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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, September 30, 2023  
***Time:*** 10:00 a.m. to 12:00 Noon  
***Location:*** Carlsbad Dove Library, Gowland Room  
***Topic:*** “The Three Pillars of Successful Book Marketing”  
***Speaker:*** Jeniffer Thompson

In today’s publishing world, it’s critical that you position your books properly, and even more critical to position yourself and build a tribe of loyal fans. Jeniffer Thompson identifies the three pillars of successful book marketing as audience, content, and loyalty.

She identifies personal branding techniques that show you how to develop a plan to target your audience, create value-driven content, and build a loyal fanbase. It’s time to connect the dots of your marketing efforts and stay connected to your audience.

## ***About the Speaker:***

*Jeniffer Thompson is a personal branding expert, digital marketing strategist and host of “The Premise” podcast. She is an award-winning author and speaker and the co-owner, with her husband Chad, of Monkey C Media, creating attention-grabbing book-cover designs and author web-sites. She is co-founder of the San Diego Writers Festival and serves on the board of the San Diego Memoir Writers Association.*





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

Thanks to Charmaine Hammond for a great program in August on sponsorship and crowd funding your book project. Charmaine generously shared a list of resources, which you can find in the [blog section](#) of the PWSD website. Charmaine has published over 10 books and other media projects, and she's learned a lot about how to finance them. To learn more, go to [her website](#).

Thanks, too, to David Wogahn for hosting the meeting. David, I don't know what I would do without you.

This month on September 30 we welcome back Jeniffer Thompson, who is going to share "The Three Pillars of Successful Book Marketing." If you have heard Jeniffer speak before, you know that you can't afford to miss this essential presentation. She is not only a publishing pro but a terrific speaker. The September meeting is in person at the Carlsbad (Dove) Library, so we hope to see you there.

**Special announcement:** The October 28 meeting (the last of the year) will be in person at the library as well. At that meeting, Dianne Concoff Morgan will join us to share her best advice on how to promote your title using social media. It is always great to hear new ideas from people who are in the field. I hope you will join us.

That will be our last meeting for 2023. The January meeting will be online, and then we'll start up in person again in February. I've already got lots of great ideas for speakers!

**PWSD News**

A couple of notes about meeting etiquette at webinar meetings held next February and at successive 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.

*Continued on next page*

## *President's Message—continued from previous page*

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**

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.** Right now, 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 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.

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 status.)
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 yet 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/).

IBPA 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!”**  
**[Visit us on Facebook today](#)**  
**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.



# How to Plan a Successful Media Campaign For Your Nonfiction Book

**Maggie Langrick**  
Founder and Publisher  
*LifeTree Media*

Reprinted with permission. This article was first published in the  
March/April 2020 issue of *IBPA Independent* magazine  
and can be read online [here](#)

*It helps very much to have established relationships with key reporters, editors,  
or producers relevant to your book.*

When I was the features editor at a major metropolitan newspaper back in the aughts, part of my job was to evaluate pitches from publicists promoting book launches and authors. Now that I am a publisher of nonfiction books, I'm on the other end of the e-blast, and my past experience as a journalist informs the way we present our books to media. Our company supports almost all of our titles with a PR campaign, and while the results vary considerably, we can be confident that our books will win at least some coverage because we know how to pitch our books in a way that attracts editors' and producers' attention. Here are my top tips for winning earned media for your nonfiction books.



*Maggie Langrick*

## **1. Prepare your author (or yourself) for the campaign.**

The very first point in preparing an author for a smooth and successful PR campaign is to help them set realistic expectations. Many authors want to know how many interviews they'll be asked to do, or which outlets they'll be featured in. They may have strong ideas about which aspects of their book they want media to focus on, or when they want the piece to run.

As understandable as it is to want to control these things, the fact is that the focus, timing, and placement of coverage is up to the journalist or media outlet. Their priority is not to promote your book; it's to serve up interesting content to their audiences. If your book fits the bill, they'll cover it. If it doesn't, they won't. Authors who embrace their book launch campaign with an open mind and respect for journalistic autonomy will find the experience goes much more harmoniously.

