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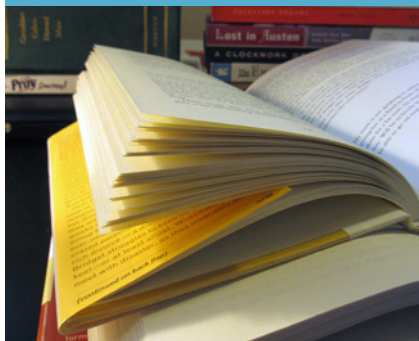
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**UPCOMING TELESEMINAR PRESIDENT'S MESSAGE**

The Secrets to Getting Free Publicity 12 Months a Year

**7PM, Tuesday,
 November 17, 2015**

Stop relying on only a few media hits each year for free publicity. Journalists, bloggers, broadcasters, podcasters and others need story ideas 12 months a year. If you know the kinds of stories they typically cover each month, you can pitch a steady stream of ideas customized for them. Let publicity expert Joan Stewart, aka The Publicity Hound, show you how. You will learn all this and more:

- What news is and what it isn't
- The biggest myth about publicity
- Joan's two best tips for how to get an enormous amount of publicity

LOCATION: This event is a teleseminar. You will be given the phone number and code after you reserve a space. Contact Sharon Goldinger at pplspeak@att.net by 9:00 a.m. (Pacific) on November 17 to secure your space.

In Memoriam: Dan Poynter

Dear PALA members:

Many of us have reflected on our experiences with Dan Poynter. I want to add a few of my own words on the passing of a dear friend and generous contributor to colleagues.

Dan Poynter was the prime example of maximizing the moment, staying excited, and calling upon innovative skills. He was clearly and methodically directed toward success, and he was not fearful of failure—I don't think the word was even in his vocabulary.

His knowledge of self-publishing was vast, partly because he created much of the methodology, and he honed much of the rest.

He was a generous teacher, understanding that the journey to success has many routes and that you don't want the one route that you ignored to be the one that could have really zinged your book. He never ignored anything.

Even though he lived in Santa Barbara, he never hesitated to speak for my groups and agreed every time I asked.

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

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

We carpooled from the West Valley to Culver City, much to my enjoyment, and chatted energetically the entire time. He had suggestions for me as a publisher, had anecdotes that might be repeated later that night—or that might not be repeatable. His bright personality and sense of humor was infectious.

I am so glad that he was able to hear so much praise during his life. I don't know how Dan found the creative energy and time to do the promotional research and execution, the writing of his books, and the innovating, especially in electronic media. I asked him once if he ever slept. His uncharacteristic, vague answer suggested that he did not have time for that.

Dan was a man with a good heart and a strong ethic, and he was a source of energy, knowledge, and inspiration. As many have said, he will be missed.

Gary Young
PALA President

**INDUSTRY NEWS**

Social Media Guidelines for Authors

There's no shame in coming to the field of publishing and online marketing right now. It hasn't been around that long. So just because the neighbor's kid seems to know all about Instagram, Snapchat, and Twitter, don't worry.

[Frances Caballo](#) will demystify the world of social media and set you on the right track to use the power of social media to promote your projects.

Confronting Bad Book Reviews

Moby Dick was declared “dull, dreary, and ridiculous” and Orwell's *1984* “a failure.” In literature, bad book reviews and effusive praise come with the territory. Warren Adler's recent BookBaby post will help you celebrate that you're being noticed and avoid letting bad reviews get under your skin. Read the [full piece here](#).

Library Journal's Survey of Library E-books Friendly to Self-Pub

Library Journal published its sixth annual survey on e-books in public libraries last week. The report, which you can [download here](#), tells us that the number of US libraries that lend e-books to their patrons dipped slightly in the past year. But as this *Digital Reader* post explains, library's e-book collections often don't include many self-published titles, so the report may not be all bad news for indie publishers. Read [more here](#).

My 2.5 Star Trip to Amazon's Bizarre New Bookstore

Dustin Kurtz recently visited Amazon's new brick and mortar bookstore—called Amazon Books and located in Seattle's University Village—and shares his mixed feelings in this review for the *New Republic*, which opens with the assessment that “Amazon's new brick and mortar bookstore is wildly banal.” Read his [full review here](#).

Writing Your Author Bio? Here Are 10 Great Examples

Writing your author bio can be a daunting task, but a well-crafted bio can help readers learn more about what makes you and your books so interesting. Diana Urban has curated a list of 10 well-written author bios and shares insights about what makes each one great. Read [her piece here](#), and then put her ideas and insights to work in writing—or upgrading—your author bio.

4 Critical Edits to Make to Your Book's Description Copy

Not only does your book's description copy inform potential readers about the book's content and entice them to buy, but it also helps retailers and search engines like Google know how to index the book. Follow [these four tips](#) to make sure you're getting the most bang for your buck in those crucial words you use to sum up the contents of your book.

Resource Roundup Report

Joel Friedlander, aka the Book Designer, recently posted a handy guide to publishing resources, categorized by task: words, graphics, and marketing. His quick list covers the essential tools he uses constantly in his publishing work, and it serves as a great quick guide to the tools of the trade. Check out [the list here](#).

Harvard Linguist Shares 58 Most Commonly Misused Words

Whether you're trying to sound sophisticated or simply repeating what you've heard, word fails are all too common and can make smart people sound dumb.

In his latest book, *The Sense of Style*, Harvard cognitive scientist and linguist Steven Pinker explores the most common words and phrases that people stumble over—from *bemused* to *cliché* to that ever-present *irregardless*.

