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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 (1775 Dove Lane, Carlsbad, CA 92011). 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, June 24, 2023
Time: 10:00 a.m. to 12:00 Noon
Location: Webinar—Zoom (watch for details)
Topic: "DIY Book Publicity"
Speaker: Marika Flatt

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

PR by the Book helps authors elevate their relevancy and create buzz. They do that through The Road to Influence, their suite of services that go well beyond traditional Public Relations. Whether you're sitting on a bestseller or your first literary endeavor, you need to tap into a publicity solution that fits your needs. Learn from a publicity veteran with 26 years of experience about how to map out your book publicity plan.

Marika Flatt, award-winning publicist and founder of PR by the Book, has worked on thousands of national and regional publicity campaigns over the past 25 years. Flatt is a regular speaker at conferences around the country, educating audiences on topics related to publicity and overall promotion tactics.



President's Message



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By Karla Olson
President, Publishers & Writers of San Diego

PWSD News

Thank you to so many people who helped with the May meeting. First, to Leann Garms, for a great presentation on brushing up on your media skills. Great information, Leann. To Teri Rider and Fauzia Burke for greeting all attendees. And to those who came to the meeting on Memorial Day weekend. Thank you so much.

We're back online for June, with a great program from Marika Flatt, founder of PR by the Book. Marika and her team have been promoting books for over 20 years. She's going to tell you how you can be your own best promoter, so important to the success of your project. Marika is a terrific speaker, and she will share wisdom from years and years of successful publishing. Join us.

Also featured in this month's newsletter is Marla Markman's synopsis of her experience at Publishing University. Marla was one of our scholarship recipients, and she has a lot to share about the time she spent with other independent publishers on Coronado Island. Don't miss her article.

A couple of notes about meeting etiquette at webinar meetings held in even-numbered months. 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, 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 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 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 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 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/.

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 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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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!


Member Welcome and Reminders

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 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 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. You must be an up-to-date member to be in the directory. Unsure when you should renew? Email 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/ 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. If your membership is current, she will provide you with nine 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. 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.

The “Secret” to Success: Build, Serve, and Lean on Your Community

By Marla Markman

I was the lucky recipient of this year’s IBPA scholarship for Publishing University. I had been to PubU in prior years, but I was excited for the opportunity to experience the annual conference so close to home, just a reasonably short two hours away. Who could say no to three days at a sublime bayside resort in sunny San Diego? I would be soaking up new publishing knowledge and hobnobbing with my fellow attendees by day and enjoying the sights, sounds, and gastronomic delights of the city by night. What could be better?

While I did experience all that, what I came away with was much richer. The theme of this year’s conference was Navigate, Innovate, Elevate. But my personal takeaway was Build, Serve, Lean. Throughout the three days, the theme of building, serving, and leaning on your community was reinforced again and again, from the legendary keynote speakers and marvelous workshop presenters and IBPA board members who generously volunteered their time to my fellow attendees, and even myself—from my not-so-subtle inner voice.

It All Started with *Moi*

Even though I mentioned my inner voice last, I’m going to talk about it first, because that’s where my idea of community first arose. I have a confession: Networking is an essential part of building and sustaining any business, but I dread it—every single time. No one who knows me would ever guess this, since the outward-facing Marla is the epitome of a Chatty Cathy—gregarious to the core and able to talk to anyone. This is all true—until I’m faced with networking. Then I clam up and get a knot in my stomach the size of New York. Whenever I arrive at a networking event, I first have to give myself a pep talk and put on my game face.

Well, I resolved that this time was going to be different. After all, what was there to be nervous about? Business is going like gangbusters, and I was walking into an event with my community. PubU always gives me the chance to connect in person (Zoom meetings cannot replace a warm hug or a firm handshake) with colleagues from afar and meet new friends who might one day become colleagues. So, this time, as I was walking upstairs to registration, that inner voice reminded me to *relax, have fun, and learn—and the rest will be easy.*

And you know what? My inner voice was right. This was the best PubU I have attended. I met so many wonderful people—in the main ballroom at lunch, sitting on the floor of a very popular workshop session, in the elevator and walking back to my hotel room. There was no shortage of amazing folks who wanted to chat, share, and learn.