If your author is new to being interviewed on the radio or on TV, consider investing in a few hours of media training, which is often offered by publicists as an additional service and is also offered by independent media consultants. As well as helping your author to feel more comfortable on camera or

on the airwaves, media training is great for getting clear on talking points. It's easy for anyone to feel a little nervous when they're being interviewed. Rehearsing answers to questions they're likely to be asked about their book makes it easier for your author to rattle off a good quote or snappy soundbite, even under pressure.

Finally, impress upon your author the importance of being available at the drop of a hat during the active pitching phase. Bloggers and podcasters may not care that much about timing, but the bigger the media outlet, the more critical it is that your author is able and willing to fit within the producers' schedules. Be ready to write op-eds on tight turnarounds, call into radio shows on short notice, and be camera-ready for a morning chat show at the crack of dawn. It may make the difference between getting the media hit or being passed over for a more flexible interview subject.

## **2. Think beyond book reviews.**

Book reviews are not the only form of coverage—for nonfiction books, coverage will mostly come in the form of feature articles and “expert” interviews. The subject matter of your book can be explored from a number of different angles to yield insights and advice that editors and producers will see as relevant to their audiences. Think about how you might leverage the news of the day or seasonal milestones to highlight your author's expertise, too. For example, if you're publishing a book on conscious parenting that's coming out in spring, you might pitch journalists a story on supporting your child at exam time. If it's coming out in September or August, you might pitch a story on back-to-school blues. It doesn't matter if the book itself doesn't deal with those seasonal topics; you're drawing out the philosophy of the book and applying it to the reader's concerns of the day.

## **3. Put together a press kit.**

If you're working with a professional publicity firm, they will produce the press kit and any other collateral they require for the campaign. If you're executing your campaign in-house, you'll need to decide how much material you want to include. The most essential elements of a press kit are the press release, which is a one- to two-page document announcing the book's release and highlighting its key messages, an image of the book cover, and an author photo. Many media campaigns are conducted with only those three pieces of collateral. But you don't have to stop there. Consider including the following in your press kit:

- **Advance reader copies (ARCs)**—Also called a galley, the ARC is an early version of your book with ordering information on the back cover, usually printed digitally in advance of the main print run. A typical campaign will send anywhere from 50-150 ARCs to members of the media.
- **NetGalley**—This subscription service allows you to make a digital copy of the book available to thousands of reviewers, journalists, and other readers.
- **Author Q&A**—This gives reporters background information about the author and may even be used as a piece of canned content that media outlets can publish as is.
- **Advance praise sheet**—If you have endorsements from any household names or heavy-hitters, include them in your press kit.

- **A book trailer**—This is a short (one- to three-minute) video to promote the book. Book trailers can take many forms, from a simple sit-down interview to a complex TV-style ad complete with music. Google “book trailers” to see some examples and decide which one best suits your book.
- **Additional images**—Supplying journalists with additional images can improve your prospects for the placement and appearance of any coverage of your book. Consider including at least one “environmental” shot of your author, along with their author head shot. This usually means a full-body photograph of the author taken in a relevant setting, such as the author’s home or place of business. It adds context and gives editors an easy way to improve the editorial impact of the story they are running, which means better positioning for you.

#### 4. Follow up with specific story pitches.

While it’s OK to send your initial press release in a generic mailout to a long list of recipients, it’s important not to stop there. Following up with targeted story pitches to specific media contacts will dramatically increase your chance of winning a media hit. Of course, you’ll need to do some research to determine what sort of story is likely to appeal to a particular outlet so that you can frame your pitches appropriately for their audience and content type. For example, if your book promotes a particular diet plan, you might craft the following pitches for various outlet types:

- **Morning TV show:** Nutritionist and author demonstrates fast and healthy breakfast recipes from her new book (in-studio appearance)
- **Parenting blog:** Five ways to sneak veggies into your kids’ meals (prewritten article)
- **Business magazine:** How the lunch you serve at company offsites can fuel afternoon productivity—or put your team to sleep (interview opportunity)

You might ask: Isn’t this doing journalists’ work for them? Yes. That’s how it works. Your media contacts may or may not take you up on the particular story you pitched, but by offering a relevant and compelling suggestion, you are showing them that you’ve done your homework and understand their priorities. If they have a different but related story idea in mind, they’re likely to include your author in it.

