



**Publishers Association of Los Angeles**  
EDUCATION • NETWORKING • RESOURCES

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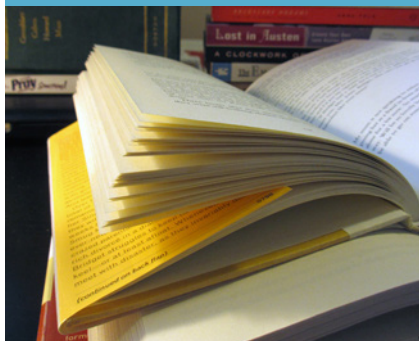
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## UPCOMING MEETING

# LEGAL ISSUES FOR PUBLISHERS

**7PM, Wednesday,  
September 14, 2016**

Are you up to date on the profound changes that are taking place in the publishing industry and what those changes mean for your publishing business?

Also, do you know when an item falls under the “fair use” exception? When exactly do you need to get permission? Is having an endnote sufficient?

We are thrilled that one of the most respected experts in publishing law, Jonathan Kirsch, will cover these legal issues of vital importance to publishers as well as take your questions.

Check our [website](#) for more details on the event as the date approaches. See you in September!



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

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## INDUSTRY NEWS

## Book Promotion: Do This, Not That

Articles outlining the biggest mistakes that an author can make are all over the Internet. These articles can help other authors and industry folks learn from the mistakes others have made in the past. Amy Collins in *The Book Designer* blog subjects herself to publicity expert Joan Stewart, who identifies [the first promotional mistakes](#) Collins made and helps explain how to fix them.



## Eight Things Booksellers Want Authors to Know

Self-published authors are sometimes ill prepared or don't know what to expect when they approach booksellers about selling their titles or organizing signing events. To be successful in pitching their books to booksellers, self-published authors should have a sense of the resources available to booksellers, the policies that are appealing to them, and the right way to approach them. [This article](#) covers the most important things booksellers would like self-published authors to know.

## The 2016 Author Earnings Report Is Available

Publishing data is hard to come by. Without widespread sharing of data by retailers, publishers, agents, and authors, we are left in the dark describing disjointed parts of the same elephant. Two years ago, Author Earnings released its first controversial report on a new part of this elephant: e-book sales on Amazon. Over the past two years, Author Earnings worked with industry insiders and data-savvy authors to refine its methodology, culminating in a keynote presentation at Digital Book World. Read the results of the report [here](#).



## Scheduling Apps to Save You Time


You don't have time to sit in front of your computer all day and post information at two- to three-hour intervals—you're busy enough as it is. The good news is that social media marketing doesn't require you to sacrifice large chunks of your time. Once you've curated your information, all you need is five minutes to schedule your posts using an application designed to release your updates at times of the day when your readers are online. [This article](#) describes fifteen scheduling apps for you to explore.



## Audiobook Sales on the Rise

The preference to hear books spoken continues to soar, according to the latest annual sales survey of the Audio Publishers Association, which found a 20.7 percent jump in sales over 2014, bringing the total sales to an estimated \$1.77 billion. The sales growth corresponds to a jump in number of audiobook titles published in 2015, the survey adds. Last year, 9,630 more titles were published than in 2014, bringing the total number of audiobook titles published in 2015 to 35,574. Learn more about the report in [this article](#).

## Amazon Sues Sellers for Buying Fake Reviews

 As part of its effort to combat fake reviews on its platform, Amazon sued three of its sellers in June for using sock puppet accounts to post fake reviews about their products. Amazon has been aggressively pursuing reviewers it does not consider genuine over the last year, often using lawsuits to discourage the buying and selling of reviews, but this is the first time it has sued the sellers themselves. Read more about the lawsuit [here](#).

## ARTICLE

## Five Tips to Get More Traction on LinkedIn

By Pat Kramer

I'm frequently asked by those who have service- and product-oriented businesses to provide some tips on how to make LinkedIn more effective as a marketing and promotional tool. It takes time to get to know how to use LinkedIn's many free tools (and even more time if you are a premium member). As someone who's reaped the rewards of LinkedIn on multiple occasions, and to save PALA members having to spend their precious time learning, I'm sharing five helpful tips today to give you a leg up as you use the world's leading social media site for business.

When I first got on LinkedIn back in the early 2000s, I set up my profile and began making connections—and then I waited for something to happen. Well after six months, when I didn't see any new business coming out of LinkedIn, I began wondering whether there was something else I needed to do, so I decided to research it further by taking live and online classes on social media marketing. With the knowledge that I acquired, I began to apply these new strategies to my writing business to better promote myself as a content, marketing, and public relations writer and author. And by investing more time on LinkedIn, I was able to create a strategy that has helped others also become more successful in using LinkedIn.

