

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

January 2010

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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 meetings are held the last Saturday of each month (except November and December) at the Encinitas Library, 540 Cornish Drive, Encinitas, 10 a.m. to 12 noon.

### **Membership**

\$37/year plus \$10/meeting for members. Non-member meeting fee is \$15. Visit us online at [www.PublishersWriters.org](http://www.PublishersWriters.org) for information and to RSVP for meetings.

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**Closing date** for newsletter contributions is the **last day of each month**. Send contributions to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).

If you would like to sign up for a **member profile**, contact Lynette Smith at [lynette@allmybest.net](mailto:lynette@allmybest.net).

## ***Next Meeting***

**Date: Saturday, January 30, 2010**

**Time: 10 a.m. to 12 noon**

**Location: Encinitas Library, 540 Cornish Drive**

**Topic: "Everything You Need to Know About Book Distribution"**

**Speaker: Jennifer Redmond, Sunbelt Books**

What is a book distributor, and why do I need one? How is a book distributor different from a wholesaler, and how do they work together? How do I find the best distributor for my book, and how can I make sure my book gets picked up by the best distributor? How can the relationship be successful for both of us? Jennifer Redmond, editorial director for Sunbelt Books and Distribution, will answer all these questions and many more.

## ***News/Announcements***

**January 31, 2010**, is the deadline for nominations for the 2010 **William Saroyan International Prize for Writing**. This award, given by Stanford University Libraries in partnership with the William Saroyan Foundation, recognizes newly published works of fiction and nonfiction with a \$5,000 award for the winner in each category. The prize is designed to encourage new or emerging writers and honor the Saroyan literary legacy of originality, vitality, and stylistic innovation. For official entry forms, contest rules, and other information on the prize, visit the Saroyan Prize website: <http://library.stanford.edu/saroyan>.

**Saturday, February 6, 2010**, is the deadline for submissions to the **San Diego Book and Writing Awards**. Categories for published books are fiction and nonfiction. Categories for unpublished works are novel, memoir, short story, and poetry chapbook. Published books must have a 2009 release date or copyright. Rules, guidelines, and a downloadable entry form are available at [www.sdbookawards.org](http://www.sdbookawards.org).

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## Feature Article

### 10 Ways to Rock on Social Media and Still Have a Life

*Reprinted from The Book Marketing Expert newsletter, a free ezine offering book promotion and publicity tips and techniques.*

[www.amarketingexpert.com](http://www.amarketingexpert.com)

When it comes to social media, understand this: Sometimes more is not better; it's just more. You don't want to push yourself to too many sites because that can lead to fragmenting yourself too much online and, when you get fragmenting, you often get site abandonment. Meaning that you populate content on a [social media] site, only to forget it even exists.

**1. Skim:** The first phase of online promotion is often reading. This can be anything from Twitter posts to Facebook updates, blog posts and online articles. Here's a tip: skim. You'll want to be very selective with anything that you feel is worthy of an in-depth read. Save your time for the real important stuff and skim the rest.

**2. Subscribe to RSS feeds,** but only those you actually read: It's tempting to subscribe to a whole bunch of RSS blog feeds (just like it's tempting to get an email box full of newsletters), but save yourself the hassle and only subscribe to content you can actually read. The same goes for people you follow on Twitter; if they don't add value, let them go. You don't need the noise.

**3. Keep a timer nearby:** If you are allocating time each day to your online activities, it's safe to assume you'll go over time unless you really police yourself. Get a kitchen timer and keep it near your desk; when the buzzer goes off, stop!

**4. Automate whenever you can:** Automating can be the key to your online happiness. When you have autoresponders or auto content generators in place, they can save you scads of time. An easy and quick way to implement this might be your newsletter sign-ups. There are a variety of systems, one of them via Constant Contact, that will allow you to easily automate sign-ups. Even if you have a giveaway for signing up, the system can handle this too!

