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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.

Regular in-person meetings are held 10:00 a.m. to noon on the last Saturday of each month (except November and December), usually at the Carlsbad Dove Library–Auditorium (1775 Dove Lane, Carlsbad, CA). Whenever meetings are virtual, they're held 10:30 a.m. to 12:00 noon. Always check meeting information in newsletter for current location and times.

**Meeting:** Saturday, August 28, 2021  
**Time:** 10:30 a.m. to 12:00 Noon  
**Location:** Webinar—Zoom (FREE online meeting)  
**Topic:** “Marketing Your Book to Success: Before, During & After Publication”  
**Speaker:** Jennifer S. Wilcov

**Please watch for the link in the meeting notices sent to your email inbox twice (Tuesday and Friday) during the week before this FREE online meeting.**

Authors know marketing their books is 100% their responsibility, but most don't have the skill set or knowledge to create a winning marketing plan. While everybody would like to have a plan that works, getting it written, done, and executed properly to attract attention and grow sales can seem like it will take years. It's time to build a plan to successfully market your book that can save you time, energy, and money and can ensure you get results during the most pivotal times. Jennifer S. Wilcov, founder of Your Book Is Your Hook, LLC, will show you how to master the art of determining what belongs in your marketing platform—and what doesn't—before, during, and after your book has been published. Expect to learn:

- How to set goals for your marketing by taking the time to plan your efforts before you start executing them
- How to use digital marketing to leverage the internet, build awareness online, and generate more sales before, during, and after publication
- Proven techniques for offline strategies to get your message out
- How to measure, correct, and keep your marketing momentum going
- Key reasons why you must measure and track your performance
- Foolproof ways to master your book marketing efforts to take control of your project's success

*Jennifer S. Wilcov is a media personality, host, and executive producer of the popular “Your Book Is Your Hook!” podcast and is a multi #1 international best-selling award-winning author, an award-winning freelance writer, a columnist, the Literary Agent Matchmaker™, and a respected book and business consultant in her business by the same name, “Your Book Is Your Hook!” She supports first-time and seasoned authors and writers with the writing, getting published and marketing of their book ideas and projects, as well as the building of their platform to raise their visibility to readers, Hollywood, and the media. For more information, visit [YourBookIsYourHook.com](http://YourBookIsYourHook.com).*





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

**PWSD News**

Thank you, Janet Williams, for a great recap of 2021 IBPA Publishing University! Janet was the PWSD scholarship recipient this year.

Janet provided a thorough recall of the great programming she attended at the conference, as well as an assessment of the virtual conference. She said she was pleasantly surprised at the ease of attending online presentations, as well as the ability to network and commune. She wasn't previously familiar with the platform used, Attendify, but was pleased with its useability.

Janet highlighted all she learned from the various programs she attended, as well as the keynotes and even the annual member meeting.

Each year, IBPA awards a scholarship to one member of PWSD, an IBPA affiliate. The conference is free, and PWSD includes a \$250 travel stipend (except when the conference is virtual, as it was this year.) IBPA Publishing University 2022 will be April 29 and 30 in Orlando, Florida. IBPA is also exploring a virtual presentation.

If you are a publisher and interested in attending the conference, watch this newsletter for information about the 2022 IBPA Publishing University scholarship application.

I'm pleased to welcome Jennifer Wilcov as our August speaker. Jennifer runs the popular podcast "Your Book Is Your Hook!" and she will be sharing how to develop a marketing plan that really works and keeps on working.

In September, Diana Concoff Morgan will help you build a robust platform before your book launch. We'll close out this year's programming in October with Bella Mahaya Carter, author of *Where Do You Hang Your Hammock?*, when she shares what she's learned during her very successful publishing journey.

*Continued on next page*

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

We're continuing remote through the rest of the year. We've gotten pretty good at it, but there are a few things to remember. A couple of notes about meeting etiquette. 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, please put it in the chat, and the host (me—or in the case of August's meeting, David Wogahn) 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**

We are happy to make these virtual meetings free to participants, and 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.)
2. **If your membership is up to date, please consider paying the meeting fee.** You can do this at [PublishersWriters.org](https://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](https://PublishersWriters.org) to join.
4. **Tell your publishing and author friends and colleagues about PWSD** and have them join us!

When you join PWSD, in addition to the reduced meeting fee, you get many other benefits, as listed on page 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 235204, Encinitas, CA 92023.

## **IBPA Membership**

As you know, on July 1, I officially took over as chair of the Independent Book Publishers Association. I've just been elected to serve another year! I am so honored to lead such a terrific organization.

