



## INSIDE:

### Page 2

#### INDUSTRY NEWS

Start a Fan Advocate Group Now  
6 Ideas for More International Exposure  
Take a Byte Out of Internet Piracy  
Facebook Best Practices for Authors

### Page 3

#### INDUSTRY NEWS (CONTINUED)

Interview with Audiobooks.com GM  
Ian Small

#### IBPA NEWS

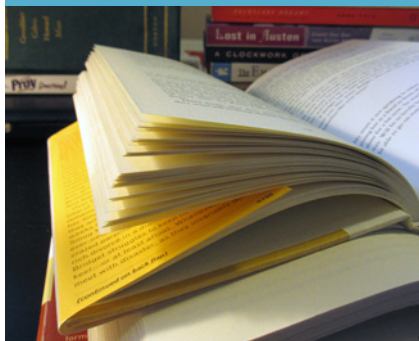
PUBU Registration

#### MEMBER & CHAPTER NEWS

What's New for You in 2016?  
PALA Listserv  
PALA Online  
Recordings of Past Meetings

#### MEETING TRANSCRIPT

Google Analytics by Adam Singer and  
Jason D. O'Grady



## UPCOMING MEETING

# Your Publishing Questions Answered

7PM, TUESDAY,  
JANUARY 19, 2016

Want feedback on titles for your next book? Need help with finding a distributor? Not sure if you should spend money to exhibit at an upcoming trade show?

Your questions can be answered at the next PALA meeting.

Bring your books, cover design drafts, marketing ideas, requests for referrals and get answers from the other members in our group. Take advantage of the collective wisdom of your fellow publishing colleagues.

**Location:** A private home near the San Diego Freeway, Pico exit. You will be given the details a few days before the meeting.

**Cost:** No charge. This meeting is open to PALA members only.

**RSVP Required:** By January 16, 2016. Sharon Goldinger, Program Chair, [pplspeak@att.net](mailto:pplspeak@att.net), 949-581-6190. For full details, see the meeting announcement on our [home page](#).

## PRESIDENT'S MESSAGE

# Publishing in 2016

Dear PALA members:

Like many of us, I'm looking for publishing stimulation in 2016. I don't want to grow stagnant. I want to re-examine my publishing motives.

Why am I in this game? Do I want to expand my scope, and if so, am I willing to expand my definition? Have I branded myself properly in a clear, visual way, and not in a way that confines me? Have I searched bloggers who review my type of books? The reviews themselves may or may not be helpful, but if the blogger likes my book, I may get some free publicity this way, even without doing a full-out blog tour.

Attending our meetings can lead to creative answers to all these questions and more. I cannot remember a meeting where I did not take away at least one (and usually more) useful bit of information. They have all been worth the investment of time.

I urge you to consider coming to our January Brainstorming session. They are always friendly and full of information and advice, as many of you know.

*(continued on page 2)*

PUBLISHERS ASSOCIATION OF LOS ANGELES (PALA)  
<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))  
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**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)*

We'll be trying new things this year and the range of subjects on the table for the upcoming months is expansive.

Your programming committee has been hard at work to schedule events through this time next year. We are always open to suggestions, and remember if a meeting topic is not on our schedule, we can cover it in our Brainstorming sessions.

Gary Young  
PALA President

**INDUSTRY NEWS**

## Start a Fan Advocate Group Now

Influencer marketing is on the rise. Find somebody with a huge following and get them to produce content for you—sometimes for a price and sometimes for free. With the rise of micro content platforms like Vine, Snapchat, YouTube, and Instagram, people are piggy-backing on social media stars for exposure.

Influencer marketing relies on two things: a talented social media star and a huge following. The only problem? Influencer marketing lacks the trust factor that people often need to make a purchase based on the recommendations of others. The better way to go is to develop a group of brand advocates.

Find out what a brand advocate is, what the difference between an influencer and an advocate is, and how to find and develop your own advocates by reading [the full story from the Indie Author Book Marketing blog](#).

## 6 Ideas for More International Exposure



With growing book sales and millions of readers, international markets can be attractive targets for authors and publishers looking to expand their potential readership. If you have international rights to a book, there are strategic marketing tactics you can use to gain exposure within each of the regions where your book is available.

It's possible that you're already doing promotions that will reach international audiences by default. For example, if you have a thriving author platform via your blog, Facebook, Twitter, and Instagram, your content is already available to readers worldwide. But there are other steps you can take to effectively get more exposure internationally, and specifically target audiences in foreign regions.

[Diana Urban's recent BookBub post](#) will show you how to ensure you aren't missing out on international opportunities to promote your books.

## Take a Byte Out of Internet Piracy

In a recent guest post in the *Independent Publishing Magazine*, Rhonda Gees shares this cautionary tale for independent publishers:

“Congratulations!! ‘Well done!’ ‘Way to go—we’re so proud of you.’ . . . These were the words that I had recently heard as my first self-published book, *Profit and Prosper with Public Relations*®: *Insider Secrets to Make You a Success*, had

just received triple publishing honors, and I was newly crowned the Publicist of the Year by the Book Publicists of Southern California. I certainly felt that I was ‘on a roll.’ But no sooner did I bask in the afterglow of this big achievement—when my copyrighted, trademarked and registered work—something that I had slaved over for many years, had ended up online as a free download—all without my knowledge or permission.”

