



Publishers Association of Los Angeles
EDUCATION • NETWORKING • RESOURCES

INSIDE

PAGE 1

UPCOMING MEETING

What the Heck Is Google Analytics?

PRESIDENT'S MESSAGE

Future Goals for PALA

PAGE 2

MEMBER NEWS & ANNOUNCEMENTS

Share Your News

PubU Audio Recordings Now Available

BEA Update from Shelf Awareness

How to Get in Library Journal

Do You Blog?

Share Your Voice

PALA Online

PAGE 3

New Format for Meeting Transcripts

MEETING TRANSCRIPT: SEPTEMBER 17, 2014

"The Business of Publishing" with

Dan Poynter, Carolyn Howard-

Johnson, Constance Ande-

rson,

and Robin Quinn

PAGE 5

RECORDINGS OF PAST MEETINGS



UPCOMING MEETING:

WHAT THE HECK IS GOOGLE ANALYTICS?

7PM, WEDNESDAY, JUNE 17, 2015

Ever wonder if your website is working for you? Digital marketing expert Adam Singer will explain the ins and outs of Google Analytics and how it can help you start making better book marketing decisions.

Google Analytics can help you evaluate:

- Whether your website template is accomplishing what you want it to do
- Where your visitors are coming from
- What pages people visit

Singer will discuss the reports available, which make the most sense as a publisher or an author, and how to analyze them.

Adam Singer runs [The Future Buzz](#), one of the most popular blogs on the web about digital marketing/PR strategies.

LOCATION: Veterans Memorial Building, 4117 Overland Avenue, Culver City. Corner of Overland & Culver.

COST: Free for PALA members.

QUESTIONS: Sharon Goldinger, pplspeak@att.net, 949-581-6190.

(continued on page 2)

PUBLISHERS ASSOCIATION OF LOS ANGELES (PALA)

<<http://www.pa-la.org>>

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do this for the credit, for the good of the membership, or for the heck of it, we'd love to hear from you. We would need a wireless microphone or two and a digital camera, which nowadays is not expensive, plus a tripod. Lighting would not be necessary.

We could then share the video in one of two ways:

1. Full recordings available to members only.
2. Snippets as informational offerings to the general public and as incentive to delve further into the subject or into other PALA topics.

If you have any thoughts about the website or video recording, please send your ideas to me at artsy12@earthlink.net with the subject line "PRESIDENT'S MESSAGE."

Thanks. I'll see you at the meetings!

Gary Young
PALA President



MEMBER NEWS & ANNOUNCEMENTS:

SHARE YOUR NEWS

What have you published lately? What events have you heard about that would be of interest to your fellow PALA members? We want to know about these and more.

Please e-mail Sharon Goldinger, pplspeak@att.net, to get your news and announcements in the next PALA newsletter.

PUB U AUDIO RECORDINGS NOW AVAILABLE

Couldn't make it to Publishing University? No worries, Publishing University can come to you! You can purchase audio recordings (on CD or MP3) of most of the Publishing University 2015 sessions for \$10 each. Find more info [here](#).

BEA UPDATE FROM SHELF AWARENESS

If you missed BookExpo America this year, you can catch up on what you missed at the big book event that had "something for everyone" with the Shelf Awareness [BEA15 rundown](#). Also check out their photo highlights, "Scenes from an Exhibition," [here](#) and [here](#).

HOW TO GET IN LIBRARY JOURNAL

Always wondered what it takes to get your book reviewed in *Library Journal*? This [BookMarketingBuzzBlog post](#) from Brian Feinblum, in which he interviews librarian and *Library Journal* book reviewer Deborah Bigelow, provides some insight.

When Feinblum asked Bigelow what she looks for in a book to review, she gave this response: "There are so many new books out every year. Out of the 50 books I'm sent to choose from for reviews I look for authors who have a new take on issues. For example, handbooks for families of returning soldiers, parents who've lost children, or women dealing with the breakup of a female friendships."

Brian Feinblum's views, opinions, and ideas expressed in this blog are his alone and not that of his employer. You can follow him on Twitter [@theprexpert](#) and e-mail him at brianfeinblum@gmail.com. He feels more important when discussed in the third-person. This is copyrighted by BookMarketingBuzzBlog © 2015.

DO YOU BLOG?

We want to know what PALA members are blogging about. Send us a link, title, and a one- or two-sentence description of your blog, and we'll share it with other members. E-mail Sharon Goldinger, pplspeak@att.net, with your info.

Soon, PALA will be launching its own blog, and you'll want to follow it for important news and insights from the publishing world, locally and beyond. Stay tuned for more details!

SHARE YOUR VOICE

The PALA Listserv is a private group where PALA members and guests ask questions and share news, resources, and information. It's a great way to tap the knowledge and experience shared by our diverse group.

To sign up, go to <http://www.groups.yahoo.com>. If you're not already registered with Yahoo, you'll need to do that first (it's free). Then search for PA-LA (don't forget the hyphen). Follow the instructions for joining the list.

