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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.

Meetings are held on the last Saturday of each month (except November and December). If held in person, they take place from 10:00 a.m. to noon, usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA). If held virtually, they take place from 10:30 a.m. to 12:00 noon. *Always check meeting information in the newsletter for current location and times.*

**Meeting:** Saturday, October 29, 2022  
**Time:** 10:30 a.m. to 12:00 Noon  
**Location:** Webinar—Zoom (watch for details)  
**Topic:** “Publicity for Your Book: How to Get It and Make It Work for You”  
**Speaker:** Holly Watson

**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 publicity pro Holly Watson covers the basics of book publicity.** She will reveal:

- What you can expect from your publisher, and why you might want to hire an independent book publicist
- The ideal timeline, from getting blurbs and pre-reviews to scheduling book talks and media
- What an author can do to make the publicity even more effective
- How to extend traditional book publicity with promotions on social media
- Best practices when working with media

Finally, this presentation will help you think like a book publicist to identify what will get the most media coverage for you and your book.



Holly Watson is the founder of [HWPR](#), based in Los Angeles. HWPR works with the Big 5 publishers as well as small presses and academic publishers, with an emphasis on literary and crime fiction and on non-fiction titles focusing on science and health, history, and biography. Prior to HWPR, Holly worked in house for several years at Viking Penguin Books as well as at W. W. Norton & Co. and Basic Books.



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

**PWSD News**

Thank you, Jeniffer Thompson of Monkey C Media, for an excellent program in September. It is true that the author bio is both one of the most important and one of the most neglected tools in your book marketing kit. She offered such a smart strategy for developing a great bio and the modifying it for different situations. Her detailed handout is available [on our blog](#).

This month we welcome Holly Watson of HWPR. I've had the pleasure of working with Holly on an important book campaign, and I can attest that she is a pro. She's going to reveal what publicity you can expect from your publisher, if you have one, and when it is smart to hire a publicist of your own, whether your book is traditionally published or you are publishing yourself. Holly has years and many books' worth of experience to draw on and share.

This will be our last meeting until 2023. We are working on a schedule of alternating in-person and online meetings. Watch this space for more information.

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 he will check your membership.)
2. **If your membership is up to date, please consider paying the meeting fee.** You can do this by going to [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 5. You can easily join either by clicking on the link to PayPal on our website, or by sending 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.





Go to [ReadLocal.org](http://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.



**“PWSD likes Facebook!”**  
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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!


## 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 in-person 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 our Glenna. Thank you for your continued support.



## Q: Is It Worth Trying to Get My Book Into Barnes & Noble?

Mel Corrigan

*Business and Visibility Director*

[Scribe Publishing Company](#)

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

**It's time to develop a relationship with your neighborhood Barnes & Noble store manager.**

For many small, independent publishers, attaining national distribution can be a big win. But every book in a given catalog might not have national appeal or garner attention from a distributor's salesforce. In order to get the most out of any book, positioning is key, and oftentimes for small publishers and author-publishers, local and regional markets are most relevant. Given Barnes & Noble (B&N) CEO James Daunt's vision for the evolution of their stores throughout the US, there's no time like now to develop a relationship with your neighborhood B&N store manager.

When Daunt began as B&N CEO in August 2019, one pillar of his vision for the international bookstore chain was captured by *The Wall Street Journal*: "The company is empowering store managers to curate their shelves based on local tastes." Upon reading this, independent publishers around the country rejoiced. (I did!)

Daunt reiterated this point during his keynote conversation with [IBPA Board of Directors](#) Chair Karla Olson at [IBPA Publishing University](#) on April 8, 2021. Daunt said one of B&N's core principles is to give "much greater freedom to individual stores to determine what is best for them."

Under Daunt's leadership, B&N is more than [two years] into a corporate-wide transformation. Daunt said, "We are... now a bookstore that we would hope [is] enjoyed by our customers, a place in which to discover books.... One of our roles is to bring books to readers."

This is indeed a transformation from the days when B&N tried to pack their big-box stores with as many bestsellers as possible. Olson and Daunt discussed the need for B&N stores to rely heavily on perennial sellers and less so on the latest and greatest bestsellers, which points back to localizing content and allowing store managers to match inventory to local interests.

While B&N stores are generally large, they can carry only a small fraction of published books. The role of a bookseller is to decide what they want in their bookstore and what will appeal to their customers.