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/](https://IBPA-online.org/).

Membership is very affordable, and to make it even better, PWSD members get a \$30 discount. Just enter PWSD in the coupon code.

IBPA has created a helpful COVID-19 Resource Center, specifically for independent publishers, and they are presenting a weekly COVID-19 Roundtable. During this online webinar, experienced publishers are discussing how they are adjusting business or finding support during this unique time, and also taking questions from the attendees. I've joined the last two and found them to be informative, energizing, and comforting (we are all in this boat together). It is great to understand all that publishers, distributors, bookstores, and authors are doing to get through this time. For more information and to join the webinar, go to [IBPA-online.org/events/EventDetails.aspx?id=1354890](https://ibpa-online.org/events/EventDetails.aspx?id=1354890).



*Read Local*



Go to [www.ReadLocal.org](http://www.ReadLocal.org) to find out more about our author marketing coalition, Read Local. While you are there, sign up for the Read Local Directory. This is one of the best ways to gain local exposure for your books. Booksellers, librarians, producers, and event planners have all used the Read Local Directory to find authors to feature in their stores and on their programs. A Basic Listing is FREE, and includes your name, the title of your book, its genre, and your location. An Enhanced Listing is only \$25, and adds a thumbnail of your cover, a book description, and other information that lets people know where to get your book and if you are available for speaking, etc. Check it out; Read Local is one of the best marketing deals around.



**“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!

## Reminders for Members

**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 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 Glenna Bloemen at [gab11853@aol.com](mailto:gab11853@aol.com). If your membership is current, she will provide you with eight simple questions to answer. Then, along with your answers, send your full contact information, a head shot, and one or two other images, such as book covers or action shots, to her 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 our Glenna. Thank you for your continued support.







## Zoe Disigny

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### *Bio*

Zoe Disigny holds a Master's degree in art history and taught college courses for thirty years. She also lectured for Road Scholar, led numerous art tours in Europe, and established a business in Paris offering art history adventures for American tourists. Zoe's debut novel, *The Art of Traveling Strangers*, is scheduled for release in early 2022.

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

**Zoe:** My debut novel, *The Art of Traveling Strangers*, is currently under production with Mascot Books and scheduled for release in early 2022.

**PWM: What first attracted you to writing/editing?**

**Zoe:** Writing is part of being an art historian, so I've been writing lectures and essays since my college days. But I wanted to write this first novel because I had some stories to share about my experiences as an art guide. I had told these stories many times, until one day a girlfriend said, "You should write that." And so I did.

**PWM: How long have you been writing/editing?**

**Zoe:** It has taken me seven years to write this first novel. It kept changing and growing—often without even consulting me!

**PWM: What kind of books do you write? Any published? How about short stories?**

**Zoe:** My debut novel (coming out in early 2022) is women's literary fiction. I also like writing art historical nonfiction and personal essays. The goal of all my writing is to entertain and teach. My personal essay, "Only an Art Class," was published by *Potato Soup Journal* in 2020 and can be accessed here: <http://potatosoupjournal.com/only-an-art-class-by-zoe-disigny/>

**PWM: What are you working on now, either writing or editing?**

**Zoe:** I'm playing around with a short story about the two Roman/Byzantine Empresses Galla Placidia and Theodora. I might make it a freebie to accompany my upcoming novel. I'm also thinking about a second art history/travel novel with the same art historian protagonist as my debut book but having it take place mainly in Paris this time instead of Italy.

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

**Zoe:** Gosh, I'm not sure. I know I've been a member at least two years (probably three), but I didn't do anything much with it until COVID. I finally finished my novel in 2020 and started looking for networking opportunities.

**PWM: What benefits have you gained as a member?**

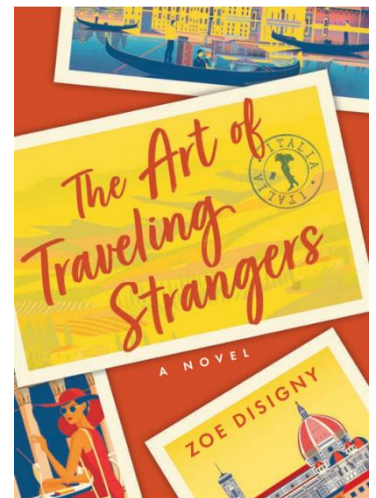
**Zoe:** The Zoom presentations are my favorites. I have to confess, thanks to COVID, I've become a Zoom junkie.