**5. Consolidate your online presence:** When you use sites like Facebook, Twitter, and Squidoo, you can really consolidate what you're doing online. Why? Because these three sites "talk" to one another; what that means is that if you update one, they all update. Makes it easy, doesn't it? While you still should visit each of these to populate them with content, you can also plug your information into one source and have it update all your properties. The "source" can actually be your blog too. Using a site called Twitterfeed can update your Twitter account each time you update your blog, and there are widgets in Facebook and Squidoo that will do the same.

**6. Get a routine:** Get yourself into a social media routine. You'll want to identify the best times of the day for you to blog, get active on Facebook, Twitter, etc., and then don't diverge from that. Stick to a schedule and a routine.

**7. Cross-pollinate your stuff:** Much like my section on consolidating, you'll want to also cross-pollinate your content. Syndicated online articles are a good example of that. You can link to these articles from a variety of places. Your Twitter account, for one, will really benefit from this content, and you can also upload it to Facebook and Squidoo.

**8. Do only essential things:** You can waste a lot of your time online. By now you know that a million things can distract you; it's important to keep to the essentials. This means that you define what pushes your campaign forward and what doesn't. By doing this you will gain a better sense of where it's best to spend your time. For example, if blogging seems to get you a lot of new newsletter sign-ups, continue doing it.

**9. Don't follow the leader:** While there are a lot of folks out there telling you what to do (including moi), you want to do what's right for you and your campaign, not what's popular. Twitter, for example, might make no sense for you at all. So don't just follow advice because you trust the source. Listen, learn, then do what will have the biggest impact on your campaign.

**10. Create a plan:** Without a direction, any path will do. Make sure you have a plan for going online; don't just do it because it's "hip" or everyone else is. Make sure you spend some time creating a focused outline of what you'll do, what your goals are and what you need to attain to accomplish these goals. A plan will not only keep you focused, but also [help you] stay better on track with your marketing. A plan should include goals and a to-do list so you make sure and sift through all the action items you need to create a rockin' online campaign.

These days, social media is a must for anyone promoting anything. But it doesn't have to mean that it's a time suck too. Keeping a social media presence also means managing it carefully. Know where to spend your time, what needs to be limited, and where your efforts need to be expanded. Sometimes the quickest way to grow traction online is to isolate your efforts; while everyone is throwing it all "out there," you can create a focused plan that will not only gain you momentum, but readers as well.



“I don't wonder that you find it difficult to focus.”

**Janice Stanger**

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**PWM:** In what aspect of publishing or writing are you involved or interested?

**Janice:** My writing focuses broadly on nutrition, health, the environment, and their many interconnections. I've just released my first book, ***The Perfect Formula Diet***. This book shares the secret of whole foods for permanent weight loss without hunger. The eating plan is science-based, built on six kinds of whole foods that melt stubborn weight and boost health. ***The Perfect Formula Diet*** incorporates over 1,000 scientific studies without jargon, so readers understand the key factors causing both chronic illness and overweight.

I decided early on in my research, before even writing the first sentence, to self-publish. My approach is so different from 99% of diet books out there. I did not want to lose the rights to my own work and take the chance that a publishing company would kill it if it did not sell right away.

**PWM:** What first attracted you to this subject?

**Janice:** When my teenage daughters decided in 1995 that they would go meat-free, I was convinced they would die of malnutrition. I began the in-depth research into nutrition that I am still immersed in. Since I have a Ph.D. and understand the methodology, I've focused on getting original data from clinical journals and textbooks. I enjoy the challenge of personally putting together the thousands of puzzle pieces to understanding nutrition and health. I've seen spectacular results for myself and others of a whole foods eating plan, and want to share this simple way to vigorous health with others.

**PWM:** Did you previously have related experience in writing or publishing?

**Janice:** In my career at a large health care consulting firm, I published a couple of dozen business articles and internal white papers for clients. Surveys were my specialty. Designing and interpreting surveys is as much art as science. I enjoy finding and telling the stories in the otherwise boring numbers.

I am proudest of the volunteer writing I've done over the years for the people and small organizations working to protect the colony of 200 seals at Casa Beach in La Jolla. I am passionate about preserving the home of these animals. They lived on the California coast for millions of years before people showed up, and they deserve to keep their tiny patch of beach. I wrote several brochures for this cause and numerous letters to the editor.