This makes curation a highly selective process, which largely hinges on availability and quality. Book buyers need an established, reliable mechanism for ordering books. Daunt explained that store managers “need to be able to order the books easily and sensibly.” This means publishers “need to have proper access to distribution channels.” Publishers need to offer the standard bookstore discount (50%-55%), and titles need to be returnable. Returns can be unpredictable and cause small publishers much grief, but it’s important to know that while B&N store returns are presently greater than 25%, Daunt aims to change that.



Returns are bad for business (and rough on publishers’ cash flows). Daunt plans to get returns down to 10% and then ultimately into the single digits (Waterstones, a UK bookstore chain that Daunt also manages, achieved a 3.5% return rate as of December 2020 under his leadership). Daunt went so far as to say, “A return is simply a measure of failure,” capturing the essence of his philosophy that booksellers need to be engaged with and accountable for the books they are selecting and selling. Something that was (and is!) music to independent publishers’ ears.

As for quality, Daunt said, “Standards have to be high: the cover design, the texture of the book, the paper, the feel as well as, of course, above all, the content.” With all this in mind, here are some questions to ask yourself:

1. [Do you have distribution or a trade wholesaler?](#)
2. Are your books set up with your distributor or trade wholesaler at a 50%–55% discount to bookstores, and returnable?
3. [Do you adhere to professional publishing standards?](#)

If all three of these things are true, it might be the right time for you to walk into your local B&N and present your title(s) to the store manager.

“Talking to booksellers in stores is always sensible and hopefully enjoyable,” Daunt said. Let that serve as encouragement to independent publishers to polish up those marketing plans to pitch to a store manager.

A tip sheet (or sell sheet or AI sheet) that shows the cover, description, and publication details is a good place to start. Also of importance is an understanding of genre and how a particular title can be positioned

in the market and in a given store. A bulleted list of key selling points should be captured in the tip sheet and can be a jumping off point when speaking to a store manager about a title you'd like to introduce.

“What does a bookseller want to see? Ideally, they just want to see the book,” Daunt said. “There’s no better way to judge a book than to hold it in your hands.”

An advanced reader copy (ARC) will suffice, but nothing beats a finished copy, if available. The quality of a book will speak for itself. If you recall Amanda Gawthorpe’s article [“Reducing Bookseller Bias”](#) from the March/April 2021 issue of *IBPA Independent*, [books need to be] of bookseller quality standards. Daunt agreed with this when he said, “There are a lot of people, particularly self-publishing, who are producing books that are not actually, frankly, at the standard we want at our stores. That is simply a brutal reality.”

A brutal reality to be sure, which can be remedied by developing the skills and tools to publish titles in accordance with professional publishing standards.

**More Resources.** Apply IBPA’s Industry Standards Checklist to your books before shopping your catalog to prospective bookstores. [Download it here.](#)



*Mel Corrigan, business and visibility director at Scribe Publishing Company. Read more [here.](#)*

*Mel's occupation, according to her six-year-old son.*





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.

**Pain-Free Editing: How to Create an Ergonomic and Efficient Workspace  
Thursday, October 20, 2022 6:00 p.m. (Pacific time)**

*Virtual Workshop Presented by the San Diego Professional Editors Network, [SDPEN.org](http://SDPEN.org)*

As editors, we are required to sit for extended periods of time, which can take a toll on our physical and mental health. This workshop will help us examine our workstations and discover ways we can enhance, improve, and change the way we sit at our desks. You'll learn not only how to create a more ergonomic and efficient workspace, but also how to recharge your energy while sitting in a stationary position. You'll also learn proper posture and techniques for "walking tall" to repattern the way you walk. Most importantly, you'll gain the knowledge required to achieve pain-free editing at home. To register for the workshop, which costs \$15 for SD/PEN members and \$30 for nonmembers, just click the link at <https://us02web.zoom.us/meeting/register/tZcld-CtqDMpEtJHkDZrs4Ge6jBPWZs35ZWk> no later than Thursday, October 19. An invoice for payment will be sent to you with the Zoom link.

