



## Publishers Association of Los Angeles

EDUCATION • NETWORKING • RESOURCES

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### UPCOMING MEETING:

## Members-Only Brainstorming!

7:00 PM, Tuesday,  
January 16, 2018

- Want some feedback on potential titles for your next book?
- Need help with finding a distributor?
- Have an opinion about a potential cover design?
- Not sure if you should spend money on exhibiting at an upcoming trade show?

YOUR questions can be answered at the next PALA meeting.

Our JANUARY meeting at a PALA member's home (near the San Diego Freeway and the Pico exit) will be a gigantic brainstorming session. Bring your books, cover design drafts, marketing ideas, requests for referrals, and anything else related to publishing and get answers from the other members in our group. Take advantage of the collective wisdom of your fellow publishers and publishing colleagues.

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

### PRESIDENT'S MESSAGE

## Why Are You Publishing?

Be honest, why are you publishing? Because you have to? Because you want to help people? Because you want to make money? All of the above?

Who is your target audience? Have you researched who they are? where they are? what they read? how you can reach them? Is the market big enough that you can sell enough books to make them profitable?

Knowing your target audience and throwing your idea by some objective ears and eyes before the time and money is committed to a book is a good idea.

Of course, there are cases where "everyone" has said that a book would not work but it did, and also the opposite. Regardless of the product, don't count on instant success in this overcrowded world of published books. Success will require your commitment of time and effort. Know what you are after in the final analysis, and try, try, try to be objective about it.

And we will help you all along the way. Bring your questions (and potential book titles and covers) to our meetings, especially our Members-Only Brainstorming

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### 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



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meetings, where you can ask your questions in a safe environment and learn from the collective wisdom (the successes and, probably more importantly, the failures) of fellow publishers.

Happy Holidays to you and yours. And Happy New Year!

Gary Young  
President

## INDUSTRY NEWS:

### Business Musings: Sustainability

Kristine Kathryn Rusch talks about how to have a sustainable writing career and avoid burnout in a changing industry that can feel overwhelming. She lays out a business plan that writers can use to navigate their careers. Read her advice for successful indie writers [here](#).

### 119 Book Marketing Ideas to Increase Sales



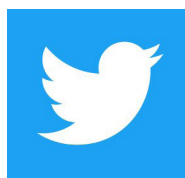
There's a wide array of book marketing tactics you can use to amplify a book's exposure and reach more readers. BookBub has put together 119 book marketing ideas, including ways to help directly increase book sales and to help expand your platform. Those tips are available [here](#).

### 3 Piracy Protection Tactics for Writers



What steps can you take if you find your work on a piracy site? Depending on the extent of the piracy, you have some different options you can pursue, ranging from contacting the site, the website host, or even Google. Read about all your options [here](#).

### Twitter 101 for Authors



Twitter is a go-to social media network for many writers to connect with members of the book industry as well as current and potential readers. Are you using hashtags effectively? Are you participating in conversations with authors and readers? Check out [these](#) Do's and Don'ts of Twitter to get the most out of your Twitter account.

### 5 Ways to Find Out If Your Author Mailing List Is Effective

A good mailing list is a wonderful tool for authors, but it requires maintenance. Tracking your stats can help you optimize your mailing list, but there are so many stats to consider, from open rates to click-through rates to unsubscribe rates. [Here](#) are five important stats you should be monitoring.

### 7 Ways to Turn Readers into Buying Fans

If you aren't getting good response rates to your emails, you could be making some simple mistakes that drive readers away. Clare Whitmell has seven ideas for you to try that greatly increase the chances of your emails being seen, read, and acted on. You can read her tips [here](#).

### Use Pinterest Differently

You may think of Pinterest as a fun site for sharing pictures of food and pets, but Pinterest can be a valuable tool for selling books, if you know how to use it correctly. [This blog post](#) lays out some simple strategies for how to get started and how to optimize your Pinterest account.



### Author Platform Success Plan



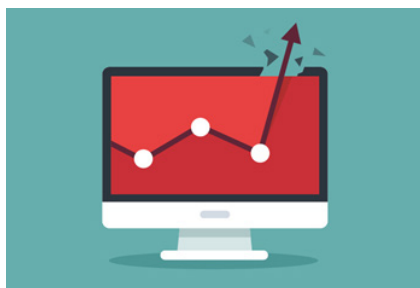
Many authors are not aware of what an author platform is or how to build one. The process begins with a clear vision and goals and includes things like thinking about strategy and timing. Check out [this well-worn route](#) to building your author platform from the Happy Self-Publisher.

## KDP Rules Roundup

It's important for authors to understand Amazon's rules for Kindle Direct, but the rules can be obscure and to find them all, you would need to search through a dozen different documents. John Doppler has gathered all the guidelines and prohibitions into [this helpful blog post](#).

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## How Authors Can Snag 1 Million Page Views



Can any author achieve a significant milestone, such as snagging one million page views for a website or blog? Armed with the right technological and marketing tools, the answer is definitely yes. [This post](#) from the Book Marketing Buzz Blog offers twenty tips to get you there.

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## Kill Book Sales with Kindness

Yi Shun Lai's book, *Not a Self-Help Book: The Misadventures of Marty Wu*, rose to number 3 on the Small Press Distributor's best-seller list, and she credits this success to kindness. [This post](#) explains how she used generosity, gratitude, and engagement to promote her book.



## 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.

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### 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.

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### 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.

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### 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,  
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Vice President/Membership Chair:  
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