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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, July 30, 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**

I write this on the last day of my tenure as chair of Independent Book Publishers Association. What a journey! I must admit that the last two years have been nothing like what I expected when I signed on to be chair. Instead, we worked through the pandemic as well as racial unrest in America. And I'm pleased to say that I believe IBPA is stronger than ever. If you haven't explored the benefits of being a member of this group, I encourage you to visit [the IBPA website](#) to see all the ways this organization is working for you. Not only are they continually leading the industry in representing small publishers like yourselves, but they are educating and advocating in every way they can. The educational resources on the website are extensive. In my last plug as chair, I urge you to consider becoming a member and participating in all that they offer and represent.

Now, back to our regularly scheduled programming: Thank you, Jennifer Wilkov, for a terrific presentation in June. We don't often offer programming dedicated to fiction—even if in name only. I also thank David Wogahn for hosting in my absence, and I understand attendees stuck around for another half hour with questions and comments. I am consistently blown away by the generosity of our speakers, but also by the smart and searching questions from our attendees. Thank you so much, Jennifer, David, and all the attendees.

In July we welcome back Jill Lublin, with her presentation, "Publishing Made Easy." Anything she can suggest to make our journey easier is more than welcome. As you know from her previous presentations, Jill is an excellent and always-welcome speaker. Join us.

**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*

*President's Message—continued from previous 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:

**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'll check your membership.)

1. **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.
2. **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.
3. **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**

If you have launched on your publishing journey and you don't know about IBPA, which can be a great support for you, I once again 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.



*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.



# How Publishers Can Use Collaborations To Grow Their Business

Tieshena Davis

*Publishing Executive, Publish Your Gift*

Reprinted with permission. This article was first published in the July/August 2021 issue of *IBPA Independent* magazine, which can be accessed [here](#).

**How collaborations can enhance your material value, expand your access to your target audience, multiply your revenue, and allow you to work smarter versus harder.**

Collaborations help you accomplish what would either be impossible or much more difficult for you to do alone. When the partnership is truly complementary, the other company's offerings enhance your material value, expand your access to your target audience, multiply your revenue, and allow you to work smarter versus harder.

Increasing your visibility and gaining new leads is always the goal, especially for new publishing companies. Collaborations are one way you can do that by reducing the amount of work you'd need for direct marketing. One partner, for instance, might have 20 client leads for you, opposed to you trying to attract 20 people in a cold market.

With direct marketing, the client doesn't know you; that know-like-trust factor isn't there. When you have a partner, however, you're attached to their credibility, so you're already vetted for.

That's how I started [Publish Your Gift](#) in 2014. Before servicing the 11 people who were ready to get started, I wanted to learn the jargon (metadata, frontlist title, backlist title, etc.), differences between standard and supplemental copyrights, distribution, etc. In addition to books, courses, and conferences, I also started joining memberships. IBPA was one of the first organizations that I joined, and, from this membership, I learned about other associations that were worth joining. This is how I was able to more quickly gain education and other resources. Building alliances has been my approach since then.

## Types of Collaborations

Strategic partners help you gain an edge in the market. They can be short-term, long-term, or a one-off. Dr. Draai, who teaches health care practitioners how to leverage their knowledge through branding, marketing, and product development, is one of my strategic partners. I give a lecture during his coaching program, teaching the audience about the benefits of becoming an author and what that process looks like. Once they're finished with the coaching program, they come to me for their first product: their book.



That's a strategic partnership with an individual. These collaborations can also be made with organizations, however. My partnership with the [Maryland Small Business Division Center](#) (SBDC) is an example of that, though it can also be considered a paid partnership. I did a free webinar with them last year, and they were impressed. After my second webinar, they paid me to join their business webinar series. This puts me in front of hundreds of new leads every month. I'm also keynoting their annual women's conference, so that's even more opportunity and leverage.

