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## Publishers & Writers of San Diego (PWSD) is a

professional association of the San Diego publishing community. PWSD educates business-minded self-publishers and authors through networking, guest experts, open discussions, and field trips.

Regular meetings are held 10:00 a.m. to 12:30 p.m. on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library—Auditorium (1775 Dove Lane, Carlsbad, CA), but sometimes at the Encinitas Community Center (1140 Oak Crest Park Drive, Encinitas) or the Encinitas Library (540 Cornish Drive, Encinitas, CA); check meeting information in newsletter for current location.

## Membership

\$47/year plus \$10/meeting for members. Non-member meeting fee is \$20. For information and to RSVP for meetings, visit [www.PublishersWriters.org](http://www.PublishersWriters.org)

**Closing date** for newsletter contributions is the **1<sup>st</sup> day of each month**. Send to Glenna A. Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com)

## Next

**Meeting:** **Saturday, August 29 (VIRTUAL!)**

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

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

**Topic:** **“How to Use Story-Based Marketing to Talk about Your Book so People Will Listen”**

**Speaker:** **Kimjera Whittington**

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

Most authors are incredible at writing their books and overwhelmed at the marketing needed to engage their audience. You've probably read how-to guides, searched Google, and talked to every friend you know, but you're still unsure how to market your book effectively. In the meantime, your beautiful book is printed and all you want is for more people to read it. It's so frustrating!



**Can I tell you a secret—one that many “experts” would rather you not know?** If your audience doesn't understand how your book helps them, it doesn't matter how big your marketing budget is or what you spend it on. *People buy your book because they read or hear words that make them want to buy.* When your marketing is working, your audience will be engaged, listen, and buy your book!

**Kimjera Whittington**, as the CEO of Evolve Global Marketing and a Certified StoryBrand Guide, created

*How to Use Story-Based Marketing to Talk about Your Book so People Will Listen.*

**The meeting is again online and free.**

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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**

Dianne Callahan shared her great ideas for marketing your book with very little budget from her “cloffice,” the corner of her closet converted to her office. Her positive energy shined through our screens and energized us all. She graciously provided her slides, which are up on the blog and can be accessed [here](#). Thank you so much, Dianne.

We'll be online again in August. Several of you have asked if the sessions can be recorded if you cannot attend. I would prefer to provide a link to the speaker's slides, as we have done for the last several months.

In August we will hear from Kimjera Whittington of Evolve Global Marketing. She will talk about using story-based marketing to find your audience and sell your book.

In September, our own David Wogahn presents best practices for getting book reviews and using them to market your book. David has written numerous books about how to publish, including *The Book Review Companion*, which lists book reviewers you may not have thought of.

In October we welcome back longtime PWSD President Andrew Chapman, who can join us even though he now lives in Washington, DC. Andrew will talk about how to optimize Amazon Author Central to sell your book, about Goodreads, and about other underutilized resources.

If you would like to join the virtual meeting, please make sure you receive the meeting notices the week before the August 29 meeting. (Look for the subscription box at right on the [PublishersWriters.org](http://PublishersWriters.org) home page.) These virtual meetings, which happen from your home, on your computer, take place from 10:30 a.m. to noon. They are FREE, but see “PWSD/PWOC Membership” below.

**Free PWSD Newsletter**  
✉ **Subscribe to the PWSD Newsletter**  
Subscription is free: get monthly articles from our speakers, writing tips, announcements, upcoming events, and more.

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

**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. Watch your inbox for a notice if your membership has expired.

**Continued on next page**

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

2. Make sure your membership is up to date. Watch your email inbox for a notice if your membership has expired.
3. If you would like to check, email [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and he will check your membership.
4. If your membership is up to date, please consider paying the meeting fee. You can do this at [PublishersWriters.org](http://PublishersWriters.org) and clicking on RSVP.
5. 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. Go to [PublishersWriters.org](http://PublishersWriters.org) to join.
6. Tell your publishing and author friends and colleagues about PWSD and have them join us!

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

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

## **IBPA Membership**

On July 1, I officially took over as chair of the Independent Book Publishers Association.

If you have launched on your publishing journey, IBPA can be a great support for you, and I encourage you to explore the benefits of joining. This is the national association that includes such regional affiliates as PWSD. You can find information on IBPA's robust and informative website at [IBPA-online.org](http://IBPA-online.org).

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

IBPA has created a 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 they are 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's 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 [IBPA-online.org/events/EventDetails.aspx?id=1354890](http://IBPA-online.org/events/EventDetails.aspx?id=1354890)





## Read Local News

As expected, The Encinitas Spring Street Fair was cancelled. If you paid for a space, 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 [ReadLocal.org](http://ReadLocal.org) so you are on our mailing list, and we will contact you about the Encinitas Holiday Fair.

Go to [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.



**“PWSD likes Facebook!”**

**[Visit us on Facebook today](#)**

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





Kelly O'Tillery, Author

*The Guide to a Happy Pet:  
Creating a Loving Bond*

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

<https://www.facebook.com/guidetoahappypet>

760.533.8618

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

**Kelly:** I'm a writer and author, and sales representative for ETC Publishing.

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

**Kelly** I got hooked on Nancy Drew books when I was a kid and discovered I love to read, which led to me reading a lot of books on many different topics, mostly nonfiction. I also love learning and teaching, and I have a real thirst for knowledge and information. It seemed a natural progression to share in written form what I'm learning, experiencing, and observing on my journey in life.

