



Publishers Association of Los Angeles
EDUCATION • NETWORKING • RESOURCES

INSIDE:

Page 2

INDUSTRY NEWS

- How and Why to Build a Social Media Calendar
- Instagram Primer for Indie Authors
- Fourth Annual Lit Crawl LA
- How YA Authors Can Reach Their Readers through Tumblr
- Making the Most of E-Mail Marketing
- 7 Book Marketing Trends Authors Can't Afford to Ignore

Page 3

INDUSTRY NEWS

- Eight Ideas For Getting More BookBub Followers
- What Facebook's Branded Content Policy Change Means for Bloggers
- The Importance of Keywords to Ranking Your Book on Amazon
- Top Ten Nonpublishing Blogs Every Publisher Should Read
- Get Media Coverage for your Book by Not Directly Talking about It

Page 4

IBPA NEWS

- Publishing University Scholarship

MEMBER & CHAPTER NEWS



UPCOMING MEETING

What the Heck Is Google Analytics? with Joel Davis

**7PM, Monday,
October 17, 2016**

Ever wonder if your website is working for you and how to improve it? International analytics consultant Joel Davis will explain the ins and outs of the free service called Google Analytics. You'll see how it can help you start making better book marketing decisions by evaluating factors like the effectiveness of your web copy; where your website visitors are coming from, what pages they visit, and how long they stay; and which content of yours is being shared the most on social media.

Davis will help you understand why Google Analytics is important to use, which features are most essential to publishers and authors, and how better to analyze and act upon Google Analytics data.

Check our [website](#) for more details about the event.

PRESIDENT'S MESSAGE:

Seeking Sponsors

Dear PALA members:

I'd like to take a moment to discuss sponsorship. We are actively looking for businesses to donate to PALA to help defray administrative, facility, and program costs, including the cost of enticing speakers from outside the Los Angeles area. If you happen to be close to any organization that might benefit from placement on our website, in our mailings, or in our newsletter, we would love to know about it. Let's get those donations rolling!

The sponsorship cost is flexible, of course, and deductible as a business expense. The fine print: our nonprofit status is 501(c)(6). Unlike 501(c)(3) organizations, contributions are not allowed as charitable deductions, but they are tax deductible as a business expense.

Your input would be greatly appreciated. Please contact me at artsy12@earthlink.net.

Gary Young

PALA President

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

President: Gary Young (artsy12@earthlink.net)

Vice-President: Sharon Goldinger (pplspeak@att.net)

Secretary: Robin Quinn (quinnrobin@aol.com)

At-Large: Ina Hillebrandt (coachina@inathememoircoach.com)
and Linda Lichtman (llichtman@aol.com)

Facebook: [facebook.com/PublishersAssociationofLosAngeles](https://www.facebook.com/PublishersAssociationofLosAngeles)

Twitter: @PALAPUB

INDUSTRY NEWS



How and Why to Build a Social Media Calendar

The effort required to publish a book is something to be proud of, especially when you went through the process on your own. You can hire a marketing team to manage the postpublication stages of getting your book into the world, but you really don't need to if you know how to use social media platforms. In [this article](#), Antonio Tooley discusses the ways a social media publishing calendar can make the promotion of your book much more successful and gives you practical tips to build such a calendar.

Instagram Primer for Indie Authors

According to a report by Digital Marketing Research, as of March 2016, Instagram had 400 million monthly active users and captured the attention of 20 percent of all Internet users. If your reader demographic is between the ages of 18 and 49, Instagram can be a strategic application for you to use. If you write YA, new adult, teen romance, sci-fi, or dystopian fiction, then you need to spend time connecting with your readers on Instagram. In [this article](#), Frances Caballo shows you how.



Fourth Annual Lit Crawl LA

More than 36 NoHo venues will open their doors to literature lovers, local authors and friends of the community on the Arts District's 4th annual Lit Crawl L.A. on Wednesday, October 26. Authors from all over Southern California will present readings, poetry, and performances in NoHo's most popular bars, restaurants, galleries, theaters and other venues. Visitors get a chance to discover various indoor and outdoor locations while exploring LA's current literature scene. Last year's Lit Crawl featured more than 3,500 attendees and 200 authors. Check out the event's new [website](#) for schedules, maps, and opportunities to get involved.

How YA Authors Can Reach Their Readers through Tumblr

Have you thought about using Tumblr lately? These days everyone is talking about Facebook Live, Snapchat, and Instagram—isn't Tumblr a bit passé? Au contraire. Frances Caballo [discusses why](#) some authors might want to spend some time using Tumblr, especially if they write YA or graphic novels.



