



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

## INSIDE:

### Page 2

#### INDUSTRY NEWS

6 Ways for Indie Authors to Use Goodreads to Network

- The Truth Behind Popular Copyright Myths
- Google Analytics Academy
- 3 Unconventional Ways to Use Social Media to Effectively Find Your Readers
- Make the Most of Your Book Back Cover with These Tips
- Create and Manage the Perfect Amazon US and UK AuthorCentral Page
- Why There's No Perfect Time to Post on Facebook
- Children's and YA Authors: Don't Miss These 13 Resources
- Can I Mention Brand Name Products in My Fiction?
- Book Widgets: Everything You Need to Know

### Page 3

- Children's and YA Authors: Don't Miss These 13 Resources
- Can I Mention Brand Name Products in My Fiction?
- Book Widgets: Everything You Need to Know
- PALA Listserv
- PALA Online
- Recordings of Past Meetings



## UPCOMING MEETING:

# Publishing Magic Secrets Revealed

**6:30 PM, Monday,  
October 16, 2017**

If you want to learn about the winning tools and techniques to make publishing your book a profitable adventure, you won't want to miss the meeting on October 16.

It will be filled with publishing experts in the areas of marketing, interior and cover design, printing, audio publishing, and publishing matters in general. Angela Bole, CEO of IBPA, will give everyone the inside scoop on What's New in Publishing.

The meeting is free—so there is no reason not to be there and to bring everyone you know who has a book.

**Location:** Veterans Memorial Center, 4117 Overland Avenue, Culver City.

**Cost:** Free

See our [website](#) for more details.

## PRESIDENT'S MESSAGE

# What's Next

In our ever-changing publishing landscape, it's challenging to keep up. That's why we are putting together a FREE special program, Publishing Magic Secrets Revealed, on October 16, 2017, to give you access to the experts and opportunities to network. Bring your questions and get the answers you need.

We will have refreshments, LOTS of handouts, and even some freebies. Our experts will include keynote speaker Angela Bole, CEO of the [Independent Book Publishers Association](#).

We are also planning a November phone seminar or webinar with BookBaby and much more in the new year, including one with IngramSpark.

Be sure to put the October 16, 2017, meeting on your calendar and tell all your publisher friends about this FREE meeting—whether they are just thinking about publishing a book or have already published 10.



**PUBLISHERS ASSOCIATION OF LOS ANGELES (PALA)**

<<http://www.pa-la.org>>

**President:** Gary Young ([artsy12@earthlink.net](mailto:artsy12@earthlink.net))

**Vice-President:** Sharon Goldinger ([pplspeak@att.net](mailto:pplspeak@att.net))

**Secretary:** Robin Quinn ([quinnrobin@aol.com](mailto:quinnrobin@aol.com))

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

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

**Twitter:** @PALAPUB

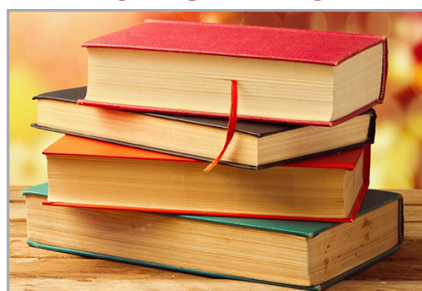
## INDUSTRY NEWS:

## 6 Ways for Indie Authors to Use Goodreads to Network



Goodreads has 50 million readers in one place, and authors can take advantage of a wide range of networking opportunities, from book giveaways to reading challenges. Check out [this article](#) by social media expert Barb Drozdowich for six easy ways that authors can network on Goodreads.

## The Truth Behind Popular Copyright Myths



Copyright law can be complicated and confusing, and there are a lot of myths about copyrights out there. Do you know when you should register a copyright? Do you know what the benefits of registering a copyright are? Do you think registering a copyright is difficult and expensive? Susan Spann is both an author and a publishing lawyer, and she debunks seven popular copyright myths in [this article](#).

## Google Analytics Academy

Google Analytics can provide you with a lot of useful information about traffic to your website, if you know how to use it. The Analytics Academy offers a range of courses from Google Analytics for Beginners to Advanced Google Analytics, with several other specialized courses as well. Check out the full range of course offerings [here](#).

## 3 Unconventional Ways to Use Social Media to Effectively Find Your Readers

Are you optimizing social media to market your books? If you're looking for some practical ways to engage with your ideal audience, Dan Blank, author of *Be the Gateway*, is an expert at ways to connect with your ideal readers and lead them through the "gateway" to your writing. You can read all about it in [this article](#).

## Make the Most of Your Book Back Cover with These Tips

You've probably heard how important the front cover is, but you may not have heard how important the back cover is as well. The back cover's job is to convince your reader to open the book and read a few pages—but what should go on the back cover to make sure that happens? [This article](#) by Amy Collins explains how to create the ideal back cover for your book, whether it's fiction or nonfiction.

## Create and Manage the Perfect Amazon US and UK AuthorCentral Page

Amazon's AuthorCentral is a key tool for managing an author's online presence. There are a wide range of benefits that come along with AuthorCentral, including the ability to manage reviews, monitor sales, and edit book details, not to mention the excellent customer support that comes with it. For some excellent tips on how to create and manage your AuthorCentral page for both Amazon US and Amazon UK, check out [this article by David Wogahn](#).

## Why There's No Perfect Time to Post on Facebook

If you've read anything about the alleged "best time to post to Facebook," you've probably noticed that there is a lot of conflicting advice out there. That's because, as Ash Read writes, there simply isn't a single best time to post to social media. There can be, however, a best time for your brand to post. Read [this article](#) about how to determine (using Facebook Insights and other tools) the best times for you to post content on your Facebook page.



## Children's and YA Authors: Don't Miss These 13 Resources

For authors of children's and young adults' books, there can be an overwhelming number of resources available, particularly when it comes to online resources. [This article](#) is full of useful tips for both new and veteran authors about the best online resources to help you write and market your book.



## Book Widgets: Everything You Need to Know

Ever since Apple's iBooks Author introduced book widgets, they've been used more and more frequently in interactive ebooks. However, since they are so new, there are not many online resources about how to use book widgets. [This article](#) from Kotobee's blog does a great job of laying out all the important information about book widgets.



### MEMBER & CHAPTER NEWS:

## Do You Have News?

The PALA newsletter is a great place to share your events, blog posts, books, and other news. Send a link, a title, and a short description, and we'll share your announcements with other members. Email Sharon Goldinger, [pplspeak@att.net](mailto:pplspeak@att.net), with your info, and we'll announce it for you.

## PALA Listserv

The PALA Listserv is a private group where PALA members and guests ask questions and share resources. 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 you won't want to miss. As always, your questions and 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 email, 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 email. 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](mailto:artsy12@earthlink.net)

Vice President/Membership Chair:  
Sharon Goldinger, [pplspeak@att.net](mailto:pplspeak@att.net),  
949-581-6190

Secretary: Robin Quinn,  
[quinnrobin@aol.com](mailto:quinnrobin@aol.com)

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

