

# Publishers & Writers Monthly

THE NEWSLETTER OF PUBLISHERS & WRITERS OF SAN DIEGO

June 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, June 26, 2010**

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

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

**Topic: "Branding to Advance Economic Success"**

**Speaker: Tony Vianna**

Brand Image is the complete bundle of attributes you want your customer to have in mind about you, your book, or your service. It is the sum of all these thoughts that signals to your reader and buyer your credibility, relevance, uniqueness, and sustainability. It is, in a way, a shortcut to get them to want to know more in order to make an informed buying decision.

Developing your brand image starts well before you write your book. It starts with your Marketing Plan. This presentation identifies the main elements of a Marketing Plan and the primary drivers of a brand image, along with a specific example of the branding process. The 4 Ps of Marketing are discussed, along with greater details to help you create your own brand image. A discussion of specific strategic marketing questions will follow, along with suggested examples for putting your brand image into practice. As a result of this presentation you will:

1. Have a better understanding of branding and its importance to your business success;
2. Be better able to analyze your target market in order to create your brand image;
3. Be better able to break down the parts of your marketing plan in order to capitalize on your target market; and
4. Be able to put better put together specific growth tactics to expand your target market.

Tony Vianna has been professionally writing since 2003. To date he has published 17 books (fiction and non-fiction). It was Vianna's enjoyment of listening to and sharing stories in his prior human resources career that helped propel him towards writing. He is a member of Publishers and Writers of San Diego, Read Local San Diego, and Military Writers of America. Vianna conducts workshops on how to write a book and get published, as well as how to re-career at any age. He teaches business courses at several San Diego universities and is often on television and radio, offering tips to advance one's career. [www.viannabooks4u.com](http://www.viannabooks4u.com).

## **LOS ANGELES TIMES FESTIVAL OF BOOKS**

*Review by PWSD Member Lauren Castle*

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Approximately 130,000 writers, readers, and book enthusiasts descended upon the *Los Angeles Times* 15<sup>th</sup> Annual Festival of Books on April 24<sup>th</sup> and 25<sup>th</sup>. It's promoted as the largest public literary festival in North America, but that description doesn't begin to paint the picture of what happens when you're actually in the heart of it.

Two busloads of chatty book enthusiasts left from Warwick's Book Store in La Jolla early Saturday morning. Everyone was on a mission. And interestingly enough, with the Festival being so diverse, it was easy to understand how no two people had the same agenda. On each bus a different local author was on board to discuss his or her book and experiences going from manuscript to publication.

As we approached the entrance to the campus, we were handed flyers and maps. We learned that seven outdoor stages were filled non-stop with authors providing readings, entertainment, Q&As, cooking demonstrations, live music, and book signings. We also learned we'd have to navigate from end to end of the campus, dodging numerous doublewide strollers. Of course we were prepared, wearing walking shoes and carrying (empty) tote bags. I swore not to make a purchase until after 3:30 p.m. so I wouldn't spend the day carrying around 30 pounds of books.

Picture more than 400 authors combined with hundreds of exhibitors representing booksellers, literacy, and cultural organizations. Just about every topic, cause, and theology was represented: collectibles, first editions, and signed copies of classics and best-selling books were for sale.

And imagine the opportunity to select from over a hundred panel discussions throughout the campus, with topics ranging from iPads to ecology, and from history to mystery.

The roster of celebrities was quite impressive. Seeing comedians Jeff Garlin and Jeffrey Ross speak back-to-back and legends such as Carl Reiner, Carol Burnett, Louis Gossett, Jr., Henry Winker, and Buzz Aldrin was just surreal. All were promoting their books and engaging the attendees with interesting stories, banter, and great enthusiasm.

Several areas were devoted just to children (and the double-wide strollers), providing games, book readings, a scavenger hunt, and a marvelous array of classic entertainers and authors such as R. L. Stine, Bernadette Peters, John Carter Cash, Shawn & Marlon Wayans, and many more.

Many vendors were even giving away books as a method to get their ideas out into the public. So much for not making a purchase until after 3:30; I didn't consider that my tote bag would be filled with heavyweight freebies.

It was every writer's dream, with organizations and websites promoting workshops and classes, mostly Los Angeles-based, but several having a presence here in San Diego—the Mystery Writers of America, Independent Writers, Sisters In Crime, Greater Los Angeles Writers Society, and writing programs from many colleges. All were hoping to enroll members and students with opportunities to take courses and get involved with like-minded individuals.

There were literary-inspired T-shirts and sweatshirts, tote bags, and bookmarks, plus book lights, bookstands, and pillows that serve as props for reading in bed—numerous gift ideas for readers and writers.

