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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 noon 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, March 26, 2022

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

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

**Topic:** “Publishing Made Easy: Using Your Book to Establish Credibility and Increase Revenues”

**Speaker:** Jill Lublin

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

Many authors have a great message but haven't learned how to use a book to leverage expertise and generate revenue. Finally, information that will take your message out to the world and create profit! Taught by four-time bestselling author and publicity expert, Jill Lublin, makes publishing accessible for everyone whether you're already an author or you want to write a book. She will also reveal insider secrets that anyone who wants to write a book must know! Discover what editors, agents, and audiences want, and learn how to give it to them—all while staying true to your vision.

- You will learn the differences between traditional, self-published, and hybrid publishing models
- You will identify your next step in the publishing process
- You will understand how the world of foreign rights works to achieve more global impact



**Jill Lublin** is an international speaker on Radical Influence, Publicity, Networking, Kindness and Referrals. She is the author of four bestselling books including *Get Noticed... Get Referrals* and co-author of *Guerrilla Publicity and Networking Magic*. Her latest book, *Profit of Kindness*, went #1 in four categories. Jill is a master strategist on how to position your business for more profitability and visibility in the marketplace. As CEO of a strategic consulting firm, she has over 25 years' experience working with over 100,000 people plus national and international media. Jill teaches a virtual Publicity Crash Course and consults and speaks worldwide. She also helps authors create book deals with major publishers and agents, as well as obtain foreign rights deals. Visit [PublicityCrashCourse.com/freegift](http://PublicityCrashCourse.com/freegift) and [JillLublin.com](http://JillLublin.com).



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

**PWSD News**

In February we welcomed our very own member Fauzia Burke, who presented on why you should have a website, and how to make it as effective as possible. She also shared a demonstration of Pub Site, a website maker tailored to authors and publishers. Thank you for a great presentation, Fauzia, and check out [Pub Site](#) if you are building or rebuilding your website.

On March 26, 2022, we welcome back Public Relations and marketing expert, Jill Lublin. She will discuss how to use your book to establish credibility and create revenue. This meeting will be on Zoom, so watch for the Zoom link the week before.

**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.

**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 he 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.

*Continued on next page*

*President's Message—continued from previous page*

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 5. 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, on July 1, 2021, I officially took over as chair of the Independent Book Publishers Association. 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 PWSD30 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 everything 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*



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!



## 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!

## Reminders for Members

**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 he 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 Andrea Glass at [Andrea@writersway.com](mailto:Andrea@writersway.com). If your membership is current, she 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, to her 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 Glenna. Thank you for your continued support.



# Explaining Book Sales Markets

**Distributors and industry pros discuss the market trends across sales channels in preparation for a new year.**

**Deb Vanasse**

*Reporter, IBPA Independent Magazine*

Note: This article was first published in the January/February 2021 issue of *IBPA Independent* magazine, which can be accessed [here](#).

## *Synopsis:*

- By Q4 2020, overall book sales were up, and the pandemic seemed to drive content preferences.
- Brick-and-mortar businesses took a big hit during pandemic shutdowns, but the full impact on these retailers remains to be seen.
- Models for efficient fulfillment and delivery became highly important, and more publishers began relying on direct-to-consumer online sales.

To say the least, 2020 was quite a year, and no one wants a repeat. Yet as distributors and other industry professionals consider the markets going forward, they say many of the trends driven primarily by the COVID-19 pandemic will continue into 2021.

While trends can be tough to forecast, this much is certain: Buoyed by an understanding of market trends across sales channels, independent publishers are equipped to meet the challenges of 2021 head-on.

## **Pandemic Marks the Market**

“2020 was most certainly a year of unexpected changes and varying trends, not just for publishers but also for consumers,” says Bailey Davis, supervisor of content acquisition sales at Ingram Content Group.

