

In this Issue

Meeting Announcement
President's Message
Read Local
Care to Join Us?
Reminders for Members
Feature Article
Announcements by and about Members
Calendar of Events
Resources for the Publishing & Writing Community
Newsletter & Social Media Team

~~~~~

**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, August 27, 2022

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

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

**Topic:** “Book Reviews, Social Media, and Influencer Marketing –A Marketing Mix You Can’t Miss”

**Speaker:** Desiree Duffy

**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.**



Book reviews have come a long way since galley copies were mailed out to media and industry decision makers. Nowadays, influencer marketing has converged with book reviews on social media in new and exciting ways. The question you may be asking is: how does this impact my business and how can I find opportunities in this ever-changing marketing mix?

As platforms like TikTok and Instagram evolve, and book influencers gain in popularity like lifestyle brand influencers, the role books play in this unique space is also changing. Discover how authors fit into this new landscape. Find out how to collaborate with creators on #BookTok, get book reviews, and engage readers during this interactive session.

- ◆ How is influencer marketing affecting book reviews and social media?
- ◆ Bookstagrammers, BookTok, and beyond
- ◆ To NetGalley or not to NetGalley? (Wait, what the heck is NetGalley?)
- ◆ Is it better to hire influencers, or try and become a creator on social media?
- ◆ Trends in social media and influencer marketing happening today that impact tomorrow
- ◆ Tips and advice, whether you're just starting out or are a social media pro

## **About the Speaker**

*Desiree Duffy is the Founder of [Black Château](#), a marketing and public relations agency; *Books That Make You*, a multimedia brand promoting books and authors through its award-winning website, podcast, and radio show; and the Webby Award-nominated *The BookFest® Adventure*, a biannual online event that brings together booklovers from around the world.*



***PWSD Officers***

**Karla Olson**

President

[karla@publisherswriters.org](mailto:karla@publisherswriters.org)

**Jeniffer Thompson**

Webmaster

[j@monkeymedia.com](mailto:j@monkeymedia.com)

**Bob Goodman**

Founder

**Andrew Chapman**

Past President

[andrew@publisherswriters.org](mailto:andrew@publisherswriters.org)

***PWSD Newsletter Staff***

**Glenna Bloemen**

Managing Editor

[gab11853@aol.com](mailto:gab11853@aol.com)

**Lynette Smith**

Copyeditor

[lynette@allmybest.com](mailto:lynette@allmybest.com)

**Lauren Castle**

Circulation Manager

[lauren@impress-express.com](mailto:lauren@impress-express.com)

***Other Key Volunteers***

**Andrea Glass**

Member Profile Editor

[andrea@writersway.com](mailto:andrea@writersway.com)

**Janet Williams**

Social Media Liaison

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



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

**PWSD News**

Thank you so much, Jill Lublin, for a terrific, idea-filled program in July. Jill's presentations are always packed with content, direct to the point, and fun. Check out her [website](#) for great information and offers.

When I was at the LA Times Festival of Books in April, I was lucky to run into Desiree Duffy, a terrific book publisher, promoter, and publicist. Desiree spoke to PWSD many years ago, and I'm so happy to welcome her back in August. I'm really looking forward to hearing all of the great ideas and ways she can help every author or publisher find an audience for their book.

Some of you may have heard that Angela Bole is moving on from IBPA to become the CEO of Firebrand Technologies, which includes NetGalley. We are grateful to Angela for her nine years with IBPA, and we wish her the best of success with her new challenge.

IBPA is currently searching for the next leader of IBPA. If you or anyone you know is interested in working with this terrific publishing organization, take a look at the [job description](#). You will apply directly to the search team we are working with.

**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 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**

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 PWSD30 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.



# Case Study: Homegrown Book Bundling

Elly Blue

*Marketing and Editorial Director*

*Microcosm Publishing & Distribution*

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

**How a bunch of small publishers worked together to support each other and try to get their books into readers' hands.**

During the summer of 2020, my friend Rachel Bell and I were on the phone bemoaning the fate of our books that came out that April, just after the United States went into pandemic lockdown.

We had a shared conundrum: overall, book sales were good in 2020—amazing, really—but most anything independently released in those early days of the global emergency sank like a stone. Rachel had been relying heavily on bookstores, course adoptions, social media, and author events to get the word out about Overcup Press' new release, *Ground Truth*. Microcosm's newest book, *The Courage Party*, was planned to hit comics shops, libraries, and school libraries. In those early days, when most stores, libraries, schools, and public spaces around the world were shut down, we were both pretty much out of luck.

