



Publishers Association of Los Angeles
EDUCATION • NETWORKING • RESOURCES

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UPCOMING MEETING

Sell Your Books to Libraries and Bookstores with Amy Collins

**7PM, Wednesday,
November 16, 2016**

Want to learn how to get your books into more stores and libraries? Amy Collins, a leading expert who has been a buyer and seller in both markets for years, will spend the first thirty minutes of the evening outlining the exact process that will yield the most success. She will cover the simple (yet constantly changing) rules to book sales that every author and publisher should understand and follow. Learning the rules and how to play the game will go a long way in helping you win your way to strong sales of your book in a market that seems to want to keep you off of the playing field altogether! By the time the meeting is finished, everyone will know how to shape and present their message to buyers and maximize their chances of a sale into the bookstore and library markets. Check the PALA website for more details.

Check our [website](http://www.pa-la.org) for more details about the event.

PRESIDENT'S MESSAGE:

Communication

Dear PALA members:

Our mission as publishers is to support the notion of communication. By that I refer to your message, your platform, or your “bully pulpit,” as Teddy Roosevelt would say, both on an interpersonal level and on a wider level—via social media, your blog, your website, your newsletters, and of course, your books. And it helps to listen as well. I think we all know that real, thoughtful two-way communication is sorely lacking in our world today because of the proliferation of the Internet and TV pundits. Whatever your bent, I urge you to explore the notion of who we are, who we can be, and how we can bring light to our fellow travelers without value judgment. Not easy.

Along those lines, PALA has been undergoing an examination and reevaluation of all our goals, connections, collaborations, and resources. We are happy with the level of information that we have provided, and we are looking for ways to further our impact and benefit. Your ideas, as always, are gratefully received and seriously considered.

Gary Young

PALA President

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

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and Linda Lichtman (llichtman@aol.com)

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Twitter: @PALAPUB

INDUSTRY NEWS



Are There Pirates in Your Book's Midst?

Have your words been plagiarized and are now being published with someone else's name? Has your book been snagged and is being sold with all the money going to someone you don't know? Is it being used as a hook to lure in an unsuspecting book buyer to pitch something else, even directing them to naughty sites? Most likely, what has happened is that your book has been kidnapped, or pirated: it has walked the infringement plank. The last thing that most of us want to think about is the need to police our work. Yet all of us need to be on the alert. [Judith Briles](#) discusses the post-publication duties you should add to your to-do list to avoid pirating.

Ten Great Examples of Author Bios

Writing your author bio can be a daunting task, but a well-crafted bio can help readers learn more about what makes you and your books so interesting. You should regularly maintain your bio so fans and potential readers seeking you out can learn more about you and why they should pick up your latest book.

Stuck on what to include? While there is no one-size-fits-all formula, [Diana Urban at BookBub](#) provides some examples of great author bios to inspire you when crafting your own.



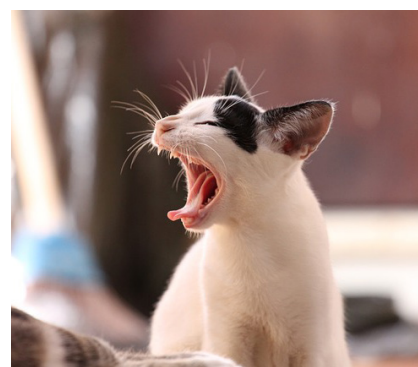
How to Increase Reader Comments on Blog Posts

Have you ever wondered how some bloggers manage to inspire their readers to comment on posts? They have the engagement you seek, but how do they inspire it? [Nina Amir](#) asked four successful bloggers to reveal the needle-moving strategies they use to encourage reader comments. Their answers provide a wealth of information you can put to use immediately to help increase the amount of reader engagement on your site.

Seven Ways to Start (and Finish) a Blog Post

Where do you get typically get stuck when you're writing a blog post? For a lot of bloggers, the first few lines of the post—and the last few—are really tough. You might have a perfectly good plan for what's going to come later, but you just

don't know how to begin. One solution is to simply type *anything* to get you going. While that's fine when you're drafting, at some point, you're going to need to come back and revise. Another is to skip the introduction and jump straight in with your first key point. Again, that's a great way to get moving, but it doesn't really solve the problem. You're still going to have to write that introduction at some point. Beginnings and endings matter, and it's important to get them right. [Ali Luke](#) shows you how.



