

**INSIDE:****PAGE 2****MEMBER & CHAPTER NEWS**

*The Nuts and Bolts of Self-Publishing*  
*Stoopnagle's Tale Is Twisted*  
*Local Author Fair*  
*Polish Your Elevator Speech*  
*Book Selling University*  
*Share with Us*

**PAGE 3**

*PALA Listserv*  
*PALA Online*  
*Recordings of Past Meetings*

**INDUSTRY NEWS**

*The Many Ways to Use Amazon*  
*Kickstart Your Book*  
*Harper Lee and Dr. Seuss Won't Save Publishing*  
*"Happy Birthday" in the Public Domain*

**IBPA NEWS**

*Keep up with IBPA's Independent*

**PAGE 4**

*PubU Comes to You*

**MEETING TRANSCRIPT: FEBRUARY 18, 2015**

*Creating a Website That Sells Books by Jeniffer Thompson*

**UPCOMING MEETING**

## Pleasures and Perils of Indie Publishing

**7PM, Wednesday,  
September 16, 2015**

We've pulled together a panel of some of the smartest folks in the world of independent publishing and self-publishing. All successful authors as well as publishers, they'll share the top lessons they have learned from being in the trenches of book publishing—through their greatest successes and best working strategies, as well as disasters and wrong moves to avoid.

Speakers will be Maggie Marr, Janiss Garza, Carolyn Howard-Johnson, and Gerald Everett Jones. Robin Quinn will moderate.

Learn from those who have been there. Join us for what should be an entertaining as well as informative evening!

**LOCATION:** Veterans Memorial Building, 4117 Overland Ave, Culver City

**COST:** FREE for PALA members; \$15.00 for nonmembers

**QUESTIONS:** Sharon Goldinger, [pplspeak@att.net](mailto:pplspeak@att.net), 949-581-6190

**PRESIDENT'S MESSAGE**

## At-Large Positions and Educational Seminars

Dear PALA members:

With our newsletters coming fast and furiously, the message that keeps repeating in my mind is that we all want to make more money and spend less time doing so. That is what we at PALA are trying to guide you toward. Our programs are definitely pointed in that direction, but we are also trying to help you with the basics—design, legal matters, and anything that you may need to discuss. Your ideas are helpful to the entire group, as witnessed in our brainstorming sessions. We also appreciate your ideas about meeting topics. We try to be useful and creative with our approach, and your input helps us toward that end.

Please note Sharon's Nuts and Bolts of Self-Publishing seminar on Saturday, September 26 (see page 3). It's the basic how-to. Tell everyone. I'm sure I don't have to tell you how really wonderful it will be.

*(continued on page 2)*

**PUBLISHERS ASSOCIATION OF LOS ANGELES (PALA)**  
[<http://www.pa-la.org>](http://www.pa-la.org)

**President:** Gary Young ([artsy12@earthlink.net](mailto:artsy12@earthlink.net))

**Vice-President:** Sharon Goldinger ([pplspeak@att.net](mailto:pplspeak@att.net))

**Secretary:** Robin Quinn ([quinnrobin@aol.com](mailto:quinnrobin@aol.com))

**Treasurer:** David Evans ([teddytravelerbear@earthlink.net](mailto:teddytravelerbear@earthlink.net))

**At-Large:** Brandi Roth ([brandiroth@yahoo.com](mailto:brandiroth@yahoo.com))

**Facebook:** [facebook.com/PublishersAssociationofLosAngeles](https://www.facebook.com/PublishersAssociationofLosAngeles)

**Twitter:** @PALAPUB

*President's Message (cont'd from page 1)*

Finally, I want to thank Tammy Bleck for her service in our at-large board position. She has moved to the desert, but we are excited and thrilled to announce that Brandi Roth is taking over that at-large position and has generously offered to assist the membership.

Having said that, we have two more at-large positions available if you would like to become more involved in the organization. We promise not to ask you to do anything that you find uncomfortable or that you may not have time to do. Have a nice, cool rest of the summer. Remember, winter is coming.

Gary Young, PALA President



## MEMBER & CHAPTER NEWS

### The Nuts and Bolts of Self-Publishing

If you've ever wondered about self-publishing—or the process of publishing in general—but weren't sure where to go to get good answers, here's your chance.