[Microcosm](#) is self-distributed and has a large distribution catalog as well as our published list, and this diversity was our saving grace—we saw an immediate drop in sales to retail stores, but a surge in direct orders on our website from individual readers filled in the void. But publishers like [Overcup](#), who rely primarily on bookstore sales, immediately started seeing massive returns from their distributors.

Sometime during that phone call, inspiration struck: Other small publishers must be having the same problem. What if a bunch of us worked together to support each other and try to get our books into readers' hands?

We decided on a sort of homegrown crowdfunding campaign. We would put together a bundle of books, offer them at a discount, and all work together to get the word out. We debated how to focus the bundle, finally deciding on narrative nonfiction published by Portland's vibrant small press scene. We crossed our fingers and started sending emails inviting other publishers to participate.

The response was enthusiastic. We ended up with eight publishers each contributing a title. Some chose frontlist books that weren't getting seen amid the pandemic; others selected their backlist titles that needed an extra boost. The lineup includes compelling, personal stories about nature, teaching, gender,

immigration, addiction, and business. A few are focused on Portland, Oregon, or the Pacific Northwest, but the scope of topics is global.

We decided on a \$100 price for the bundle (the full retail value of all the books is \$127) and to run it for the month of September. Microcosm acted as the seller, purchasing copies either from each publisher directly or via their distributor. [We created a page on our website so people could order directly.](#)

We came up with a catchy name: The Read Independent Bundle. Rachel got on the horn and lined up some nice publicity, including a feature in our local daily newspaper. All the publishers promoted the bundle in their newsletters and on social media.

Microcosm is no stranger to the art of bundling books—it's actually one of our core ways to reach readers directly and to improve our older books' discoverability within our catalog. We have long created thematic bundles of our published titles for direct-to-consumer sales on our website. We call them "superpacks." Some of them have serious themes like "Depression First Aid Kit" while others are goofier, like all books with pink covers or with titles beginning with the letter "B."

Most contain four or five books and are sold at a 20% discount, with a goal of driving sales to our backlist and overstocked books.

We occasionally have a warehouse sale, which is essentially a larger bundle, offered for a discrete time frame. These contain 8 to 12 books, at a much bigger discount (sometimes even at cost), chosen entirely based on whatever section of our tiny urban warehouse has become overcrowded.

That said, we usually offer our bundles passively. We had no idea how many bundles to expect to sell in this promotion. So when, on the morning of September 1, we flipped the switch to put this local publishing bundle on sale, sent out our newsletter, and started tweeting up a storm, we were thrilled with the initial response.

The bundle started out with strong sales, and then, a week later, the smoke hit. Our main audience for the bundle was Portlanders, and for two weeks, our entire region was stuck at home, sealing up our doors and windows against forest fire smoke, nervously watching news and weather patterns to see if we'd need to evacuate. Sales disintegrated, but, honestly, that felt like the least of our worries.

In the end, we sold 44 bundles. Not exactly a blowout, but a more than modest success. Considering that most books placed in bookstores sell an average of one copy per store per year, that number looks even better.

Twenty-five percent of those sales took place on the first day of the promotion, and there was another bump in sales in the final week. Next time we do this, we'll have a shorter window—one or two weeks—to create a sense of urgency and make it feel like more of an event.

By far our biggest challenge with this bundle was managing the supply chain. Because we didn't know how many bundles we would sell, we didn't stock up in advance, relying on our publishers and their distributors to replenish our stock as needed. Unfortunately, this is when we learned the lesson that the pandemic had completely disrupted distributors' warehouses and supply chains: We ended up waiting

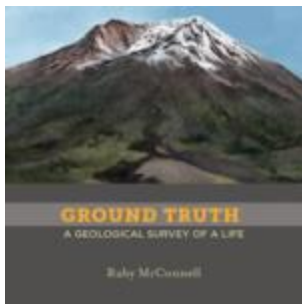
weeks for some titles to restock and had a few unhappy customers waiting far too long for their bundles. A few publishers were able to drop off a case of their books to sell on consignment, and that was truly the way to go.

Another major lesson learned was about price. We offered two options, thinking that a couple of different price points would make the bundle more appealing: four books for \$60 or eight for \$100. But only two customers took us up on the smaller bundle. Customers were intrigued by the books (they're all amazing books!), but their purchasing was driven by wanting to financially support the publishers and authors involved.

