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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, January 27, 2024  
**Time:** 10:30 a.m. to 12:00 Noon  
**Location:** Webinar—Zoom (watch for details)  
**Topic:** “Listening to Your Gut: How to Overcome Fear and Trust Your Writer’s Intuition”  
**Speaker:** Daniel Olexa

**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.**

When you’re writing, how do you know if you’re in the flow of your intuition or in your head editing the words you’re typing? Fear typically knocks us out of intuitive flow, not only as writers but also in life.

What is on the other side of that fear? In the gut-check moment, how can you embrace trusting your intuition, take a leap of faith, and let your writing flow?

## **Takeaways:**

1. Trust is greater than fear. Fear is limiting, trust is expansive.
2. Trust is not an outcome; it is a prerequisite.
3. On the other side of trust is a really good story.

**About the Speaker:** *Daniel Olexa is an internationally recognized and award-winning hypnotherapist and a three-time Amazon #1 bestselling author specializing in coaching individuals who have lost touch with their true selves. As the lead facilitator and trainer at the Certified Life Coach Institute, he mentors aspiring coaches globally. Daniel’s unique approach involves delving into the life stories of his clients, unraveling limiting beliefs, and fostering a deep connection to their inner wisdom.*





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

I hope you all had fun and restful holidays. I know I did. I enjoyed time with my family in Hawaii! What a treat.

We're off to a great start of what will be a very interesting year. In order to make the most of the new year, I hope you will join us for Daniel Olexa's program. He's going to teach us how to trust our intuition and overcome the fear that makes us immobile or not in the flow. Daniel sounds like a fascinating guy, so I think this is the perfect way to start the year.

This meeting is online. We are alternating again this year, so February, April, July, and September meetings are in person. We may throw another in person meeting in there, too, you never know. Be sure to check this newsletter and the website every month for updates!

There are a couple of conferences coming up that you should be aware of. PubWest is holding their annual conference in Phoenix on February 6-8. [Here's](#) where you can find more information.

And then, of course, you won't want to miss IBPA's Publishing University, which will be held in the Mile High City (Denver) on April 25-27. I'll be there, speaking on distribution as well as participating in "Ask the Experts" sessions. For those of you who have gone in the past, you know it is an information-packed and fun time. Start planning now. [Here's](#) where you can find more information and take advantage of the early bird special.

Again, 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: First, 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!)

*Continued on next page*

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

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.

## **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 four. 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 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.



## 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.

# The (Somewhat) Changing Ways of Publishing

## Bruce Piasecki

*Reprinted with permission. This article was first published in December 2023 by the Independent Book Publishers Association, [IBPA-Online.org](http://IBPA-Online.org).*

Paul Grondahl, the director of the New York State Writers Institute and a master of dealing with the ways of writers, once said: “You cannot expect publishers, in tweed, to be fixed in amber.”

I can picture my first Simon & Schuster editor in chief’s face back in 1990. My Touchstone paperback had just been resold by S&S into a quality paperback edition. That month, my executive editor wanted me to share my good news. I was sent upstairs to visit the editor in chief on my next book ideas. He looked up and asked, “Young man, why are you here? My secretary is out on a coffee run.” Boy have things changed. My John Wiley and Sons publisher came to his offices with a motorbike following behind him up the elevator.



*Bruce Piasecki*

“Writers have to evoke an interest before the sometimes-fossilized editors and their impatient audiences,” Grondahl says. “There is more competition of voices out there than ever.” Garnering interest takes more than compositional skills, however. “Creativity and hard work are essential,” Grondahl says, “but so is the financial acumen of the writer.”

Grondahl says that independent publishers can offer a richer royalty rate “if the author is willing to do the work of getting their books on seats and in libraries.” But how will new voices be heard in such a crowded market?

“You cannot earn a living without realizing that the internet gives writers new ways to join new revenue streams,” says Joshua Schwartz, the founder and CEO of [pubvendo.com](http://pubvendo.com). “The internet is no longer a subset of publishing. It is the central nervous system.”

“The larger the publisher, the less they might know about these new ways,” he says. He explains how he can customize an ad book campaign in a more measurable way than the print advertisement used by the old guard. In contrast, his internet ads cost a small fraction of a book sale.

Of course, what hasn’t changed is that you have to have well-written content that appeals to many. For this new world to work on your behalf requires brevity and a range of fine writing skills. Arthur Klebanoff, the owner of [scottmeredith.com](http://scottmeredith.com), offers this warning: “In the end, the book business is about the writers of consequence, the writers that climb the pyramid of steady sales and impact over decades.”



There may be more books out there than ever, but look at the list of writers represented by Scott Meredith or those represented by The Writer’s House. There is a pyramid out there for about a thousand years. Some things about book writing never change.

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**Bruce Piasecki** runs a change management company, [ahcgroup.com](http://ahcgroup.com). His autobiography is out in 2024, and he has a new book on wealth and climate at [rodinbooks.com](http://rodinbooks.com). Learn more at [wealthandclimatecompetitiveness.net](http://wealthandclimatecompetitiveness.net) and [thedoingmorewithlessguy.com](http://thedoingmorewithlessguy.com).



*Announcements by and about Members*

PWSD welcomes Manon Wogahn, Publishing Operations Manager at AuthorImprints in Carlsbad, California, as our new Copyeditor for the monthly newsletter, *Publishers & Writers Monthly*. She replaces Lynette M. Smith, now retired from All My Best. Lynette served in this capacity for well over a decade. She will be missed.

Manon brings with her six years of indie publishing experience and two years’ experience editing her own publication, the [Cluesletter](#), a biweekly email newsletter for mystery lovers.

We know Manon will do a great job. Once again, WELCOME!



**“PWSD likes Facebook!”**  
**[Visit us on Facebook today](#)**  
**to let us know you like us**  
**and join the conversation!**



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.

## **Southern California Writers' Conference**

**February 16–18, 2024, San Diego, CA**

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, San Diego, CA**

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

## **IBPA Publishing University**

**April 25–27, 2024, Denver, CO**

For details go to: [https://www.ibpa-online.org/events/event\\_list.asp](https://www.ibpa-online.org/events/event_list.asp).



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



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