It's easy to sit back and order books on Amazon. But the experience of meeting the authors, being exposed to books you never would have dreamed existed, and being surrounded by all the fun, energy, and the greatest celebration of the written word cannot be found on any website. Be sure to put it on your calendar for next year. It's not to be missed! Oh! And did I mention that it's FREE?

*Lauren Castle owns Impress Express, providing professional image consulting, as well as career and business management services. For more information, visit [www.Impress-Express.com](http://www.Impress-Express.com).*

# YOU BET!

## *IBPA's Publishing University in New York City*

### *Review by PWSD Member Mike Torrey*

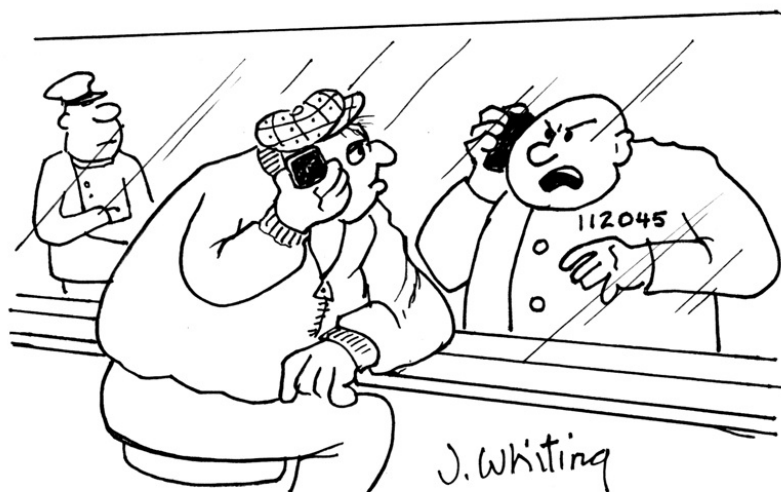
“Every book is a gamble,” according to one CEO on a panel recently at IBPA’s Publishing University in New York City. I had attended the day-and-a-half event prior to BookExpo America in order to learn more about the publishing industry. Below are a few of the interesting ideas I absorbed from an impressive array of conference speakers:

- ❖ The publishing world is getting bigger; consider that only 5% of the U.S. population set foot in a bookstore last year. With the emergence of digital books, everyone who is online suddenly becomes a potential customer.
- ❖ The words “transformation” and “revolution” were mentioned a lot at the conference. But transformation of what, exactly? Although music stores such as Tower Records have all but disappeared, due in large part to the downloading of songs to iPods and computers, CDs still represent more than 60% of music sales. Brick and mortar stores may have gone away, but their principal product is still available and being delivered to customers via other channels. As e-books and other products begin to erode sales of printed books, publishers should be asking, “How do I become part of this impending revolution?”
- ❖ Dominique Raccah of Sourcebooks explained that she does not publish books; she publishes authors. To become a leader in the market niches that it competes in, Sourcebooks is committed to creating the next era of experiences for books. One example is the book *Poetry Speaks*, where audio CDs of great poets reading works accompany the printed book.
- ❖ Dominique also explained that she cannot possibly get too much data. If you tell her that you hate the cover of her book, she says, “Great!” Publishing to her is not about how she feels, but about what satisfies her customers.
- ❖ According to Dominique, there are three types of digital formats applicable to book publishing: (a) e-books and enhanced e-books (digital versions of printed book plus supplemental content), (b) applications for devices such as the iPhone/iPod/iPad, which provide a more interactive experience, and (c) content-based websites like the SAT test preparation book that was converted into a complete online training system. Sourcebooks is creating a website called [MyMaxScore.com](http://MyMaxScore.com) that costs \$300 to users of this training program, which evolved from the work of one of Sourcebooks authors.
- ❖ According to Seth Godin, a popular marketing guru, publishers are essentially venture capitalists for ideas. They curate information for its cultural value and then make bets on these ideas by publishing books. The Internet, and Amazon in particular, have changed the dynamics of this so-called venture-capitalist idea by creating what he calls “infinite shelf space.” Whereas the major publishers control much of the limited shelf space in brick-and-mortar stores, the Internet has significantly reduced this advantage and leveled the playing field for an unlimited number of books.
- ❖ Another idea Seth proposed is that instead of creating a book and then finding readers for it, publishers should create an expertise in a market niche and build a following—what he calls a “tribe”—and then authors will begin to seek you out. Not only will your audience grow, but your community will bring you ideas for new projects. Seth cited the example of Dilbert, who signs his comic strip using his email address and as a result he receives a plethora of new ideas to draw upon for his strip. The central point here is that if you build a loyal audience, your “tribe” will take care of you.
- ❖ A final thought from Seth: The primary role of publishers will be to connect readers with authors. People want to be connected, and publishers that do the best job of creating and fostering these connections will be the most successful.
- ❖ Publishers should lead people with authenticity and focus solely on what is best for their audience—not simply what is best for the publisher to sell books. Loyalty to your audience will return its weight in gold.

