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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.

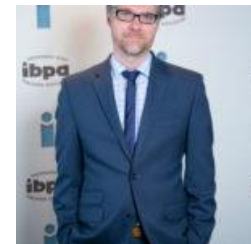
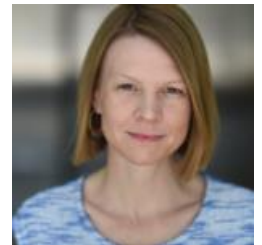
Meetings are held on the last Saturday of each month (except November and December). If held in person, they take place from 10:00 a.m. to noon, usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA). If held virtually, they take place from 10:30 a.m. to 12:00 noon. *Always check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

**Meeting:** Saturday, March 25, 2023  
**Time:** 10:30 a.m. to 12:00 Noon  
**Location:** Carlsbad Dove Library  
**Topic:** “Insights for 2023 in Independent Publishing”  
**Speakers:** Andrea Fleck-Nisbet / Christopher Locke

2023 is already off to a newsworthy start! From the corporate fallout of the failed PRH/S&S merger, to retail’s evolving inventory management practices, to the resolution of the first major worker strike to impact our industry in decades, and the rapid development of AI technologies, these hot-button topics will shape the publishing landscape in the year ahead.

Join the Independent Book Publishers Association’s CEO **Andrea Fleck-Nisbet** and Director of Membership and Member Services **Christopher Locke**, as we discuss the current state of independent publishing, 2023 forecasts and trends, and the work IBPA is doing to support our community as we face challenges and opportunities ahead.

**Andrea Fleck-Nisbet** is CEO of the Independent Book Publishers Association, where she began her tenure in November 2022. Prior to that she was the founding vice-president and publisher of Harper Collin’s lifestyle imprint, Harper Horizon. Andrea spent fifteen years in sales, digital media, and business operations at Workman Publishing and was Director of Content Acquisition at Ingram Content Group. She sits on the board of the Book Industry Study Group.



As the **IBPA** Director of Membership and Member Services, **Christopher Locke** assists the 4,000 members as they travel along their publishing journeys. Major projects include managing the member benefits to curate the most advantageous services for independent publishers and author publishers; overseeing the **IBPA NetGalley program**, which generates buzz and garners reviews for indie publishers’ titles; and hosting the IBPA podcast, **“Inside Independent Publishing (with IBPA).”** He’s also passionate about indie publishing, because he’s an author publisher himself, having published two novels so far in his YA trilogy, ***The Enlightenment Adventures***.



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

**PWSD News**

Thank you, Clay Stafford, for an inspiring program in February! We so appreciate your sharing your experience and insight—all the way from Nashville.

**There's more exciting programming coming to San Diego: IBPA Publishing University is May 4–6, 2023, 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, and Christopher Locke, Director of Membership & Member Services, are our speakers for our March 25 in-person meeting. They will detail their insights and predictions for the coming year in independent publishing. Then they will outline how IBPA can support you through the challenges on your publishing journey.

In addition, IBPA will host the San Diego publishing community in a pre-conference get-together on Friday night, March 24. The event will take place in the Mary Hollis Clark conference room at the San Diego Public Library, from 5 to 8. The event is free, but [registration](#) is appreciated. You can find more information [here](#). Share with anyone you think would be interested.

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.

**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.)

*Continued on next page*

*President's Message—continued from previous page*

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.

*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 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.



# 5 Things to Know About Online Video for Books

John Parsons

*Ghostwriter and Videographer*

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

**Below are five points to consider before venturing into online video as a major platform component.**

Conventional wisdom holds that an author's platform—particularly the online, social media bits—are essential to a book's success. Conventional wisdom also holds that video is, by a large margin, the single most influential online medium. Both of these truisms are in fact true. But neither one informs the overworked self-published author, the under-resourced independent publisher, or the beleaguered agent exactly how to leverage this all-important medium to sell more books.



Thanks to our smart devices, the potential to create video has never been greater. Smartphone cameras are used to create the majority of online videos. They are used, increasingly, to create independent documentaries and even feature films. The problem is that more megapixels and functionality in a smartphone camera does not automatically come with video expertise. It certainly does not add extra hours to an author or publisher's day.

Traditional videography does lower your time commitment, but at a cost that most cannot afford. So, here are five points to consider before venturing into online video as a major platform component.

## 1. Self-Preparation Is Key

For many authors and publishers, video is unfamiliar territory. If you are the introverted, thoughtful type, thinking about being on camera can make you feel uncomfortable, especially when you don't have a video editor to make you look your best. For those who love public speaking or lively conversations, the extroverted traits that make you stand out in these situations don't always translate well to video.

There are many great sources for helping first-timers adapt themselves to video. Here are just a few:

- Dealing with stage fright in general (Karsten Noack)
- Body language and hand gestures (Peter Khoury)

- Tips for speaking on camera/camera presence (JM Pro)
- Makeup and wardrobe for video (Videomaker)
- Using a teleprompter—if you must (Basetwo Media)

Always remember, however, that the goal is to appear natural and conversational—not to become a polished broadcaster. Think of your video as a conversation, not a performance.