This information-packed seminar will walk you through every stage of the publishing process: preparation of your manuscript, production of your book, and printing of your book. Learn how to do it right: the mistakes to avoid, the questions to ask, and the steps to take to publish your own book.

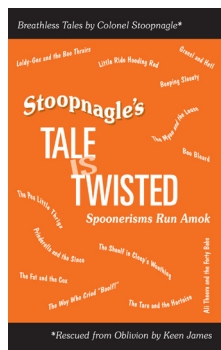
**WHEN:** 9:30am to 1:30pm, Saturday, September 26, 2015

**LOCATION:** Veterans Memorial Building, 4117 Overland Avenue, Culver City

**COST:** \$69 (early bird special: \$49 by 9/8/15)

Reservations required. Details [here](#).

## Stoopnagle's Tale Is Twisted



PALA member, Les Boston, would like to sell (at cost) the remaining 330 copies of one of his titles. *Stoopnagle's Tale Is Twisted* is a book of fables told in spoonerisms. For more information, call Les at 818-904-9088 or e-mail him at [Friday@stoneandscott.com](mailto:Friday@stoneandscott.com).

## Local Author Fair

The Palos Verdes Library District is now accepting applications for their Local Author Fair on Saturday, September 21 from 10 a.m. to 1 p.m. at Peninsula Center Library. The deadline for applications is Monday, August 31. Apply online at [www.pvld.org](http://www.pvld.org). For more info, call 310-377-9584, x 310.

## Polish Your Elevator Speech



Can you sell your book in 20 seconds? Can you describe the benefits to your readers in 25 words or less? Can you provide solutions to your readers' problems in the time it takes an elevator to go 18 floors?

If not, read Sharon Goldinger's [recent post](#) for the Self-Publishers Association's [BookWorks](#) blog, which can help you create a smart, succinct, polished elevator speech to present when someone asks you to tell them about your book.

## Book Selling University

Do you want to sell more books with no returns? Attend Brian Jud's Southern California Book Selling University and you can become more profitable selling your books in ways you never imagined and to people you never knew existed—in large, nonreturnable quantities. It is sponsored by the Association of Publishers for Special Sales (APSS), Bowker and BookWorks, and will be held September 12, 8:30 a.m. to 4 p.m.

Brian Jud is the Executive Director of [APSS](#), formerly SPAN. He is also the author of *How to Make Real Money Selling Books*.

The event will focus on special sales and niche publicity and will include lunch. PALA members receive a discounted rate of \$109. (Please use Membership Number 1234567 when registering [here](#).)

## Share with Us

Do you blog? Have an event coming up or a new book coming out? We want to know what PALA members are blogging, publishing, and doing. Send us a link, title, and a one- or two-sentence description of your blog, event, new book, or other news item, and we'll share it with other members. E-mail Sharon Goldinger, [pplspeak@att.net](mailto:pplspeak@att.net), with your info, and we'll announce it in the next newsletter.

(continued on page 3)

Member/Chapter (cont'd from page 2)

## PALA Listserv

The PALA Listserv is a private group where PALA members and guests ask questions and share news, resources, and info. It's a great way to tap the knowledge 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

The redesigned [members-only page](#) of PALA's website is user friendly and bursting with useful information—from transcripts of past meetings to upcoming events you won't want to miss. As always, your questions, suggestions, or other thoughts about our website are welcomed.

## 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](mailto: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.



## INDUSTRY NEWS

### The Many Ways to Use Amazon

Do you find yourself overwhelmed by the many ways to self-publish on Amazon? The Alliance of Independent Authors' (a PALA member) [Self-Publishing Advice Blog](#) recently featured a post that deciphers Amazon's eight main publishing platforms (six for e-books, one for print, and one for audio).

Their [helpful guide](#) includes a brief how-to, pros, cons, and advice from a range of indie authors and publishers for using each platform.

### Kickstart Your Book

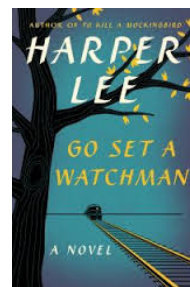
More and more, indie authors are looking at crowdfunding their books. [BookMarketingBuzzBlog](#) recently posted a helpful guide to using [Kickstarter](#) to defray costs for printing, promoting, and marketing.