PALA ONLINE

Have told us what you think of the new PALA website? The redesigned [members-only page](#) of PALA's website is user friendly and bursting with useful infor-

mation—from transcripts of past meetings to upcoming events you won't want to miss.

Share your suggestions or questions with Sharon Goldinger, pplspeak@att.net.



NEW FORMAT FOR MEETING TRANSCRIPTS

PALA's meeting transcripts are a great resource, whether you missed a meeting or attended but can't quite remember that one key point the speaker made. We know everyone loves to have access to the transcripts, but we also received feedback that an excerpt of the transcript in the newsletter and a link to the full transcript would be useful to some members.

This is the third newsletter with the new transcript, and we hope you're enjoying it! As always, please share your feedback and ideas for improvement.

MEETING TRANSCRIPT: SEPTEMBER 17, 2014

“THE BUSINESS OF PUBLISHING” with Dan Poynter, Carolyn Howard-Johnson, Constance Anderson, and Robin Quinn

Here is a brief excerpt from our panel discussion on the business of publishing, featuring Dan Poynter, Constance Anderson, and Carolyn Howard-Johnson.

Click [here](#) to read the full transcript, which includes lots of publishing information from Dan and Carolyn and general small business advice from Constance, as well as audience questions like the following:

- Does it make sense to publish through CreateSpace and then later publish the same book on your own with a separate printer?
- Where is a good place to find printers?
- Once you have the book, when's the best time to start marketing?
- What are some of the mistakes people make with their small businesses?

Robin Quinn: The idea for this panel . . . is to give you tips on book publishing and also answer questions that you have about book publishing . . . [as well as how to be a] good businessperson. . . .

So we have two business experts—two publishing experts—and we have a small business expert on the panel.

Dan Poynter, on the end there, was a pioneer in independent book publishing, and he is the father of self-publishing.

Beside him is Constance Anderson, who is the director of Pacific Coast Regional, which is a small business development center.

And Carolyn Howard-Johnson. She is the author of the award-winning series *How to Do It Frugally*.

DP: My name is Dan Poynter, and I approve this message. . . .

I have some suggestions on how the publishing industry should deal with Amazon. The independent stores: stop complaining and start thinking. Sales tax is not your problem. Your downtown rent is your challenge. When Borders went out of business a couple years ago we found out what they paid for rent over here in California: \$32,000 a month. . . . How can they compete with another organization that has a warehouse out in the country where the rents are a lot lower? . . .

Smaller publishers: What should we do? We should take advantage of all that Amazon has to offer. There is so much valuable information and so much that they are doing for us. For example: research. A couple years ago I was speaking in Johannesburg, South Africa, and just before I went on, a gentleman walked up to me and said, “Dan, I was in your class in Durban last week, and it was so good, I needed to get more. I drove all night to get here, and thank you for the Amazon idea.” I said, “Which one?”

He said, “Well, I couldn't decide exactly what to write about and what to cover in my book, and you told me to go to Amazon and look up five or six books as close to mine as possible.

“You said, ‘Look for books and think about who's buying them. And would that person be a good candidate to buy my book. And you said to read everything on the page, and I did. I read everything, including the reviews. . . . I found out what they wanted from those books, and what they didn't want. And I know now what to put in my book and what to leave out.’”

Amazon is a great resource. It has replaced *Books in Print*, that \$1200 collection of books that nobody can lift. And there's a lot more information. Amazon is the only publisher that promotes books. The big, big publishers don't do that. The reviews are free. And small publishers should go with the winner, with who pays them. . . .

We used to say that fiction was harder to sell than nonfiction, and that used to be true. And so for fiction authors, it was as self-fulfilling prophecy. They would say, “Oh, it's so hard to promote fiction,” and they would do nothing. And what happened? Fiction didn't sell.

Well, all the bestsellers on Amazon in e-books? They're all fiction. So there's a lot of hope out there for fiction writers, but you have to promote your books. Publishers don't promote books. Authors

(continued on page 4)

“Business” (cont’d from page 3)

have to promote books. So don’t think that some publisher is going to do that for you. . . .

Amazon is an interesting marketing study. I know that standing up for Amazon makes me kind of unpopular in groups like this and in other groups where people are uninformed, where people do not read and do not buy books. In the handout I have a picture of *The Everything Store*. . . . Amazon’s been around for 20 years, and this [book] tells you what Amazon is doing. . . .

So, to all you authors and your publishers, Amazon is your friend—so far. Amazon is a publishing fact of life. Nobody is larger. Quit wasting time complaining. Protesting is a waste of your valuable time. Take advantage of what Amazon can do for you, and there are so many things. Stop protesting and think of ways to use the industry to compete.

RQ: Our next speaker is Carolyn Howard-Johnson. She’s someone I bump into from time to time in the publishing world, and she’s always a delightful, upbeat presence there. . . . I mentioned that she’s the author of the *How to Do It Frugally* series. These books include the *Frugal Book Promoter* and the *Frugal Editor*. She is also a poet and an author of fiction, including the award-winning novel, *This Is the Place*, and *Blooming Red*, which is a collection of Christmas poetry. . . .

CHJ: Thank you. It’s good to be here tonight. Good to see you all. . . .