I took advantage of my community and soaked up so much knowledge. I may have been in this business for over 30 years, but there is always something new to learn. This fabulous industry we call publishing is always changing and growing. To be able to serve my community—my clients and even colleagues—I need to keep up on trends and learn the latest tips and tricks. As a book shepherd, my community depends on me to be their guiding light and go-to source to answer their burning questions and help them navigate the often-overwhelming indie publishing journey.

I arrived to this year's PubU with some burning questions of my own. The biggest was, How is the industry addressing and using AI, like ChatGPT? Our own Publishers & Writers of San Diego member Fauzia Burke, a self-professed huge fan of AI, shared how she takes full advantage of many AI tools in her panel, "Publicity Campaigns with Limited/No Budget." She provided an incredibly helpful handout that lists all the AI tools she uses, which I am in turn sharing with my AI-information-starved colleagues. I also spoke with many attendees who shared not only how they are using AI to grow their business but also what they struggle with in this new technology.

I am always eager to learn what's new in publicity and special sales. That's one of the biggest sources of questions my community has, and I want to be able to serve them by knowing as much as possible. This year's stable of breakout sessions focusing on publicity and special sales was exceptional. In particular, I enjoyed the session on "Non-Traditional Retail Sales." Carrie Severson, founder of Unapologetic Voice House, shared how to break into the untapped market of subscription box sales and corporation and association sales (think selling your books to employee resource groups and employee libraries). I was also reminded how effective custom publishing can be to promote bulk sales. I have already had meetings with clients about these new and old ideas.

It Was Legendary

Here's another confession: I cried at this year's Saturday keynote session. The promotion of build, serve, and lean on your community was front and center at the powerful and inspirational "Legends of Black Independent Publishing." I had not heard of these publishers, but I'm sure glad I know them now.

The panel, which was moderated by Troy Johnson, founder of the African American Literature Book Club, featured Dr. Haki Madhubti, founder and publisher of Third World Press (started in 1967, it's the largest Black-owned press in the US); W. Paul Coates, founder of Black Classic Press (1978); Kassahun Checole, president and publisher of Africa World Press (1983); and Wade and Cheryl Hudson, founders of Just Us Books (1988). They all started their businesses during times when publishing books to lift up and support their community was an incredible struggle. Investors and traditional publishers mistakenly believed that Black people didn't read, so why invest in a market that wouldn't pay for itself? But these publishers didn't let that stop them. They just dug in more and leaned on their community—their family, friends, and neighbors. With their support—financial and emotional—as well their own fortitude, they made it happen.

And they still believe and practice that today. When Troy Johnson asked what was one piece of advice they would give to the audience to help them build and grow their publishing businesses, they all focused on community: "Do not disrespect your family and community." "Never abandon your base." "Don't

betray the values of your community. Serve that community.” “If you are in publishing only to make money, you won’t last.”

When Dr. Madhubti’s business was recently flooded, and he lost a huge percentage of his books and work, he worried that the publishing empire he had worked so hard to build was done. But his community rallied around him and fundraised. From all walks of life, money poured in, even single dollar bills from prisoners. (Third World Press donates to prison libraries.) How could I not get teary-eyed upon hearing this uplifting story?

Support Your Local Association

It was extraordinary to hear that each one of these legendary publishers at one time or another served as an IBPA board member and that three books published by Just Us had been previous recipients of the Ben Franklin award. In other words, at one point, they were where we are now. They served their publishing community as IBPA board members and in exchange learned important lessons and made valuable connections.

