

In this Issue

President's Message
Read Local
Chapter Announcement
Feature Article
Member Profile
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, June 27, 2020 (VIRTUAL!)

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

**Time:** 10:30 a.m. to 12:00 Noon

**Topic:** Social Media for Authors

**Speaker:** Mandy Jackson-Beverly

Please watch for the link in the meeting notices sent to your email inbox twice during the few days before this FREE meeting.

Mandy Jackson-Beverly is a best-selling and award-winning author, writing coach, *New York Journal of Books* reviewer, and avid book nerd. Mandy will share with us how she uses Facebook and Instagram to connect with readers. You'll learn how to maximize your profile, maintain your brand across all social media platforms, understand hashtags, implement time-saving strategies, support other authors, and more. If time allows, Mandy will take time to evaluate participant Facebook and Instagram pages.



Mandy Jackson-Beverly is a bibliophile, with preference for stories drenched in magic, the occult, and complex characters of the human and supernatural kind. She writes about the darkness lurking around us and the light that keeps it at bay. As one reviewer said, "if you want your vampires to sparkle in the sun, these books [The Creatives Series] are not for you."

She has worked as a costume designer and stylist for an array of creative dynamos including photographers, directors, and music icons. She taught high school art and theater and Advanced Placement art programs, and has contributed blogs to *The Huffington Post*. She is a founding member of *A Time to Speak*; a free speaker series focusing on subjects related to the environment and humanities. Mandy teaches workshops at writer's conferences and is a writing coach and public speaker. She lives in Ojai, California, spinning dark stories for her readers' pleasure and her own.

Mandy is the author of *A Secret Muse*, *The Devil and the Muse*, *The Legend of Astridr: Birth*, and *The Immortal Muse*. You can find Mandy at [www.mandyjacksonbeverly.com](http://www.mandyjacksonbeverly.com).

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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**

We had another great Zoom meeting in May! Thanks to Lizzy Renee for sharing her experience using social media for a successful book launch. She generously shared her slides, so if you missed the meeting or want to look back on all the great information she shared, go to <http://publisherswriters.org/featured-articles/social-media-secrets-for-a-successful-book-launch-slides/>

We'll be virtual again on June 27, when Mandy Beverly-Jackson will present what she has learned about marketing with the four books she's published. Mandy will present the popular class she has posted on the Teachable website. Don't miss her great ideas.

If you would like to join the virtual meeting, please make sure that you receive the meeting notices the week before the meeting. This will happen from your home, on your computer. This meeting will be FREE, from 10:30 a.m. to Noon, Saturday June 27 but see "PWSD/PWOC Membership" below.

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

I'm not sure how much longer we will be virtual or when we will be able to physically come together again, but we have some great programming through the rest of the year. In July, author Diane Callahan will present her ideas for non-traditional ways to leverage relationships to market your book. August brings Kimjera Washington, who will discuss engaging your audience with story-based marketing. In September, David Wogahn will discuss getting great reviews for your book. And in October, we welcome our former president Andrew Chapman, who will help everyone get the most from Amazon Author Central and GoodReads. Whether online or in person—and probably both—we all appreciate the opportunities to get together and learn about great publishing.

**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.

**PWSD/PWOC Membership**

We are happy to make these virtual meetings free to participants, but we hope you will support PWSD in the following ways:

- 1. Make sure your membership is up to date. If you have questions about your renewal date, contact [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) for a status update.

**Continued on next page**

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

2. If your membership is already up to date, please consider paying the meeting fee. You can do this at [www.publisherswriters.org](http://www.publisherswriters.org) and clicking on RSVP.
3. If you are not a member, please consider joining. Membership is a very affordable \$47 per year, which helps us to get the best speakers and provide other benefits to our members. To join, go to [www.publisherswriters.org](http://www.publisherswriters.org)
4. Tell your publishing and author friends and colleagues about PWSD and have them join us!

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 you can 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](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 their business or finding support during this unique time and are also taking questions from the attendees. I've joined the last two and found them to be informative, energizing, and comforting; after all, 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'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 such regional affiliates as PWSD. You'll find great info on their robust 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.