Here's what I learned—maybe it will help you too:

1. Craft your profile: A professional LinkedIn profile is of utmost importance. If your profile is incomplete, isn't written to engage or impress the reader, or doesn't highlight your experience, hire someone else to write it for you.

2. Connect with any person or group you know from business, past and present: Your connections should include organizations you are affiliated with, charities you serve, and people you meet at networking events.

3. Communicate with others: Those whom you accept as connections are now part of your "circle of influence." Think of them that way and seek out opportunities to generate business in both directions. See if you share any common connections, and after you connect, write them a short response asking them to stay in touch if you can help them in any way.

4. Post weekly: On LinkedIn, you can publish "updates" or "posts." Posts are the same thing as blogs—LinkedIn offers you a free blog site to write and share your content. Once you publish your post, wait a few days and then publish it again as an update. The update section is great for sharing news about your book or your industry.

5. Be a part of the virtual community: Some people sit on the sidelines and others are out front and center. By engaging with others, even to share short items of interest, you will be getting your name and your company out there for others to see and remember.

Remember: Repetition is the main component in any marketing campaign. Be present for your LinkedIn connections and serve them as a resource.

For more info about Pat, please visit [www.writerpatkramer.com](http://www.writerpatkramer.com) or e-mail [pat@writerpatkramer.com](mailto:pat@writerpatkramer.com).



## IBPA NEWS

## Upcoming Events for IBPA Members

**Book Marketing with Internet Media: Power Strategies to Leverage Online Publicity and Grow Your Audience, September 14, 2016**

If you're frustrated with slow book sales and haven't yet leveraged the many opportunities that exist for marketing online, this session could be a game-changer for you. In this content-rich presentation, Stephanie Chandler shares real-world examples and strategies for leveraging the power of video, blogs, book reviewers and more to build your audience and sell more books.

**Indie Author Day, October 8, 2016**

During the Inaugural Indie Author Day on October 8, 2016, libraries from all across North America will host their own local author events with the support of the Indie Author Day team. In addition to these local programs, each library's indie community will come together for an hour-long digital gathering at 2 p.m. EST for a Q&A with writers, agents, and other industry leaders.

More details on all of these events can be found on the [IBPA website](http://www.ibpa.org).

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### 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

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*Member News (cont'd from page 3)*

share your announcements 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.

## 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 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](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:

# PR Strategies from the Pros

by Kathleen Kaiser and Darlene Chan  
(Moderated by Robin Quinn)

Here is a brief excerpt from our recent panel on PR strategy. Click [here](#) to read the full transcript, which includes lots of information from our speakers. Learn what to prioritize when setting up an author platform, contacting potential reviewers, contacting media outlets, and more.

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**Robin:** Let me tell you about our first speaker. Kathleen Kaiser says she fell into PR when she was asked to organize a press conference for the Rolling Stones when she was just sixteen. If you think there's more to that story, she's actually writing a book about her life in rock and roll. That's another thing to stay tuned for. She opened [Kathleen Kaiser and Associates](#) in 1993, where her services include author promotion and media relations. Kathleen likes working with memoirs that have an angle, and also nonfiction. She prefers to work with professional authors rather than wannabes.

The part of the PR business that she likes the most is when a campaign comes together and they draw crowds at book signings and speaking engagements. Sound good? She also enjoys sending out radio interview confirmations and stacking them up on Google Calendar, which means she's a techie. I think that she must be very busy but she doesn't seem to think so. I asked her about how she does everything she does because she's president of SPAWN and also the producer of the M5 writers conferences. Please welcome the amazing Kathleen Sexton Kaiser.

**Kathleen:** Thank you. As she said, I've

been doing this since I was sixteen. I spent sixteen years in the music business—finally figured out how to escape. That's what my book's about, it's how I finally figured out how to get out of the business. But what I've found is, I've gone now in the last ten years to be working more with authors. I've gone through painters, visual artists, theaters, musicians, and for almost twenty years to tech PR and marketing and conference promotion and production. I actually rode the desktop publishing curve from 1988 into when the World Wide Web was invented and everything exploded, which was a great deal of fun. Publicity has really come back into its own, I find, especially for authors, because there are so many ways to get your message out.

I think as far as publicity for an author, you have to have a website nowadays. Some people say, "Oh, you can just do it all on Facebook." No, you can't! You can't really do it all on Facebook. Where's the button for them to buy the book on Facebook? Are you going to keep adding it every day? Where is it going to be? Where are you going to be putting everything?