Prior to the keynote, a fun and educational event, “Intentional Membership Speed Dating,” was held in the main ballroom. It was kind of like a round robin. Each IBPA committee member sat at a different table for a few minutes and informed the table members what their committee does, how it benefits members, and what we would be responsible for should we decide to run for a position on their committee. When the bell rang, the committee members would switch to another table and start the information session all over. They pitched their committees well. I left feeling that I wanted to run for a committee position this year and have a hand in shaping the future for the IBPA.

The IBPA is certainly part of my community. Since starting my business, I have taken advantage of many discounts, webinars, and, yes, PubU, the benefits of which I am, in turn, paying forward to my clients—another community. If you have not already done so, I encourage you to explore the numerous benefits IBPA has to offer.

Build a Community

As echoed by so many throughout the conference, being part of a community is key to success in publishing. If you don’t have one, “build one,” said “Bex” Borucki in Friday’s keynote. And in the session, “How to Start and Grow a Publishing Business,” a great sound bite from the panel was “Knowing who your audience is, is more important than getting on GMA.” I would add to that, “knowing *and connecting with* your audience.”

That’s because, as Leah Hernandez, founder of Young Authors Publishing, said in that same panel, “Publishing is a people industry.” Certainly, success is formed from hard work and tenacity, but it’s also built by forging relationships with those who’ve blazed the trail before you.

One of the first people I met when starting my business was Joel Friedlander, founder of Marin Bookworks. I met him on Twitter, and he was gracious enough to connect with me. Eventually, we formed a friendship and began collaborating on projects. He was never too busy to answer a question or be a sounding board. I would enjoy seeing him at PubU every year and catching up. Since he passed

away in 2021, I miss seeing his smiling face at the conference. But I know that by listening to my inner voice, I will be out there forming valuable relationships with people who will become part of my community. I encourage you to join me.

About the Author: Marla Markman is a member of PWSD. She was awarded one of two scholarships to attend this year's IBPA University. She is a publishing professional and award-winning editor with 25 years of experience creating, editing, and managing nonfiction content for a wide range of media, from magazines and books to websites and marketing collateral.

Marla's previous career paths included becoming a veterinarian and then a park ranger. Instead of these careers, it soon became evident that she was destined to work with words. Marla joined the editorial team at Entrepreneur magazine, the No. 1-ranked small-business magazine in the country. There she learned all aspects of the business and honed her expertise as managing editor. She was instrumental in launching the company's trade book division, where she acquired, developed, and edited numerous top-selling book series.

When she left Entrepreneur in 2008 to start her own business, it was important to her to continue that mission—only now she makes writers' dreams of being published authors come true. Specializing in nonfiction, she works with authors of all kinds, from first-time to best-selling authors. She works with self-published to traditionally published works, in addition to crafting, editing, and managing content for a range of media.



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[Amazon.com/dp/B0C4MK577X](https://www.amazon.com/dp/B0C4MK577X)

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

Kathryn: I am an author and a book coach, and I founded the Good Book Collective, an organization that gives writers feedback on their pre-publication novels and provides promotional opportunities for authors.

PWM: What first attracted you to writing or publishing?

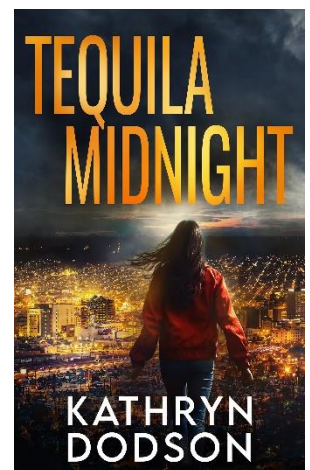
Kathryn: I had a poem published in a magazine called *The Chronicle of the Horse* in ninth grade and went on to major in English with a creative specialty in college. But it was the 1980s, so I followed that with business school and got a real job. It wasn't until I retired in 2016 that I had the time and energy to write, but I guess the stories had built up in me because I've written a novel every year since.