Check out [Richard Feloni's full review](#) of this interesting new book in the *Business Insider*.

IBPA NEWS

PubU Scholarships

The Publishing University scholarship application deadline is November 30, 2015.

You can find more information and find out how to apply [here](#).

Marianne Bohr on Memoir

Former IBPA National Board Member and publishing consultant Marianne Bohr will be speaking at Book Soup on November 14 about the process of writing and publishing a memoir. [Click here](#) for more information.

MEMBER & CHAPTER NEWS

We Want to Hear from You

We want to know about your your events, your blogs, your new books, and your other news, and so do your fellow PALA members.

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, with your info, and we'll announce it in the next newsletter.

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.

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 Online

The members-only page of PALA's website is full of useful information—from transcripts of past meetings to events you won't want to miss. Your questions, suggestions, or other thoughts about our website are welcomed.

MEETING TRANSCRIPT

How to Attract Corporate Sponsors

by Linda Hollander

Here is a brief excerpt from Linda Hollander's talk on finding corporate sponsors. Click [here](#) to read the full transcript, which includes lots of information from Linda, as well answers to the following questions:

- How much money should you ask for from your sponsors?
- How do people know who to contact for sponsors?
- What's the timeline for submitting the proposal and then getting a sponsor?

I have three goals for my presentations: I'm going to give you the secret to getting sponsors. I'm going to show you how to get your first sponsor. . . . And then I'm going to show you step-by-step how to get started in getting your sponsors. . . .

These are the two most common reasons, I feel, that people do not reach their big dreams: One is lack of awareness and exposure. We're going to talk about that because you can be in your loft, you can be writing, but if people are not aware of what you're doing, you're really not talking to that many people and you're not creating those movements that you want to create. You're not helping the people you want to help.

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Corporate Sponsors (cont'd from page 3)

And then the second is lack of capital because we've all got the big dreams, but most of the dreams I've heard you talk about need capital. They need resources. They need funding, and that's what we're going to talk about in our time together.

I want you to imagine if you could get enough money, and if you could get money that you do not have to pay back to pay for those big dreams, and if you could get paid well while you're building more credibility for yourself, and if you have a business partner that is really vested in your interest. That is a corporate sponsor.

Now, let me talk about what corporate sponsors are going to fund. It's not for everyone but it's for most people in this particular room.

If you have a business, you can get corporate sponsors. One of the big myths is that you need to be a nonprofit because we've seen a lot of nonprofits—like Susan B. Komen and Habitat for Humanity and Make-a-Wish Foundation—we've seen that they're very savvy in getting corporate sponsors, but you can have a for-profit business and get corporate sponsors. . . .

You do events. . . . Sponsors love events. They eat them up with a spoon. Sponsors love events because they can get a lot of benefit out of events. They get premarketing, on-site benefits, postmarketing benefits. . . .

Your speaking—a lot of you want to speak.

Your magazine—I work with a lot of people who publish magazines, and there are two varieties of magazines now. There is the hard copy, the traditional, and there is the online magazine.

Your book, of course.

Your show, because now we're not just running businesses, and your speaking, your book, your publishing, is a business. Run it as a business. But we're running little media companies, right? We've got social media. We've got blogs. We've got e-mail marketing. We've got all this stuff that we do as a media company. . . .

And, of course, your nonprofits. . . .

And your projects—any project that you want to do. . . .

Here's what you can do with sponsors: you can avoid what we call “the cash-flow rollercoaster.” In business, some months you're making money and the birds are singing and there are rainbows and unicorns and everything is beautiful, and then other months you're struggling to pay your expenses. . . .

It is a game changer to know that you are getting money from sponsors because that is a trusted source of revenue. A sponsor's check will not bounce. You will not have to call and chase money from the sponsors. . . .

Create profitable life-changing events. The keyword here is that word “profitable” because a lot of people put on these great events, and you've been to them. They get rave reviews and people say, “Oh my God, this event has changed my life,” and that person lost money. It happens a lot in the event and the seminar world, where that person who creates the amazing, life-changing event loses money. I have never, ever lost money on an event because all my events have been sponsored. . . .

Remember when I said that one of the reasons that people don't reach their big goals is because of lack of media and awareness of what you're doing? You've got to shout it from the rooftops. You've got to tell everybody. . . .

Sponsors help you get media because they have an interest in your success. And the public relations department of a big company is bigger than yours, okay? . . .

The best way to choose your prospective sponsors is to use a demographic match. . . .

I spend a lot of time talking to people about why a company would sponsor you—why would a company sponsor little ole me? . . . The biggest thing is influence. Believe it or not, you have influence, and you will have even more influence when even more people know about what you do. Think of a time you

recommended a product to somebody and they bought it, or recommended a service, or a consultant, or a professional, and somebody else took your word. . . . Influence is the number one reason that sponsors are going to pay you. . . .

Demographics are destiny. The definition of sponsorship is “connecting a company to people who buy things.” That's why demographics are destiny because what you're offering a sponsor is not just your book, your speaking, your event, your nonprofit—it is the people you can bring to them that will buy their stuff. That's why they'll pay you the big bucks. In the example that I gave, Walmart wanted to sponsor me because I brought them a group of women who could buy their stuff, and women are their major consumer base. The reason that client of mine got Nature Made was because he could bring them a group of people that could buy their stuff. That's what I mean by “demographics are destiny.” . . .

Sponsorship is connecting a company to people who buy things. Be clear about your demographics.

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

PALA Officers and Board

Your PALA officers and chairs are

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