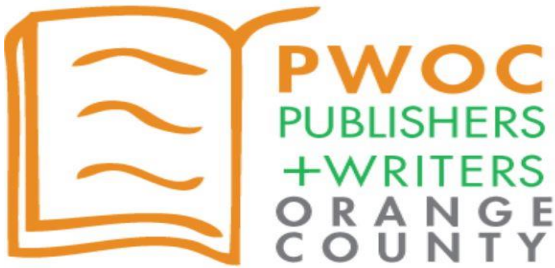
*Read Local*



## **Read Local News**

As expected, The Encinitas Spring Street Fair was cancelled. If you paid for a space at the February meeting, contact [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) about either applying the fee toward the Holiday Fair in November or getting a refund. 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. 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 IN JULY;  
INSTEAD, YOU'RE INVITED TO ATTEND PWSD'S  
"VIRTUAL" MEETING ON ZOOM, JUNE 27!**

***See Page 1 for topic and speaker information, and  
watch your email inbox in late June  
for meeting sign-in details!***



# The 2020 Guide to Amazon Fees and Royalties for Kindle eBooks and KDP Print

David Wogahn  
[AuthorImprints.com](http://AuthorImprints.com)

*Reprinted with Permission from the Author*



All about KDP fees & royalties:

- How to calculate eBook delivery costs.
- How to calculate paperback manufacturing costs.
- How to calculate royalties & minimum prices

 AuthorImprints.com

Setting a selling price for self-published Kindle eBooks or KDP Print books (formerly CreateSpace) sold on Amazon begins with understanding your costs. There are two components to book and eBook costs when selling on Amazon using KDP (Kindle Direct Publishing):

1. The cost of sale: what Amazon charges the self-publisher for each unit sold.
2. The Amazon sales commission for selling your book.

This [article] looks in detail at the formats sold and supported using KDP: Kindle eBooks and print-on-demand paperbacks produced using KDP Print. (Note that Amazon's other book selling platforms, Amazon Advantage and SellerCentral/Marketplace, have different cost structures. See the list of resources at the bottom of this [article] for more details.)

This guide is Part 1. Also see our guide for how to decide what to charge for your book in Part 2: [How Much to Charge When Pricing a Self-Published Book to Sell on Amazon](#). (Read now or wait for the July 2020 issue of *Publishers and Writers Monthly*.)

## Kindle eBooks

The KDP self-publishing portal is unique among all eBook selling platforms because it often charges a delivery fee to send books to buyers. This is in addition to the sales commission you pay Amazon for each sale.



## Calculating Kindle eBook delivery costs

Amazon charges \$0.15 per megabyte (MB)—the file size of your Kindle eBook—for each book sold priced between \$2.99 and \$9.99. There is a minimum charge of \$0.01 and delivery fees vary by country. There is no delivery fee for books priced below \$2.99 or above \$9.99.

You can do a rough estimate by multiplying the delivery fee times your file's size, but that will not be accurate. The most reliable and precise way to calculate the Kindle delivery fee is to upload your file to KDP's pricing page and see what the tool says. (In KDP, after listing your eBook, the final screen is the pricing page.)

For example, our client's novel, [Trials and Trails](#), is 95,000 words. The file size of the Mobi (Kindle) we uploaded is 3.421 MB so if you were to multiply this by \$0.15 the delivery cost is \$0.51, right? Not so fast—Amazon's official Kindle pricing calculator says the delivery cost is \$0.10.

The screenshot shows the Amazon KDP pricing calculator interface. At the top, a message states: "Your book file size after conversion is 0.64 MB." Below this, there is a table with columns for Primary Marketplace, List Price, Rate, Delivery, and Royalty. The Primary Marketplace is set to Amazon.com. The List Price is \$4.99 USD. The Rate is set to 35%, and the Delivery cost is \$0.10. The Royalty is \$1.75. A note below the List Price states: "Must be \$2.99-\$9.99. All marketplaces are based on this price." At the bottom, there is a button for "Other Marketplaces (12)".

| Primary Marketplace | List Price                                                        | Rate | Delivery | Royalty |
|---------------------|-------------------------------------------------------------------|------|----------|---------|
| Amazon.com          | \$ 4.99 USD                                                       | 35%  | \$0.00   | \$1.75  |
|                     | Must be \$2.99-\$9.99<br>All marketplaces are based on this price | 70%  | \$0.10   | \$3.42  |

Note the "file size after conversion" is much smaller than the file we uploaded (0.64 MB). This is because the Mobi files we mere mortals create contain a few versions of our book rolled into a single file. When you upload to KDP the Amazon system separates these out for delivery to their various Kindle reading apps and the final file size is smaller.