PWM: How long have you been writing or publishing?

Kathryn: I finished my first novel in 2017, but my first published novel, *Tequila Midnight*, debuts this summer on July 13, 2023.

PWM: As a writer, what kind of books do you write? Any published?

Kathryn: *Tequila Midnight* is a character-driven suspense novel. I love suspense novels that keep you on edge, like the Jack Reacher series. I wanted to combine that excitement with a novel where the main character had to learn and grow as she made her way through the story. I wanted her to overcome her misbeliefs and bad habits and become the hero of her own story. This is one aspect all my novels share. My second published novel, *The Podcast Chronicles*, comes out this October, and while it is book club fiction instead of suspense, it also has a character who must evolve to succeed.



PWM: What was your most recent project?

Kathryn: In addition to finishing the audio version of *Tequila Midnight* and putting the finishing touches on *The Podcast Chronicles*, I am revising another suspense novel, *A Life in Three Portraits*, which will be published in January.

PWM: What are you working on next?

Kathryn: I have just started drafting the sequel to *Tequila Midnight*, tentatively called *El Diablo*.

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

Kathryn: I believe I joined right before the pandemic, so probably in 2019. I think I went to one in-person meeting before everything went online. I joined to meet other writers and publishers in the region.

PWM: What benefits have you gained as a member?

Kathryn: I love attending the in-person meetings, especially since I live just down the road in La Costa Valley. Some of the presentations have been inspiring, and I also enjoy meeting other authors.

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

Kathryn: PWSD gives indie authors and publishers a real advantage in terms of education and networking.

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

Kathryn: I trained with the United States Equestrian Team when I was eighteen, and horses often show up in my novels.

PWM: What request might you have of other members? (joint-venture promotions, launch team, referrals, reviews, advance readers...)

Kathryn: I'd love to collaborate with other members on launch teams and reviews.



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 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.

Clarion 2023 UCSD Workshop

for Short-Story Writers of Sci-Fiction, Fantasy, and Horror

June 25 – August 5, 2023, UC San Diego Campus

Intensive six-week summer program focused on fundamentals, with instructors among the most respected writers and editors working in the field today. Over one-third of the graduates have been published, and many have gone on to critical acclaim. Clarion participants selected from applicants with potential for highly successful writing careers and who submit writing samples with an application. Nonrefundable \$70 application fee; partial scholarships may be available. Full workshop details are available at <http://clarion.ucsd.edu/2023-workshop/>.

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.



Have more resources to share? Please email them to Newsletter Editor Glenna Bloemen at gab11853@aol.com, and we will be happy to include them in this list.

Best Literary Agents Seeking Submissions in San Diego	Blog.Reedsy.com/literary-agents/san-diego/
California Resources for Writers	WriteByNight.net/California
California Writer's Club	CalWriters.org
City of San Diego Public Library	SanDiego.gov/public-library/news-events/localauthors/resources
Independent Book Publishers Association (IBPA)	IBPA-online.org
IBPA's Distributors and Wholesalers (<i>distinctions and list</i>)	IBPA-online.org/page/distributors
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IBPA's Industry Standards Checklist for a Professionally Published Book	IBPA-online.org/page/standardschecklist
Independent Writers of Southern California	IWOSC.org/writer-resources/
Mystery Writers of America	MysteryWriters.org
Radio Guest List (<i>free subscription for interview offers delivered to your email inbox</i>)	RadioGuestList.com
Romance Writers of America	RWA.org
San Diego Writer Resources	SanDiegoBookAwards.org/resources
San Diego Writers Ink	SanDiegoWriters.org
Sixty Writers Conferences for Authors, Bloggers, and Freelancers	TheWriteLife.com/writers-conferences/
The Top Online Writers' Conferences	SoYouWantToWrite.org/blogs/syww/ Top-25-online-writers-conferences-in-2021
University of San Diego—Creative Writing	SanDiego.edu/cas/creative-writing/
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