- ❖ The line between producer and consumer is collapsing. Amateurs are in a position of wanting to learn, and resources are advancing them into fields traditionally held only by professionals. Flickr has advanced many amateur photographers to the point where *Time* magazine paid a Flickr photographer \$30 for an image it used on the magazine cover. (Typically the fee is \$5,000 for a cover image.) For people who create crafts of all kinds, the website ETSY.com will sell your crafts online, and it has now grown into a \$100 million business.
- ❖ It was noted by one CEO that one of the threats presented by the e-book is that the approximate \$6–7 billion in returnable printed book inventory currently in the distribution channels could be sent back to publishers.
- ❖ Printed books are not going away. Books are still given as gifts, embraced as keepsakes and art objects, and retained as artifacts of our culture. Your best customers in the future may just be consuming differently. If you give people choices, they will take them.

If you are an author or publisher, the transformation of markets and publishing processes presents myriad challenges and opportunities. You must be passionate about your ideas and pay attention to your audience, as well as be open to new ways they may want to consume your content. Congratulations! You are now a venture capitalist for ideas. Go ahead and make a bet!

*Mike Torrey is an architectural photographer in San Diego and author of STONE OFFERINGS Machu Picchu's Terraces of Enlightenment. His book recently won the Benjamin Franklin Award for Art and Photography and was a Finalist for the Next Generation Indie Book Award for Coffee Table Books/Photography. For more information, visit [www.MikeTorrey.com](http://www.MikeTorrey.com).*



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## Member Profile

### **Kathi Burns, CPO®**

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



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

**Kathi:** I am the author of *How to Master Your Muck ~ Get Organized. Add Space to Your Life. Live Your Purpose!* I created Lemongrass Publishing in order to self-publish this book. I also write organizing and image articles for numerous publications and websites, as well as local television news features.

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

**Kathi:** I like the creativity involved with developing new projects from scratch. Creating articles and organizing words help with my own personal development. I focus on being succinct and projecting a professional image with every word I write. This is the same reason I love to help clients get organized and improve their image. New organizing processes and improved wardrobes are truly unique to each client and always help them become more successful.

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

**Kathi:** I received a Bachelor of Science in Communications and have been involved in some aspect of the publishing industry ever since college. I began as a staff writer for a small newspaper and then moved into advertising. After that, I worked as a travel writer for many years. Once I grew tired of being a road warrior, I created Banyan Publishing, Printing and Design in Florida and specialized in the tourism industry. I produced collateral materials and hotel directories and designed corporate brands and a booklet titled *Home Buying, What You Need to Know*. After six editions, the Pinellas County Housing Finance Authority purchased this product.

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

**Kathi:** I have been a member for almost three years. During this time I have received invaluable information, including a referral to my fantastic book design team and impartial feedback from members about my book title and cover graphics. I find the meetings always provide great information I can use right away. Members are all very generous with their knowledge, and I benefit from every meeting I attend.

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

**Kathi:** I am developing a training program for Professional Organizers. The *Professional Organizers Academy* is designed for people who want to become Professional Organizers, to help them jumpstart their career. I am also the organizing expert for [www.SpaceSavers.com](http://www.SpaceSavers.com) and [www.BlueSuitMom.com](http://www.BlueSuitMom.com) and an organizing and image guest blogger for [www.First30Days.com](http://www.First30Days.com).

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

**Kathi:** Don't be afraid to ask for help. We are all a part of this group to learn and pass on our knowledge and industry resources. Attend the meetings; you never know who you might run into that will provide invaluable guidance or insight into your project. I met my current business coach in passing as we left one of the PWSD meetings. There is a wealth of professionalism within this group, so get to know our members.

### *PWSD Member Events & Announcements*

**Warning regarding *The Balancing Act* TV show.** Our April issue contained a notice that *The Balancing Act* TV show was seeking authors to interview on various topics. PWSD member Joan Vokac followed up on the lead and advises, "It's only late in the process that you learn they are looking for the authors to pay the [steep] production costs (as well as paying your own way to Florida)." We are grateful for her feedback.