Revenue sharing, or rev share, is another collaboration that I lean toward. Nicole Roberts Jones, who trains entrepreneurs and corporate executives in expanding their income and impact, is one of my rev-share partners. Books are a great way to both increase your income and impact, so it's a perfect collaboration. When she refers her clients to my company, she gets a percentage of the revenue.

White labels are another popular form. Someone approached me a few months ago saying she wanted to start a publishing division but wanted my company to actually do the work. With a premium, I agreed. That's basically what happens with manufacturing products for your company. The company might make the T-shirt, but they allow you to put your own label on the merchandise and sell it under your brand.

Sometimes the partnership can be a mash-up, such as my collaboration with Trelani Michelle. In addition to contracting with my company as a ghostwriter, she also manages her own writing company. Because we serve the same audience of busy, successful professionals, it makes sense to work together. She might have a webinar series where I offer a workshop in exchange for her pushing clients my way once they're finished with her. Or it might be a rev-share situation.

Worry less about what to call the partnership and more on how much it could benefit your bottom line. Do you share the same audience? Do their offerings complement yours? I ask myself these same questions when seeking new partnerships. Where are the doctors, lawyers, coaches, consultants, and other successful professionals?

Whose coaching programs, academies, webinars, and conferences are they registering for? If I can build five more partnerships with these companies and individuals, then I'll double my sales. It has to make sense/cents.

## **Collaborations Promote Sustainability**

I have a sustainable business because of the relationships I've built. Publish Your Gift continues to grow because I continue to build partnerships. The publishing industry was hit hard last year. A lot of publishers and bookstores had to close their doors, many of whom had a traditional business model. Your business model has a lot to do with that, but your mindset has an even bigger effect.

If a traditional publisher told me they wanted to grow their business and needed access to more writers who meet their criteria and were in line with the company mission, I wouldn't advise them to do more ads. I would ask them: "Who supports your mission?" Ask yourself that, too. What's your mission, and who's already supporting that mission?

If your goal is to get more Black authors, find organizations that have access to Black writers and have that conversation with them. "This is what I'm trying to do, and here's what I can offer. If you do some type of virtual event, I'll speak one day. I just need your support in making sure they know that I'm the number one choice."

Let's say there are 30 people in the coaching program. Well, you can now predict your revenue and workload in advance. If you bet on 10 out of 30 becoming your client, for instance, then those 10 clients might bring in \$50,000 in the third quarter. Let's say your goal is double that, though. Well, now you can ask yourself how you're going to get that other \$50,000. This way, you're more strategic and focused on your marketing and sales to hit your goal and, ultimately, grow your business and make it sustainable.

For your publishing company to be successful and sustainable, you have to become a master observer, become more flexible, and learn to really think outside of the box. Growing up, I'd pay attention to different people in my family and neighborhood, how they made their money, and what kind of lifestyle it afforded them. I fell in love with mob movies, seeing people who were technically each other's competition collaborate for a piece of the pie rather than none. Collaborations are key. Just one of these partnerships per year equals more revenue.

You make more money while also saving time and effort. It's a win-win. Instead of spending countless hours trying to find leads on social media, your partnership places you in front of dozens, hundreds, or even thousands of your ideal clients. This allows you to predict your revenue, which is particularly important in this current climate with so many uncertainties. Collaborations are a faster way to do business and are the best way to build and grow your publishing company.



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*Tieshena Davis is publishing executive of [Publish Your Gift](#), author of *Surviving Shocking Situations* and *Think Like a Bookpreneur*, and an [IBPA board member](#). She is a graduate of Yale University's Leadership Strategies in Book Publishing Executive Program, and her expert advice has been featured in *Forbes*, *The Huffington Post*, *Black Enterprise*, *Publishers Weekly*, *Rolling Out*, and more.*



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join the conversation!**



## Announcements by and about Members

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.

**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*.

## Calendar of Events

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.