If you go to Children's Pool, you will see the signs I wrote asking people to observe from the sidewalk or seawall. I wrote those several years ago, and they are still doing their job. The signs have been battered by attacks by those hostile to the seals. But the signs still persist.

**PWM:** How long have you been a member of PWSD, and what role has the organization played in your success?

**Janice:** I've been happy to belong to PWSD for three or four years now. This organization has been critical in the completion and production of ***The Perfect Formula Diet***.

I benefited from many suggestions fellow members have made for vendors to use. Speakers at meetings are uniformly awesome. I've learned about book reviews, libraries, book websites and blogging, social media, and many other ways to promote. The organization has also motivated me to keep moving ahead when the task seemed impossible, simply by showing that persistence will pay off. By talking with other members, I saw a book could be written in the midst of a busy life.

**PWM:** What are you working on now?

**Janice:** Promotion, promotion, promotion! I need to put together my marketing plan. So far, I've mostly been reading about many possible strategies and focusing on a couple that needed to get done quickly, such as sending the book to a few reviewers and to family and friends. I'm also working with Author Marketing Experts, a firm I learned about through PWSD. They are getting me moving ahead with some focused online strategies.

I've also been blogging and fine-tuning the look and content of my website, [www.perfectformuladiet.com](http://www.perfectformuladiet.com). Both are fun. I dreaded the online tasks, as I'm not very technically talented, but making the website informative, interesting, and visual has been an enjoyable challenge. Monkey C Media, another company I learned about through PWSD, designed the site, and I'm delighted with the results. Their instruction got me off to a fast start on blogging.

I'm also stockpiling research articles toward the next edition of *The Perfect Formula Diet*. Over 1,000 scientific studies form the basis for the current edition. Over 100 more now sit on my desk, all supporting the urgency of a whole foods diet for health and for putting the brakes on global warming. Don't wait for the next edition to consider your own dietary transition, though. I probably will not revise the current edition for a couple of years. The additional articles add ever more support for a whole foods approach but do not change the fundamentals of nature's eating plan.

**PWM:** What guidance or lessons learned can you offer the members?

**Janice:** Work only with professionals who specialize in books. General designers, no matter how talented, just don't know how to do books and will slow you down tremendously with an unusable work product.

Don't give up. Just keep plugging away. No matter what, the satisfaction of persisting and creating a unique work of value far outweighs the cost. If you make a mistake or have some false starts, just learn from them. I had a number of these and they can be expensive, so budget for them. When you are starting out, mistakes can't be totally avoided. Every adventure will have its bumps. If it were totally predictable, it would not be an adventure.



## *PWSD Member Events & Announcements*

**Thursday, January 21, 6:30 p.m.** PWSD member Andrea Glass will speak to the San Diego Professional Editors Network (SD/PEN) at the Joyce Beers Community Center in the Uptown Shopping Center in Hillcrest. Her topic is "Building Your Business Through Savvy Marketing." Andrea, who teaches "Marketing for Copyeditors" for UCSD Extension online, will share her tips for marketing online and off, through developing a niche market and focused marketing message, and implementing an ongoing marketing plan. Attendance is free and open to members and non-members. For more information, visit [www.SDPEN.com](http://www.SDPEN.com).

**Thursday, January 28, 6:30 p.m.** Janice Stanger, Ph.D., author of *The Perfect Formula Diet*, will be explaining "Whole Foods for Weight Loss and Health" at the Health Services Complex, 3851 Rosecrans Street, San Diego, CA 92110. Refreshments will be at 6:30 p.m. with the presentation from 7:00 to 8:30 p.m. Admission is free; donations to Last Chance for Animals are appreciated. Email Janice at [janicekstanger@yahoo.com](mailto:janicekstanger@yahoo.com) for more information. Start the new decade on your path to perfect health and the clothing size you always wanted!