Also note "Other Marketplaces (12)." Clicking the down-arrow to the right, you'll see the delivery cost for each country varies depending on where Amazon is authorized to sell your eBook (you can opt-out of individual markets; this is something you decide). [Visit this Amazon page](#) for more details.

## Avoiding the Kindle eBook file delivery cost

Except as noted below, the only way to get around this charge is to select the 35% royalty option. Clearly this is not a good choice for most people, but for books with a very large file size—cookbooks, art books, travel books with lots of images, for example—it may make sense. Use the KDP pricing calculator to be certain about what the fee will be.

Again, books priced below \$2.99 and above \$9.99 are not subject to the delivery fee.

**Note:** Early in 2018 Amazon announced [Great on Kindle](#), a new 50% royalty option for "high-quality" nonfiction eBooks. The program has been in beta since April 2018 and remains invite-only and offered on a book-by-book basis. There are no delivery fees for books that qualify. [The 50% royalty terms are explained here.](#)

## Sales commissions/your royalties

Unless you sell your eBook directly to readers (from your website, for example), you will pay Amazon a sales commission. As with any product and any store, the person buying your book is a customer of that store and the store is in business to make a profit.

Amazon's sales commission is based on your royalty rate.

- **35% royalty:** the Amazon sales commission is 65% for books priced below \$2.99 and above \$9.99

- **70% royalty:** the Amazon sales commission is 30% for books priced between \$2.99 and \$9.99

## Not all eBooks are eligible for a 70% royalty

There are several rules and exceptions to getting the 70% royalty so you might need to take these into consideration when deciding how to price your book.

1. Some territories/countries are excluded. However, sales in most of the English-speaking countries pay the higher royalty. [You'll find a list of those here.](#)
2. Public domain eBooks are excluded.
3. eBook sales in Brazil, Japan, Mexico, and India pay 35% royalty unless your book joins KDP Select. ([KDP Select requires a 90-day exclusive.](#))
4. You must agree to make your eBook lendable for a 14-day period. This allows your reader to lend your book once. [More about eBook lending here.](#)

## What happens if Amazon offers your book for a lower price?

There are a few other rules about when you might receive less than you expect. This happens when you put your eBook on sale or another eBook retailer offers your book for a lower price and Amazon matches that price.

When you agree to sell your book on Amazon you agree to not sell it at a lower price elsewhere. If you do, Amazon is authorized to match that price. For complete details, study [Amazon's Digital Pricing Page](#).

Finally, these rules and policies may apply to books sold via KDP and do not apply to all books sold on Amazon. Individual publishers and aggregators can have their own arrangements.

## What if you are using an eBook aggregator?

You don't have to use Amazon's KDP to make your eBook available in the Kindle store. In fact, there are many services that can do this for you—for a price. Examples include Draft2Digital, Smashwords, Bookbaby, and IngramSpark.

You basically pay a flat fee or a percentage of royalties for the convenience of using a single company to list and manage your eBook in multiple stores. But since most eBooks are still sold (or borrowed) in the Kindle store, and not all services work the same way, it pays to study the options, costs, and tradeoffs carefully.

For a thorough report on eBook aggregators (distributors), see my [eBook Distribution Round-up for 2019](#), complete with FAQs and a comparison of 9 services.

***This guide is Part 1. Also see David Wogahn's guide in the next issue of Publishers & Writers Monthly for how to decide what to charge for your book, in Part 2: "How Much to Charge When Pricing a Self-Published Book to Sell on Amazon"***

## KDP Print paperback books

Paperback book pricing for KDP Print is a little more straightforward. In this case, the key number to figure out is the cost to manufacture your book. The primary factors that affect costs are:

- The country where your book is sold
- The number of pages in your book
- Whether you are printing the interior in color or in black and white

Note that there are two factors that do not impact cost:

1. The dimensions of your book. It doesn't matter if it is 8.5" x 11" or 4.25" x 6", the manufacturing cost is the same.
2. Whether you choose cream paper or white paper. Only color printing matters.

### There are 3 ways to calculate your KDP Print printing costs:

1. Upload your files to KDP Print and their calculator will give you a cost.
2. Use Amazon's pricing tables. See below for Amazon.com (other countries are different).
3. Download the KDP Print Excel spreadsheet print cost calculator.

