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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, July 29, 2023  
***Time:*** 10:00 a.m. to 12:00 Noon  
***Location:*** Carlsbad Dove Library, Gowland Room  
***Topic:*** “Publish Your Voice: How Indie Authors Can Use Audio for Books, Podcasts, and Marketing”

***Speaker:*** Carter Wogahn

The past several years have seen a resurgence of audio as a medium of art, entertainment, and marketing. Now, a lower barrier to entry and an increased ease of access has made audiobooks, podcasts, and other audio content a viable medium for both selling and marketing a book. How does this proliferation of audio affect indie authors? Here's some of what you'll learn:

- How podcasts and audiobooks differ
- The importance of your voice in marketing your book
- The steps of recording and releasing an audiobook
- How to market your book using audio when you don't have an audiobook or podcast
- Creative approaches to audiobook and podcast distribution
- How to adapt or repurpose existing content for a podcast
- How to use audiobooks and podcasts to create audio marketing assets

***About the Speaker:*** *In his capacity as sound designer, editor, and engineer for podcast production company Pod People, Carter Wogahn has worked on podcasts for brands such as People Magazine, Wine Enthusiast, CNN, SoFi, and Udemy. In addition to podcasting, Carter assists AuthorImprints clients in recording and releasing their own audiobooks.*





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

In June we welcomed back Marika Flatt from PR by the Book, who presented an excellent program about how to DIY your publicity. She focused on the ideal schedule (it starts earlier than you think!), best practices, and understanding how it all works. She shared her slides, which you can access [here](#). Marika and PR by the Book have been long-time supporters of PWSD, and we were so happy to have her join us again.

Audio is still the fastest growing segment of the publishing marketplace, and you can't afford not to be a part of it. Join us in person in July for a presentation by Carter Wogahn about audiobooks and podcasts—how they are produced, where they are sold, how to market them—basically, everything you need to know. You've been asking for this, so please be sure to join us at the Carlsbad (Dove) Library in the Gowland Room.

**PWSD News**

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**

In-person meetings are \$10 for members and \$20 for nonmembers. We are happy to continue offering virtual meetings free to participants, but 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.) *Note: we are likely to raise the membership fee in the next few months (darned inflation!), so renew your membership now.*
2. **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.
3. **Tell your publishing and author friends and colleagues about PWSD** and invite them to 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.

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!

## **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 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.

IBPA has a monthly Roundtable that I highly recommend. It allows publishers of all shapes and sizes to share success strategies and brainstorm publishing challenges. I often attend and find them very valuable. Also, IBPA has recently created an education hub called [PubSpot](#), which assembles, in one easy-to-navigate site, all the invaluable information IBPA offers about how to succeed in publishing. From editorial to distribution and more, check out all the great articles and webinars that will help you succeed on your publishing journey.



**“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!

## 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](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 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](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.

# 7 Ways to Make Multiple Streams of Income From Your Nonfiction Book

**Julie Broad, Founder of Book Launchers**

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**“Hi. My name is James. I read your book, and I was wondering if you have any interest in taking on more investors for your deal.”**

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When my first book, *More than Cashflow*, hit the market, one of the things that surprised me the most was how the book continued to generate income and impact for me over the years after it was published. One of the most surprising things that happened was receiving emails like the one above from people I'd never met. My husband and I actually went on to invest with James and buy a 30,000-square-foot commercial property. That was just one of the ways my book generated income for us. The trick that many nonfiction authors don't realize is that it wasn't a straight line from publishing my book to generating income in a variety of ways. There were a lot of other steps that were taken in order to generate awareness surrounding the book and create opportunities. Your book can be a powerful income generator and impact creator, but not if nobody knows it exists. If you're still trying to figure out how your book can generate an income for you besides book sales, then here are seven common approaches for nonfiction authors to explore.



*Julie Broad*

## 1. Online Courses

Most nonfiction books (not memoirs, but business, self-help, fitness, and health-related books) lend themselves beautifully to membership platforms through online or live courses. The best part is that you've already done the hard work of creating the core content. Many authors wonder, though, if you put all your best information in your book, will someone still buy your course? The answer is yes. In fact, you'll find folks are even more enthusiastic about your course as a result of reading your book. The most important thing to remember is that a book is designed for consumption and a course is designed for action and results. This difference means your course may contain the same material, but it should be



organized differently than your book in order to support those action-oriented student goals. The courses I built after *More than Cashflow* launched contained the same material as the book, but I added a weekly Q&A call. I sold the course for \$697, eventually raising the price to \$999. I also had a corresponding mastermind group that priced at \$10,000 a year. After someone read my book, they often reached out and wanted support implementing what they had just read, creating this new income stream. Typically, a course involves audio or visual material with downloadable resources. You can also add live components if you choose. Because my course focused on real estate investing, the live component helped answer questions specific to each student's deals and markets, but it also sold without the live component. The advantage of adding live components is that you can ask a higher price for the added value. Even without the live component, the different format offers a whole new value proposition.