Read [Rhonda's full article](#) to hear the rest of the story—and to find out how you can fight against Internet piracy of your copyrighted materials.

## Facebook Best Practices for Authors



Are you confused by Facebook's algorithm-driven newsfeed system? Do you feel frustrated when you post big news to your feed and feel that your news isn't actually reaching your audience?

In [a recent guest post on Jane Friedman's blog](#), Kirsten Oliphant decodes Facebook's complicated algorithm and shows you how to make the most of your efforts on Facebook. Oliphant explains Facebook's algorithm this way:

“I have about 2,600 Likes on my page, but the last link to my blog showed up in only thirty-one user's feeds. This means about 1.5 percent of my audience saw my post.

With this kind of algorithm, is it worth your time to utilize Facebook for your platform?”

Oliphant says yes, and she goes on to explain that “as of 2015, Facebook has

*(continued on page 3)*

**Best Practices (cont'd from page 2)**

1.55 billion active users per month. You can still find and connect with an audience on Facebook, but you may consider using a Facebook group instead of—or in conjunction with—a Facebook page.”

Check out the full post linked above to find out how to make Facebook work for you.

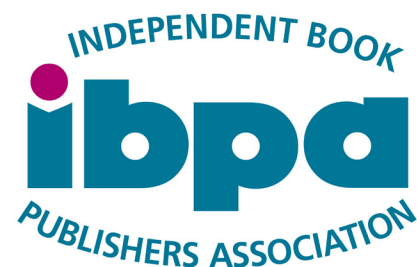
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## Interview with Audiobooks.com GM Ian Small



BookMarketingBuzzBlog recently featured [an interview with Audiobooks.com GM Ian Small](#). The Internet-based Audiobooks.com offers a Netflix-like subscription service for audiobooks, and Small offers a number of important insights about the audiobook segment of the book industry.

Read the full interview to learn how audiobook sales compare to sales of physical and e-books, which genres work best as audiobooks, and how the audiobook industry has changed over the past five years.

**IBPA NEWS**

## PUBU Registration

Registration for Publishing University 2016 is now open. The Independent Book Publishers Association's (IBPA's)

28th Annual Publishing University will be held April 8–9 in Salt Lake City, Utah, and it is a must-attend, networking, and educational event focused on issues important to indie publishers and authors.

Register and find out more info [here!](#)

**MEMBER & CHAPTER NEWS**

## What's New for You in 2016?

We want to know about your events, blogs, new books, and other news in the new year, and so do your fellow PALA members. Send us a link, title, and a one- or two-sentence description, 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.

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## PALA Listserv

The PALA Listserv is a private group where PALA members and guests ask questions and share news, resources, and info. 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 PALA (don't forget the hyphen). Follow the instructions for joining the list.

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## PALA Online

The members-only page of PALA's website is user friendly and full of 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.

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## 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.

**MEETING TRANSCRIPT**

## Google Analytics

by Adam Singer and Jason D. O'Grady

*Here is a brief excerpt from guest speakers Adam Singer and Jason D. O'Grady's talk on the ins and outs of Google Analytics. Click [here](#) to read the full transcript, which includes lots of information from Adam and Jason, as well answers to the following questions (and many more):*

- If you opt in to sample your data, does that limit in any way your international sales?
- What is bounce?
- What is the difference between site visitors and unique visitors?
- What role does your Google profile play?
- What does it mean to make a site multistream?

**Robin:** Tonight we're going to introduce you to the wonderful world of Google

*(continued on page 4)*

**Google Analytics (cont'd from page 3)**

Analytics (GA), and we have two GA wizards here tonight. Before I introduce them—two publishers that were interested in the topic are going to kick off our program tonight. They're going to talk about their experiences with GA, some of their challenges, and what they hope to get out of it.

Our first speaker tonight is Brenda Avadian. She's been in publishing for over 20 years. She's a smart cookie, a survivor. She's the author of nine books, including *Finding the Joy in Alzheimers*. Brenda's specialty area is caregiving. Her website is [thecaregiversvoice.com](http://thecaregiversvoice.com). She's become an important voice for family and professional caregivers. Please welcome Brenda Avadian.

**Brenda:** I want to learn more about Google Analytics because we here in LA drive cars to get around. But Google Analytics is an overarching perspective where we look top down and see the big picture. And to be able to see that big picture, we really need to learn how to fly a plane. That's what Google Analytics are—the controls of a plane. How do we set up those flight controls on our plane so that we can know what to do with our website?

**Robin:** Our second publisher tonight is Eric Roth. Eric teaches international graduate students the pleasures of academic writing and public speaking in English at the University of Southern California. He's the coauthor of an ESL book called *Compelling Conversations*, and his website is [compellingconversations.com](http://compellingconversations.com). Put your hands together for Eric Roth.

**Eric:** I've had a website now for about seven years, and sometimes it's been really successful. Often it's been miserably unsuccessful. Since I have been updating it for about three years in a meaningful, structural way, we're now getting only like 300 visitors a day.