You drive people back to the website because your website is where you control all the information. So you really need to have—it's not a big website, it's maybe five or six pages. It's not a massive thing to do. I love building websites; it's something I've started playing around with the last four or five years. And I love it because they're easy to put together. The average author site is not complicated. It's where you get people to sign up for your newsletters so that the addresses can go to your Mailchimp account automatically, and you can be sending out little blasts on "I'm going to be at this place."

Don't expect people to come to your Facebook page and figure out what you're doing. You've got to be telling them all the time. Part of that is having a Mailchimp list so that they're added automatically, you put it together real simple, it's all drag and drop. Nothing

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**PR Strategies (cont'd from page 4)**

complicated. If you can touch a thing and drag it over and you can open up your copy you wrote and copy it and paste it into it. You can do this. Okay? 'Cause you set up a template we just fill, fill, fill. But that way you stay in touch with people. You've got to let them know what's going on.

The other thing is the modern press kit. I think they gave you guys a black-and-white version of it. This is a modern press kit and it's what I call my new media kit. This is on your website, along with photos of you to be downloaded. Color images, 300 dpi images, for print. You want people printing it instead of you having to talk with them and send them photos. Give them the link and it goes to it.

When I'm sending out a confirmation for radio interviews—I'm really big on talk radio. Talk radio is wonderful to me and I love getting people on it. You gotta have a story, though. You've got to have an angle. It can't be, "Oh, I have a new book!" That's not an angle. What's the book about? What's the real story line? It has to have something that has meaning to people.

I have a new client who's written her book. It's based on a real thing but she's fictionalized it. She's an award-winning memoir writer. She's done this book on the 1950s. When she was a grad student at Berkeley, she was stalked by a young, attractive doctor who, when she decided he was kind of weird, started stalking her—which then wasn't a crime. People thought she was crazy, thinking he was this wonderful doctor was stalking her. It's the story that she turned into this book. Well, there's my angle: stalking. I sent the first press release on it to the local press up in Santa Barbara, Ventura County, and I gotten five reviews out of it and one interview! Because you have to have an angle of what you're doing with something and where you're going with it.

The main thing that I think is important in a press release is it's got to tell the story. You've got to have a story. I

really get upset at some younger publicists who just go, "Oh, you don't need to do press releases. Let's just do media alerts." Okay? Media alerts are fine if you're having the media show up at some special event.

**Robin:** What is a media alert?

**Kathleen:** A media alert is a blurb that goes out. Time, place, something going on, in about three sentences about who it is, what's going on, and then, you know, the basic facts type of thing. People want a story, and especially in LA, there's a lot of these small little weekly papers that need content, they do not have a staff. I've had more of them pick up my press releases because they tell a story and I make them interesting. And they sort of rework the bottom of them with "about the author" and the synopsis. But I tell a story in the beginning.

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**Robin:** Our second speaker tonight is Darlene Chan. She came into book PR after a successful career in the movie business. There she worked for Paramount Pictures, Walt Disney Motion Pictures Group, and others. She opened [Darlene Chan PR](#) in January of 2009 specializing in PR and social media for authors. Darlene says she came into book publicity when online or Web PR was in its infancy. So she sparked to the idea of using social media as a publicity tool. Darlene shared with me that PR utilizes a lot of the things she's very good at: planning strategy, organization, and that all-important cheerleading. She likes working with nonfiction that has a good solid topic, as well as genre fiction. She finds that every client's path is unique. Every book has its own set of challenges and a unique voice. She enjoys figuring out that book's challenges. Please put your hands together for Darlene Chan.

**Darlene:** Thank you, Robin and thank you PALA for inviting me. That was a great presentation, Kate. I learned a lot of stuff. I took notes! I'm stealing some of that, okay?

So I might be repeating some of the same info because there's only so many ways to skin a cat. But so much of what she said is worth repeating, so I hope you don't mind.

Before publicizing your book, think carefully about the audience and who you're trying to reach. Does everything line up? One client of mine wrote a women's fiction/mystery book, but the publisher chose a trendy, chicklit title and cover art. They were gorgeous. It was great, but it belied the tone of the novel. As a result, the book missed its target audience. Fans of women's fiction and thrillers thought the book was lightweight and frivolous. They thought it was sort of a *Sex and the City* kind of story, and it wasn't. So they avoided it. Meanwhile, chicklit readers were disappointed that expensive clothes and accessories weren't a part of the story. So be true to your book and to its voice. Figure it out. Don't just go for the easy title and artwork.

You've probably saved and budgeted for your book and want to do this in the most economical way, but there are two things you absolutely have to pay for. I'd like to say that hiring a publicist like us is one of them, but the truth is there's two essential things to do even before you get to PR.