## **2. Plan for the Long Haul**

For all its effectiveness, video is not a one-and-done effort. Subscribers to your video channel, like any other group of followers, have agreed to spend time with your ideas and inspirations. If you go too long without contributing to the conversation, they will move on. (They're also not keen on hearing pitches for the book. If the conversation is genuine, a sales pitch is superfluous.)

This means planning ahead and coming up with new ideas and things to talk about, and new ways to say them. If your book is inspirational, find new or tangential inspirations. If it's practical, find the down-to-earth examples that didn't make it into the book. Fictional characters—your own or those that inspire you—can be stories in and of themselves. Your readers themselves are a source, whether their reactions are positive or not. Coming up with topics is taxing to be sure, but it can also be a source of inspiration for another book.

In a pinch, even your past, recorded appearances—at book signings, media events, or public presentations—can yield new video material. Just be sure someone is there to record it with sufficient quality, and be sure to have the rights before someone starts editing old footage.

Also remember that being on camera is only one of many video formats to choose from. Simple motion graphics, explainer videos, or even a collage of gently moving images with narration (think Ken Burns) should factor into your long-term plans.

## **3. Platform Selection Matters**

When first getting into video, most authors and publishers reflexively create their own channel on YouTube, which is ostensibly free. They can subsequently embed their videos on websites and elsewhere. Some manage to create enough videos on their channel to attract a subscriber following, adding SEO keywords and phrases to increase traffic. This is not a bad strategy, but it comes with caveats.

First, hosting your video on YouTube is free because it allows advertisers to attach content to popular videos, or those that match their ideal customer profile. Authors and publishers have no control over this since it is at the heart of the YouTube-Google revenue model. Second, once you upload to YouTube, your video is subject to intellectual property scrutiny. While not a bad thing in itself, for those of us who wouldn't think of "borrowing" copyrighted footage or music, it does expose you to unwarranted or malicious takedown requests.

To avoid ads and other distractions, Vimeo is a fine, low-cost alternative for video hosting and embedding, although it is less effective when it comes to search and audience building. There are also many other video platforms to choose from, varying in price and typically providing specialized features for marketing, education, and other applications. Publishers may choose a specialized platform for their author's content if it offers things like social sharing and video interactivity.

#### 4. Social Media Platforms: Pick Just One

Even if you host your book-related videos on YouTube or Vimeo, it's also a good idea to pick a separate social media venue for your video content. The challenge is which one to choose. While it's tempting to select multiple platforms, through a fear of missing out, doing so will likely result in emotional and financial burnout.

Which social platform you choose will depend greatly on the nature of your book and your intended audience. For example, LinkedIn is considered good for most business-oriented books, while Facebook and Instagram are generally friendlier to fiction and popular culture-themed works. Other video-friendly social platforms have unique demographic profiles that can inform your decision.

TikTok has become a surprisingly good social media platform for some authors, as Ashleigh Renard noted in her blog, "I'm Selling Books on TikTok, No Dancing (or Crying) Required," on JaneFriedman.com. There are several platform-specific requirements to master, in addition to TikTok's vertical video preference. If those are followed, however, the venue can be a substantial "plank" in one's platform.

#### 5. Production Values Make the Difference

Online video has two unique distinctions. If produced well, it has an extremely high engagement potential. People just like to watch video, and they tend to remember it longer and share it more often than text. However, if the first few moments do not engage the viewer, online video is far more likely to be "swiped aside." (For some platforms, notably TikTok, that interval opportunity is literally one second!) Basics like sound quality, lighting, and visual composition can also make or break an author's video.

This does not always mean hiring an expensive videographer or high-end studio. It does mean, however, that just buying a ring light for your phone is probably not enough. Authors and their publishers should always develop a network of affordable freelancers and smaller firms with the technical skills needed for video capture (remote or in-person), editing, titles, and occasional motion graphics.

As with every aspect of platform building, online video does require a time commitment from an already-busy author. But if the goal is to sell books, not just write them, video is the most cost-effective medium for expanding your circle of readers.

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*John Parsons is an independent, nonfiction ghostwriter ([iParsons.com](http://iParsons.com)) and the chief marketing officer of [Intuldeas](http://Intuldeas), a Seattle-area video production company.*



## **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 meeting. We meet the second Monday of the month 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.

## **20th Annual Southern California Writers' Conference: A Weekend for Words September 15–17, 2023, Irvine, CA**

“The Great White Art” is what John Gardner called it, what it is that we writers do, crafting pages from blank. While artists we may be, today's publishing realities mandate that, in order to win over the needed, passionate advocates of our work, we must also become *entrepreneurial* authors. Entrepreneurial in spirit. Entrepreneurial in execution. Excellence in craft alone no longer cuts it. But excellence in craft and a meaningful book still matter most. For more information, go to [WritersConference.com](http://WritersConference.com).





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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