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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, Sept 26, 2020 (VIRTUAL!)*

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

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

**Topic:** *“Book Reviews: An Essential Step To a Successful Launch & Book Sales”*

**Speaker:** *David Wogahn*

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

Potential book buyers need proof a book is worth their time. Book reviews can help; they contribute credibility to the book and raise awareness for potential readers. Numerous positive reviews attract promotional opportunities and help you sell more copies.

David Wogahn is the author of several books, including two books on getting and using book reviews. David will cover:

- How important are reviews to the success of your book?
- How do you get more reviews?
- What are Amazon's review policies?
- How do I leverage good reviews?
- How do I handle negative reviews?
- What is the difference between editorial and customers' reviews?

He offers: 10 sources for soliciting reviews, and editorial-review best practices.

[David Wogahn](#) is the author of five books, including *The Book Review Companion*, and he is the president of [AuthorImprints](#), a publishing services company based in Carlsbad, California. He is a frequent speaker and trainer, including presentations for the Independent Book Publishers Association (IBPA) and Alliance of Independent Authors (ALLi).



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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**

What a great program from Kimjera Whittington in August. She started by sharing her seasoned guidelines for effective story-based marketing. Then she went online to members' websites and offered real-time suggestions for how they can be even better at telling visitors what the company or brand is all about and what action to take. If you missed the program or would like to review it, you can watch it [here](#). It will only be available for a limited time, so be sure to watch it today. And contact Kimjera at [hello@evolveglobalmarketing.com](mailto:hello@evolveglobalmarketing.com), if you have additional questions.

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

In September, our own David Wogahn will present his 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*. The book includes a list of book reviewers you may not have thought of.

In October we welcome back our past 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, Goodreads, and other underutilized resources.

If you would like to join the virtual meeting, please make sure that you receive the meeting notices the week before the September 26 meeting, which will include the Zoom link. This will happen from your home, on your computer. These meetings will be FREE, from 10:30 a.m. to Noon, but please read "PWSD/PWOC Membership" below.

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

**PWOC News**

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:

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

**Continued on next page**

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

1. Make sure your membership is up to date. Watch your inbox for a notice if your membership has expired.
2. If you would like to check, email [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and he will check your membership.
3. If your membership is 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.
4. 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 [www.publisherswriters.org](http://www.publisherswriters.org) to join.
5. Tell your publishing and author friends and colleagues about PWSD and have them join us!

As most of you know, in addition to the reduced meeting fee, members 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.

Reminder to all members: 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 Robbie at [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com), and he 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 and you don't know about IBPA, which can be a great support for you, I encourage you to explore the benefits of joining. This is the national association that includes regional affiliates such as PWSD. You can find information on their robust, informative website at [www.ibpa-online.org](http://www.ibpa-online.org).

Membership is 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 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>





## 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 [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.



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





## Constance G. Jones

Constancegjones.com

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

<https://www.amazon.com/Emerging-Butterfly-Memoir-Constance-Jones/dp/1733843906>

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

**Constance:** I am a self-published author of *Emerging Butterfly: A Memoir*.

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

**Constance:** I love reading. As a child I always had a book in hand, no matter where I went. *The Art of Storytelling* was one. I truly enjoy writing because I am able to take the reader on a journey where they have experiences that they may not have had otherwise.

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

**Constance:** I didn't have much experience writing prior to writing my book, outside of college. However, the desire to tell my story to inspire others motivated me to get back into writing.

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

**Constance:** I'm working on building my brand and marketing my book. I will be starting a podcast in October called *Own Who You Are* to talk about women's issues, focusing on empowerment and self-discovery.

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

**Constance:** This is my first year with PWSD, and I joined because I wanted to be more involved in the writing community. I thought it would be a great idea to learn from my peers and get to know people in my industry.

