solitary pursuit that can be lonely. She shared that she personally enjoyed being out in nature.

Mandy advised us to start by developing an avatar of who your audience is. She suggested getting a blank piece of paper and imagining exactly who your readers are. Are they 35–70 years old, or do you write for young adults? Male or female? Do you write for a niche? And so on.

Connection is the key in developing your author platform that you are comfortable with, finding your peeps, starting conversations, and ultimately developing relationships. You need to be able to connect with the people who want to read what you write. But she warned against boring them with it always being about you. *Don't flood your feed by overpromoting yourself!* Add others' writing to your feed to add interest and maybe even develop a peer relationship in which both are willing to help one another.

Mandy suggested spending fifteen minutes a day searching for readers who might like your writing by looking in your genre at other successful writers' websites and making some comments in response to others' replies.

You start with your brand and develop it on your platforms, whether through your website, blogging, podcasts, speaking, etc. You must have a killer, representative bio to attract your readers. She doesn't believe you need to be on every social media platform; pick a couple you are comfortable with. Take your audience into consideration. Are they more likely to enjoy cruising through pictures or hang out on Facebook commenting on your latest mini-blog?



Don't be afraid to share comments unrelated to your book. When Mandy tore both of her Achilles tendons, she posted a picture of her broken feet.

Your driving factor, regardless of the platform you choose, is to connect with your audience and develop relationships. To help build your followers, *Like* their posts and hopefully they'll be curious and look up yours. Always be sure to reply if someone makes a comment—it might be the introduction to your biggest fan. You also can share others' blogs and articles. They will be grateful and, hopefully, will share yours as well.

Check out whether the platforms you use have specific days to promote your book, such as *My Book Wednesday* or *Author Promote Sunday*. Mandy had fun walking down Memory Lane, posting old photos on *#throwbackThursday*.

Because Instagram is such a photo-driven medium, one tool she showed us that is very helpful and free to use is Canva. You can search for a free photo, improve one of your own, or put a caption on your picture.

Mandy also uses Text2pic for adding text to photos or when she needs a quote. She uses Caption Writer when adding spaces and line breaks for Instagram.

Hootsuite was another tool she shared that can be used to preschedule posts. This can be very convenient, especially if you are taking a two-week backpacking vacation. You can get thirty posts for free. Her personal schedule is to post three times per week.

Be sure to validate articles, checking dates and content. A website that can help validate fake news is Snopes.com.

I always thought Instagram was more of a younger person's platform (and if that doesn't make me sound old, I don't know what does). Once I saw the fun Mandy was having with it through her use of pictures and catchy hashtags, it made me want to explore further. I decided to type in hashtags appropriate for my niche such as #jewishbooks, #israeltravel, #israelphoto and #jewishisrael. What hashtags would be appropriate for you? Keep in mind there are limits on Instagram of 2200 characters and 30 hashtags.

Pay attention to timings of when you post by reviewing the metrics provided on your author pages on your platforms. Mandy's found that 6 a.m. to noon is good for her readers.

Of course, with Facebook expected to reach 1.69 billion users in 2020, it's a force you won't want to ignore. As with all social media, you want to find your tribe, support fellow authors, and join groups that make sense for your audience. Mandy advised using the Rule of Thirds: Promote your product, interact with others, and share. Once you've found that hot target group that seems to consist of readers similar to yours, be sure you check out the rules of the group and whether people are commenting on the posts. If no one is reading the comments, it is a waste of your time as well.

Well I suppose I'm showing my age again—learning in person is my preferred mode of discovery. The relationships I've developed over the years in PWOC have kept me coming back month after month for years. We hope you enjoyed learning with Mandy. And if you couldn't make it, we hope to see you next time.

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/>.



“PWSD likes Facebook!”

Visit us on Facebook today

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



Have newsletter feature articles/ideas? Send them to Glenna Bloemen at gab11853@aol.com.

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.

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.

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, 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!**



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



Publishers & Writers of San Diego

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IBPA released an announcement today that Pub U has been cancelled. Stay well, folks.

Free Writers' Workshops on Saturdays, Every Month This Year

Anaheim Central Library, 500 West Broadway, Anaheim, California 92805

Details: <https://www.anaheim.net/DocumentCenter/View/29408/Writing-Workshop-Series-2020>

Anaheim Central Library is presenting a FREE Writers' Workshop Series monthly this year, through December! Discover the keys to becoming a better, even a great, writer. Learn how to publish and market your work. Workshops will be held monthly on Saturdays at 2:00 p.m. for adults and teens (7th grade and up), and no RSVPs are required. Join us on the following workshop dates: April 25 ("Public Speaking for Writers"—CONFIRM WITH LIBRARY), May 30 ("Build Your Power Author Brand"), June 20 ("Dreaming, Writing, Healing: A Creative Trilogy"), July 18 ("How to Build Your Novel"), August 15 ("Going Deep Into Deep Point of View"), September 19 ("Publishing and Promoting Stories"), October 17 ("Time for Some Action: Events That Move Books"), November 14 ("Copyright Law 101 for Writers"), and December 12 ("Vocal Training for Writers: Developing Your Professional Reading Voice"). For more information, go to [Writers' Workshop Series Flyer](#) or contact Sarah Emmerson at semmerson@anaheim.net with questions.

San Diego Writers Festival

POSTPONED—DETAILS TO FOLLOW

Coronado Public Library, 640 Orange Ave, Coronado, CA 92118

Details: The keynote speaker is Scott Gimple, head writer and producer of *The Walking Dead*. To receive updates for more information, sign up near the bottom of the web page at sandiegowritersfestival.com/.

La Jolla Writer's Conference

October 23–25, 2020

Hyatt Regency at La Jolla, 3777 La Jolla Drive, San Diego, CA

Details: <https://lajollawritersconference.com/>

The conference offers 50-minute lecture sessions and 110-minute workshops. Each block period will be dedicated to either workshop or lecture style classes. During each block period, there will be approximately 5 to 6 different classes on various topics from which to choose, allowing for intimate class sizes and personal feedback. For most workshop classes, you are encouraged (but not required) to bring written work for review and/or participation. Popular classes are repeated to ensure that you have a chance to attend. About 80 original classes/topics will be offered. Once you're registered for the conference, only three classes will require pre-registration on Saturday morning. Other than those three, simply choose the class that most interests you during a particular block period and attend. Classes begin at 1:00 p.m. Friday and end at 4:30 p.m. Sunday.

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. 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 to promote your business by sending your JPG photo, brief contact information, and an expanded description to webmaster Jeniffer Thompson at 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), Small Publishers Association of North America (www.spannet.org), and Small Publishers, Artists, and Writers Network (www.spawn.org);
- **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 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.

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. 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
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