

Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

January 2023

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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). *Always check meeting information in the newsletter for current location and times.*

**Meeting:** Saturday, January 28, 2023  
**Time:** 10:00 a.m. to 12:00 Noon  
**Location:** Carlsbad Dove Library, Gowland Room  
**Topic:** “‘Promotional Lee’ Speaking: Creating a Marketing and Promotional Plan for the Year”  
**Speaker:** Lee Silber

**Happy New Year—We’re Going Live Once Again!**

The start of the year is the perfect time to create a plan to promote your book, and yourself. Our first speaker of the year will focus on ways to get the word out, build your platform, and most of all, sell books. Borrowing ideas from the best at promoting their books, he will explore a variety of methods to market, publicize, and sell books and choose the approach that will work for you—and create a promotional plan.

**As part of the planning process, Lee Silber will help you** choose the marketing methods you can be good at and the ones that are the easiest to do so you’ll start now and stick with it. He’ll focus on your ultimate purpose for promoting, so you can hone in on what will get you what you really want and need the fastest. Of course, he’ll talk about social media and other marketing methods, but he’ll also explore the “basics,” like getting rave reviews, building relationships with readers, making the most of the media, and the power of persistence.



Lastly, the goal is to define the outcome you want so clearly that you can recognize promotional opportunities when they arise, break the big tasks into small action items you can do every day, and find the prime times throughout the year to best reach your audience. In the end, when it comes to promotion you will know what to do, how to do it, and when to do it—and be so focused and confident you *will* do it.

*LEE SILBER is the award-winning author of 25 books, including Self-Promotion for the Creative Person. He’s self-published 15 books, with ten others published by Crown, Three Rivers Press, St. Martin’s Press, and Career Press. For more information about Lee and his books, go to [LeeSilber.com](http://LeeSilber.com).*



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

**PWSD News**

Happy New Year! I have FOUR SUPER EXCITING ANNOUNCEMENTS to start off the year:

**Exciting announcement #1: we have a fabulous speaker for January.** Lee Silber, with over 20 books written and published, both traditionally and independently, is an important member of the publishing community in San Diego, and he's also a terrific, high-energy speaker. He's going share the steps he takes to put together an effective, achievable yearly promotion plan. Lee will draw on his years of experience and all his successes. This program will be both informative and inspiring, and you can't afford to miss it.

**Which brings me to Exciting Announcement #2: WE'RE ONCE AGAIN MEETING IN PERSON!** Throughout 2023, we will **meet in person every other month – January, March, May, July, and September.** We're meeting back at the Gowland Room at the Carlsbad (Dove) Library. I'm so looking forward to seeing you all! **In February, April, June, August, and October, we will continue with online meetings.**

**Exciting announcement #3** (which many of you already know): **IBPA'S Publishing University, May 4–6, is in our own backyard** at the Coronado Island Marriott Resort & Spa. This year is your chance to experience all the wonderful programming and networking of this terrific conference. Haven't registered yet? Sign up [HERE](#).

**And now for exciting announcement #4:** Andrea Fleck-Nisbet, the new IBPA CEO, is our speaker for our March (in-person) meeting. She'll introduce herself and her plans for IBPA and for the upcoming conference. In addition, IBPA is planning to host that same weekend (the last weekend in March) a get-together for the San Diego publishing community. More details to come, but mark your calendar now so you don't miss it.

Whew! That's a lot of exciting news to start off the year. Taking a step back, thanks to Holly Watson of HWPR, for her October presentation on best practices for working with a PR agent. Holly generously shared so much great experience with attendees. Holly's slides are [HERE](#).

*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 yet 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 her your full contact information, a head shot, and one or two other images, such as book covers or action shots, and she will publish your finished profile in *Publishers & Writers Monthly*.

**Do you have newsletter feature articles or ideas?** Send them to Managing Editor Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com). We are currently seeking feature articles for the upcoming issues of the newsletter. If you've read something great or have an idea or an article that you believe would be of interest to your fellow members, please submit it to Glenna. Thank you for your continued support.



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

## **Southern California Writers Conference**

**February 17-19, 2023, San Diego, CA**

Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated well over \$4 million worth of first-time authors' book and screen deals. Learn more at [WritersConference.com/sd/](https://WritersConference.com/sd/)

## **28th Annual Writers at the Symposium by the Sea**

**February 20-24, 2023, San Diego, CA**

Writer's Symposium by the Sea is an annual event to inspire readers and writers alike. It features evocative conversations with exemplary writers from various genres, backgrounds, and perspectives. During each interview, the audience is invited to actively listen in as writers share what inspires their writing and delve into the practices that propel their success. [PointLoma.edu/opportunities/writers-symposium-sea](https://PointLoma.edu/opportunities/writers-symposium-sea).

## **Publishing University**

*An Annual Springtime Event from Independent Book Publishers Association*

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

We're excited it's going to be in our home town! Save the date, [click here](#) for more information about the resort, and visit [PublishingUniversity.org](https://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.

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|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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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