#### 5. Prepare content in advance—and be ready to write to order.

As print and online publications continue to pare down their editorial staff, they rely more and more on supplied content to fill their pages and websites. To increase your chances of coverage, prepare some or all of the following pieces of content for use in your campaign, perhaps reserving certain high-value pieces for exclusive use by a key outlet.

- **Author “op-eds”**—bylined articles prewritten by the author
- **Author Q&A**—essentially, a canned interview
- **Book excerpts**—700- to 1,500-word sections from the book that work as standalone pieces

Some media outlets, particularly national magazines and metropolitan newspapers, will want to run only exclusive content and control the focus of an author op-ed, rather than running your prewritten pieces. If



asked to write such a piece, be ready to respond quickly, meet the editor’s deadline, and be responsive to requests for revisions.

## **6. Build relationships with media—or hire someone who has them.**

In addition to sending well-crafted pitches, it helps very much to have established relationships with key reporters, editors, or producers relevant to your book. If you typically publish within a particular category, such as business or health, it’s worthwhile making connections with key media in your topic space and keeping those relationships up to date. This is undoubtedly a time- and labor-intensive effort, which is why it might make more sense to invest in a professional PR firm with the right media contacts. Nurturing those relationships through active regular pitching and follow ups is a publicist’s full-time job, and those connections are arguably the most valuable asset that a good PR firm brings.

Media outreach is costly and labor intensive, so it can be tempting to question its value or opt out of it altogether. And it’s true that not every book is a good candidate for a full-scale PR campaign. But even in our current social media-dominated landscape, it remains true that nothing moves the needle on book sales quite like a spot-on national television or a splashy front-page feature. With some careful planning and diligent follow through, it’s possible to put even a first-time author in the spotlight.

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*Maggie Langrick is the founder and publisher of **LifeTree Media** and a former features editor at the Vancouver Sun. She is a public speaker and workshop facilitator on book development and the publishing industry. Langrick is a member of the IBPA Board of Directors, serves on IBPA’s Advocacy Committee, and helped draft the committee’s list of standards criteria for reputable hybrid publishers, published in 2018.*





**Kathleen Kastner**  
Author, Children's Books and Adult Nonfiction

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[Amazon.com/Karma-Cats-Rescue-Kathleen-Kastner/dp/B0BPG8BPDZ/](https://Amazon.com/Karma-Cats-Rescue-Kathleen-Kastner/dp/B0BPG8BPDZ/)

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

**Kathleen:** I write children's books and adult non-fiction.

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

**Kathleen:** I have a BS in Journalism and an MS in Exercise Physiology and have been attracted to writing since I was in first grade. I love the creative process and the idea of helping others with my writing.

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

**Kathleen:** I self-published my first book with Kindle Direct Publishing (KDP) about dating in 2012 called *The Cheerleader Speaks: What God Taught Me About Men and Myself*, to help women find their life partners. I didn't get married until I was 39, so I share the lessons I learned along the way to meeting my husband.

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

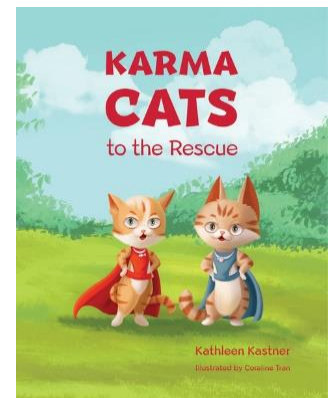
**Kathleen:** I self-published my second book with KDP about weight loss in 2015 called *Yoga's Path to Weight Loss: A Mind Body Spirit Guide to Loving Yourself Lean*, to help people lose weight permanently. I was a yoga studio owner for 16 years and saw more people lose weight practicing yoga than I did when I worked in the fitness industry as an exercise physiologist.

**PWSD:** *What was your most recent project?*

**Kathleen:** I self-published my first children's book with Ingram Spark and KDP called *Karma Cats to the Rescue* in 2022, to help teach kids kindness and compassion towards animals.