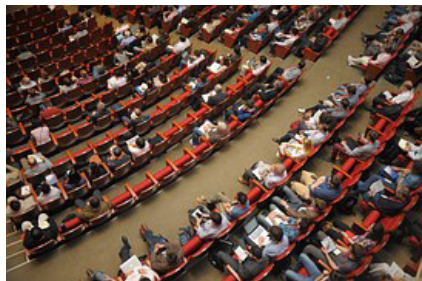
Making the Most of E-Mail Marketing

It's hard to overstate the importance and effectiveness of e-mail for book sales and marketing. Unfortunately, now that the secret is largely out about email, it's becoming the most increasingly abused sales tool. That's mainly because authors (and publishers, too) don't take time to customize and target their messages appropriately. In [this article](#), Jane Friedman shares tips about different approaches to thoughtful e-mail marketing.

7 Book Marketing Trends Authors Can't Afford to Ignore



In today's world of rapidly evolving digital media, an author's book marketing strategy requires clear career objectives and goals, an understanding of what's working right now (and what's on track to pay dividends in the future), and some smart planning to tie it all together. It extends far beyond basic tips, tactics and hurriedly outlined strategies on the back of a napkin. Kimberley Grabas outlines [seven ways](#) authors can meet their marketing goals.



Eight Ideas For Getting More BookBub Followers

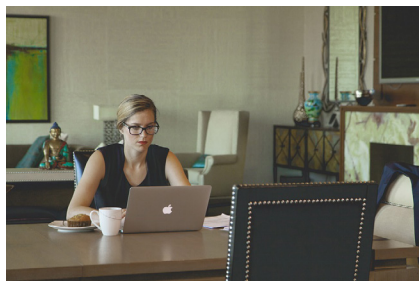
Getting more BookBub followers can help widen an author's reach and ultimately increase book sales—for free. The more followers an author has, the more people will receive dedicated e-mails from BookBub notifying them about the author's new releases and price promotions. [This article](#) features eight things authors can do to increase their following and gain momentum on BookBub.

What Facebook's Branded Content Policy Change Means for Bloggers

Facebook made waves in the online business world with its April update to its branded content policy. The new policy states that branded content—meaning text, photos, videos, or links that feature third-party product, brand, or sponsors—is “only allowed from Verified Pages (with the blue badge)” and that it must follow very specific guidelines. The [Como Blog](#) features questions and answers about the policy change and how it affects bloggers and business owners who use Facebook.

The Importance of Keywords to Ranking Your Book on Amazon

Many self-publishers don't realize that Amazon, like Google, uses a search engine to find and list its books. All you have to do is type in the search box a phrase or sentence, and Amazon will provide you with a list of best options. One powerful marketing tactic for authors is to ensure their book reaches the top of a search list. If you wrote a book on weight loss, I'm sure you can imagine how great that would be for your sales if your book were the first to show up. Ranking books on Amazon is a bit of a mystery to some of us, but Dave Chesson [explains how](#) to get your book to rank higher.



Top Ten Nonpublishing Blogs Every Publisher Should Read

If you publish and market books, you probably understand the importance of keeping up with industry trends. Sites like *Publishers Weekly*, *Digital Book World*, Jane Friedman's blog, *The Hot Sheet*, and the *BookBub Partners Blog* can help you learn about new ways to reach more readers. But to make your

books truly stand out, you need to stay ahead of the curve. Looking outside the publishing universe can help you do that—you'll see what marketing strategies other industries are buzzing about and be able to apply the best relevant tactics to your own book marketing plans. Here are [ten suggestions](#) for where to start.

Get Media Coverage for your Book by Not Directly Talking about It



How far should an author be willing to go to garner media attention? What if it means she needs to be flexible on her core message points?

Writers of books will generate media hits when they position themselves as experts on a variety of topics. Could an author on gardening be used to talk about climate warming? Could he be used to discuss wild fires or the increased cost of food in drought areas? Can he talk about organic food or how gardening is a great workout for seniors?


Get the idea? Writers must go beyond their book to get media coverage. Can she connect to what's in the news? Can she talk about gardening in a different light than the obvious stuff she'd otherwise speak about?

The [Book Marketing Buzz Blog](#) shares how authors talk about things beyond what they think they are capable of – or qualified to speak on.



IBPA NEWS

Publishing University Scholarship

 The 2017 Publishing University scholarship [application](#) is now open. IBPA's PubU scholarship program offers members of affiliate associations the chance to attend Publishing University free of charge. IBPA awards one complimentary ticket to Publishing University to each affiliate, each year. After checking with each affiliate association to confirm membership, IBPA awards scholarships to the candidates who meet the established criteria.

MEMBER & CHAPTER NEWS

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.

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.

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 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,
quinrobin@aol.com

At-Large: Ina Hillebrandt
(coachina@inathememoircoach.com)
and Linda Lichtman
(lalichtman@aol.com)