Beginning authors tend to think that marketing is a dirty word. And unfortunately it’s one of those notions that we don’t get over very easily because it’s been ingrained into us.

You might say that we live in a puritan society where they’ve told us from the time that we were little to be humble. And humble doesn’t really work in terms of selling books. So we have to learn to get around that.

We can still have some of those attitudes that we were raised with, but we have to manage those attitudes so that we can also get in front of people and make a point of convincing them—not to buy our books, that is not really where we’re coming from—but to read our books because they’re going to help them. . . .

You’re passionate about whatever book you wrote. . . . Marketing is, believe it or not, about being passionate about what you sell—really passionate—to the point that what you’re selling is felt by the person that you’re selling it to. That’s the kind of thing that you’re after, and it’s not embarrassing to sell your book if you come at it from that angle. You can feel good about what you’re doing. . . .

The next big thing that a lot of people assume is that it’s going to cost them a lot to do marketing. So what do they do? They think, “I’ll let a publisher do that. I’ll go after an agent, and we’ll get a big publisher, and they’ll market my book for me. Not only will I not have to do something I don’t want to do, which is market, but I won’t have to spend any money.” . . .

My most inspirational item that I like to share with people is that you can now be in charge of your writing career. That is not brand new, because we’ve had self-publishing for a while, but that is pretty darn new.

Now, the drawback to that is that a lot of people think that if they’re in charge of their own career they can go willy-nilly any way they want. I agree to a certain extent that rules are there for you to learn, number one, and then break if you’ve got a really good reason for breaking them. But you do need to know them first.

And if you do put out shoddy work, you are affecting all of us. That infects the entire independent community. Everyone is judging us, and we are now really starting to get over the hump where we were fighting book bigotry, as I call it—the idea that just because something is pub-

lished on a POD press that it’s automatically lesser than something published by Random House.

Of course that isn’t true. But the more shoddy work that is out there, the more it will appear to be true to those that want it to be true.

So that’s why we’re here in this room tonight. We’re all in the right place. . . .

IBPA and other organizations like them work if you know how to work them. You read their magazine, and you learn what they’ve got set up to help you. They’ve got all kinds of programs, all kinds of things that you can do through IBPA, not least of which is to use them like your own little publicity bullhorn.

They just hired a new person to edit an online newsletter. You can submit successes that you’ve had with your novel, and send her a picture, and she’ll send that out in an e-mail with a color picture of you, or your book, or you doing something with your book, and that becomes publicity for you among people who read and are interested in books.

There are so many ways that you can use these organizations. . . .

RQ: Thank you, Carolyn. . . . We’re going to have a small business expert up next, and her name is Constance Anderson. . . . Constance is the director of Pacific Coast Regional. It’s a small business development center serving the greater Los Angeles area. . . .

CA: Good evening. . . . What I’d like to do is help all of you with cash flow. And we all know what that is, right? The idea is getting you to the point where you’re actually making money—from selling your books or providing services of publishing and so forth. . . .

The small business development center program is one that the US Small Business Administration partially funds to provide

(continued on page 5)

“Business” (cont’d from page 4)

services to help small businesses grow. The idea is to provide economic impact. My role in it is as the director of this particular center is to make sure I help anyone with a business . . . to run a sustainable business, one in which you’re generating revenue, one in which you’re also going to eventually get to the point where you have to hire people, and that’s what we refer to as economic impact.

The goal is to take you from where you are today to the next level. . . . One of the ways you can look at it is, how many of you actually think you need cash or funding to support your business? Nobody? Everybody. Or a lot of you. That’s one of the things that we do. Not only do we help in the strategic setting up of your business, we can also help with funding. . . .

Funding is sometimes difficult to get but I would like to say, and I often say this, there is a lot of money out there. Tons of money out there. So those stories you hear of people saying “there’s no money out there for small businesses”—there’s lot of money out there for small businesses.

Most people walk into the bank, knock on the door, and say, “I need money to support my business,” without a business plan, without projections, without cash flow, without being able to explain to that lender how you’re going to repay them—because that’s the most important thing to them. With me, I’m hoping that if you’re working with me and you’re looking for funding, I’m going to make sure you can answer all those questions when you do walk in that door—and I’m going to ask you not to walk in that door until I feel that you’re sufficiently ready. . . .

I work with you by assigning a consultant or business advisor to you that will help you understand what your business plan needs to look like. I don’t send any loans to a bank or any other financial institution that doesn’t get funded. That’s my reputation.

If you allow me to work with you long enough, we will get to the point where you are getting funding, you’re running a sustainable business, you’re also in a position to hire people.

To read the full transcript, click [here](#).

RECORDINGS OF PAST MEETINGS

If you missed a meeting or need to hear the information again, we have recorded each of our meetings in MP3 format.

If you would like to receive a copy via e-mail, please contact Gary Young (artsy12@earthlink.net) with the subject line: PALA RECORDING.

Please indicate which *date* AND *program* in your e-mail. He will get back to you with the simple procedure.



PALA OFFICERS AND BOARD

Your PALA officers and chairs are

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