**Breaking into Romance Editing: The Dos, Don'ts, and Everything in Between  
Saturday, October 22, 2022 10:00 a.m. (Pacific time)**

*Virtual Workshop Presented by the San Diego Professional Editors Network, [SDPEN.org](http://SDPEN.org)*

Interested to learn what it takes to edit romance novels? Then this workshop is your go-to resource for all things romance. To register for the workshop (Only \$15 for SD/PEN members and \$30 for nonmembers), click this link no later than Friday, October 21: <https://us02web.zoom.us/meeting/register/tZYlcuytrDwtGN2qOA8KLBfYaMqdudBzXuo4>. An invoice for payment will be sent to you with the Zoom link.

**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="http://Blog.Reedsy.com/literary-agents/san-diego/">Blog.Reedsy.com/literary-agents/san-diego/</a>                                                                                                                              |
| California Resources for Writers .....                                                                 | <a href="http://WriteByNight.net/California">WriteByNight.net/California</a>                                                                                                                                                            |
| California Writer’s Club .....                                                                         | <a href="http://CalWriters.org">CalWriters.org</a>                                                                                                                                                                                      |
| City of San Diego Public Library .....                                                                 | <a href="http://SanDiego.gov/public-library/news-events/localauthors/resources">SanDiego.gov/public-library/news-events/localauthors/resources</a>                                                                                      |
| IBPA’s Distributors and Wholesalers ( <i>distinctions and list</i> ) .....                             | <a href="http://IBPA-online.org/page/distributors">IBPA-online.org/page/distributors</a>                                                                                                                                                |
| IBPA’s Hybrid Publisher Criteria .....                                                                 | <a href="http://IBPA-online.org/page/hybridpublisher">IBPA-online.org/page/hybridpublisher</a>                                                                                                                                          |
| IBPA’s Industry Standards Checklist for a<br>Professionally Published Book .....                       | <a href="http://IBPA-online.org/page/standardschecklist">IBPA-online.org/page/standardschecklist</a>                                                                                                                                    |
| Independent Book Publishers Association .....                                                          | <a href="http://IBPA-online.org">IBPA-online.org</a>                                                                                                                                                                                    |
| Independent Writers of Southern California .....                                                       | <a href="http://IWOSC.org/writer-resources/">IWOSC.org/writer-resources/</a>                                                                                                                                                            |
| Mystery Writers of America .....                                                                       | <a href="http://MysteryWriters.org">MysteryWriters.org</a>                                                                                                                                                                              |
| Radio Guest List ( <i>free subscription for interview offers delivered to your email inbox</i> ) ..... | <a href="http://RadioGuestList.com">RadioGuestList.com</a>                                                                                                                                                                              |
| Romance Writers of America .....                                                                       | <a href="http://RWA.org">RWA.org</a>                                                                                                                                                                                                    |
| San Diego Writer Resources .....                                                                       | <a href="http://SanDiegoBookAwards.org/resources">SanDiegoBookAwards.org/resources</a>                                                                                                                                                  |
| San Diego Writers Ink .....                                                                            | <a href="http://SanDiegoWriters.org">SanDiegoWriters.org</a>                                                                                                                                                                            |
| SDSU 2021 Writers Conference .....                                                                     | <a href="http://EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggli0t">EventsInAmerica.com/events/2021-sdsu-writers-conference/<br/>business/marketing-publishing/3tirzndsybggli0t</a> |
| Sixty Writers Conferences for Authors,<br>Bloggers, and Freelancers .....                              | <a href="http://TheWriteLife.com/writers-conferences/">TheWriteLife.com/writers-conferences/</a>                                                                                                                                        |
| The Top Online Writers’ Conferences .....                                                              | <a href="http://SoYouWantToWrite.org/blogs/syww/Top-25-online-writers-conferences-in-2021">SoYouWantToWrite.org/blogs/syww/<br/>Top-25-online-writers-conferences-in-2021</a>                                                           |
| University of San Diego—Creative Writing .....                                                         | <a href="http://SanDiego.edu/cas/creative-writing/">SanDiego.edu/cas/creative-writing/</a>                                                                                                                                              |
| The Writers for Hire—Ghostwriting and Books .....                                                      | <a href="http://TheWritersForHire.com/services/ghostwriting">TheWritersForHire.com/services/ghostwriting</a>                                                                                                                            |
| The Writers Room .....                                                                                 | <a href="http://WritersRoom.org">WritersRoom.org</a>                                                                                                                                                                                    |
| Writing Conferences and Events .....                                                                   | <a href="http://NewPages.com/writers-resources/writing-conferences-events">NewPages.com/writers-resources/writing-conferences-events</a>                                                                                                |

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