



Publishers Association of Los Angeles
EDUCATION • NETWORKING • RESOURCES

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UPCOMING MEETING:

Publishing with BookBaby

A Phone Seminar with Steven Spatz, president of BookBaby

**7:00 PM, Tuesday,
November 14, 2017**

BookBaby is the nation's leading self-publishing services company and the largest eBook retail network that connects your book to readers worldwide.

Whether you're a first-timer, publishing veteran, novelist, or photographer, BookBaby can help you publish it. BookBaby has responsive customer service, knowledgeable publishing specialists, and quality book printing. The main advantage to using a service like BookBaby is that it allows you to get the job done simply.

Phone Seminar details: A few days before the seminar, you will receive an e-mail with the call-in number and code as well as a PowerPoint presentation for you to refer to while Steven is speaking.

Cost: \$5 for PALA members, \$10 for IWOSC members, \$15 for non-members.

Reservations are required for this event. See our [website](#) for more details.

PRESIDENT'S MESSAGE

Can You See into the Future?

We know that cell phone use is increasing and computer use is decreasing. We also know that the print book has not gone away (as many predicted 5 to 10 years ago) but is actually holding pretty steady. But what changes are on the horizon? What do we need to know now, and how will that information inform our decisions today and our plans for the future? And most importantly, how will the upcoming changes affect our publishing companies?

The answer is, we can't fathom the full extent of what may come, but I recommend investing time in staying as up to date as possible regarding the scope, benefits, and limitations of all the possibilities—including developments in print, electronic, and audio publishing, as well as anything new that may be emerging or that we haven't even seen yet.

The changing face of publishing presents us with many challenges—financial considerations, the need for multidisciplinary expertise, staying technologically current, and finding the time for all we need to do. And let us not forget marketing, marketing, marketing.

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PUBLISHERS ASSOCIATION OF LOS ANGELES (PALA)

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

President: Gary Young (artsy12@earthlink.net)

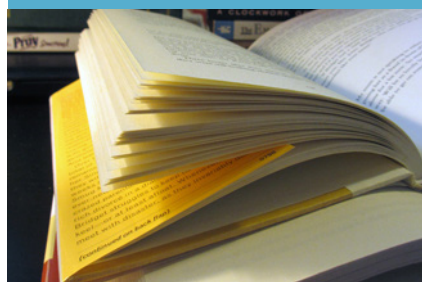
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Change can be scary, but it also presents new opportunities. And the best way to get a handle on everything is to gather information from experts who know how to separate the wheat from the chaff and simplify things. PALA can help with that.

How do you get the most PALA bang for your buck? By attending meetings, asking questions, listening to the answers, and discovering questions that you didn't even know to ask. (If you can't make it to a meeting, you can always get an inexpensive recording of the meeting you missed.) Becoming more active in the organization will maximize the benefits of your membership.

As always, let us know if you have any questions about how we can make your PALA membership work better for you.

Gary Young

IBPA Publishing University Deadlines



November 30 is the scholarship deadline for [IBPA Publishing University](#), which is scheduled for April 6-7, 2018 in Austin, Texas. You can [fill out a scholarship application here](#). You can also get the Early Bird registration rate if you [register by December 15](#).

INDUSTRY NEWS:

Author Platform Success Plan

Do you have an author platform? If not, do you know how to go about building one? The Happy Self Publisher has put together a detailed guide from your vision to an author platform success plan, which is available [here](#).

Does Social Do-Gooder Marketing Increase Book Sales?



Many authors will donate a portion of their book sales to a charity or a cause. They do so for a variety of charitable reasons, but do you know if charitable donations help with marketing and branding? Are readers more likely to buy a book if it supports a cause they agree with? Read [these statistics](#) and find out.

Sales Tax Basics for Indie Authors

Legal expert Helen Sedwick explains some of the intricacies of sales tax and what that means for authors. She offers some helpful guidelines that simplify some of the very complicated sales tax laws across the country. You can read her advice [here](#).

Book Design: Chapter Openers and Part Openers



Do you think about the layout and design of your book chapters and sections? These are Joel Friedlander's favorite part of book design, and he has compiled a wonderful selection of tips for making the most of these opening pages. You can read his suggestions [here](#).

What Authors Have to Do Right in Every Media Interview

Interviews with the news media can be tricky and high-pressure situations where authors try to shine in the spotlight and make the most of the opportunity to connect with potential readers. Book Marketing Buzz Blog offers [nine important things](#) that every author needs to do in media interviews.

Forget Marketing Online: 5 Tips for Marketing Your Books in Person



Joanna Penn offers her top five marketing tips to set up public speaking engagements and increase your visibility. While this takes some extra time, she writes, it's definitely worth the effort. Check out all 5 of her tips [here](#).

Will Your Readers Subscribe Or Unsubscribe?

The Book Marketing Buzz Blog has put together a helpful list of reasons that readers subscribe and unsubscribe to mailing lists. Read [this full post](#) for fresh ideas about how to win people over and retain them as subscribers.



Is Your Book Very Marketable?

[This post](#) from the Book Marketing Buzz Blog can help you rethink what it means for a book to be promotable or marketable. Books don't sell themselves, but you can ask yourself these simple questions to think about ways that you can market your book effectively.

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, 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) 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.

MEETING TRANSCRIPT

The Latest in Social Networking

with Steven Sanchez
and Brenda Avadian, MA

Gary: Our program tonight is the Latest in Social Networking, with Steven Sanchez, who's been a frequent contributor to PALA and the Independent Writers of Southern California. He's an Amazon bestselling author. He's been a consultant on all things Internet for—since it started.