### Digital Skills for Editors

#### Meeting of the San Diego Professional Editors Network

**July 21, 2022, 6:45 p.m. PST (Virtual via Zoom)**

The future of our editorial landscape will continue to increase in digital assets, such as websites, blogs, podcasts, and newsletters. Elizabeth King Humphrey, MFA, writer, editor, and communications manager, helps us learn how we can add value to clients' digital content by also understanding the relationship between web copy and SEO, how to improve content for searchability, and the general best practices for editing web content. Networking starts at 6:45 p.m. PST, followed by announcements and program at 7:00. Free to SD/PEN members, \$7.50 for nonmembers. [RSVP and register](#) no later than July 20 via Eventbrite. [SD/PEN](#) is a nonprofit association of editors, writers, proofreaders, indexers, and other word experts, serving San Diego County and beyond.

### La Jolla Writer's Conference

**Nov 4–6, 2022, San Diego, CA**

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

### Publishing University

**May 4–6, 2023, Coronado Island Marriott Resort and Spa, San Diego, CA**

Excited it's going to be in our home town! Save the date and [Click here](#) for more information about the resort, and visit [PublishingUniversity.org](http://PublishingUniversity.org) in the coming months for updates 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.

|                                                                                              |                                                                                                                                                                                                                                     |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Best Literary Agents Seeking Submissions in San Diego .....                                  | <a href="https://blog.reedsy.com/literary-agents/san-diego/">Blog.Reedsy.com/literary-agents/san-diego/</a>                                                                                                                         |
| California Resources for Writers .....                                                       | <a href="https://writebynight.net/California">WriteByNight.net/California</a>                                                                                                                                                       |
| California Writer’s Club .....                                                               | <a href="https://calwriters.org">CalWriters.org</a>                                                                                                                                                                                 |
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| Independent Writers of Southern California .....                                             | <a href="https://iwosc.org/writer-resources/">IWOSC.org/writer-resources/</a>                                                                                                                                                       |
| Mystery Writers of America .....                                                             | <a href="https://mysterywriters.org">MysteryWriters.org</a>                                                                                                                                                                         |
| Radio Guest List (free subscription for interview offers delivered to your email inbox)..... | <a href="https://radioguestlist.com">RadioGuestList.com</a>                                                                                                                                                                         |
| Romance Writers of America .....                                                             | <a href="https://rwa.org">RWA.org</a>                                                                                                                                                                                               |
| San Diego Writer Resources .....                                                             | <a href="https://sandiobookawards.org/resources">SanDiegoBookAwards.org/resources</a>                                                                                                                                               |
| San Diego Writers Ink .....                                                                  | <a href="https://sandiowriters.org">SanDiegoWriters.org</a>                                                                                                                                                                         |
| SDSU 2021 Writers Conference .....                                                           | <a href="https://eventsinamerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggliOt">EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggliOt</a> |
| Sixty Writers Conferences for Authors, Bloggers, and Freelancers .....                       | <a href="https://thewritelife.com/writers-conferences/">TheWriteLife.com/writers-conferences/</a>                                                                                                                                   |
| The Top Online Writers’ Conferences.....                                                     | <a href="https://soyouwanttowrite.org/blogs/syww/Top-25-online-writers-conferences-in-2021">SoYouWantToWrite.org/blogs/syww/Top-25-online-writers-conferences-in-2021</a>                                                           |
| University of San Diego—Creative Writing .....                                               | <a href="https://san-diego.edu/cas/creative-writing/">SanDiego.edu/cas/creative-writing/</a>                                                                                                                                        |
| The Writers for Hire—Ghostwriting and Books .....                                            | <a href="https://thewritersforhire.com/services/ghostwriting">TheWritersForHire.com/services/ghostwriting</a>                                                                                                                       |
| The Writers Room .....                                                                       | <a href="https://writersroom.org">WritersRoom.org</a>                                                                                                                                                                               |
| Writing Conferences and Events .....                                                         | <a href="https://newpages.com/writers-resources/writing-conferences-events">NewPages.com/writers-resources/writing-conferences-events</a>                                                                                           |



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