Click [here](#) to read the full post, which covers the basics of how to get started, run a successful campaign, and use the seed money to grow your publishing empire.

### Harper Lee and Dr. Seuss Won't Save Publishing

[The Passive Voice](#) blog recently highlighted a *Harvard Business Review* article that examines the problem with publishing's recent trend toward "hidden treasure" publishing.

Though 1950s-era lost manuscripts surfacing from big names like Harper Lee



and Dr. Seuss are becoming (or are set to become) blockbusters, more and more current authors choose to forego traditional publishing. Read the [full article](#) to see why.

### "Happy Birthday" in the Public Domain

The long legal tangle over the copyright to "Happy Birthday to You" may be over. Warner/Chappell Music has long staked a claim to the song, but documentary filmmaker Jennifer Nelson and her lawyers have filed a lawsuit challenging that claim.

A [recent post](#) from [The Passive Voice](#) blog details the ubiquitous birthday song's long legal battle—and also includes a handy primer on copyright that is worth reading for anyone in the publishing industry.

## IBPA NEWS

### Keep up with IBPA's Independent



Here are a couple of the many great IBPA Independent magazine articles that are now available to access online for free (no login required). You can access IBPA's full online archive of articles, which are filled with all kinds of helpful information for indie publishers, [here](#).

(continued on page 4)



*IBPA News (cont'd from page 3)*

## The Leap: Growing from One Book to Many by Deb Vanasse

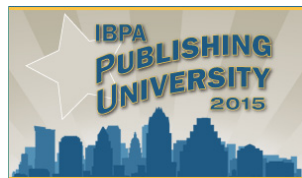
It begins with one person, one vision, one book—a book that flourishes with a press that knows how to make the most of the strengths that come with being small. Building on that single success, the vision expands, and with it the press. As IBPA members showed in responses to a recent blast, single-book publishers can successfully grow into multibook, multi-author companies by working a niche, taking calculated risks, and staying flexible. *See the full article [here](#).*

## Amazon: Friend or Foe? by Mike Shatzkin

When I was invited to join a discussion entitled “Amazon: Friend or Foe” in connection with this year’s London Book Fair, I thought first about three ways Amazon has profoundly changed our industry.

Although just about every publisher has headaches dealing with Amazon, very few could deny that Amazon is their most profitable account if they take sales volume, returns, and the cost of servicing into consideration. This fact is almost never acknowledged and therefore qualifies as one of the industry’s dirty little secrets. *See the full article [here](#).*

## PubU Comes to You



M i s s e d Publishing University this year? Not a problem—

Publishing University can come to you!

You can purchase audio recordings (on CD or MP3) of most of the Publishing University 2015 sessions for just \$10 each. Find more info [here](#).

## MEETING TRANSCRIPT: FEBRUARY 18, 2015

### New Format

PALA’s meeting transcripts are a great resource, whether you missed a meeting and want to catch up or attended but can’t quite remember that one key point the speaker made. Based on your feedback, we’re keeping the excerpts we include in the newsletter even shorter—but still full of lots of great information. And, of course, you can always access the full versions [here](#). As always, please feel free to share your feedback and ideas for improvement.

## Creating a Website That Sells Books

by Jeniffer Thompson

Here is a brief excerpt from guest speaker Jeniffer Thompson’s talk on how to create a website that sells books. Click [here](#) to read the full transcript, which includes lots of suggestions from Jeniffer, as well as audience questions like the following:

- How do you find out what the competition is doing?
- What’s a good bounce rate?
- How do you get other popular websites to link to your website?

We’re going to talk about developing your personal brand. . . . Do authors have brands? Of course they do. . . . The number one thing we need to talk about before we determine your personal brand is what are you selling? Are you selling you, the author? Or are you selling the book? . . .

What are your goals for your website? Is it to make money? Is it to build credibility? . . . Once you have this figured out, we can go on to your next step, which is figuring out who your audience is.