The first is get a professionally designed cover. Because even though you learned as a youngster that you can't tell a book by its cover, the truth is buyers and bloggers do exactly that. A cheap, ill-designed cover with a bad or illegible font will kill your project. Your high school nephew using Photoshop is not going to cut it. Don't even think about using public domain artwork you can grab for free. This conveys to the potential reader that you don't care enough about your book to put your best foot forward. It's kind of like going to a job interview in sweatpants. You want your book to look polished and professional.

The second essential is to pay for a professional editor. I don't care if you work

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*PR Strategies (cont'd from page 5)*

as a writer or an editor yourself or your spouse is pretty good at catching errors. That isn't what an editor is for. An editor will provide an unbiased opinion of what works in your book. They can and should be ruthless. You cannot be honest with your own work, nor will your college buddy or your spouse. F. Scott Fitzgerald had an editor. Elizabeth Gilbert has an editor. If you want to be considered a professional, then you need to work with professionals. I have represented clients who felt strongly that their books did not need professional editing. I'm good at what I do, but I'm not a miracle worker. Right? No publicist is. I cannot get good reviews for books that aren't in their best shape possible.

Now that you have the basics, you have to have a strong foundation to make the information available about your book on the Internet so readers can find it. The first thing you need to do is buy your author domain, especially if you think you're going to write more than one book. You need to be thinking about your author career, not just the title of one book. You want readers to remember your name, the author.

The reason to buy a domain is that you need to build a website. Every author needs a website to serve as a repository for reviews, news on appearances, interviews, and book info. Make it simple but stylish. If you're at all technically inclined and willing to learn, use a Wordpress template. I've never used Weebly; I've used Wordpress. But I trust you; Weebly's probably easier. And build the site yourself. But please try and stay away from Blogger or Blogspot. I think that really looks amateurish, and your aesthetic choices are really too limited to make your site look special or unique. You want it to look polished.

Look at other author's websites and emulate them. Note what you like and what might work for you. Click tabs and study how a website works and how it's all interconnected. Navigate through it. Does it make sense? This is really basic stuff, but it's so funny how people forget to put this stuff on. I'm looking all the time on websites and there's like no

contact info. So make sure you have essentials, like contact info, links to your social media, your Amazon buy link—have someone else you trust navigate through it to see what's wrong.

You don't have to blog if you don't want to, and you shouldn't unless you have something to say. Sometimes a blog is just an ongoing post of news and reviews. Sometimes it's personal essays on various topics. If you've written a non-fiction book you can post news stories that touch on the same subject matter.

Get on Twitter! I can't believe the number of people I deal with who are willfully ignorant of Twitter. Something about the 140 characters scares them. Take the time to visit both Twitter and Facebook and just play with them. And play well with others. You know, like other authors you see similar to you on Facebook. Look to see what they're doing. Engage them in conversation if you can, without spamming them or doing a hard sell. Socialize.

I like to post two or three times a week for my authors, and I strive to do two times a day, even more, on Twitter, because Twitter, really, that stream goes by, and if they just don't catch you right there, they miss it. So you do find with Twitter you have to do more in order to capture more people. It will pay off! I know it seems a little bit like yelling in the wind but I find that it does pay off.

Also, complete your Amazon Author Central page. It's really one of the most visited pages, and I'm shocked at how many authors, professional authors that I visit, who don't bother to complete it at all. Also go on Goodreads and LibraryThing and complete those pages. It doesn't cost you a thing, and someone's going to look at it and they're going to want to know more about you. If nothing's there, they're not going to go further.

**Robin:** Have you ever tried a Goodreads giveaway? Can you talk a little bit about that?

**Darlene:** Yes. Goodreads giveaways are terrific to get reviews. That's what you

want. One secret is, people are always giving away five books at a time. You don't really need to. I ran a little scientific test and I actually read an article about this. You can give away one book and get 300, 400 people wanting that book who submit for the giveaway. Then, in a month, offer another book and you'll get another 300, 400. You can increase the number, whereas if you gave away five books at once, you're going to get just 300 people entering.

**Robin:** So you're hoping for reviews from these people?

**Darlene:** Absolutely. And Goodreads is owned by Amazon, so there is that crossover too, just so you know. But yeah, I think Goodreads is a very good tool.

Click [here](#) to read the full transcript and learn more about planning a PR strategy on your own or with a professional publicist.

## Nuts and Bolts of Self-Publishing

Back by popular demand!  
Saturday, October 29, 2016  
9:30 a.m.–1:30 p.m.

If you've ever wondered about self-publishing—or the process of publishing in general—but weren't sure where to get good answers, here's your chance.

Whether you're writing a helpful nonfiction work or a stunning genre novel, the publishing process involves the same elements: preparation of your manuscript, production of your book, and printing of your book—as well as potential problems.

Visit the [PALA website](#) for more information about this seminar, and remember to register by October 8, 2016, for an early-bird discount!