**PWM: What is your previous experience in writing?**

**Kelly** I've written a book of poetry, numerous articles, and columns on health and personal development, for a variety of publications, mainly magazines and trade journals. When I worked in the real estate field, I wrote a monthly column covering the current real estate market and held classes to educate first-time home buyers on the many aspects of qualifying and purchasing a home.

**PWM: What was your most recent writing project?**

**Kelly:** My book, *The Guide to a Happy Pet: Creating a Loving Bond*, was published late last year. I felt compelled to write the book when I learned that approximately 6.5 million companion animals are surrendered to shelters in this country every year, according to the ASPCA.

The book is intended to guide readers to consider the responsibilities, challenges, and commitment—along with the joys—of pet guardianship. My hope is the book will help people make the best decisions for themselves and for the pet they ultimately adopt. It's my small effort to reduce the number of animals entering shelters every year.

Specifically, my book covers the needs and requirements of six popular (common) pets. The reader is encouraged to consider the many facets of caring for and sharing their life with a pet, including their expectations, investment of time, energy, and resources. I also encourage people to view the world from the animal's perspective, which gives them a much more comprehensive understanding of the human/animal experience. The book also introduces a new and unique concept for establishing good communication and rapport with a pet, as well as tips for deepening the bond people share with their pet.

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

**Kelly:** I am working on a follow-up book. In this book I share the stories of people who have worked with the concepts and techniques introduced in *The Guide to a Happy Pet*, and how the book helped them with various aspects of pet guardianship.

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

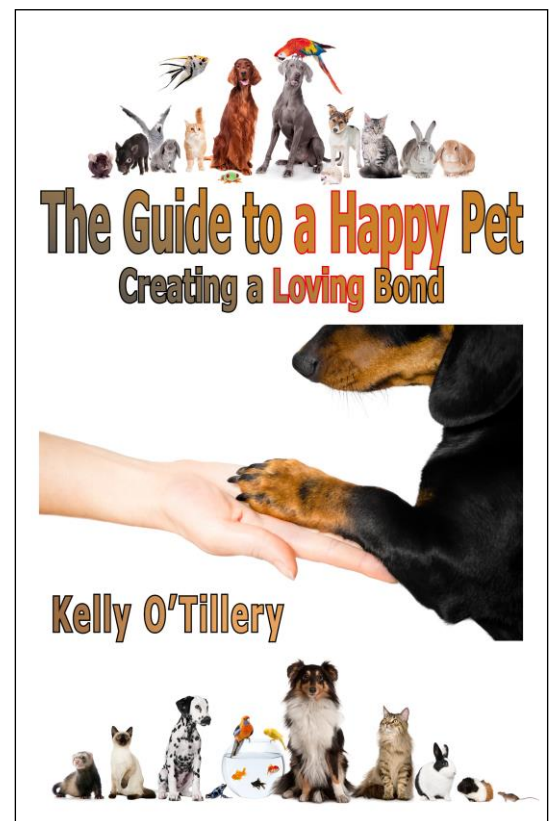
**Kelly:** I've been a member for 10 years. When I moved here from Washington State in 2010, I was aware the publishing industry was shifting. I expect it will go through many changes and transformations in the coming years. I knew it would be challenging to keep up with all the changes on my own. I was super excited to find such a vibrant group of people focused on educating writers about the business of writing and publishing.

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

**Kelly:** The publishing industry is very dynamic and fast paced now. It's almost impossible for an individual writer to keep up with everything. I've found PWSD to be a valuable source of information regarding so many aspects of writing and publishing, especially marketing and promoting. I often encourage writers I know to join PWSD and attend meetings so they can keep up with current trends and opportunities in the industry.

**PWM: 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?**

**Kelly:** During the past 26 years, I've lived in five states in the U.S. Living in different areas of the country has given me the opportunity to experience different cultures, customs, lifestyles, food, and climates. I've also had the opportunity to build relationships with people I otherwise would have never met. Living in different places has enriched my life and expanded my mind in so many ways. It's been amazing!



**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 PWSD meetings at reduced member rates!**

Yearly dues are only \$47—one of the most economical memberships available. As a member, you save \$10 at every PWSD meeting you attend, vs. the \$20 nonmember meeting fee. Get meeting details for PWSD 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: August 15 ("Going Deep Into Deep Point of View"—*CONFIRM WITH LIBRARY*), September 19 ("Publishing and Promoting Stories"—*CONFIRM WITH LIBRARY*), 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.

### **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.

**Due to the COVID-19 situation, many of these conferences and workshops may be subject to cancellation or go online. Watch the newsletter for updates as the times get closer.**

**BE SAFE.**



## 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** are held for PWSD the first 10 months of the year (usually on the last Saturday)—offering educational programs plus opportunities to network with colleagues, showcase your business, sell your books, and save on each monthly meeting fee;
- **Our monthly digital 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 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

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**Visit us on Facebook today**  
**and let us know**  
**you like us!**



*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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