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

**Zoe:** My husband and I love collecting folk art, especially the magical Mexican wooden animals known as *alebrijes*.

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

**Zoe:** I'd be interested in getting advance readers and reviews for my upcoming novel and in exploring joint venture promotions.



On **Thursday, September 16, 2021**, David Wogahn and Kerri Esten will present a talk on “Working with InDesign: Managing Workflow Between Designers and Editors” for the San Diego Professional Editors Network (SD/PEN) meeting.

Adobe InDesign is often preferred over Microsoft Word by book publishers. The application includes much more granular, sophisticated book design features and makes it easier to convert manuscripts to standard publishing formats. However, once a Word file is imported into InDesign, editing the text becomes more involved.

To help understand how to edit InDesign files, AuthorImprints founder David Wogahn and senior book designer Kerri Esten will present three options:

1. Editing directly in InDesign
2. Using Adobe InCopy
3. PDF markup and exchanging FDF files

The meeting will be part presentation and part demonstration. It will mirror real-life editing challenges with Kerri residing in Tehachapi, David in Carlsbad, and their clients located worldwide. In addition to demonstrating the three choices, they will cover the pros and cons of each approach, the licensing costs, and the educational resources for those who want to learn more.

**David Wogahn** is the president and founder of AuthorImprints, the author of five books, and the creator of the first ebook video training course offered by LinkedIn Learning (formerly Lynda.com). He’s a frequent speaker and trainer, including engagements for the Independent Book Publishers Association, the Alliance of Independent Authors (ALLi), the Independent Writers of Southern California, and the Santa Barbara Writers Conference.



**Kerri Esten** is an award-winning graphic designer working primarily in the fields of book publishing, advertising, newspapers, and periodicals for more than 30 years. In addition to her composition skills, she’s renowned for her organizational talents and her ability to bring order to complex or chaotic publishing projects. David and Kerri have been virtual colleagues for ten years, during which time they’ve spoken by phone only twice while publishing more than 100 books together.

The meeting is free to SD/PEN members and costs \$7.50 for nonmembers. Click on the [Eventbrite link](#) to RSVP no later than Wednesday, September 15. Eventbrite accepts PayPal for payment.

San Diego Professional Editors Network is a nonprofit association of editors, writers, proofreaders, indexers, and other word experts. It serves these professionals and their clients throughout San Diego County and beyond. SD/PEN does not tolerate racism in any form, whether systemic, intentional, or reportedly inadvertent. To learn more about its complete policy on diversity and the organization itself, visit [www.sdpen.com](http://www.sdpen.com).

*LinkedIn:* <https://www.linkedin.com/groups/2375334/>  
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*Twitter:* <https://twitter.com/sdPEN>



Due to COVID-19, conferences and workshops may be subject to cancellation or go online. Watch the newsletter for updates as the times get closer. BE SAFE.

## **San Diego Professional Editors Network September 16, 2021, 6:45 to 8:45 p.m. (Online via Zoom)**

See full details on page 8 of this issue. The meeting is free to SD/PEN members and only \$7.50 for nonmembers. Click on the [Eventbrite link](#) to RSVP no later than Wednesday, September 15. Eventbrite accepts PayPal for payment.

## **Southern California Writers Conferences September 17–19, 2021, in Irvine, CA Feb 18–20, 2022, in San Diego, CA**

Southern California Writers Conference is specifically tailored to empower writers of every level with the vital tools, networking, and industry prowess needed to sell their work. 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/la/>.

## **La Jolla Writer's Conference October 22–24, 2021**

Aspiring writers of all levels, come and learn more about the art, craft, and business of writing at one of the nation's top conferences. The LJWC provides guidance and support to help maximize every writer's full potential, whether you are a casual writer looking to improve your craft or a practiced author looking for an agent. Faculty include *New York Times* bestselling authors, nationally recognized agents, editors, and publishers who teach in an intimate setting with class sizes averaging fewer than 25 people. This event includes lectures, workshops, and pitch sessions, and proves to be an invaluable experience for any writer. For more details go to <https://sandiegowriters.org/>.



**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 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>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>SDSU 2021 Writers Conference</b>                                     | <a href="http://EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggli0t">EventsInAmerica.com/events/2021-sdsu-writers-conference/business/marketing-publishing/3tirzndsybggli0t</a> |
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| <b>University of San Diego—Creative Writing</b>                         | <a href="http://SanDiego.edu/cas/creative-writing/">SanDiego.edu/cas/creative-writing/</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 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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