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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, February 25, 2023  
**Time:** 10:30 a.m. to 12:00 Noon  
**Location:** Webinar—Zoom (watch for details)  
**Topic:** “How Authors Become Bestseller Authors”  
**Speaker:** Clay Stafford

**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**

As well as writing and publishing his own bestselling books, Clay Stafford has worked with Universal Studios, Stephen Spielberg/Amblin Entertainment, Warner Bros., Walt Disney, PBS, and numerous other studios, authors, networks, and playwrights. He’s taught his success secrets at the *Killer Nashville International Writers’ Conference*. Clay is excited to share with PWSD the secrets he has learned, how to—

- Create and package a great book,
- Network effectively,
- Nurture relationships that help you and your book, and
- Build exposure for you and your book

—so it will become a bestseller!



*Clay Stafford is a bestselling and award-winning author, poet, screenwriter, and playwright; film and television producer, director, showrunner, actor; book, film, and stage reviewer; and public speaker. He has sold nearly four million copies of his books and has had his work distributed in sixteen languages. He is founder and CEO of the annual Killer Nashville International Writers’ Conference and is a contributor to Writer’s Digest magazine with his online column, “Killer Writer.” For more information visit, [ClayStafford.com](http://ClayStafford.com).*



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

**PWSD News**

What a pleasure it was to meet in person again in January! Thank you, Lee Silber, for the perfect new year program! Lee got us off to an energizing start by sharing his plan for year-long promotion. The program was not only informative, it was fun! And he even encouraged us to share with each other, which was the perfect way to bring us back together after so long being virtual only. Thank you, thank you, Lee.

We're back to virtual in February, but with a very special speaker. Publicist Tricia Van Dockum recommended her client, Clay Stafford, who will share his secrets for becoming a bestselling author. Keep the energy going by joining us online in February.

There are more exciting programming coming to San Diego: **IBPA Publishing University is May 4–6, 2023, 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. If you haven't registered yet, you can sign up [here](#).

As a preview, in March, Andrea Fleck-Nisbet, the new IBPA CEO, is our speaker for our next in-person meeting. She'll introduce herself, as well as 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.

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 meet in person on alternating months; when we do, the regular \$10/member and \$20/nonmember meeting fees apply. Our virtual meetings, taking place on the remaining months, are free to participants. 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 even at virtual meetings.** You can do this at [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 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 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 robust and informative website at [IBPA-online.org/](http://IBPA-online.org/).

Membership is very affordable. To make it even better, PWSD members get a \$30 discount. Just enter PWSD30 in the coupon code.





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!



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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 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.

# **Getting Agreement Among Multiple Decision-Makers**

**Brian Jud**

*Book Marketing Consultant*

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

**Here are a few techniques build consensus among diverse perspectives to close book sales.**

When you sell a few hundred books to a prospective customer, the decision is usually made quickly, by one or two people. You might close the sale with a handshake and purchase order after a meeting or two. But the process changes when you propose the sale of tens of thousands of your books to corporate buyers. These decisions are scrutinized at higher levels since the results can make or break careers.

Typically, large-quantity book sales are rarely made on a unilateral basis. In most cases, the decision authority lies with a committee, the members of which have different roles. These people may be from sales, marketing, purchasing, warehousing, legal, and/or human resources. You, as the salesperson for your book, must build consensus among these diverse perspectives to close the sale. How can you do this? Here are a few techniques.

## **Meet Varying Needs Collectively.**

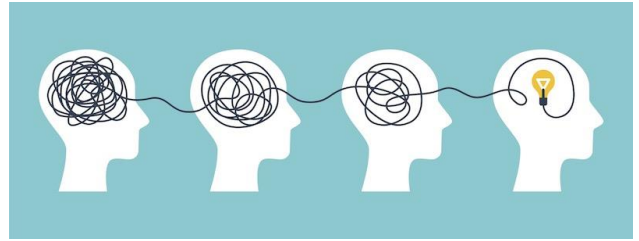
Conventional selling techniques involve a message customized to the specific needs of the primary decision-maker. But when making your pitch to several people with narrow, sometimes divergent needs, it becomes difficult to tailor your message without causing confusion. The implication for you is to effectively connect the individuals to one another.

For example, sales managers may want a variety of customized products to meet the needs of different customers. Purchasing may want more similarity among products to minimize the acquisition cost. Your task is to demonstrate that with modern printing technology customized—even individualized—books can be mass-produced economically.

*Continued on next page*

## Get Involved Early in the Decision Process.

There are three general phases in the decision-making process for a large sale: problem definition, solution identification, and supplier selection. If you can help define the problem, you may be able to control the other two stages.



Let's say you are the publisher of a line of pet care books. Obvious potential customers would be manufacturers of pet food. You could call on those sales managers to find out how you might help them solve their problems. For example, they may want to increase the revenue from the sale of 20-pound bags of dog food. Sales might be declining because of little product differentiation (problem definition). You could suggest that the manufacturer insert one of your dog-care books in each bag of dog food, or an on-pack coupon for an e-book (solution identification). Since your complete and unique line of dog-care books gives them the greatest selection, you would become the supplier of choice.

## Find an Internal Advocate.

You cannot always be there to answer the questions of the various people. If you can engage someone in the company to champion your cause in your absence, you are more likely to hold top-of-mind awareness throughout the decision process. However, you must address two challenges to effectively benefit from your internal advocate. The first is the willingness of people to support you, and the second is their ability to do so.

