

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

June 2021

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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 in-person 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). Whenever meetings are virtual, they're held 10:30 a.m. to 12:00 noon. *Always check meeting information in newsletter for current location and times.*

**Meeting:** Saturday, June 26, 2021

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

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

**Topic:** *“How to Use Publicity to Stay Visible in Uncertain Times”*

**Speaker:** Jill Lublin

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

If you want to be the #1 influencer in your industry, you've got to get bigger media visibility. Based on her international bestseller, *Guerrilla Publicity*, Jill Lublin shares simple strategies to help you go from unknown to newsworthy. Sharing her proven secrets to understanding what the media wants, Jill provides you with short-term, doable tactics that boost visibility for you and your brand.

- Proven secrets to understand what the media outlets want
- Get instant, actionable techniques that will boost your visibility.
- Learn how to drive prospects to your door and profits to your pockets!

Now more than ever, it is important to stretch your message so that your visibility factor stays constant. Join publicity expert Jill Lublin as she shares new powerful tips and strategies to shine your light and your message *now* and no matter what!

**About the Speaker:** With 200+ speaking engagements each year, master publicity strategist and consultant and bestselling author Jill Lublin consistently wows audiences worldwide with her entertaining and interactive keynotes, seminars, and training programs on publicity, networking, kindness, and influence marketing.

Jill has shared her powerful networking and publicity strategies on the stages of Tony Robbins, T. Harv Eker, Jack Canfield, Mark Victor Hansen, Loral Langemeier, James Malinchak, Lisa Nichols, Richard Simmons, and many others. Additionally, thousands of people have attended her popular Publicity Crash Course.

Over the past 25 years, Jill has worked with ABC, NBC, CBS, and other national and international media as a highly regarded publicity expert. She has been featured in *The New York Times*, *Women's Day*, *Fortune Small Business*, *Entrepreneur*, *Forbes*, and *Inc.* magazines.



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

**PWSD News**

In May, we welcomed successful author and business woman Ivy Slater. Ivy is working on her third book, after writing and publishing two best sellers. In her terrific, information-packed presentation, she shared the lessons she learned: that your book is your best marketing and PR tool—if you use it right! Ivy agreed to share her slides. If you didn't get a chance to see the presentation, her PowerPoint will tickle your curiosity. Contact Ivy for more information about her great coaching and teaching.

On June 26 we welcome back Jill Lublin, master publicity strategist, consultant, and bestselling author. Jill spoke to us many years ago and gave a dynamic and tip-filled presentation. Jill said she enjoyed speaking to PWSD so much that she decided to reach out again and see what we are up to. She's thrilled to speak about staying relevant in uncertain times, a topic we all need to hear. Please be sure to join us for her virtual presentation.

In July, Publishing University Scholarship Recipient Janet Williams will share what she learned attending this year's top-notch conference with IBPA.

A couple of notes about meeting etiquette. Please be sure you are muted while our speaker is presenting, as background noise is distracting for all other participants. If you have a question during the presentation, please put it in the chat, and the host (me!) will monitor the questions. Please save general questions for the Q&A at the end of the presentation. The host will call on you and ask you to speak if your question needs clarification.

The meetings are not recorded. Instead, most speakers have been sharing their slides, so be sure to go to the [blog](#) to find presentations by many of our past speakers.

*Continued on next page*

## **PWSD Membership**

We are happy to make these virtual meetings free to participants, and 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. (If you wish, email [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and Robbie will check your membership.)
2. **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.
3. **If you are not a member, please consider joining.** Membership is only \$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.
4. **Tell your publishing and author friends and colleagues about PWSD** and have them join us!

When you join PWSD, in addition to the reduced meeting fee, you get many other benefits, as listed on page 4. 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 387 Ventura, CA 93002.

## **IBPA Membership**

As you know, last July 1, I officially took over as chair of the Independent Book Publishers Association. I've just been elected to serve another year! I am so honored to lead such a terrific organization.

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 such regional affiliates as PWSD. You can find information on their very robust and informative website at [IBPA-online.org/](http://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.

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 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 [IBPA-online.org/events/EventDetails.aspx?id=1354890](http://IBPA-online.org/events/EventDetails.aspx?id=1354890).