Who is your audience? Most people will answer that question, “Everyone should read my book,” which *might* be true. That’s a really a tough target to hit. . . . You have to figure out who your audience is and . . . figure out where they are online. . . .

What’s your promise? I’m sure you’ve all heard the WIIFM factor—what’s in it for me? When I land on a website, the first thing I think, maybe subconsciously, is what’s in it for me? . . . Do I really want to spend my time on this website? . . .

The look is also part of your brand, and the look is of course the colors, the typeface, the fonts, the logo, and a catchy tagline—so important—as is an elevator pitch. . . .

How do you come up with a great tagline? Start with your mission statement, and distill that down to your elevator pitch, and then distill that down to your tagline: the most important thing you have to offer your audience. . . .

Then, of course, you have to be consistent for your brand to be effective, or people won’t recognize it. That’s true in the voice, the promise of what type of books you’re offering, the type of information, and how you’re telling it. . . . Remember that some people will want to go just to your blog. Other people will want to read about you only on Facebook or LinkedIn or Twitter. . . . So you want to be on all of those, and you want to have a consistent look, a consistent message, a consistent voice. . . .

So how do you create a professional website? . . . The design elements that make a website professional are the color, visuals, the type, the content of your website—not just the story arc but the way that you present the message—and the layout is wildly important in how people will look at your website and whether or not they will stay and read your information.

Think of your website as a funnel. When people land on the home page, they need

*(continued on page 5)*

*Creating a Website (cont'd from page 4)*

obvious options that will take them to the place that they want to go, but ultimately you're leading them into a call to action. It could be a "buy now" button, it could be a subscriber button. . . . The point is that you have to capture them and then continue to get them to repeatedly visit your website and tell other people about you. . . .

Obvious headlines and subtitles are wildly important. This is important for search engine optimization. As spiders and bots go into your website and crawl content, they're looking for subtitles and headlines to tell them what the page is about. . . .

Have helpful hyperlinks. This is anchor text. One of the most commonly exited pages on an author's website is their bio page. Why do you think that is? There's no call to action. . . . If you have a tip as a hyperlink, on your bio page, linking over to a resources page, now you've captured your audience. They're doing something. . . .

A sidebar . . . should always have a couple of calls to action—social media links, subscribing to your blog, buying your book. If you have too many, fatigue. You want small amounts of information that guide people and lead people. . . .

The eye scans a website in a Z-like fashion. When we land on a website, the first thing we're going to see is your logo, and potentially, if you've done it right, your tagline. . . . We then go over to the right, where we have a "submit" button in hot pink, which is one of those power colors that draws the eye. We then go down to the left . . . we go past her book, and her "buy now" button. So many times people say, "I don't sell my book," and they don't have a "buy now" button on their home page. . . .

Write often. So many websites become stagnant. Search engines will not continue to visit and index stagnant websites, so you're no longer relevant for your topic. And your audience is going to leave. . . .

Storytelling—this is the term of the year, for me. Websites, writing, everything we do, even with images, it's all about storytelling. People are interested in a story. They don't want to be sold to. They don't want to be talked at. They want to be entertained. So what is it you can do that is storytelling? So when I land on your website, what's the story telling me? Think about that. . . .

Always think about the link. Everything you do is leading people back to your website, your home base. It's constant. If there's an article in the *New York Times*, the newspaper, about your book, it's going to be lining someone's birdcage. But that *link* from the *New York Times* online edition, to your website, is forever. And the more links, the more popular, the more valuable, it appears to search engines like Google.

*To read the full transcript of Jeniffer's presentation, click [here](#).*

## PALA Officers and Board

Your PALA officers and chairs are

President: Gary Young,  
[artsy12@earthlink.net](mailto:artsy12@earthlink.net)

Vice President/Membership Chair:  
Sharon Goldinger, [pplspeak@att.net](mailto:pplspeak@att.net),  
949-581-6190

Secretary: Robin Quinn,  
[quinrobin@aol.com](mailto:quinrobin@aol.com)

Treasurer: David Evans,  
[teddytravelerbear@earthlink.net](mailto:teddytravelerbear@earthlink.net)

At-Large: Brandi Roth,  
[brandiroth@yahoo.com](mailto:brandiroth@yahoo.com)