We've known for a long time that no matter what corporate online behemoth booksellers might want you to believe, book consumers are not particularly discount-driven. For example, we offer a sliding scale on our published titles on our website, and shoppers are consistently just as likely to pay 20% more than cover price as they are to take us up on the option to pay 20% less—our average sliding scale book sells at just about the cover price.

We've found during the pandemic, as have so many in the book world, that books and the people who create them are profoundly valued in our culture. If there's anything we want to hold onto out of this difficult year, it's that.

### **Here was our lineup:**



***Ground Truth:***  
***A Geological Survey of a Life***  
by Ruby McConnell

A lyrical, scientific memoir of nature and the aftermath of disaster, published by colorful, art-forward nonfiction-oriented [Overcup Press](#).



***Katrina's Sandcastles:***  
***New Hope from the Ruins of New Orleans Schools***  
by Kaycee Eckhardt

A teaching memoir offered by scrappy, self-empowerment focused midlist press. [Microcosm Publishing](#).



***This Particular Happiness:  
A Childless Love Story***

by Jackie Shannon Hollis

An affirming memoir of the choice not to have kids, is the first nonfiction offering from the joyously literary.

[Forest Avenue Press.](#)

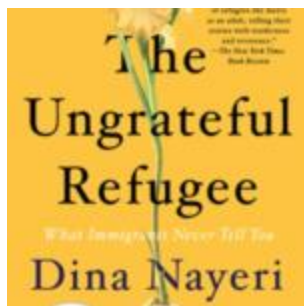


***Liar:  
A Memoir***

by Rob Roberge

A wild ride through a rocker's disintegrating memory, from groundbreaking, risk-taking, 30-years-strong small press.

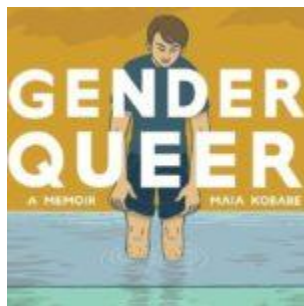
[Future Tense Books.](#)



***The Ungrateful Refugee:  
What Immigrants Never Tell You***

by Dina Nayeri

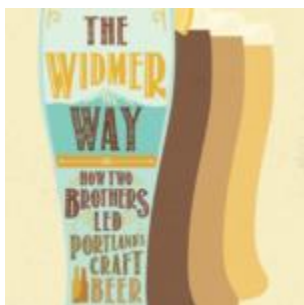
*The Ungrateful Refugee: What Immigrants Never Tell You* explores what it's like to be a refugee versus popular misconceptions, brought to us by [Catapult](#), publisher of award-winning books that celebrate life and facilitate empathy.



***Gender Queer***

by Maia Kobabe

A nonbinary and asexual coming out memoir in graphic novel form, offered by the comics visionaries at [Oni Press.](#)



***The Widmer Way:  
How Two Brothers Led Portland's Craft Beer Revolution***

by Jeff Alworth

The story of a local business institution from Portland State University's [Ooligan Press.](#)





***Stranger in the Pen***  
by Mohamed Asem

*Stranger in the Pen* explores with quiet brilliance the toll of racial profiling, grief, and connections with home and family, from the small and mighty megaphone for personal stories, [Perfect Day Publishing](#).

---

*Elly Blue* is the marketing and editorial director of [Microcosm Publishing & Distribution](#). She's the author of several books, including *Bikenomics: How Bicycling Can Save the Economy* and the forthcoming *Dropouts & Runaways: Teens Who Changed the World*.



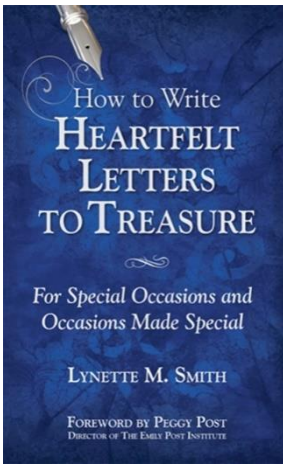
**“PWSD likes Facebook!”**  
**[Visit us on Facebook today](#)**  
**to let us know you like us and  
join the conversation!**



## 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 PWSA'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*.



**This month marks the ten-year anniversary of Lynette M. Smith's life-changing comprehensive reference book, *How to Write Heartfelt Letters to Treasure: For Special Occasions and Occasions Made Special*.** During the past ten years, thousands of letter-writers have benefited from the solid, specific advice she has compiled within this book's pages, as each wrote and presented a unique, heartfelt letter of appreciation to someone special—someone who made a positive difference in their own life or in the lives of others. “It's truly heartwarming to know how good each of these letters made their writer feel,” Lynette says, “how validated each recipient felt upon reading their own letter, and how many relationships have been built, enhanced, or renewed because of these letters.” She suggests, “If you'd like to feel this good too, get your own copy of [How to Write Heartfelt Letters to Treasure](#), give one to a friend, and/or share this announcement

with someone who may want to order their own copy of this great letter-writing tool—and start writing your next heartfelt letter.”