The Encinitas Spring Street Fair was once again cancelled. 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 upcoming events. We are expecting to participate in the Encinitas Holiday Fair in November.

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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**to let us know you like us and  
join the conversation!**



## Care to Join Us?

**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, versus the \$20 nonmember meeting fee. (Get meeting details for PWSD in each newsletter issue.) And take a look in the next section below at all the other extras you get as a member!

## Member Welcome & Reminders

**If you're a new or returning member, welcome to the PWSD family!** 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, as you'll see later on this page.

### **Subscribe to PWSD in order to optimize your membership:**

Receiving the email that accompanied this newsletter does not mean your name has been added to the regular notice distribution list. Go to [PublishersWriters.org](http://PublishersWriters.org) and click on the button that looks like what you see at right. This is necessary for you to receive any and all notices from PWSD.

### Free PWSD Newsletter

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

**Get found in the PWSD online member directory:** Email your new or revised bio & headshot to [Webmaster@publisherswriters.org](mailto:Webmaster@publisherswriters.org) as soon as you can, for valuable publicity! Our website is very highly ranked on Google, which means you will get broader exposure by being part of the member directory at [PublishersWriters.org/member-directory](http://PublishersWriters.org/member-directory). You must be an up-to-date member to be in the directory. Unsure when you should renew? Email [Robbie@bookstudiobooks.com](mailto:Robbie@bookstudiobooks.com) and Robbie will let you know.

**Get a snazzy permanent name badge to wear at on-site meetings:** Your badge will be available at meetings. (Please remember to turn it in as you leave.)

**Participate in occasional regional collaborative marketing efforts:** If you're subscribed (see above), you'll be notified of these events whenever they occur.

**Get a 30% discount on IBPA membership and optionally apply for a scholarship to IBPA's annual Publishing University:** If you've launched your publishing journey, join the Independent Book Publishers Association at [IBPA-online.org/](http://IBPA-online.org/) and use PWSD as the code to get your discount.

**Want to be profiled in PWSD's newsletter?** Contact Membership Profiler *pro tem* Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com). If your membership is current, she will provide you with eight simple questions to answer. Then, along with your answers, send her your full contact information, a head shot, and one or two other images, such as book covers or action shots, and she will publish your finished profile in *Publishers & Writers Monthly*.

**Do you have newsletter feature articles or ideas?** Send them to Managing Editor 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 Glenna. Thank you for your continued support.



## TALK TO ME by Zoe Amos: An interview

*Author Janet F. Williams discusses her Over-the-top  
Comedy Drama Lesbian Romance*

PWSD member Janet F. Williams and publicist Jen Coburn put together this interview about Janet's new book, *Talk to Me*, released March 1st from Sapphire Books Publishing. This is Janet's second lesbian romance written under her pen name, Zoe Amos, and her first novel to be traditionally published.

**Jen:** Tell us a little bit about your book, *Talk to Me*.

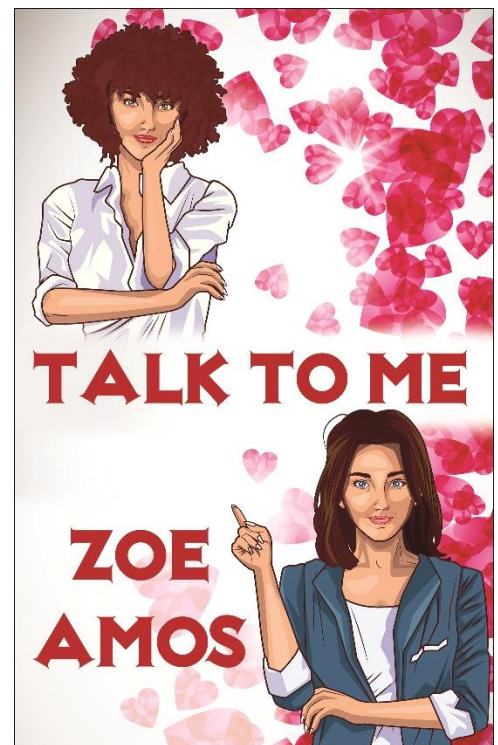
**Janet:** The story starts when Claire applies for work at a fictional San Diego AM station to start a new life. You might say Claire is “newly” gay; she’s already out and separated from her husband. She lands a job as a call screener and has no idea what she’s getting into with Marly, the lesbian hostess of the talk radio show, *Gayline*. At first, everything seems normal, but when Marly launches into outrageous dialogues, Claire realizes Marly is a shock jock! This is a huge departure from Claire’s former life as a housewife and mother of two older teens. She stays at her job because she can’t deny the attraction she feels toward Marly, even while she struggles to settle her upended family relationships. There are a number of subplots, including one with a staunch conservative rival. Without saying too much, it’s an over-the-top comedy drama, and definitely follows the romance genre.

