



# Publishers & Writers Monthly

The Newsletter of Publishers & Writers of San Diego

October 2023

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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, October 28, 2023  
**Time:** 10:00 a.m. to 12:00 Noon  
**Location:** Carlsbad Dove Library, Gowland Room  
**Topic:** “How to Promote Your Published Book or Blog Using Social Media”  
**Speaker:** Diana Concoff Morgan

Diana will share:

- 3 Powerful ways to promote your book before it's even published,
- How to grow your social media following for your book using your blog, and
- How your book can help you grow your online presence, no matter when it was published!

She will also talk about other social media content marketing strategies, including ChatGPT:

- How to get ideas for your social media message,
- How ChatGPT can help you to get ideas for your book launched,
- How to use ChatGPT to improve your email marketing campaign for your book promo, and
- How ChatGPT can help you with your social media content creation!

**Diana Concoff Morgan**, CEO of Whole Heart Marketing, is a marketing strategist, international best-selling author, international speaker, and successful serial entrepreneur with over 30 years of experience, including building two successful businesses using the strategies that she teaches her clients.

Diana helps coaches, authors, speakers, and other entrepreneurs who rely largely on relationships and referrals to gain new clients. The Whole Heart Marketing Strategy is designed to increase connections and convert them into referrals and clients, using tried and tested strategies. Diana has passionately helped hundreds of entrepreneurs grow their businesses, specializing in training on how to use social media to create year-round, predictable income.



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

It is always so inspiring and educational to hear from long-time PWSD member Jeniffer Thompson of Monkey C Media. Last month, she shared with us what she's learned about the importance and effectiveness of personal branding, especially for authors. She shared great advice as well as examples of successful branding and how to achieve it for yourself and your book. Once again, she generously shared her slides, which you can find in the [blog section](#) of the PWSD website.

This month we welcome Diana Concoff Morgan of Whole Heart Marketing. Diana will talk about how to market your book and blog with social media. She will also describe how she has learned to use ChapGPT to get ideas and strategies for successful marketing and book launch. I'm really looking forward to Diana's talk.

We're shaking things up a little bit this month and holding our **October 2023 meeting in person at the Carlsbad (Dove) Library**. We hope to see you there. We won't meet in November or December, as usual, due to conflicts with the holidays.

Next year, January, March, May, July, and September meetings will be online, while February, April, June, August, and October will be in person. Be sure to mark your calendar now so you won't miss a meeting or show up at the wrong place. Watch for the newsletter in January to get us going for the year. 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.

# Strategic Ways to Market Your Audiobooks

Nathan Agin

Actor, Author, Marketer, Audiobook Narrator/Producer

*AudioNathan.com*

*Reprinted with permission. This article was first published in November 2022  
by the Independent Book Publishers Association, [IBPA-Online.org](http://IBPA-Online.org)*



*Nathan Agin*

Regardless of where an audiobook is in its life cycle—perhaps the book is still being written, it's in production, or it's already published—it's important to be thinking about how to best let the world know about it.

I'll be sharing many tools and strategies in this article, which might be overwhelming if you think you need to do everything. Luckily, you don't. Start by picking one thing that resonates with you or that seems like something you'd like to implement. Then, once you've experimented and are comfortable, pick another item to test. There's no magic number of things you need to do, nor is it obvious what will work. You need to see what resonates with and works for your audience.

## What We'll Cover

1. Branding basics
2. Video, both casual and polished
3. Audio, and ways to use it

As you read the tools and tips below, remember that this is all about story. As humans, we want to be taken along for the ride, to hear the ups and downs, and to share in the thrilling moments. If you tell a story in your marketing, you'll never be disappointed.

## Branding Basics

What's the first thing most people will see when they look at a book? The cover! Whether print, digital, or audio—they won't see reviews first, and they won't dive right into the story before they take a gander at the artwork on the front.

So, we want to make sure the cover sets the right tone and conveys the appropriate expectations.

Items to consider for your cover artwork:

- Do the images used match the style and feel of the genre?
- What are the visual tropes of the genre, and are you using any of them?
- Are your graphics and logos consistent everywhere people can find the book?

If you have work to do, research other books in the genre to see how you can pique interest and create a stronger impression.

## Video, Both Casual and Polished

There are plenty of ways to create video content without having a professional studio and without taking hours of your or your authors' time. You can have your authors be on camera or share other visuals (pictures, their office, etc.).