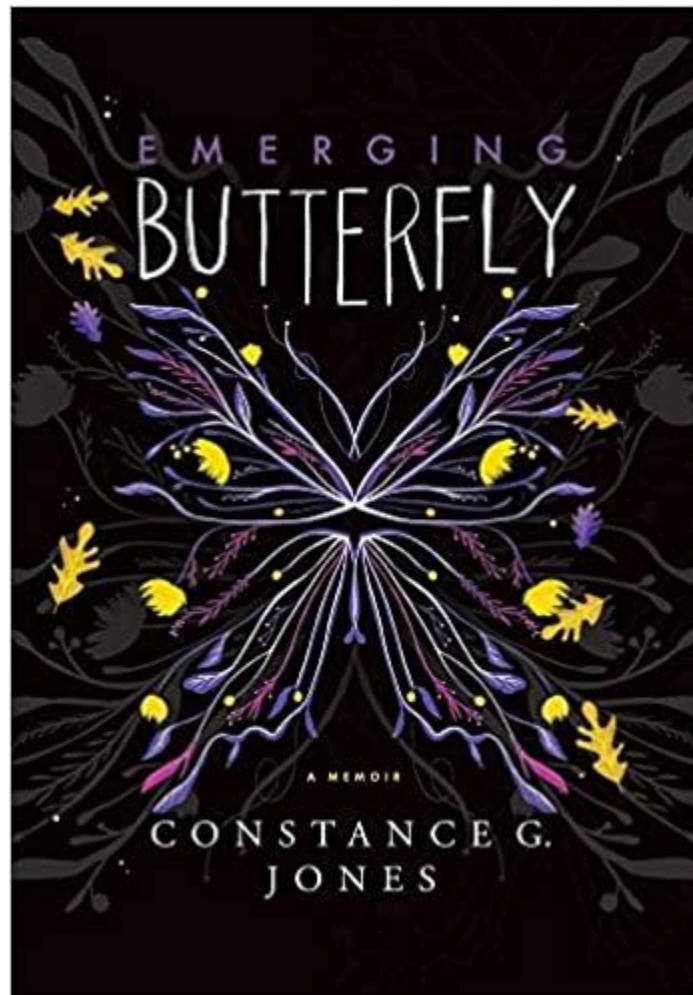
**PWSD: What guidance or a lesson learned can you offer PWSD members?**

**Constance:** I would encourage people who join PWSD to fully take advantage of your membership and join the meetings/classes offered. There are so many resources and contacts available to you to help you on your journey.

**PWSD: What are some other factoids from your life or experiences that people would find interesting and that would help us know a little more about you?**

**Constance** I'm a San Diego native and grew up in a family of nine children. I was the first person in my family to graduate from college when I completed my communications degree at Point Loma Nazarene University. I was diagnosed with generalized epilepsy at the age of 15. It has impacted my life greatly, and I've struggled a lot. I was not always able to experience things that many people take for granted, but I did not allow that to keep me from working hard and following my dreams.

Also, my husband, Claude, and I founded the Elevate Foundation. It's our personal mission to make an impact in the local community and inspire others to do the same.



# The Ties That Bind: San Diego and the Eastern Sierra Book Festival

**Jennifer K. Crittenden, PWSD Member**

Start surveying San Diegans, and it's astonishing how many you'll encounter with strong ties to the Eastern Sierra, in particular Mammoth Lakes and its affiliated ski resorts, Mammoth and June Mountains. And the same is proving to be true with its writers and publishers.

For its inaugural event in 2018, the Eastern Sierra Book Festival opened its tent flaps next to the historic Hayden Cabin alongside the burbling Mammoth Creek. The festival began as a one-day celebration of reading, writing, and publishing, organized by Jennifer Crittenden and sponsored by her publishing company Whistling Rabbit Press, headquartered in San Diego. In attendance all the way from San Diego were Teri Rider, Lynette Smith, and Pati Tarby. Teri spoke about "Different Avenues to Publishing"; Lynette staffed a table with her books and resources about professional interior layout and editing advice; and Pati sold copies of her book about California vacations.

The event entered its second year in 2019 with fewer speakers and more activities. Science writer Blair Lee from Escondido was a popular speaker, providing information about innovative ways to fund publishing a book.