The good news? By the fourth quarter of 2020, BookScan showed overall book sales up 6.9% compared to the same period (Jan. 6 to Oct. 16) in 2019. The young adult sector showed the most growth (19%), while adult fiction was up 3.9% and adult nonfiction was up 1.9%.

The global health crisis drove content preferences, Davis says. “Consumers began the pandemic wanting to get their hands on at-home educational content, cookbooks, and feel-good stories,” she says. “But we also saw those trends change over the summer and into the fall, with [consumers] buying more humorous content, holiday-related content, and fantasy content.”





In the wake of shutdowns, publishers had to be nimble with distribution tactics. “Those who had to quickly adjust to the impacts the market saw earlier in the year were most successful when they integrated a virtual distribution model to help them be more agile and able to meet unexpected demand,” Davis says.

At the same time, book buyers have been looking to simplify their ordering and fulfillment protocols. At Warehousing & Fulfillment Specialists LLC, President Marty Flanagan says his company’s increased 2020 sales (up 14%) came mostly from Amazon and Ingram business.

“It appears that many of the bookstore orders are going through Ingram,” he says. “The stores are telling our sales reps that they are trying to simplify their businesses, and ordering from one source and receiving just one invoice and shipment with everything they need is desirable.”

## **Brick and Mortar Takes a Hit**

While brick-and-mortar businesses took a big hit when the pandemic forced closures, the full impact on these retailers remains to be seen. “It’s hard to fully analyze what’s trending with brick-and-mortar stores since so many of them only recently reopened and the supply chain has been so disrupted,” says Brooke O’Donnell, managing director of Trafalgar Square Publishing, a division of Independent Publishers Group (IPG).



Now that consumers have become even more accustomed to purchasing online, booksellers will need to be creative to draw consumers back into stores, says Tom Doherty, president of Cardinal Publishing Group. For instance, New York’s iconic Strand Bookstore used social media in October 2020 to ask customers to do their holiday shopping early and help the store offset a 70% sales slump. The response brought in sufficient revenue to keep the lights on at least through the end of the year.

Doherty says that brick-and-mortar stores seem to be concentrating on familiar authors and bestsellers, a trend that he says could ultimately inhibit growth. “As with any retail segment, you can’t rely too long on your existing customers and must always be finding new customers that new indie-published authors can bring,” he says.

Brian Jud, executive director of the Association of Publishers for Special Sales (APSS), reminds publishers that brick and mortar means more than just bookstores. “The key is to have books available where buyers shop: bookstores, airport stores, supermarkets, bookstores on association websites, catalogs, schools, military exchanges, etc.,” he says.



Davis notes “a significant decline” in brick-and-mortar markets related to school and travel, such as college bookstores and airport bookshops. Museum store sales are also down significantly, O’Donnell says.

Gift shops are struggling, too. “Any gift shop that peaks in spring, summer, or fall had a very rough time of it in 2020, and so did the independent publishers that serve those retailers,” Doherty says. How much the situation improves in 2021 is anyone’s guess, he says, depending on when and where travel picks up.

## Online, Direct, and Specialty Markets

As the pandemic hit, models for efficient fulfillment and delivery became the order of the day, Davis says, including increased reliance on direct-to-consumer online sales.

Launched early in 2020, the Bookshop platform was well-positioned to offer consumers an online ordering option that also supports local independent booksellers. “Bookshop.org is very fortunate to have launched ahead of the pandemic, and it has certainly offered a critical pipeline for the indies,” O’Donnell says. “It [quickly] became an important online book purchasing site in the time of COVID-19.”

With so much business moving online, Jud says a growth trend in user-generated content (UGC) plus a related emphasis on drawing traffic to web properties, including a “concerted effort” toward search engine optimization (SEO) and audience growth, is expected. He expects niche marketing to flourish as publishers collect audience data and create targeted content.

“Much of the UGC will appear on social media, the biggest platform for online marketing,” he says. “With the introduction of Facebook shops, Instagram shops, and Pinterest shopping ads and catalogs, social commerce is set to become one of the biggest marketing and e-commerce trends of the coming year.”