**New book by Diane Welch: *Lilian J. Rice: Architect of Rancho Santa Fe, California.*** One of our members, biographer and historian Diane Y. Welch, has written the world's first monograph on master architect Lilian J. Rice. Designated as Rice's official biographer by family descendants, Diane is the world's leading expert on Rice, who created the master plan for Rancho San Diego and personally designed many of the homes there. The book is a beautiful hardcover volume of 400 color photos and illustrations that presents an accurate and comprehensive retelling of Rice's life and works. It is filled with academic notes, floor plans, and architectural renderings that make it a must have for any architectural library, for those interested in women's history, or for anyone with a curiosity about the human experience. Available at [www.schifferbooks.com](http://www.schifferbooks.com). Search on Lilian J. Rice. \$49.95.

***PWSD Members:***  
***We want to know what you're up to.***  
***This newsletter is your source for FREE publicity.***  
***Send your news to [newsletter@publisherswriters.org](mailto:newsletter@publisherswriters.org)***  
***by the last day of each month!***

**Thursday, June 24, 7:00 to 8:30 p.m.** San Diego author **Erica Miner** will review her new book, *Murder in the Pit*, the story of a young violinist who investigates the murder of her mentor in an opera house. Mysterious Galaxy Book Store, 7051 Clairemont Mesa Blvd, Suite 302, San Diego 92111. 858-268-4747.

**Saturday & Sunday, June 26 & 27 (time of day not specified).** John Kremer, author of *1001 Ways to Market Your Books*, is hosting a live “Ten Million Eyeballs” seminar in Carlsbad, California. Read about the content for this seminar and sign up for it by going to [www.TenMillionEyeballs.com](http://www.TenMillionEyeballs.com). The fee, which includes everything featured in the Red Hot Special (normally \$500), is only \$297. Learn how to create more Internet traffic for your book, website, service, product, cause, or idea. With 5 to 10 million new visitors to your website, you could sell thousands of books; generate an email list of thousands of avid fans; build a top-rated website that allows you to generate ongoing income for years to come; dominate the organic search results from Google, Bing, and whatever else comes along; and even change the world.

**Monday, June 28, 6:30 to 8:30 p.m.** The **San Diego Writers/Editors Guild** will have their monthly meeting with program speaker Maggie Marshall, who will lecture on **Learn to Speak Easy and Sell More Books**. An audience’s first impression of a speaker is not much different from what readers discover when they read the first few sentences of a book. If you believe the first and last page of a book are the most important two pages, then perhaps the same principles of writing can be applied when we talk about our books. Learn how to apply some of the components of good writing to public speaking and incorporate them into marketing and selling your book before an audience. Maggie promises to give you practical techniques to enhance your public speaking style and will provide a handout to help you remember her key points. Maggie Marshall is author of *Food Is the Frosting – Company Is the Cake*. Maggie teaches courses to enhance public speaking as well as reduce the stress it can cause. She has a Master’s degree in Speech Communication and also does one-to-one speech coaching. You can learn more about her at [www.maggiemarshall.net](http://www.maggiemarshall.net). All meetings are on the 4th Monday of the month at the **County Health Facility** at 3851 Rosecrans Street in the Sports Arena area. [www.sdwritersguild.org](http://www.sdwritersguild.org)

**Wednesday, June 30, 6:30 to 9:30 p.m.** Local author **Sally Gary** will lead a workshop at Grossmont College entitled **Who Wants to Be a Published Author**. This nuts-and-bolts workshop covers publishing via a publisher, agent, self-publishing, vantage press, e-publishing, and print-on-demand. Whether you have an idea for a national best seller, want to generate some extra cash from your writing, or want to produce your family’s history, this workshop is for you. It contains practical information about the business of publishing, from targeting your audience to successfully marketing your book. The \$34 fee includes writer’s packet materials. Register online at [www.cuyamaca.edu/preview/writing.asp](http://www.cuyamaca.edu/preview/writing.asp); for further information, call 619-660-4350.

*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 the FAQ page of [www.PublishersWriters.org](http://www.PublishersWriters.org) for membership information and the home page to sign up for this newsletter.

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

Would you like to appear in a **member profile**? If so, contact Lynette Smith at [lynette@allmybest.net](mailto:lynette@allmybest.net). Lynette is taking signups for the remainder of 2010.

Would you like to help out by taking **notes at our monthly meeting** and writing up the meeting recap for this newsletter? If so, contact Lauren Castle at [lauren@impress-express.com](mailto:lauren@impress-express.com). She's accepting signups for 2010. We're looking for one volunteer a month so we can have each meeting covered.

**Thank you for pitching in to help Publishers & Writers Monthly become a more valuable newsletter for everyone in the San Diego Writing and Publishing community!**

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