## 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.

### 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 ..... [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)
- California Writer’s Club ..... [CalWriters.org](http://CalWriters.org)
- City of San Diego Public Library ..... [SanDiego.gov/public-library/news-events/localauthors/resources](http://SanDiego.gov/public-library/news-events/localauthors/resources)
- Independent Writers of Southern California ..... [IWOSC.org/writer-resources/](http://IWOSC.org/writer-resources/)
- Mystery Writers of America ..... [MysteryWriters.org](http://MysteryWriters.org)
- Radio Guest List (*free subscription for interview offers delivered to your email inbox*) ..... [RadioGuestList.com](http://RadioGuestList.com)
- Romance Writers of America ..... [RWA.org](http://RWA.org)
- San Diego Writer Resources ..... [SanDiegoBookAwards.org/resources](http://SanDiegoBookAwards.org/resources)
- San Diego Writers Ink ..... [SanDiegoWriters.org](http://SanDiegoWriters.org)
- SDSU 2021 Writers Conference ..... [EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsymbgli0t](http://EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsymbgli0t)
- Sixty Writers Conferences for Authors, Bloggers, and Freelancers ..... [TheWriteLife.com/writers-conferences/](http://TheWriteLife.com/writers-conferences/)
- The Top Online Writers’ Conferences ..... [SoYouWantToWrite.org/blogs/syww/Top-25-online-writers-conferences-in-2021](http://SoYouWantToWrite.org/blogs/syww/Top-25-online-writers-conferences-in-2021)
- University of San Diego—Creative Writing ..... [SanDiego.edu/cas/creative-writing/](http://SanDiego.edu/cas/creative-writing/)
- The Writers for Hire—Ghostwriting and Books ..... [TheWritersForHire.com/services/ghostwriting](http://TheWritersForHire.com/services/ghostwriting)
- The Writers Room ..... [WritersRoom.org](http://WritersRoom.org)
- Writing Conferences and Events ..... [NewPages.com/writers-resources/writing-conferences-events](http://NewPages.com/writers-resources/writing-conferences-events)



**Vanderblümen  
Publications**

Glenna A. Bloemen, J.D. MA Ed.

**Self-Publishing Coach**

*Assisting First-Time Authors  
From Page to Press*

P.O. Box 626, La Mesa, CA 91944

619.743.5192

[gab11853@aol.com](mailto:gab11853@aol.com)

**Newsletter Managing Editor**

**ALL MY BEST**

*Book Manuscript Scrubbing and  
Copyediting; PDF Book-Layout  
Proofreading and Layout Check*

**Lynette M. Smith**

*"Building Results, Respect,  
and Relationships!"*

714.777.1238

[www.AllMyBest.com](http://www.AllMyBest.com)

[Lynette@AllMyBest.com](mailto:Lynette@AllMyBest.com)

**Newsletter Copyeditor**



**Lauren Castle**

*Image & Branding Strategist*

858.459.7400

[www.Impress-Express.com](http://www.Impress-Express.com)

[Lauren@Impress-Express.com](mailto:Lauren@Impress-Express.com)

*"Make your first impression  
a lasting impression!"*

**Newsletter Circulation Manager**



**Janet F. Williams**

*Full-Service Manuscript Editing  
Private Writing Coach*

760.917.6125

[www.JanetFWilliams.com](http://www.JanetFWilliams.com)

[www.GoodDayMedia.com](http://www.GoodDayMedia.com)

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

**Social Media Liaison**



**Andrea Susan Glass**

*Book Coach, Copy Editor*

*Nonfiction Books*

*Bestselling Author*

[WritersWay.com](http://WritersWay.com)

[AndreaSusanGlass.com](http://AndreaSusanGlass.com)

[Andrea@writersway.com](mailto:Andrea@writersway.com)

858.350.5235

**Member Profile Editor**