As consumers grapple with uncertainty and economic concerns, direct marketing tactics have shifted as well, O’Donnell says. As publishers become more conscious with their messaging, she says, “Hard sell marketing campaigns seem to have been replaced by more sympathetic ones.”

In direct-to-consumer sales, Doherty notes a substantial increase from clients like the National Parks Conservation Association and the Native Plant Society of Indiana. “These organizations can tap into a broad base of supporters, and this year they have been able to mine that advantage to stay in touch with their members and generate sales,” he says.

The profitability in selling books to such non-retail buyers is a no-brainer, Jud says. “Publishers understand that to sell 10,000 books through a retailer, they have to find 10,000 people to each buy one book,” he says. “To sell 10,000 books through a non-retail buyer, they can sell 10,000 books to one person, all nonreturnable.”

## What Lies Ahead

After a year of uncertainty, there is general eagerness for a return to normalcy. But how soon that will happen is anyone’s guess, Doherty says. “In 2021, buying habits might return to normal, they might favor brick-and-mortar stores, or the opposite could be true,” he says.

In any event, Doherty remains optimistic about an improving business climate as either a vaccine lessens the COVID-19 impact or businesses and consumers fully adapt to the new marketplace. He anticipates increased demand in books related to outdoor activities, an interest that may spill into escapist genre fiction as well as children’s books.

Doherty also expects continued demand for children’s books that both educate and entertain, as well as an uptick in e-book sales that extends the modest 1.9% gain documented by BookScan in the first three



quarters of 2020. Likewise, he expects the audio sector to perform well, and he looks for fiction publishers with strong backlist titles to do well in all formats.

Content aimed at millennials should also do well, says Jud, noting that 18- to 34-year-olds are the most represented generation in the US labor force. He also anticipates a strong market for ecofriendly content. O'Donnell is also looking for solid sales in travel titles. "I can only imagine that consumers are both armchair traveling and also doing research for trips they look forward to taking in 2021," she says.

While BookScan data shows little change in publisher market share during 2020, Davis points out that the most successful publishers either already had flexible virtual models or adopted them quickly. Going forward, she urges publishers to be ready with options to meet unexpected supply chain demand and to shield themselves as much as possible from unexpected drops in the market.

Surviving 2020 was an achievement unto itself. Whether the sales channel is brick and mortar, online, specialty, or direct-to-consumer, publishers look toward 2021 trusting that the markets will reward flexibility, agility, and resilience.

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*Deb Vanasse is the author of 17 books. Among her most recent are the novel Cold Spell and a biography, Wealth Woman: Kate Carmack and the Klondike Race for Gold. She also works as a freelance editor.*



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join the conversation!**





Send your announcements for this column to Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com) before the first of the month for the next month's issue.

PWSD member Andrea Susan Glass was interviewed on the Voices of Women Summit on **Tuesday, March 8, 2022**. The one-day free summit honored International Women's Day and featured close to 100 speakers, including a wide range of experts. Topics included marketing, business building, ethical entrepreneurship, writing, and publishing, among many others. Andrea's topic was "How to Write Your First Nonfiction Book with Clarity, Confidence & Connection."

**Want to be profiled in PWSD's newsletter?** Contact Andrea Glass at [Andrea@writersway.com](mailto:Andrea@writersway.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*.



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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.

## **San Diego Professional Editors Network Program** **“Editing for Children’s Books” by Christine Van Zandt** **March 17, 2022**

The presenter will have special books from our childhood—the ones that give us an overwhelming feeling of nostalgia and comfort. For many children, Christine Van Zandt is a major contributor to those warm and fuzzy memories from these special books. If you've ever considered writing or editing a children's book, but weren't sure how to enter the marketplace, now is the time to explore that curiosity and learn from a true expert! Christine will cover children's book categories, comparisons of the children's marketplace to the adult marketplace, basic categories of children's books, information to properly edit children's books, and tips and other links for further research. For more information, contact SD/PEN board member Andrea Susan Glass, at [pr@sdpen.com](mailto:pr@sdpen.com).

