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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 PWOOC 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:*** April 25, 2020 (VIRTUAL!)

***Location:*** Webinar—Zoom (*watch for details*)

***Time:*** 10:00 am to Noon

***Topic:*** “How to Start Your Book Without an Outline: The Sticky-Note Method”

***Speaker:*** Susie Schaefer

Most writers think they have to have an outline before writing the first chapter, but that just isn't the case anymore. In this presentation from Susie Schaefer, founder of Finish the Book Publishing, you'll learn:

- What the fuss is, about “The Sticky Note Method”
- When to use it and the psychology behind it
- How to use this system to write faster
- Why it helps with writer's block

We'll take a topic from our audience and flesh it out for them, plus Q&A for the whole group. Join us Saturday, April 25, via Zoom for this interactive, fun and creative session to get your book started. You'll receive details via email. See you soon!

Susie hails from three decades in corporate America—teaching and training, becoming a marketing expert, and working with non-profits and in radio broadcasting and commercial acting. Susie has been called the “go-to gal” by her clients for teaching workshops for writers and guiding authors through the independent publishing process to finish that dream book, launch their speaking career, or build a business.



Susie has presented for the Laguna Woods Village Publishing Club, Publishers & Writers of Orange County, and the California Writers' Club of Orange County. She was honored to be selected as a judge for the IBPA Benjamin Franklin Book Awards. When not reading, reviewing, or publishing books, Susie can be found practicing her downward dog (yoga), or (when the quarantine lifts) meditating on the beach or planning her next travel adventure.

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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](mailto:lauren@impress-express.com)



**By Karla Olson**  
**President, Publishers & Writers of San Diego**

**PWSD News**

I hope everyone is well and staying healthy. And I hope you are using this time to work on or start your book!

The library is closed until the end of April, so we will try something new for our April meeting. Member Susie Schaefer has generously offered to organize and present an online Zoom meeting. This will happen from your home, on your computer. This meeting will be FREE, it will happen at the same time as our regular meeting (10:30 a.m. Saturday April 25, 2020), and it will be conducted at home and on your computer. We will send out instructions in the meeting notices the week before the meeting, along with a link. It should be very easy to join.

Susie will present “The Sticky Note Method” of gaining momentum on your manuscript even if you don’t have an outline. This should be a great kick starter and motivator to get to work on your manuscript.

Then after the presentation we will open the line for your questions about publishing and marketing. Susie and I will be online to field questions and answer them the best we can.

This will be fun! We are all learning new things, in this very unusual time, and redefining community. I love seeing you all once a month, but instead of not getting together at all, let’s give this a try.

If you have questions, send them [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and I will answer them as soon as I can.

I hope that by May we will be back to our regularly scheduled programming. Please watch for the newsletter or check the website (<http://publisherswriters.org>) for the latest.

If we hadn’t been hit by this pandemic, many of us would be celebrating our success in the Ben Franklin Awards. Be sure to join us on April 25 so we can have a virtual round of applause for all the PWSD finalists and winners

**PWOC News**

At this time, until we have a clear understanding of when the world will return to normal, we’re suspending the PWOC meetings. If you would like to have a Zoom hangout (question-and-answer get together) on May 2, please let us know by writing to [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and we will arrange something. And then watch this newsletter and the website (<http://publisherswritersorangecounty.org>) for more information.

**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!

**Continued on next page**

## ***President's Message—continued from previous page***

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

Member reminder: You must submit your member bio and headshot to [webmaster@publisherswriters.org](mailto:webmaster@publisherswriters.org). Our website is very highly ranked on Google, which means you will get broader exposure by being part of the directory. But you must be an up-to-date member to take advantage of this benefit. If you are not sure when you should renew, please contact me at [karla@publisherswriters.org](mailto:karla@publisherswriters.org), and I will let you know.

### **IBPA News**

IBPA has created a very helpful COVID-19 Resource Center, specifically for independent publishers, and they are presenting a weekly COVID-19 Roundtable. During this online webinar, experienced publishers are discussing how they are adjusting business or finding support during this unique time, and also taking questions from the attendees. I've joined the last two and found them to be informative, energizing, and comforting (we are all in this boat together). It is great to understand all that publishers, distributors, bookstores, and authors are doing to get through this time. For more information and to join the webinar, go to <https://www.ibpa-online.org/events/EventDetails.aspx?id=1354890>

### **IBPA Membership**

If you have launched on your publishing journey, I encourage you to explore the benefits of joining Independent Book Publishers Association. This is the national association that includes regional affiliates such as PWSD. You can find information on their very robust and informative website: [www.ibpa-online.org](http://www.ibpa-online.org).