**Jen:** Why was it important to tell the story of a woman who comes out later in life?

**Janet:** This happens all the time and yet it’s sidestepped in the lesbian romances I’ve read. People come out at all ages, sometimes well into their senior years, so why not talk about it? These stories need to be heard. A lot of people I know are tired of reading romances that feature beautiful twenty-somethings with no family attachments—how convenient. In *Talk to Me*, Claire is in her late 40s and her children are mostly grown. At her midlife stage, it’s not uncommon to take a look at who you are and reevaluate the direction of your life.

**Jen:** How did you learn so much about what goes on at a radio station?

**Janet:** The radio aspect is closely tied to my own life. Back in the mid '90s, I unexpectedly ended up learning board operations and then co-hosting a jazz program at KBNN for two years. Even though it was this dinky radio station out in Ramona, let me tell you, it was scary being on the air, and at the same time, exhilarating. I figured it out and grew to like it a lot.



**Jen: What do you hope readers will take away from *Talk to Me*?**

**Janet:** My primary objective is entertainment—I write stories I want to read. As an author, I know you have to rewrite and edit, rewrite and edit—it never stops, so you’d better like your story. Romances are often dominated by the same tropes. Instead, I had an idea for a lively original story where the protagonist had to resolve a strong family conflict in addition to finding her way to the woman she desires. This story has elements anyone can relate to, no matter their sexuality, or even if they weren’t interested in romances. I think a lot of us could use a dose of fun right now, and some extra love. I hope readers finish with a smile, a few warm fuzzies, and a better understanding that people often share the same emotions over life’s ups and downs.

**Jen: Is this your first novel, or do you have others?**

**Janet:** In 2013, I self-published a futuristic novella, *Superior: Adventure Romance*, that takes place in Michigan’s Upper Peninsula. The romance faces obstacles from what I imagined could be a realistic, yet dysfunctional society by including the kinds of social division we’re seeing today, tied in with the effects of climate change. I’ve had short stories traditionally published in lesbian anthologies under Zoe Amos, my pen name, and others self-published. They’re all available online.

I also published *You Don’t Ask, You Don’t Get* under my given name, Janet F. Williams. The book is about how to ask for what you want and increase your chances for getting it. Kirkus awarded it Best Specialized Instruction Book of the year. It won three awards and is popular because it’s still relevant today.

**Jen: It’s not easy to get your book traditionally published. How did you do it?**

**Janet:** In a word: persistence. I did a lot of research and Sapphire was my publisher of choice because they cater to the lesbian romance market. Unfortunately, they were closed to submissions. I kept my eye on them even as I pursued others, and as soon as I could, I submitted. They got back to me right away and put me under contract before assigning the book to their editor, another plus.

**Jen: If you were casting the movie version of your book, who would play the leads and why?**

**Janet:** For Claire, I’d say Sarah Paulson. She has this prim side, but she can break out of it for her excitable moments. And for Marly, it’s gotta be Kate McKinnon, with her crazy energy. Both of them have the comedic timing and versatility needed for the roles, for ad-libbing, and for when it gets serious. They’re the right age, both gay, which for the sex scenes, um, okay, I’ll just stop there.

**Jen: What are you working on currently?**

**Janet:** There’s the romance at the car dealership, the romance with corporate subterfuge, a road trip adventure, short stories, a non-fiction book on giving, and a memoir. I’ve considered writing a prequel to *Superior*, which supposedly takes place after the Second Civil War and the Water Wars. Now I think, *yow!* Maybe that was too prescient.