See below for Amazon.com prices. This chart was [pulled from this page](#) where you'll find prices for books sold in other countries. Trim size, bleed settings, and cover finish do not affect cost of printing.

▼ Amazon.com

| Paperback specifications     | US marketplace (USD) fixed cost | Additional per page cost |
|------------------------------|---------------------------------|--------------------------|
| Black ink with 24-108 pages  | \$2.15 per book                 | None                     |
| Black ink with 110-828 pages | \$0.85 per book                 | \$0.012 per page         |
| Color ink with 24-40 pages   | \$3.65 per book                 | None                     |
| Color ink with 42-500 pages  | \$0.85 per book                 | \$0.07 per page          |

Also [on this same page](#) you'll find a download button for the KDP print cost calculator available as an Excel worksheet. (Click the subsection: **How we calculate printing cost.**)

### Calculating Amazon paperback selling commission and your royalty

Now that you have the cost to manufacture your printed book you can compute the sales commission. This is easy: your royalty is 60% of your list price minus printing costs.

- (list price x 60%) – printing costs = royalty

Returning to our client's novel, [Trials and Trails](#), it looks like this:

- Manufacturing cost: (278 PDF pages \* \$0.012 per page) + \$0.85 = \$4.19
- Royalty calculation: (\$14.95 x 60%) – \$4.19 = \$4.78

Primary Marketplace

Amazon.com ▾

List Price

\$ 14.95 USD

Min. \$6.98, Max. \$250.00 ▾

All marketplaces are based on this price

| <u>Rate</u> | <u>Printing</u> | <u>Royalty</u> |
|-------------|-----------------|----------------|
| 60%         | \$4.19          | \$4.78         |

Expanded Distribution ▾

|  |     |        |        |
|--|-----|--------|--------|
|  | 40% | \$4.19 | \$1.79 |
|--|-----|--------|--------|

The information that was entered makes your book ineligible for Expanded Distribution. To be eligible, your book must have an ISBN that hasn't been submitted for distribution to another service. There are also trim size requirements that depend on paper type. [Learn more.](#)

6 other marketplaces ▾



## KDP Print minimum and maximum pricing

Of course, you can't sell your paperback for less than it costs to print it, so Amazon calculates that number for you. The formula for this is:

Printing cost / 60% (royalty rate) = minimum list price. As you see above for *Trials and Trails*, that number is:

- $\$4.19 / 60\% = \$6.98$ .

The maximum price of your paperback must be no more than \$250 (no math required!), 250EUR for the European marketplace, or 30,000 Yen for Japan.

## Selling your book on your website or in other stores

Always keep in mind that your price must not be higher in any other sales channel. For example, if you sell your book on your website it must match the price you list it for on Amazon. (And yes, Amazon can undercut your price.)

Other sales channels include Apple Books, the Barnes & Noble Nook store, Google Play, Kobo Books, to name just a few.

## Expanded distribution royalties are lower

Expanded distribution is when Amazon makes your book available to other online retailers via their relationship with Ingram, the parent company of IngramSpark. This is optional, but it can't already be distributed by another company (typically, for self-publishers, this is going to be IngramSpark).

As noted above, *Trials and Trails* is ineligible and that's because we used IngramSpark to offer the book for pre-order. The book remains there for distribution to other online retailers.

Books that are eligible receive a royalty of 40%. Ingram needs to be compensated for making your book available to their network of retailers (BN.com, for example). Again, this is for paperbacks, not eBooks.

## The cost to buy author copies of your book

As an aside, the cost for you to buy copies of your own book is the printing price (\$4.19 in this example). These are called "Author copies" and you order them via your KDP account.

## What if Amazon is selling my book for less than my list price?

This might be the most common pricing question we get from new self-publishing authors. The answer is your royalty does not change, subject to Amazon's terms and conditions [here on their eBook Digital Pricing Page](#) or [here on their Print Pricing Page](#).

Much of the time Amazon is simply trying to meet or beat a competitor's price. Below is an example of a deeply discounted paperback, [Off the Couch](#).

Amazon decided to sell the book at a loss—I can confirm the author did get her \$4.86 royalty even though the selling price was \$4.52. The price has since been increased to \$10.76.