Steve: Twenty-four years.

Gary: Twenty-four years. He's really on top of everything. With Steve is Brenda Avadian, also a longtime PALA member and IBPA board member, which is no small thing. She has operated North Star Books these many years. A micropublisher, although you don't look so micro to me, for twenty-four years also. And she's also the author of nine books. Put your hands together for these wonderful people.

Steve: Thank you, everybody. Talking about social media is a little bit like saying, "We're going to talk about the entire world of advertising in an hour, including TV, broadcast, cable, radio, news-

print, books." We're going to go through a lot of stuff tonight. I've got 50 sites to show you. So if you do have questions that are relevant, we're going to try to take some of them in between, but we're really trying to move through and give you kind of a bird's eye view of a lot of things. Rather than have you frantically try to write everything down, which is almost impossible to do, we've got our contact information up there. If you will simply e-mail me your e-mail address, I won't put you on a big list or anything. But I will basically e-mail you a copy of the notes tonight, which includes all the links and all that, so you can go back through it yourself. I really want you to let it wash over you. We'll talk about several different things.

We're going to talk about ten primary social media areas tonight and show you several different things that are going on there and how they relate to writers, and how you can take advantage of these different social media networks. We have some examples of some of the best in the writing space. A lot of them are Brenda's; I think she is phenomenal at what she does. I'm going to show you some of what she's doing. If you feel intimidated by that, I have another person, Leighann Dobbs, who has also done it very, very well, just on a little smaller scale. And then I've got various other different things to show you as we go along.

So if you have questions of a more general nature or you're missing something, let us know and we'll try to take it real quick. If it's very specific, like, "Well, how do I get the plug-in to tie my Amazon account to my blog?" and all that, we're not going to get to that level of detail, otherwise we won't cover what we want to cover. Fair enough? Does that work?

I like to kind of tailor when we do a presentation to the crowd, so how many of you are publishing fiction—or trying to? Raise your hands. How many of you are publishing nonfiction? A lot more. How many of you are using social media currently, for your publishing? How many

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are on Facebook? Twitter? LinkedIn? YouTube? Pinterest?

Okay, that gives us a good start, an idea. This is a crowd that knows something.

Let me just go over some general stats here for you, and the reason why social media's so good for you as writers. It used to be that you had to buy ads in papers or magazines or whatnot. You wouldn't know the performance of them or all the rest of that. Just last year, first quarter, Facebook had 1.44 billion people on it, using it on a monthly basis. That's a lot of people that could potentially buy your books. For the same timeframe, Google + reaches 540 million people every month, LinkedIn reaches 364 million. Twitter has 236 million users. Pinterest reaches 78 million people every month. So these are large audiences.

There are small little niches as well, where you can get involved in social media. There are websites that will allow you to socialize with both writers and authors. We're going to focus on the bigger ones right now because once you find your little group in your area, you can have a lot of performance with that.

We're going to cover, like I said, ten different areas tonight. Some of them will be longer than others. Thanks to Brenda, you have a handout. It doesn't include all the websites but it will let you know what areas we're going to talk about. And for each of the ten I've given a word that lets you know what the main idea behind that site is about.

Think of it like a smorgasbord. We're going to show you ten different things tonight. When you go to a buffet, you don't eat everything, right? You find what you like, you take a little bit of this, a little bit of that, you skip that one. That's really the way you need to think of social media.



For those of you that are intimidated, that think you've got to do everything—you don't. For every person that says, "Twitter is the only thing that authors can use," I can show you five other people that will tell you, "No, no, no. Twitter is dead. You've got to all be on Facebook."

It's whatever works for you. We'll tell some stories along the way about different people's successes. But basically, think of a smorgasbord. Learn about different ones, see what's right for you, and then go from there.

Now, the one exception to that will be the first category, and that is having a blog or a website. We have that as "your place." You need to have an authoritative place on the Internet for one very important reason: everybody eventually will want to find out where you are, find out more about you. If you, for example, had all your information on MySpace, well, that's kind of going the way of the dodo bird. All that effort there would be lost.

By having a site that you control, that you can be authoritative on, that everything else points back to, it gives you a place that you can control and deliver from.

We're going to start off with Brenda's site here. Her site is TheCaregiversVoice.com. I just want to show you a little bit about what a good blog or a good website is. You'll notice on here that she has all of her different social media links. They're on the side: Facebook, Google +, LinkedIn, an RSS feed.

The point being that she's got the social media here on the edge that she links to: her Facebook page, her Google +, LinkedIn, RSS feed, Twitter, YouTube. It lets people know that if they're into one particular social media, she's got a presence there as well.

Several sites I'll show you tonight are Brenda's. Probably, in my opinion, the most important thing that Brenda has is a sign up for her newsletter, because you want to capture people's e-mail addresses so that you can push to them. Now that may not be social media to a lot of you,

PALA Officers and Board

Your PALA officers and chairs are

President: Gary Young,
artsy12@earthlink.net

Vice President/Membership Chair:
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Secretary: Robin Quinn,
quinnrobin@aol.com

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



but she can basically push the things that she's doing on social media through e-mail. In terms of selling books, that's really the goal for all of us in using social media—we want to sell more books, we want to connect with our audience and eventually get them to interact with us and eventually buy our books. An e-mail is the best way to do that still, even with all the social media that people are involved in. E-mail still outperforms all of them in terms of sales. Because whenever you have something you want to sell, you can basically push it out to those people.

Brenda: We'll talk about the newsletter toward the end of the ten points that we're going to talk about. Do you want me to say a few things?

To read the rest, [click here](#).