### Short and Casual Videos

- Share today's work (writing, editing, outlining, brainstorming).
- Give a look behind the scenes with updates.
- Dive into the different parts of the publishing process.
- Send a thanks or special message to the author's fans and readers.

These can all be shot right on a phone and need little-to-no editing. Just upload the clip and trim the very beginning and the very end before posting—this helps to clean up any delays or awkwardness, perhaps when trying to finding the right button or figuring out where to look.

***Bonus:** If you create a one-minute (or less) version of the video, that will work on every social media platform, as is. No further editing needed.*

### Casually Ambitious Videos

- Go “LIVE” on a social platform, like Facebook or Instagram.
- Answer questions, chat with a guest, or just talk (ramble at your own discretion).
- Utilize some of the same prompts mentioned above.

***Bonus:** No editing needed! When you're done broadcasting, you can feature the replay for others to find later.*

### More Polished Videos

- **Book trailers:** Even without an audio version, hire a pro to narrate part of the book description, then create a video using photos and/or stock footage.
- **About videos:** you, your services, your book, your catalogue
- Teaching a concept: how-to for writing, characters, or dialogue

These will all usually require a bit more editing, but you don't need to be Spielberg. You can either learn some of the simple editing software available or hire someone who specializes in these projects. Look at sites like [upwork.com](https://www.upwork.com) to find reputable and affordable freelancers.

## Audio, and Ways to Use It

You can reach new listeners with podcasts. There are plenty of shows out there that talk about writing and all genres of books. Plus, being interviewed for a podcast is a natural fit for an audiobook because you are reaching an audience that already demonstrates they enjoy and will find audio content. It's also a great way to reach new fans who may not have known about the author's work through the print or eBook options. Some readers, for example, only listen to books—that may be because of need (vision issues, arthritis, dyslexia) or because of desire (long commute, gym, chores).

### Create Your Own Podcast

- Interview guests.
- Share content from your author's catalogue of books.
- Expand on concepts that your author writes about.

Or, if you prefer to leave the hosting up to others, get on shows to talk about the author's work.

## Create a Podcast Tour

This is similar to visiting different bookstores in person, yet here it's all digital. An author can “appear” on a number of different podcasts around the same time frame—for example, around the launch of the audiobook.

How does this work?

- **Research podcast shows** for ones that would fit your genre and topic—there is at least one podcast (if not multiples) for just about any topic out there. For fiction writing, you can find podcasts that cover history, romance, or science fiction. For nonfiction writing, there are podcasts on technology, self-help, and science.
- **Reach out to shows at different levels.** While it's always nice to be on the No. 1 podcast, getting that spot will be difficult. Target shows that are both established but still growing, and a few mid-tier shows; this approach will increase your reach and your likelihood of being chosen.
- **Be interviewed solo or bring your narrator along** to speak about the creative process of audiobook production.
- **Additional topics** include your inspiration and influences, the writing process, and what you want audiences to experience by reading or listening.

***Bonus:** Be sure to share a clip of the audiobook (if produced) with the podcast host; they can easily drop a sample right into the show, giving listeners a preview, and the host can also post the clip on the podcast website.*

## Tools to Use for Audio Content

Currently, no platform allows you to directly upload an audio file (like an MP3, WAV, etc.), so we need a workaround: audiograms.

Audiograms are simply audio files that have been turned into videos, which then allows you to share that content on social media platforms. At the simplest level, you take your audio file, add a static image or photo, and you now have a video to share.

Your audio could be a clip of your author talking, an excerpt of their audiobook, or an interview of them on a podcast.

- [Canva.com](https://www.canva.com)—this site is a one-stop shop for easy and great-looking DIY graphic design, images, videos, and more.
- [Headliner.app](https://www.headlinerapp.com)—you can turn your audio easily into a video. Use graphics you've created in Canva, and Headliner also has built-in tools.

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*Nathan Agin is an actor, marketer, and audiobook narrator/producer. He has completed over 40 audiobooks, including titles for HarperCollins, Penguin Random House, and Blackstone Publishing. He has also narrated 100+ articles for New York Times best-selling author Mark Manson (The Subtle Art of Not Giving a F\*ck). As an author, he self-published and narrated his own book, A Beginner's Meditation Course. He brings 10+ years of web design, email marketing, and social media experience to his work as an audiobook coach and consultant. Learn more at [AudioNathan.com](https://www.AudioNathan.com).*





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.

## **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](#) 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/](https://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/>.

## **San Diego Writer’s Festival**

**April 6, 2024**

Visit <https://sandiegowritersfestival.com/events/> later on for details as they become available.



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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