Copyright Infringement: Those Cute Kitten Pics May Cost You

Suppose you find the cutest kitten photo online. Without giving it much thought, you cut and paste it into a blog post about your childhood pet. You share the post on Facebook, Tumblr, and Twitter. Two months later, you open an e-mail from some lawyer accusing you of copyright infringement and demanding a \$2000 payment. Unfortunately, this is not a far-fetched scenario. Downloading an image from the Internet is so simple, and many people forget that the images are the result of someone's hard work and may be protected by copyright. Not everything on the Internet is free to use. [Helen Sedwick](#) provides insight and resources to help you avoid copyright infringement.

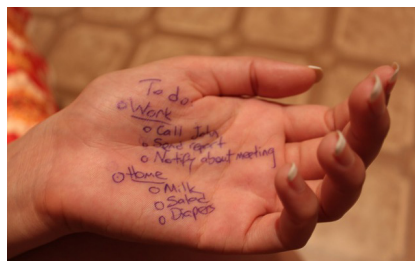
How to Hit the *USA Today* Bestseller List with Ad Stacking

You don't need to hit a bestseller list to make a very good living as an author, and many authors get by without caring about them at all. However, they can go a long way in boosting your visibility and sales. The lists are widely understood to be gameable, so the results are more like an IQ test. They measure something—but not what you might think. [Joanna Penn](#) describes how she made the *USA Today* bestseller list and shares tips so you can try to hit a list yourself.



Free Instruction for Authors: An Abundance of Awesomeness

To meet your publishing goals, you might require help with writing, editing, book design, typography, cover design, marketing, copywriting, blogging, social media, publicity, blog tours, advertising, and a few more tasks. That's a lot of territory to cover. Fortunately, writers and bloggers have posted deep, useful content on these topics online for free—the kind of thing you might ordinarily have to pay good money for. Joel Friedlander frequently shares these sources in his newsletter, and he covers three of his favorites in [this article](#).



How to Increase Your Productivity

It's safe to say that each of us could benefit from an increase in productivity. While increasing productivity is an almost universal goal, only a few of us have a concrete plan for doing it. From creating a daily plan to auditing your habits, the simple, actionable tips in [this article](#) are designed to help you increase your productivity, which will lead to achieving even more throughout each day.



Everyone Suffers from Impostor Syndrome— Here's How to Handle It

One of the greatest barriers to moving outside your comfort zone is the fear that you're a poser, that you're not worthy, that you couldn't possibly be qualified to do whatever you're aiming to do. It's a fear that strikes many of us: impostor syndrome. The best and brightest among us are not immune. Actress and Harvard alum Natalie Portman shared her experiences with self-doubt in a poignant com-

mencement speech several years ago, and Howard Schultz, the CEO of Starbucks, revealed that he and CEOs he knows feel the same way: "Very few people, whether you've been in that job before or not, get into the seat and believe today that they are now qualified to be the CEO. They're not going to tell you that, but it's true." [Andy Molinsky](#) discusses what you can do to overcome the feelings of inadequacy that so many of us experience.

The Social Media Strategy for Authors

You can engage the media in many ways, from writing op-eds for newspapers to seeking interviews on local radio programs or national television shows. There are even more approaches you can take when it comes to social media. Your strategy will likely depend on factors like your goals, skills, desire, time, money, and success. [This article](#) reviews each of these factors and suggests the social media activities that may be right for you.

Eighty-One Websites for Authors, Publishers, and Book Pros

There are many websites that authors, book promoters and marketers, literacy agents and book publishers should be aware of. [Book Marketing Buzz Blog](#) provides a list of more than eighty—are you familiar with them all?



IBPA NEWS

Publishing University Scholarship Deadline Approaching

There's still time to apply for the 2017 Publishing University scholarship! 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. Check the [IBPA website](#) for details, and make sure to get your application in before November 30!

MEMBER & CHAPTER NEWS

Minor Fee Change

After much discussion by the board, we have concluded that we must reinstate the \$5 meeting admission fee for members starting January 1, 2017. While we try to offer as many member benefits as we can, we have to do so in an economically viable manner. To meet our monthly costs, we must again charge members \$5 to attend our monthly meetings (this does not include our bi-annual brainstorming meetings). Guests will continue to pay \$15.

You can pay the \$5 via PayPal on our website or by cash or check at the meeting each month. Remember, any fee that you pay (meeting attendance, membership dues, etc.) is tax deductible as a business

expense. We are a nonprofit organization, but with our classification, our fees cannot be considered charitable deductions.

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 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 Officers and Board

Your PALA officers and chairs are

President: Gary Young,
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