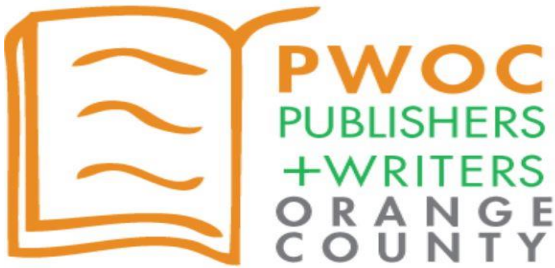
*Read Local*



### **Read Local News**

As expected, The Encinitas Spring Street Fair is cancelled. If you paid for a space at the February meeting, contact [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) about putting the fee toward the Holiday Fair in November or getting a refund. Please be sure to sign up for the newsletter at [www.readlocal.org](http://www.readlocal.org) so you are on our mailing list and we will contact you about the Encinitas Holiday Fair.

Go to [www.readlocal.org](http://www.readlocal.org) to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Booksellers, librarians, producers, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25 and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.



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

## IN THE OC OR VICINITY?

Come Join Us on the  
First Saturday of the Month!  
10:00 a.m. to 12:30 p.m.

Rotary Room, City of Orange Library\*  
407 E. Chapman Ave., Orange, CA 92866 • 714-744-2225

*\*Always check the meeting announcement  
or website to confirm the location.*

Tell your writing and publishing friends in the area we'd love to meet them at the next meeting; visit [www.PublishersWritersOrangeCounty.org](http://www.PublishersWritersOrangeCounty.org) and/or <http://www.meetup.com/Publishers-Writers-Orange-County/> for details and to RSVP.

**A fun, after-meeting plus:** Whenever you attend our ON-SITE 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!



**IMPORTANT: NO PWOC MEETING ON MAY 2**

**UNLESS**

**SEVERAL MEMBERS REQUEST A "ZOOM HANGOUT"  
Q&A GET-TOGETHER; IF INTERESTED IN THIS OPTION,  
CONTACT [ROBBIE@BOOKSTUDIOBOOKS.COM](mailto:ROBBIE@BOOKSTUDIOBOOKS.COM) TO  
SUGGEST IT!**



**“PWSD likes Facebook!”**  
**Visit us on Facebook today**  
**and let us know**  
**you like us!**



*Member Announcement*

PWSD member Andrea Glass is seeking published authors for three areas of support for her soon-to-be published book *Before You Write Your First Book*. She needs:

- 1. Interviews:** I'd like to interview you if you've written your first book, preferably nonfiction, and if it was a bestselling book it would be even better. You would be answering about half a dozen questions, and it could be done by email. I would include your name and a link to your book in my book.
- 2. Beta readers:** If you're writing your first book or have written it, you are my ideal reader, so I'd like to ask you to review my 27,000-word manuscript and offer honest feedback. And if you would like to post an Amazon review when it's published, I would appreciate that as well.
- 3. Joint promotion:** I'm also looking for authors who have a mailing list and would be willing to send out an email (which I will provide) to their list, that would help me when I launch my book. And in return, I'm happy to help you in any way I can.

Please contact Andrea at [Andrea@WritersWay.com](mailto:Andrea@WritersWay.com).

**WritersWay**  
Coaching & Teaching  
Ghostwriting & Copyediting  
858-350-5235  
[WritersWay.com](http://WritersWay.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!**





## 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)

### 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>

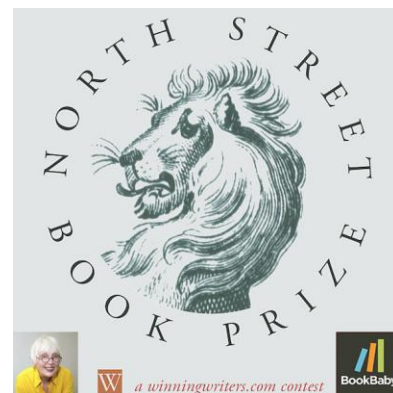
Anaheim Central Library is presenting a FREE Writers' Workshop Series monthly this year, through December! Discover the keys to becoming a better, even a great, writer. Learn how to publish and market your work. Workshops will be held monthly on Saturdays at 2:00 p.m. for adults and teens (7th grade 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"—CONFIRM WITH LIBRARY), 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](mailto:semmerson@anaheim.net) with questions.

### North Street Book Prize for Self-Published Books

Deadline: June 30, 2020

Enter your self-published book into the sixth North Street competition, sponsored by Winning Writers and co-sponsored by BookBaby and Carolyn Howard-Johnson (author of *The Frugal Book Promoter*). Choose from six categories:

- Mainstream/Literary Fiction
- Genre Fiction
- Creative Nonfiction & Memoir
- Poetry
- Children's Picture Book
- Graphic Novel & Memoir



The top winner in each category will win \$1,000, **one grand prize winner will win \$5,000**, and all will receive additional benefits to help market their books. Any year of publication is eligible. Entry fee: \$65 per book. Deadline: June 30. Submit online via [Submittable](#) or by mail. According to Writer's Digest, Winning Writers is one of the "101 Best Websites for Writers." For more information, contact [pw.org](http://pw.org).

### 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](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));
- **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).

***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!***



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*Assisting First-Time Authors  
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**PWOC Meeting Scribe**