



Publishers Association of Los Angeles
EDUCATION • NETWORKING • RESOURCES

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UPCOMING MEETING

How to Create Videos for YouTube and Sell More Books

**7:00 PM, WEDNESDAY,
MAY 18, 2016**

YouTube is one of the best vehicles to get your work—and you—out to the world. And this panel is extremely well versed in how to create videos that make books and authors shine. They will be sharing nitty-gritty details of how you can do this yourself, at a fraction of the cost you'd expect, and with the easy-to-use tools available today.

Our speakers are Gerald Everett Jones and Lori Marple, and our moderator is Ina Hillebrandt. The panel will discuss content, audience, style, logistics, techniques, editing, music, and uploading.

Veterans Memorial Building, 4117 Overland Avenue, Culver City.

COST: Free for PALA members; \$10.00 for IWOSC members; \$15.00

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

PRESIDENT'S MESSAGE:

Four Valuable Resources

Dear PALA members:

Information—you need it and there's lots out there. But will it be helpful to you, your authors, and your publishing company? I want to direct your attention to four valuable sites (among many). We host phone seminars with some of these people occasionally. Their websites are packed with good stuff.

[Joan Stewart](#) presents webinars quite often, and they always contain great information. She also has many articles about publishing on the website. It's worth a look.

[Joel Friedlander](#) is a font of information, always up-to-date, including ways to streamline your work and conserve time with the latest techniques.

We lost our good friend, [Dan Poynter](#), recently. But his website is still full of a variety of offerings. I do not know how long the website will be maintained, but as of now it is up-to-date. If you go on the website within several months, you will surely receive the latest information. After that, I am not sure, since our industry changes so often these days.

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

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Twitter: @PALAPUB

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We would be remiss if we left out our parent organization, the [Independent Book Publishers Association](#). The website is quite good, and if you are not already a member, if you are serious about publishing, you really should join using the PALA discount. We will tell you the discount code if you contact us.


Gary Young

PALA President



INDUSTRY NEWS

Amazon Giveth, Amazon Taketh Away, and Now Amazon Giveth Again!

 A few years back, authors and small presses could participate in a number of marketing programs at [Amazon.com](#), such as Buy X Get Y, Listmania, Featured Pages, and a number of others that were slowly raised out of reach for small presses over the last five to ten years. Thus began the long dry stretch for single title authors and small presses—we were not given any opportunities to participate in Amazon's marketing programs, which significantly hampered competition against the bigger houses.

But the dry stretch is over! Amazon announced recently that they are making many marketing services available to all Amazon Advantage members. You can read more about them [here](#).

Building Your Author Mailing List

The first thing an author should do after publishing a book is to start building a mailing list, writes Mark Dawson. He recounts his first publishing experience: "I had published my first indie novel, *The Black Mile*, and had arranged a weekend's worth of promotion to mark it going free for a few days. . . . I hadn't expected much from the promotion, but as I took out my phone and checked how many copies had been downloaded, I almost fell off my bike. Five figures. *Thousands* of new readers. I couldn't believe it." But when he realized that he hadn't set up a mailing list to keep in touch with these new readers and inform them of his upcoming releases, he regretted missing a huge opportunity.

Learning from his mistakes, Dawson shares information on how to build a support network, launch your book successfully, and find readers for your list.

From Bookstore to Theater: Turning Your Book into a Movie

After years of research, writing, and submitting, your book is published. Your dream is a reality. But through the process you had another dream—to see your written words come to life as a movie. There are two routes to making this possible: Your first option is to find a literary agent to represent your book in the entertainment industry. Your second option is to produce your own movie.

In [this article](#), Mark Lund gives you detailed steps for each of these options to make your movie dream a reality.

What a Pulitzer Prize Does for a Book's Amazon Sales Rank

Think print is dead? You've clearly never won a Pulitzer. Alicia Adamczyk compares Amazon sales rankings from before and after the Pulitzer Prize announcements for winning books *The Sympathizer* by Viet Thanh Nguyen for fiction and *Black Flags: The Rise of ISIS* by Joby Warrick for nonfiction. Citing similar comparisons from *Publisher's Weekly* over the past few years, Adamczyk brings the power of the Pulitzer to light. You can see for yourself [here](#).