So where do visitors come from? What does a bounce rate really mean? What's a good bounce rate? I know lower is better, but help me out! Things like that. Those are really my questions.

**Robin:** Now it's time to meet our two wizards of Google. The first wizard is Adam Singer. He's a Google Analytics Ambassador. He's been with Google for three and a half years. Before that, Adam was a Digital Director for a 300-plus-person global consulting team. He manages and contributes to digital marketing blog Future Buzz. Singer and his digital marketing campaigns have been cited by top media outlets such as *Tech Crunch*, *AdWeek*, the *New York Times*, and more.

Our second Google wizard is surprise guest Jason D. O'Grady. Jason is the founder and editor of O'Grady's Power Page, which publishes daily mobile technology news and opinion. It's now in its 20th year. His writings are mostly devoted to mobile technology, with a focus on portable products from Apple, Inc. (he's a niche man). He currently is a Senior Technical Writer on the Google Analytics Team. Let's welcome two very smart guys, Adam Singer and Jason O'Grady.



**Adam:** Before we get into GA, I like to take a step back. A lot of people want to dive into reports; they want to know how to get 25,000 subscribers; they want to know "what about bounce rates?" But I think the important thing is to go through the who and the what first, to know why we care about measuring, right?

If you're selling specific e-books you can see which e-books people might be going to but then not buying. You can see which e-books people are buying or where they're coming from. Are they coming from a tweet that you had? Are they coming from an e-mail you sent to 20 friends? You can start to see that. That's really useful because over time you can start to understand what tactics are really working for me?

Analytics is going to help you understand what's working and what's not. That way, you're not just flying in the dark.

So, analytics in action. A quick 101 of how GA works—basically, the short, short version is you send us data and we parse it and make it usable and put it in prettier reports. That's basically all you need to know. We're trying to make this easy for you.

Setting up analytics is as easy as dropping a little piece of code on your site. There are plugins for WordPress. You don't have to know how to code. You just have to know how to copy and paste. It's really easy.

We collect a lot of data. We collect everything from the content that people are visiting to the visitor type to the hour of the day they visit—all sorts of interesting data, the sources, the technology they use. You might only be interested in part of it, so we have something called Custom Reports. You can build a Custom Report once, that has only the things you care about, and then you can ignore the rest of GA.

Tracking the right channels: GA, out of the box, is set up to track all of your channels, which is great. You don't have to do anything from that perspective. You can add a little bit of code to a link so when you send out an e-mail campaign you can know which e-mail campaign actually brought users to your site who then converted.

There is a lot of action on a website, and this can be overwhelming. You can track everything on your site—but the question isn't what you can track. The question is what you should track. You don't have to boil the ocean with measurements. You could have the critical few things that matter. In fact, on a website, I like to say you should have three goals, and no more than three goals. If you have more than three you have too many, because you're just going to confuse users about what actions you want them to take.

(continued on page 5)

**Google Analytics (cont'd from page 4)**

Everything can be tracked. Everything from a form submission to on-site activities to someone clicking down certain page categories: you can measure all that.

Determining what you're trying to achieve online is really important. Really know what you want your website to do before you get into analytics and have those questions in mind when you're going into reports.

**Question:** Your website—what do you want people to do when they go to your website?

**Adam:** If I was building a business through my website, my goals would be things like speaking opportunities—I would probably have a form on my site to hire me for speaking engagements. And if I sold e-books, I would certainly sell that.

Some of you who sell products from your site, you're going to make a lot more revenue from selling a knowledge product like an e-book or t-shirts or widgets than from selling ads. Ads are great, but they require a lot of traffic.

**Question:** This particular report that's up—my question is, in general, what is the accuracy of the data.

**Jason:** Pretty darn good. Larger sites—we're talking about millions of pages a month—we have to sample. In other words, there's so much data they send to Google Analytics that it's really not possible to give you a quick, nice, clean report on the page without doing some sampling.

That's a case where accuracy will drop off a tiny little bit, but we're talking about statistically insignificant amounts. It might be a percent off here or there. So for you, me, and everybody else in this room, and most even midsize publishers, it's totally fine.

**Adam:** So those metrics, they should be directional. You should be looking at the trend with that sort of overall metric.

You know what's funny? The web is imperfect. The web was obviously first built by a bunch of geeks just trying to test something. We find that the best web analysts aren't statisticians. They're not people working in labs doing cohort analysis for biotech companies. They are, a lot of times, just geeks who are comfortable playing with imperfect data and are comfortable making very informed guesses. But I wouldn't say it's an exact science. You want to be statistically significant with what you're doing, but it's not cohort analysis.

**Brenda:** Your directional comment I think is key: just to look at the—

**Jason:** Look at the trend. Compare this month to last month. What we can tell you in relative terms is that the article you wrote on Alzheimer's care is trending way better than the next two. Do you really care that it was 1,001 versus 801? Are a couple of numbers really worth splitting hairs about?

*To read the full transcript of Jason and Adam'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),  
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Secretary: Robin Quinn,  
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Treasurer: David Evans,  
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At-Large: Brandi Roth,  
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