Look inside ↴

**Off the Couch: How to Find Joy Through Physical Activity Even If You Hate to Exercise** Paperback – March 9, 2017  
by Melissa Wogahn (Author)  
★★★★★ 3 customer reviews

> See all 2 formats and editions

|                  |                                          |
|------------------|------------------------------------------|
| Kindle<br>\$4.48 | <b>Paperback</b><br><b>\$4.52</b> ✓prime |
|------------------|------------------------------------------|

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Gift-wrap available.

Add to Cart  
Buy Now

## Resources and links to related topics

Here are several more resources related to this topic.

### 7 articles on AuthorImprints.com that relate to book/eBook pricing

1. Part 2: [How Much to Charge When Pricing a Self-Published Book to Sell on Amazon](#)
2. [Amazon Kindle MatchBook Essentials: An FAQ for Publishers](#) (Kindle-related)
3. [Manage Your Published eBook Using Apple iTunes Connect-Sales, Payments, Promotions, Price and Metadata](#)
4. [eBook Pricing: No Special Formula to Determine the Right Selling Price for Your eBook \(So Keep These 7 Points in Mind\)](#)
5. [KDP Select for Self-Published Authors: Does the Kindle Owners' Lending Library Make Sense?](#)
6. [What to Consider When Selling eBooks on Your Website: Pros, Cons and Tools](#)
7. [Amazon Advantage vs Amazon Marketplace—An FAQ](#)

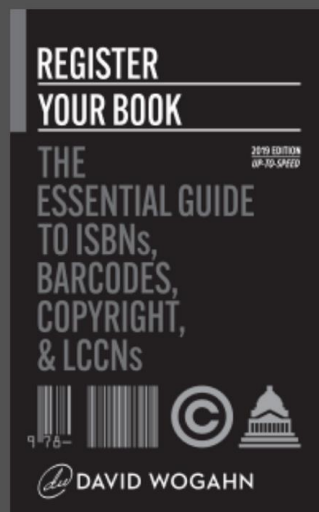
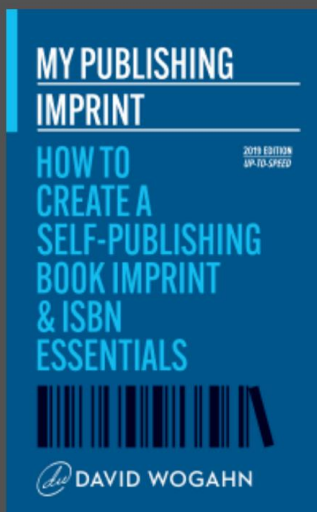
### 1 related article on DavidWogahn.com

- [eBook Distribution Round-Up for 2019 with Comparison and FAQs](#)

### Amazon links

The information in this [article] is based on personal experience and the details found in combing these two sections on Amazon.

1. KINDLE. This is the single most important page to understand about how you are paid when Kindle eBooks are sold: [Amazon Digital Pricing page](#).
2. KDP PRINT. This page goes into detail about costs and pricing for paperbacks. [Printing Cost page](#). Also see their [Print Pricing Page](#).



[www.DavidWogahn.com/books](http://www.DavidWogahn.com/books)



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**La Mesa, CA 91944-0654**  
[PeterAKlein.com](http://PeterAKlein.com)

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

**Peter:** I just published a how-to book for the mind, not the hands, *15 Steps to a Successful Remodel: How to Survive the Process*, which evolved from my lesson plan for an adult school class on remodeling that I taught at Santana High School in Santee, California. Around the same time, I wrote three articles on building permits for *Sign Business* and *Signs & Digital Graphics* magazines.

**PWM: What first attracted you to writing?**

**Peter:** I thought I could help people by sharing what I know about remodeling homes.

**PWM: What else are you writing?**

**Peter:** Currently I am working on two eBooks, a novel, and a compendium of military stories, humorous, absurd, and hopefully with a bit of fact in them. If you were in the military, please contact me.

**PWM: What valuable take-aways have you learned during your writing and publishing activities?**

**Peter:** I have learned that you must have a team to successfully help you reach your writing and publishing goals, and it is best to start developing your team early on. Also, you have to keep learning about writing, publishing, and your subject matter.