Your initial allies in the organizations may support you but not be willing to publicly campaign on your behalf. Careers can be at stake if they are perceived as backing the "wrong" supplier. Your task is to build their confidence in you and establish that you are there for the long-term success of the relationship. Do not overcommit, and do everything you say you will do on time and on budget. Building this trust is perhaps the primary reason why large-quantity book sales can take years to consummate.

Also, find an advocate high enough on the organization chart to impact the decision. Get the attention of these people by correctly using terminology such as superior features and customer benefits, positive business outcomes, exit strategies, and return on investment.

Greater access to information and product selection is causing a significant change in how large sales are made. It is incumbent upon the publisher-as-salesperson to manage the progression of corporate decision-making, and the personalities of multiple corporate decision-makers. Once you understand the "hows and whys" of the purchasing process, you can build consensus among the various decision influencers and close more large and profitable sales of your books.



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*Brian Jud is the author of [How to Make Real Money Selling Books](#), the executive director of the [Association of Publishers for Special Sales \(APSS\)](#), and the administrator of [Book Selling University](#). Contact him at [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or [premiumbookcompany.com](http://premiumbookcompany.com).*





**Andrew Fitzgerald**  
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**Traveling the Road to Resilience***  
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Amazon: <https://t.ly/687B>

**PWM:** What aspect of writing or publishing are you involved in?

**Andrew:** I'm a self-published author of *How Did I Get Here? Traveling The Road to Resilience*, which was released on February 15 worldwide on Amazon.

**PWM:** What first attracted you to writing or publishing?

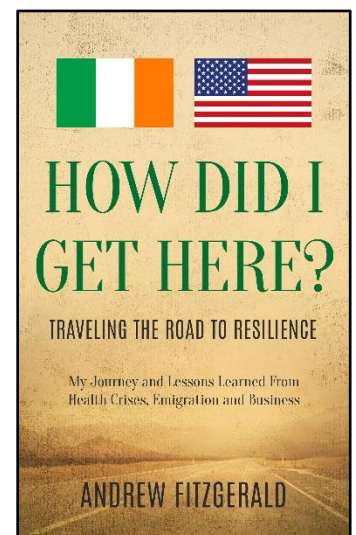
**Andrew:** My passion for writing started in high school back in Ireland, where I grew up. I loved the opportunity in English class to write about my favorite sports topics. The feedback from my teachers was impressive, how descriptive I was and my ability to transport the reader into the scene.

**PWM:** How long have you been writing or publishing?

**Andrew:** My first book took me two and a half years as I started, stopped, and repeated that cycle until I sought out book-coach support in Andrea Susan Glass, and we worked with each other to structure and complete my story.

**PWM:** What is your book about?

**Andrew:** It's a memoir detailing my life growing up in Ireland, emigrating from there to America, and a heart-health scare when I was a teenager, which resulted in my flatlining twice and successfully being resuscitated. In addition, my book details how successful I have been at launching and scaling some of the world's biggest alcohol brands, and it recounts the devastation, grief, and loss of four miscarriages that my wife and I suffered before our fifth pregnancy went full term. The core theme of my book is resilience and how I used that skill to overcome, survive, and thrive.





**PWM:** What are you working on next?

**Andrew:** The next project will be a collaboration with another Irish author, and I will also look at developing a resilience handbook for anyone working in sales.

**PWM:** How long have you been a member of PWSD, and why did you join?

**Andrew:** This is now my fourth month and I joined after being referred by my book coach. My motivation for joining was to and is to learn!

**PWM:** What benefits have you gained as a member?

**Andrew:** There are so many great members who all have varied writing and publishing experiences. In our member meetings, I'm learning from each of them by osmosis, and also accessing great speakers and ongoing literary education.

**PWM:** What would you tell prospective members about the organization?

**Andrew:** Join, join, join! You will be made very welcome and join a very professional organization that prides itself on helping aspiring authors and publishers.

**PWM:** What's something unique or special about you, that you'd like others to know?

**Andrew:** In 2013, I competed at the PGA Tour School for golf!

**PWM:** What request might you have of other members?

**Andrew:** Contact me if you need any sales and marketing support or advice, as I'm an expert in that field.



## *Announcements by and about Members*

### **Book Marketing Support Group**

The purpose of this group is to share book marketing ideas among published nonfiction authors. We'll share what has worked and what has not, and how we can improve. We'll consider collaborative marketing efforts such as shared giveaways and reviewing each other's books, for those in the same genre. Attendance will be open to all nonfiction authors who are interested in improving their marketing efforts. There's no membership, and attendees can come to any meetings. We'll meet the second Monday at 5:00 p.m. Pacific Standard Time (8:00 p.m. Eastern) in my Zoom room. Anyone interested should email me, Andrea Susan Glass, at [andrea@writersway.com](mailto:andrea@writersway.com) for more information.



## *Calendar of Events*

Some conferences and workshops could go online or be cancelled, due to pandemic or other considerations, so check the newsletter or event websites for updates.

### **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.

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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>                            |
| Independent Book Publishers Association (IBPA) .....                                                   | <a href="http://IBPA-online.org">IBPA-online.org</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 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>                                                                                                                  |
| 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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