## **Association of Writers and Writing Programs** **2022 Conference & Bookfair Registration** **March 23–26, 2022, in Philadelphia at the Pennsylvania Convention Center**

The AWP Conference & Bookfair is the annual destination for writers, teachers, students, editors, and publishers of contemporary creative writing. It includes thousands of attendees, hundreds of events and bookfair exhibitors, and four days of essential literary conversation and celebration. This event has always been a place of connection, reunion, and joy, and AWP is excited to see the writing community come together again in Philadelphia in 2022.

*IN PERSON:* An in-person registration to #AWP22 includes admission to all events, readings, panel discussions, meetings, the bookfair, and public receptions. ***Note: In-person registration has been momentarily paused while the AWP conference team evaluates possible changes to the #AWP22 conference. Visit [AWPwriter.org/awp\\_conference/overview](https://awpwriter.org/awp_conference/overview) for updates.***

*VIRTUAL:* In light of the tremendous success of the virtual 2021 AWP Conference & Bookfair, AWP will incorporate a virtual component to #AWP22. In addition to offering an in-person event schedule in Philadelphia from March 23–26, 2022, AWP will live-stream several in-person events and offer a selection of prerecorded virtual events. A virtual-only registration will be available for #AWP22 at a reduced registration rate and will include the prerecorded virtual events and live-streamed events. The in-person registration will include all in-person and virtual programming. AWP can be reached by email at [AWP@awpwriter.org](mailto:AWP@awpwriter.org) or by calling 240-696-7700.

## **Learning Solutions Conference & Expo** **April 20–22, 2022, Rosen Center Hotel, Orlando, FL**

Learning Solutions Conference & Expo is where learning professionals from around the globe have gathered year after year to share and explore what works in learning and development (L&D). The event consists of the full Conference and the free-to-attend Expo. The Conference houses 120+ practical sessions, invigorating keynotes, many opportunities for attendees to connect, and much more. The sessions are categorized under key L&D tracks, including Instructional Design, Management & Strategy, Emerging Tech, Tools, Learning Platforms, and more. These tracks serve as a session guide for every member of a team, from instructional designers to high-level executives. The free-to-attend Expo consists of 60+ leading industry suppliers showcasing their latest tools, technologies, products, and services. For more details, visit [LearningSolutionsCon.com/about/](https://LearningSolutionsCon.com/about/).

## **IBPA Publishing University** **April 20–21, 2022, Virtual Conference** **April 29–30, 2022, in Person, Boardwalk Sports Bar at Renaissance Orlando**

IBPA Publishing University 2022 is a unique two-part event. Attendees can register for **two days of virtual programming April 20–21** on the [Attendify event platform](#) and **two days of in-person events April 29–30** at the [Renaissance Orlando](#) on Sea Harbor Drive in Orlando, Florida. To round out the experience, plan to attend **a full day of Orlando, Florida–based field trips May 1**. Go ALL ACCESS with confidence. IBPA is [committed to providing a safe and healthy environment](#) for everyone who opts to participate in IBPA Publishing University 2022 in person. ALL ACCESS ticket holders can register with confidence, knowing their registration can be modified to VIRTUAL ONLY at any time and the difference in registration fees will be returned without penalty. For more details go to [PublishingUniversity.org](https://PublishingUniversity.org).

## **La Jolla Writer’s Conference** **Nov 4–6, 2022, San Diego, CA**

Save the date! Go to [LaJollaWritersConference.com](https://LaJollaWritersConference.com) to get the details as they develop.



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.

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| Sixty Writers Conferences for Authors, Bloggers, and Freelancers .....                       | <a href="https://thewritelife.com/writers-conferences/">TheWriteLife.com/writers-conferences/</a>                                                                                                                                   |
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