**Jen: Shall we talk about the publicity you’ve received?**

**Janet:** Yes. We worked together on the local publicity, and our efforts paid off in terms of article exposure with distribution by the local papers around San Diego neighborhoods. I felt excitement reading

Karla Peterson’s great feature article in the San Diego Union Tribune. They sent a photographer out beforehand and interestingly, the very last picture he took was the one they used in the paper.

On my own, I pitched a number of LGBTQ outlets, and some of them responded. The best was a full back page in the *Las Vegas Pride* magazine, one of the bigger magazines. I also got exposure in Hollywood, and around the US and Canada. Additionally, I pitched a number of well-known lesbians, referred to as “celesbians,” mostly comedians popular with my demographic. I received some wonderful endorsements I’ve put out on social media. I have more endorsements and more marketing plans yet to play out.

**Jen:** Where can readers find *Talk to Me*?

**Janet:** It’s in wide distribution through Ingram, so the ebook and paperback are available wherever books are sold. Here is the link to Amazon: <https://amzn.to/3pPcbjz>.





## Member Profile

We invite you to submit a member profile so your fellow members have an opportunity to get to know you and assist you in promoting your business of selling books.

This is a great way to publicize your work(s), and it is a member benefit. You are all great writers; why not write something about your work and your life? We would love to hear from you!

Contact Glenna Bloemen, Newsletter Editor, at [gab11853@aol.com](mailto:gab11853@aol.com) for more details.



## Announcements by and about Members

Any upcoming book signing or launching? Have you received any awards for your publications? Why not publicize it in the newsletter? It is a member benefit; take advantage of it today!

Submit your information to Glenna Bloemen, Newsletter Editor, at [gab11853@aol.com](mailto:gab11853@aol.com), no later than the 1<sup>st</sup> of the month, for publication in the next issue.



**PWSD member Lilita Zvejnieks Hardes** was selected by the San Diego Public Library as the author of the month for May. On Saturday, May 8, 2021, Lilita spoke about her book, *A Memoir of Home, War and Finding Refuge—Biruta's Story*.

It is the heartwarming story about her mother's experience as a first generation American. This loving tribute to her mother is a compelling and well-researched memoir about her mother's journey as a young Latvian war refugee during WWII. Biruta fled Latvia to escape Nazi-occupied Germany in search of peace, love, and a place to call home.



Due to COVID-19, conferences and workshops may be subject to cancellation or go online. Watch the newsletter for updates as the times get closer. BE SAFE.

**Southern California Writers Conferences**  
**September 17–19, 2021, in Irvine, CA**  
**Feb 18–20, 2022, in San Diego, CA**

Southern California Writers Conference is specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work. Plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level. For more details go to: <https://writersconference.com/la/>.

**La Jolla Writer’s Conference**  
**October 22–24, 2021**

Aspiring writers of all levels, come and learn more about the art, craft, and business of writing at one of the nation’s top conferences. The LJWC provides guidance and support to help maximize every writer’s full potential, whether you are a casual writer looking to improve your craft or a practiced author looking for an agent. Faculty include *New York Times* bestselling authors, nationally recognized agents, editors, and publishers who teach in an intimate setting with class sizes averaging fewer than 25 people. This event includes lectures, workshops, and pitch sessions, and proves to be an invaluable experience for any writer. For more details go to <https://sandiegowriters.org/>.



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We know you have more resources to share. Please email them to Newsletter Editor Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com) and we will be happy to include them in this list.

- Best Literary Agents Seeking Submissions in San Diego** ..... [Blog.Reedsy.com/literary-agents/san-diego/](http://Blog.Reedsy.com/literary-agents/san-diego/)
- California Resources for Writers** ..... [WriteByNight.net/California](http://WriteByNight.net/California)
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- Romance Writers of America** ..... [RWA.org](http://RWA.org)
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- SDSU 2021 Writers Conference** ..... [EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggli0t](http://EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggli0t)
- University of San Diego–Creative Writing**..... [SanDiego.edu/cas/creative-writing/](http://SanDiego.edu/cas/creative-writing/)
- The Writers Room** ..... [WritersRoom.org](http://WritersRoom.org)



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