How to Give Your Facebook Page Likes a Quick Spike



Do you have friends on your personal Facebook profile that are actually fans of you as an author but have not liked your author page yet? If your personal profile is the admin for your business page, you can give your Facebook page likes a little free boost by inviting selected friends from your profile to like your author page. Many authors started out on Facebook promoting themselves through their personal profile—you can start turning these "friends" into fans of your author page by using the simple steps mentioned in [this article](#).

Books Cannot Become Mere “Content”

With the proliferation of e-books, the surge in audiobooks, and the rise of self-publishing, sometimes we must revisit the definition of what a book is. There’s so much content now that isn’t just limited to books: films, TV shows, podcasts, videos, apps, news articles, feature articles, essays, photographs, and more. Has reading books become just another channel of content—another way to consume information? Daniel Burkowitz argues that books have a unique history that sets them apart from other forms of content and an indelible part of the culture whose importance and status must be preserved. Read the full article [here](#).

Get More Eyes on Your Writing by Repurposing Content



If you’re looking for ways to gain exposure on your writing or upcoming book, consider repurposing content that you’ve already created—including your upcoming book itself—to help get the word out. To connect with your readers, you need to figure out different methods of getting their attention. One of the best ways to do this is to repurpose the content you already have onto multiple media platforms. You’ve already done the work once, why not make the most of it? You can find some ideas for how to repurpose content [here](#).

Using Family Photos, Letters, and Stories



Drawing on her experience writing a novel that included photographs from her father’s memoir, author Helen Sedwick discusses the legal considerations of using historic photographs, letters, and stories within new publications. She covers how to determine who is an heir of the material, whether something is fair use or in the public domain, and ethical considerations for using real names. Read more about the possibilities for repurposing historic materials [here](#).

Use KindleSpy for Competitive Analysis



How do I know what I’m writing will sell? Are other authors selling similar content? Is there a gap that could be filled by my work? The most difficult task of competitive analysis might be to determine a set of comparable authors, but using KindleSpy can make it easier. Belinda Knoll shares her process [here](#).

38 Examples of What to Post on Social Media

Authors are often unsure about what to post on social media. The answer is simple: great content that readers will enjoy. Social media and book marketing aren’t about the author—they’re about the reader. As such, social media content should be driven by what motivates, moves, and meets the needs of readers. It should be informative, interesting, captivating, and entertaining. See Frances Caballo’s list of thirty-eight tips [here](#).

IBPA NEWS

Upcoming Events at IBPA

June 23–28, 2016: American Library Association Annual Conference

IBPA members can showcase their books at the 2016 ALA Annual Conference.

July 13–14, 2016: Digital Publishing Innovation Summit

This year’s Summit is bigger and better than ever, with over forty industry experts and more than three hundred attendees. IBPA members save \$300!

July 31–Aug 5, 2016: Yale Publishing Course

This year’s Yale Publishing Course will focus on the print-to-digital revolution. IBPA members save 15 percent!

Aug 5–6, 2016: Florida Authors and Publishers Association Annual Conference

Two exciting days of professional development sessions designed to provide authors and publishers with up-to-date publishing resources.

Details about all these events can be found [here](#).

MEMBER & CHAPTER NEWS

How to Publish with Amazon/Kindle

RECORDING of the Phone Seminar with Neal Thompson from Kindle Direct Publishing

Amazon offers many programs and opportunities for authors and publishers. Neal Thompson, director of author and publishing relations at Amazon, recently held a phone seminar where he covered the benefits of self-publishing; creating digital, print, and audio books; real-time sales tracking; free promotional tools; and tips for how to improve your presence on Amazon. You can purchase a recording of the phone seminar [here](#).

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 will 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 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.

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.

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 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 Officers and Board

Your PALA officers and chairs are

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