The year 2020 was a year like no other where plans to launch various new books, including *Useful Questions*, a self-help book by San Diego life coach Corrin Davis, had to be scrapped. Instead, the festival moved online with great results. Strengthening those ties from San Diego were T. Jefferson Parker, who spoke about *Crazy Blood*, his novel set in Mammoth Lakes, and his upcoming thriller *Then She Vanished*. RD Kardon, also from San Diego, played a pivotal role for the festival, co-hosting the all-day digital event along with Jennifer Crittenden and speaking about her two novels, *Flygirl* and *Angel Flight*, about a female pilot navigating a male-dominated industry. She also interviewed Kristen Fogle of San Diego Writers Ink fame about that organization and how to use writing prompts.



The 2020 event was streamed live to Facebook, where it has now had over 700 views, giving it a much greater reach than the in-person event would have been able to achieve, and proving the adage of making lemonade from lemons. The event can be viewed at <https://www.facebook.com/EasternSierraBookFestival/videos/1491816557686727>. More information about the festival is available at <https://easternsierrabookfestival.com/>. The 2021 event is planned for July 18, 2021. Members of PWSD who are interested in participating can write to Jennifer at [info@whistlingrabbitpress.com](mailto:info@whistlingrabbitpress.com).

Here is the speaker lineup for the 2020 summer event live-streamed on Facebook:

| <b>Streaming Start Point</b> | <b>Presenter(s)</b>           | <b>Topic or Book Title(s)</b>          |
|------------------------------|-------------------------------|----------------------------------------|
| 10 min.....                  | Chris Platt, Librarian.....   | "What I'm Reading"                     |
| 40 min.....                  | Robin Kardon, Author.....     | <i>Flygirl</i> and <i>Angel Flight</i> |
| 1 hr 10 min.....             | Kendra Atleework, Author..... | <i>Miracle Country</i>                 |

|                  |                                           |                                    |
|------------------|-------------------------------------------|------------------------------------|
| 1 hr 40 min..... | Kim Steinhardt, Author .....              | “Writing for Change”               |
| 2 hr 10 min..... | Corrinn Davis, Author .....               | <i>Useful Questions</i>            |
| 2 hr 40 min..... | David and Janet Carle, Authors.....       | <i>Traveling the 38th Parallel</i> |
| 3 hr 10 min..... | Ann Parker, Author.....                   | <i>The Silver Rush Mysteries</i>   |
| 3 hr 40 min..... | Robert Joki, Editor.....                  | “Production of an Art Book”        |
| 4 hr 10 min..... | Terry Pierce, Author .....                | <i>Love Can Come in Many Ways</i>  |
| 4 hr 40 min..... | T. Jefferson Parker, Author .....         | <i>Crazy Blood</i> and 20+ Books   |
| 5 hr 10 min..... | Kristen Fogle, San Diego Writers Ink..... | “Building a Writing Practice”      |
| 5 hr 40 min..... | Danny Nielsen, Writer.....                | “People Watching on Earth”         |
| 6 hr 10 min..... | Suzanne Roberts, Author and Teacher ..... | <i>Bad Tourist</i>                 |



***Helpful Video Podcast Interviews***  
**Book-Manuscript Copyediting and**  
**PDF Book-Layout Proofreading**  
***Lynette M. Smith, PWSD Member***



As a professional copyeditor of book manuscripts and proofreader of book layouts, it was my pleasure to be interviewed recently by Bonnie Dillabough (science-fiction author of the fantastic *Dimensional Alliance* trilogy) on her *Biblio Files* podcast.

Part 1 of the two 30-minute episodes explored a copyeditor's contribution to the book-publishing process. Part 2 picked up with a bonus tip on book-manuscript formatting for authors, prior to copyediting, and then discussed the layout-proofreading process: what to do when your book-layout designer presents you with your book's PDF layout and asks, "Well, what do you think; do you like it? Are we ready to publish?" YIKES!

I invite you to benefit from these podcasts as well: [Click here for Part 1](#), and [click here for Part 2](#).



**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.

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**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: 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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