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

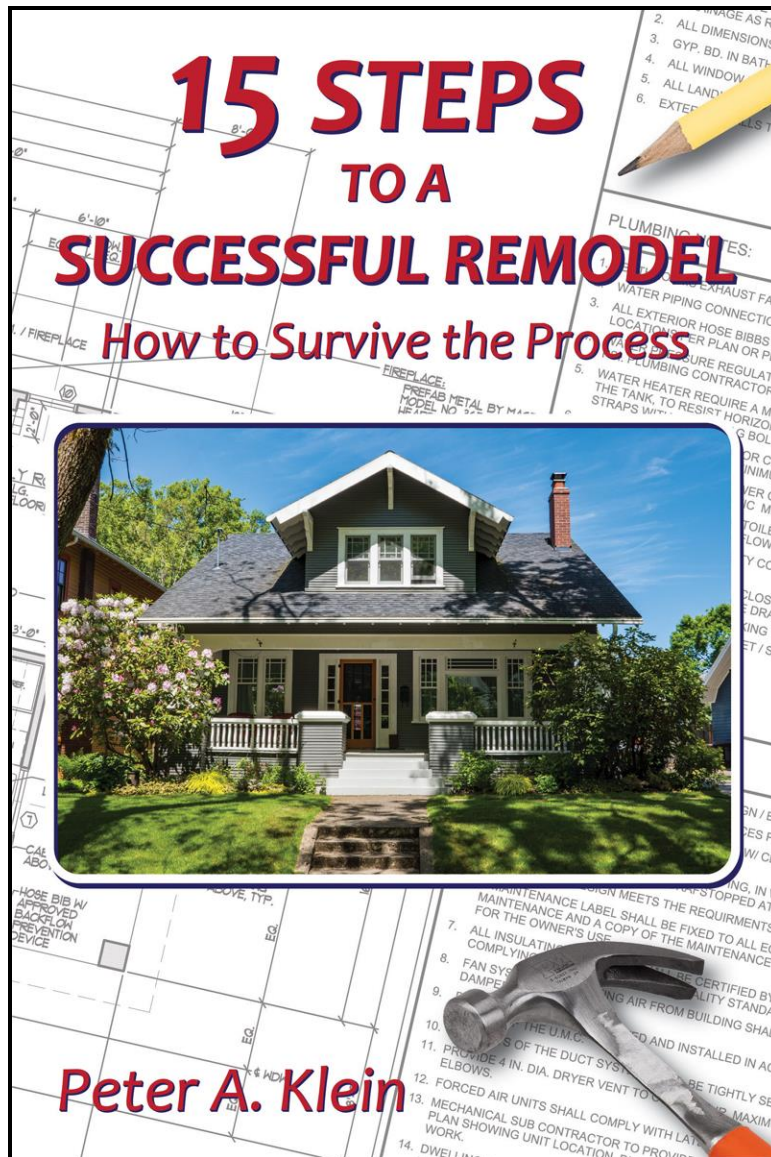
**Peter:** I have been a member of Publishers & Writers of San Diego for one year. I wanted to learn more about publishing and writing and figure out what I needed to do next in the publishing process.

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

**Peter:** My older son, who did the graphic design cover for *15 Steps to a Successful Remodel: How to Survive the Process*, lives 11 blocks from where I was born in San Francisco.

**PWM:** Please provide any other information that you would like us to include in this profile.

**Peter:** I am a Navy veteran ('66-'70) who served in Vietnam ('68 -'69) and was a board member of Vietnam Veterans of San Diego ('88-'92).



**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>

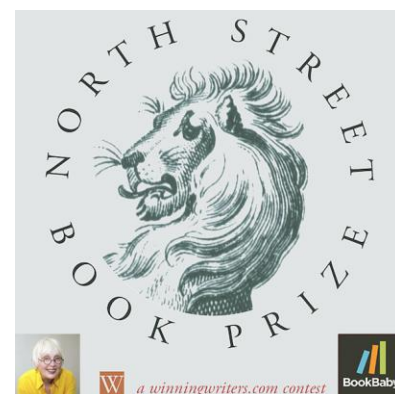
Anaheim Central Library is presenting a FREE Writers' Workshop Series monthly this year, through December! Discover the keys to becoming a better, even a great, writer. Learn how to publish and market your work. Workshops will be held monthly on Saturdays at 2:00 p.m. for adults and teens (7th grade and up), and no RSVPs are required. Join us on the following workshop dates: June 20 ("Dreaming, Writing, Healing: A Creative Trilogy"—CONFIRM WITH LIBRARY), July 18 ("How to Build Your Novel" —CONFIRM WITH LIBRARY), 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 else you can 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 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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