## **2. Consulting**

Dr. Lanae St. John wrote a powerful book called *Read Me: A Parental Primer* for “The Talk.” Her book is all about helping you create an open relationship with your kids so you're comfortable talking about sex with them. This can be a topic fraught with emotion and a variety of challenges, so it makes sense that her primary income source post-book launch is one-on-one support for clients who are struggling with this topic with their kids. Even though most problems can be resolved with similar processes and approaches, people tend to think their situations are unique and require personalized support. With many nonfiction book topics, you can most certainly expect people to call you and say, “Can I hire you to [fill-in-the-blank with your book topic]?” Start thinking about your hourly rate now, because there's a good chance you'll be asked once your book is on the shelves.

## **3. Speaking Gigs**

Being a paid speaker is the goal of many authors, and a book is likely to lead you toward that path. Many events look specifically for authors as their speakers, but being paid for speaking isn't the only way to generate revenue from speaking. When you first start speaking, you may find yourself doing events for free. Heck, many seasoned professionals speak for free in order to get in front of the right audience. However, these free speaking gigs can still generate income for you. The first goal should be to capture email addresses from attendees. Offering a feedback sheet with a cool opt-in or follow-up offer can help you build your email list, which will give you many opportunities to increase your income from a single talk. Additionally, I have had a lot of success arranging to speak for free if the organizer buys 100 copies of my book to give to the first 100 registrants of an event (or for all attendees depending on the budget of the event organizer). This helps me make a bit of money and gets my book into the hands of the audience.

## **4. Book Sales with Speaking Gigs**

Your book can also add a zero to your value as a paid speaker. You're now the “author of *the book* on the subject,” which has tremendous value. Your book can also boost your fees because you can now offer a second contract option that includes the sale of your book to the audience. Many companies accept the talk fee plus book sale option and generate additional revenue for you.

## **5. Affiliate Sales**

Is there a product or service you recommend in your book? You can set up an affiliate relationship with that product or person by either including a link or linking to a resource page in your book. These links

are called affiliate links. When someone buys through one of those links based on your recommendation, you'll receive a referral fee or a commission. A quick note: Amazon does not permit affiliate linking to Amazon products in Kindle books. Also, don't link directly to Amazon in your book at all or you could find it getting kicked back by services like [Apple Books](#) or [Draft2Digital](#) because their bots are on Amazon patrol. To offer affiliate sales in your book, direct folks to your resource page on your website where you have these links. It goes without saying, but you should never set up affiliate relationships just to make money. You will damage the trust of your audience if you recommend something that you don't actually love and use.

## 6. Selling Products

When it comes to nonfiction, you may not have a lot of opportunities for creating and selling merch, but you certainly can use your book to sell a software, promote an app, or feature a product so that people know why your product is the best. Dave Asprey from Bulletproof said that people who'd read one of his books bought twice as much Bulletproof product from the company. Your book can really showcase the value of a product and be a huge income booster for your business. The book may create the natural need for the solution, which you'll go on to create after you publish your book. Or, your book might be written all about the origin of your product and really tell the story that makes people want to buy your product. Either way, it's a fabulous way to make another income from your book.

## 7. A YouTube Channel

Your book is monetized marketing, and so is YouTube. Sure, you won't roll in cash in the early days of your channel, but YouTube will let you make money from content while you're building an audience that will buy other things from you—your book, consulting time, or a course. Once you have 1,000 subscribers, you can monetize your channel, get sponsorships, do partnerships, and promote products to sell. YouTube also adds value to a website and business because of its audience and revenue generation. Thanks to the ongoing revenue and brand recognition from YouTube, I was able to sell my old business website and its YouTube channel after several years of inactivity. It's also owned by Google, so every video you create has the added benefit of being more easily found in the biggest search engine. Your book can be a powerful income generator, but the first thing you need to do is ensure you're clear on who your book is for and how you'll help them. Once you know those two things, you'll find endless ways to serve that audience, have an impact, and ultimately generate multiple streams of income from your book.

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**Julie Broad** is the founder of self-publishing services firm [Book Launchers](#) and an Amazon Overall #1 Best Selling Author. Her popular YouTube channel [BookLaunchers.TV](#) teaches nonfiction authors how to write and market books people will want to read. An expert on writing with marketing in mind, Broad has been speaking on stages across Canada and the US since 2009, providing the best approaches to get results, make an impact, and, ultimately, make more money.





## 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 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.

### 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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