## *Events & Resources for the Publishing & Writing Community*

**Lillian Cauldwell and Carolyn Howard-Johnson** invite authors to participate in a cross-promotion adventure. Passionate Internet Voices Talk Radio (PIVTR) will feature authors of published books of fiction to join in the first-ever serial weekly literary festival where authors read brief excerpts from their books over the radio network. (Nonfiction and Poetry Weeks will come later in 2010.) Authors may book a reading on what may be a first-of-its-kind event. Authors may book 10 minutes for \$10. Contact Lillian at 734-277-2733 or [lillian.cauldwell@gmail.com](mailto:lillian.cauldwell@gmail.com) by **January 15, 2010**. The special will air March 21 thru March 28, 10 to 11 p.m. ET except Wednesday evening, when the show starts 10:30 and ends at 11:30 p.m. PIVTR has three goals: to market and promote published mid-list and unknown authors to the media; to provide a conduit for voices not otherwise heard in this noisy world; and to provide quality educational and informative content to listeners so they can use it immediately in their spiritual, personal and business lives.

**Authors' book signing, Saturday, January 30, 2010, 6:00 to 7:30 p.m.** Authors may participate in a book signing during the 26<sup>th</sup> annual SDSU Writers Conference in the Grand Ballroom of the Doubletree Hotel in Mission Valley. Participation is free to those registered to attend the conference or serving on the faculty. The table fee for all others is \$25. Books must be professionally published and bound and have an ISBN number. Contact Diane Dunaway Kramer, conference director, at [DDKramer2@aol.com](mailto:DDKramer2@aol.com) or 858-484-8575 for more information. Updates will be posted at [www.writersconferences.com](http://www.writersconferences.com).

**Writers conference, Friday-Monday, February 12 through 15.** The 24<sup>th</sup> annual Southern California Writers Conference will be held at the Crowne Plaza in San Diego. More information and registration forms are available at [www.writersconference.com](http://www.writersconference.com).

**An exhibit of local authors throughout the month of February.** The 44<sup>th</sup> annual Local Authors Exhibit will run throughout the month of February in the lobby of the Central Library at 820 E Street, San Diego 92101. A reception and book signing at the library will kick it off on January 30 from 6:30 p.m. to 7:30 p.m.

**Guerrilla Marketing for Writers** 2<sup>nd</sup> edition by Jay Conrad Levinson was just released. You must think of marketing as an investment in your future. Most best-selling authors don't strike gold with their first book. Their sales grow with a succession of books until they write the breakout book that catapults them onto the best-seller list, where they stay for the rest of their careers. Until your promotional efforts pay off and you become a successful author, consider the money you spend on promotion as an investment that will pay for itself many times over. This book is available in bookstores nationwide or online at [www.GuerrillaMarketingForWriters.com](http://www.GuerrillaMarketingForWriters.com).

**Free query-letter services.** In honor of the New Year, [www.GumboWriters.com](http://www.GumboWriters.com) will be giving away 10 free query letter services this year. They will ghostwrite a winning query letter, then send it out to appropriate agents. This service normally costs \$900. They've had a 100% success rate of writers' receiving at least 10 top literary agent requests for their manuscript, though most receive at least 20 requests. To enter, visit the website and put your email address in the hat for a monthly drawing.

## **Resources**

### **15 Twitter Users Shaping the Future of Publishing** <http://mashable.com/2009/10/22/twitter-publishing/>

Here are 15 Twitter users providing news and insight about how old-school publishing is meeting its digital future. By following these publishing innovators, you can follow—and even participate in—the industry's conversations as they take place in real-time.

### **Typedia: A Shared Encyclopedia of Typefaces** <http://typedia.com/>

Typedia is a resource to classify, categorize, and connect typefaces.

(If you hear of an event or discover a valuable resource for publishers or writers, please send it to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).)

*From the Editor, Andrea Glass*

If you're a self-publisher, independent publisher, consultant, author, editor, proofreader, ghostwriter, book designer, marketing specialist, Web designer or professional coach, consider joining PWSD. Visit [www.PublishersWriters.org](http://www.PublishersWriters.org) for more information and to sign up for this newsletter.

**The closing date** for contributions to the newsletter is the **last day of each month**. Send your contributions to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org).

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