PRESIDENT’S MESSAGE:

How Not to Miss an Opportunity

Sometimes a marketing idea is so obvious that it is almost missed.

My book, co-written with my wife, Loss and Found, now being revised for a second edition, is definitely a niche product. Loss and Found is a support book for young widows and widowers below the age of fifty.

When it first came out, it was an only child. There were no similar books on the market, with both the male and female point of view and for the general reader. Now there are several excellent books. There was some hesitancy on the part of bookstores to stock the self-published book, even though the statistics proved that there was a large niche audience. But statistics are great when they are relevant. Sales were okay on our website, on Amazon, and in a few markets, especially where we were invited to speak. But it did not look like we were

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

going to make a profit when figuring in
the start-up and ongoing costs, such as
the cost to maintain a website.

Then we were approached by a college
professor who fell in love with the book.
She taught general psychology on the
doctoral level and started ordering our
book—on a nonreturnable basis. That
started a new type of promotion for us,
one that took just as much energy and
commitment as any, but one that pre-

tised an opportunity to not only sell
nonreturnables but also continuously
sell semester after semester. The psychol-
gy classes used the book as supplemental reading text. We were happy to hear
that the lay language we used supported
psychological concepts and that the real-
world account made some of the teach-
ings more understandable on the essen-
tial human level, not just on an academic
level.

No, we did not get filthy rich this way.
With more time and effort, so often
the key component, we could have had
repeated quarterly sales in the neigh-
borhood of 1,000 books, for as long as
I kept the contacts fresh and the book
updated.

This marketing success feels very obvious
for our type of book. Timing played a
part as well. But the lesson here is to keep
your eyes and ears open to any oppor-
tunities that may come from left field.
Your path to book success may well be
one that is right in front of you, but may
not be completely visible.

PALA is always talking about market-
ing. It’s both the hardest and most es-

tential part of a successful business plan
for a book’s success. It needs to be done
smartly, cost-efficiently, time-efficiently,
and creatively.

Gary Young
PALA President

INDUSTRY NEWS

A Killer Book-
Selling Tool

When asked what your book is about,
do you find yourself struggling to an-
swer concisely and hold the attention
of the one who asked? The blog Fix My
Story has a recent post that can help.
Read the post to learn how to create
your own logline, also known as an el-
evator pitch—that pithy, one-sentence
description of your story that will hook
your listener and leave them wanting to
read.

How to Use
Lyrics Without
Paying a Fortune

Lyrics are a quick way to communicate
setting or reveal character. A Sinatra
ballad evokes wartime romance while
Grateful Dead ramblings transport
readers to a smoky love-in. But lyrics
are intellectual property, like text and
images. If you use someone’s property
without permission, whether it’s a car, a
bicycle, or the words to a popular tune,
you are violating their property rights.

Helen Sedwick’s recent post on
TheBookDesigner.com walks you
through how to get permission if you de-
cide you need to use that lyric, and she
even provides a sample permission letter
that you can use.

Turn a Facebook
Group into Fan
Central

In a recent blog post, Chris Syme,
Principal of CKSyme Media Group, tells
you how to improve the power of your
Facebook group by starting with a goal,
setting an objective, and remembering
to stay focused on using your Facebook
group to give more than you receive.
Read her full article here and start turn-
ing your Facebook group into fan central
now.

Six Things to
Help Launch
Your Book

Indie author Simone Pond frequently
receives e-mails asking for advice about
how to launch a book. So Pond has de-
veloped a quick go-to list of tips that
have worked for her and her dystopian
young adult novels.

See her list of six tips here.

(continued on page 3)
The fourth annual Lit Crawl L.A. will return to the North Hollywood Arts District on Wednesday, October 26, 2016. More than 36 restaurants, bars, galleries, theaters, and other NoHo venues will host an evening of innovative presentations with the best of the Los Angeles County and the SoCal region's literary scene, including readings series, lit journals, performance groups, and local presses. You won't want to miss this great event.

Find all the details [here](#).

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**98 Book Marketing Ideas**

If you've run out of ideas to promote your books, don't fret. BookBub has a list of 98 book marketing ideas to help you increase sales. The tips apply to indie authors and traditionally published authors alike.

Check out the 98 ideas [here](#) and get to work!

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**Your Blog's Comment Policy**

One of the defining elements of blogging as a way to communicate is the relationship between the blogger and the commenter. As Joel Friendlander of TheBookDesigner.com wrote, "This interaction, of course, is what makes blogging so distinctive as a written form. It's difficult to think of a similar form of communication, where conversations take place over an extended period of time, and readers get the benefit of all the previous comments in learning about a topic."

Friedlander shares his own blog's comment policy in this post. Take a look—it may make you think about whether your own comment policy could use some revisions.

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**Whitney Johnson's Lessons Learned**

Whitney Johnson, author of *Disrupt Yourself: Putting the Power of Disruptive Innovation to Work*, recently shared a list of 13 lessons she has learned about how to launch a non-fiction book. To start, Johnson says, write a book you're proud of. And once you've written that book, she has 12 more lessons to help you through the editing, marketing, and publishing of your book.

You can see the list, and subscribe to her newsletter, [here](#).

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**Creating an Amazon Giveaway**

Amazon has recently started offering everyone the opportunity to offer a giveaway. What's interesting about this is that you can run one for pretty much any item in their inventory—including e-books as of March 1. Author Nicholas C. Rossis shares his own experience creating a giveaway, and shows you how to do the same, in this [recent blog post](#).

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**Four Lessons on the State of Publishing**

Jane Friedman recently covered the Digital Book World conference in New York and shares her four biggest takeaways for authors about current marketing practices and emerging business trends in a [post on her blog](#).

It's well worth reading, and you can check out the full post here.

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**Eight Reasons People Buy Books**

Jellybooks has been collecting data about their readers to find out when, where, and how they read. Digital Book World has analyzed that data and come up with a list of eight motivations that they believe drive readers to buy certain books.

In a [recent post](#), they break down these eight motivators: (1) Entertain Me Now; (2) Entertain Me in the Future; (3) Inform Me; (4) Obligation to Read; (5) Social Pressure to Read; (6) Makes Me Look Smart; (7) Need for a Gift; and (8) Impulse.
IBPA NEWS

Registration for Publishing University 2016 is still open, but you don’t have very much time left. The Independent Book Publishers Association’s (IBPA’s) 28th Annual Publishing University will be held April 8 through 9 in Salt Lake City, Utah, and it is a must-attend networking and educational event focused specifically on issues important to indie publishers and self-published authors.

Register and find out more info here!

MEMBER & CHAPTER NEWS

Do You Have News?

The PALA newsletter is a great place to announce your upcoming events, recent blog posts, new books, and other news. Send us a link, title, and a one- or two-sentence description, and we’ll share your announcements 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.

PALA Officers and Board

Your PALA officers and chairs are

President: Gary Young, artsy12@earthlink.net

Vice President/Membership Chair: Sharon Goldinger, pplspeak@att.net, 949-581-6190

Secretary: Robin Quinn, quinnrobin@aol.com

Treasurer: David Evans, teddytravelerbear@earthlink.net

At-Large: Brandi Roth, brandiroth@yahoo.com

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.

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 Members have access to the full transcripts from our meetings via our website. If you’re new to PALA or want to get caught up on a meeting you may have missed, just click here, to find a list of available meeting transcripts. You can download a Word file of each meeting, to read or save for future reference. Each transcript is full of useful information on a relevant topic, from the business of publishing to Google Analytics to print-on-demand and much more.