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

**Kathleen:** *Karma Cats to the Farm* will be released in November 2023. I am working on a Karma Cats pilot for TV.



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

**Kathleen:** I'm a new member to PWSD and appreciate the marketing resources available to members. Another children's book writer referred me to the group.

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

**Kathleen:** I would tell prospective members to join PWSD for the support offered on various topics of writing and publishing.

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

**Kathleen:** I have been vegan for over 20 years and have a vegan cooking channel on YouTube: [https://www.youtube.com/channel/UC299Ew8\\_-TCs7yf1Y\\_FRCGA](https://www.youtube.com/channel/UC299Ew8_-TCs7yf1Y_FRCGA).

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

**Kathleen:** I would be grateful if members could please leave me a review on Amazon for *Karma Cats to the Rescue*.



### *Announcements by and about Members*

**Available ONLY at the September 30 PWSD meeting: FREE indie-author promotional and shipping supplies, plus FREE proofreading guides,** from soon-to-be-retiring longtime member **Lynette M. Smith**. Come early, bring a bag, and seek her out near the registration table outdoors if you can use any of the following:



- **Attractive business-card-sized name/email cards** for promotional drawings at your book events, to help you build your author email list
- **Event lawn-sign kits** (whereby wire stands poke into sign and into grass/ground): three 18" x 14" signs (place your book image or message on blank side) and three 18" x 4" signs (to mount atop the larger signs or alone) reading "Author Here Today!"
- **Self-adhesive, clear-plastic shipping sleeves** that hold an 8 ½ x 11-inch, folded-in-thirds packing list or invoice (and can even display the from/to portion, if printed on the paper, as your mailing label (*hundreds of these are available—grab a big handful or the whole box*))
- **Rubber stamps:** "First Class," "Media Mail," and "Wow – A Review Copy!"—plus inking pads and bottles of red and black ink
- **Money-saving book packaging:** "B-Flute" ribbed corrugated cardboard lengths, each ideal for wrapping around one or two books and sealing with shipping tape, as a cushioned self-mailer (no need for expensive bubble wrap or boxes, though you should enclose books in a weatherproof plastic bag first); clear plastic bags to protect your books; and some adjustable-size (scored) corrugated cardboard boxes, ready to customize
- **Copies of Lynette's 40-page handbook for proofreaders and authors, 80 Common Layout Errors to Flag When Proofreading Book Interiors** (limited quantities; one per person, please)

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).

## **Fall 2023 Online San Diego Writing Workshop November 10-11, 2023, San Diego CA**

After successful 2015, 2017, 2019, 2020, 2021, 2022, and spring 2023 events in San Diego, [Writing Day Workshops](http://WritingDayWorkshops) is excited to announce The Fall 2023 Online San Diego Writing Workshop—an online “How to Get Published” writing event. Writers are welcome to attend virtually from everywhere and anywhere. For more details go to: [Sandiegowritingworkshop.com/2023/06/29/the-online-2023-san-diego-writing-workshop-november-10-11-2023/](http://Sandiegowritingworkshop.com/2023/06/29/the-online-2023-san-diego-writing-workshop-november-10-11-2023/).

## **Southern California Writers' Conference February 16-18, 2024**

Any number of how-to books combined may not give a writer the one priceless bit of clarity that can make the difference between being published successfully or not. Rejection by an editor or agent seldom yields the reason as to why a manuscript doesn’t grab them, and it almost never reveals how it can be fixed to ensure that it ever will. Founded and run by professional writers, the SCWC provides veteran and emerging talent with authoritative guidance to help distinguish those manuscripts that are ready for market consideration, having facilitated well over \$4 million worth of first-time authors’ book and screen deals. With extended one-on-one evaluation of advance submissions and dozens of read-and-critique and practical information workshops to choose from, the SCWC is among the only conferences specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work. And since our surroundings afford it—and we certainly encourage it—plenty of other opportunities await those attending to sidle up next to editors, agents, executives, and others joining us to discuss things on a more intimate level. For more details go to <https://writersconference.com/sd/>.

## **Writer's Festival April 6, 2024**

For details go to <https://sandiegowritersfestival.com/events/>.



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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