



Publishers Association of Los Angeles
EDUCATION • NETWORKING • RESOURCES

INSIDE:

Page 2

INDUSTRY NEWS

- A Killer Book-Selling Tool
- Turn a Facebook Group into Fan Central
- Six Things to Help Launch Your Book
- How to Use Lyrics Without Paying a Fortune
- Three-Part Recipe for Author Blogging

Page 3

- Lit Crawl L.A. 2016
- 98 Book Marketing Ideas
- Your Blog's Comment Policy
- Whitney Johnson's Lessons Learned
- Creating an Amazon Giveaway
- Four Lessons on the State of Publishing
- Eight Reasons People Buy Books

Page 4

IBPA NEWS

- PUBU Registration

MEMBER & CHAPTER NEWS

- Do You Have News?
- PALA Listserv
- PALA Online
- Recordings of Past Meetings
- Meeting Transcripts Online



UPCOMING MEETING

How to Sell More Books

7PM, Wednesday, March 23, 2016

The key to selling more books is building awareness among your potential readers and book buyers.

For our March program, two publicity experts will share their strategies, secrets and techniques for standing out in today's marketplace and developing a following. Our speakers will be Darlene Chan, who specializes in PR and social media for authors, and Kate Sexton Kaiser, owner of Kathleen Kaiser and Associates. Robin Quinn will moderate.

They will cover the following topics:

- Finding your niche market
- Lead time and setting up a timeline
- Creating the modern media kit
- How to hire and work with a publicist
- And more!

Location: Veterans Memorial Building, 4117 Overland Avenue, Culver City
Cost: Free for PALA members; \$10 for IWOSC members, \$15 for nonmembers

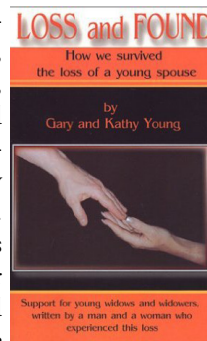
See the [full announcement on our website](#) for more details on the event and our speakers.

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

(continued on page 2)

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

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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 presented an opportunity to not only sell nonreturnables but also continuously sell semester after semester. The psychology 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 teachings more understandable on the essential 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 neighborhood 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 opportunities 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 marketing. It's both the hardest and most essential 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 answer 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 elevator pitch—that pithy, one-sentence description of your story that will hook your listener and leave them wanting to read.

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 turning 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 developed a quick go-to list of tips that have worked for her and her dystopian young adult novels.

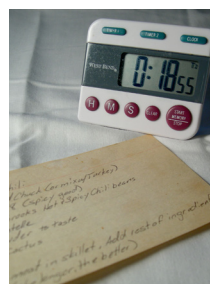
See her list of six tips [here](#).

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 decide you need to use that lyric, and she even provides a sample permission letter that you can use.

Three-Part Recipe for Author Blogging



A lot of authors, when their books are about to hit the marketplace, are told they should start blogging. That's the sum total of the advice. "Start blogging."

If you too have received that advice and felt lost about where to begin with your blogging, check out author Katie Rose Guest Pryal's [Shelf Pleasure article](#) on the topic. Pryal covers the three main tasks that any author's blog must accomplish: (1) informing your blog readers about your books, and thereby selling your books; (2) creating relationships with your blog readers; and (3) entertaining your blog readers with your writing.

(continued on page 3)

Lit Crawl L.A. 2016



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](#).

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!

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 Friedlander of *TheBookDesigner.com* wrote, "This interaction, of course, is what makes blog-

ging 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.

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](#).

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](#).

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](#).

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

PUBU Registration

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.

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.



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.

Meeting Transcripts Online

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

PALA Officers and Board

Your PALA officers and chairs are

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

Secretary: Robin Quinn,
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Treasurer: David Evans,
teddytravelerbear@earthlink.net

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