



Publishers Association of Los Angeles
EDUCATION • NETWORKING • RESOURCES

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UPCOMING MEETING:

The Self-Publisher's Toolkit with IngramSpark: A Webinar

7:00 PM, Tuesday,
February 6, 2017

In our ongoing effort to offer information vital to publishers, we are pleased to present our February meeting webinar with IngramSpark, one of the main producers of print-on-demand and e-books. IngramSpark offers the same products and services enjoyed by big-time publishers—superb quality and industry connections backed by decades of experience—made accessible to the indie-publishing community from one award-winning platform.

Webinar details: Once you register for the webinar, you will receive an email with the link that will connect you on February 6. If you want to participate in the February 5 webinar tutorial, please state that in your response, so we can give you the phone number to call to get things started.

Cost: \$5 for PALA members, \$15 for nonmembers

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

PRESIDENT'S MESSAGE

Change: Challenges or Opportunities

We are always interested in finding the best, easiest, and least expensive methods for successful publishing. When addressing the unknown future of publishing, the only constant seems to be change itself.

Most of our members are independent publishers and face today's industry challenges: never enough time, expertise, or money. That's why PALA exists—and we hope you'll use PALA to help you with those challenges. If we have not already addressed a topic that you're interested in or if you have a specific need, please let us know. We will do our best to find a way to address your issue.

We're pleased to announce a new member benefit: **audio recordings of our meetings**. We have started to upload past meeting recordings on our website. While there's nothing like being at a meeting in person—to gain the benefits of networking with fellow members and having the opportunity to ask your questions directly to our speaker—if you miss one, you can now go the members-only portion of our website (www.pa-la.org) and listen to a past meeting.

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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)

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and Linda Lichtman (lalichtman@aol.com)

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

Twitter: @PALAPUB

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On another topic, someone contacted PALA asking if any of our publishers are interested in taking on new authors. If you might be interested, please contact me and I will forward this person's contact information to you. PALA does not endorse products of any kind, but we are happy to promote collaborations when the indicators allow.

Gary Young
President

INDUSTRY NEWS:

Increase Your Blog's Visibility with Visual Content

With so many blogs out there, you need something to set yours apart from the rest. Visual content like videos and images can help readers remember your content better. Original visual content can help drive engagement on social media and help you monetize your content. Learn about other perks of visual content [here](#).

How to Get More Amazon Reviews



If you're relying on your friends to read your book and write a review, you aren't going to get the number of reviews you're looking for. Instead, think about strategies that will target people who like to write reviews and who have enjoyed books that are similar to yours. Amy Collins explains how in [this article](#).

Promote a Book like a Great Author



Potential authors don't always know how to take a good book and market it effectively. The Book Marketing Buzz Blog put together a list of the habits that separate great authors from ordinary authors, including the fact that great authors invest time and money into promoting their books. You can read the rest of the list [here](#).

Website Due Diligence



There are some oversights you might make when it comes to your website that can be very costly. Judith Briles has come up with a list of 9 tasks that can help you avoid the risk of losing access to your own website. Your website is a critical tool for authors and publishers—check out [her 9 steps](#) to help protect it.

Five Issues Facing Authors

Jane Friedman compiled some of the top stories about issues facing writers in 2017. These include Barnes & Noble's return to community bookselling, the increasing maturity of the self-publishing market, and the possibility that traditional publishers are losing their dominance. You can read all of these stories [here](#).

Common Website Mistakes to Avoid

There are some prevalent website mistakes that can hurt your success but that are easy to avoid. Joan Stewart has compiled a list of the Top 10 mistakes she sees on author websites, including hiding the author image and contact information in places where visitors can't find them. You can read more about common missed website opportunities [here](#).

How to Market Your Memoir

If you aren't already famous, you may struggle with how to market your memoir effectively, but there are plenty of ways to stand out from the pack. If you take steps to make your book marketable, you can target your core reader demographic and find an angle that will make your book a success. Learn more about how to do this [here](#).



What Is Storyboarder?



Storyboarder is software that was designed for people making movies, but it can be very helpful for writers who like to visualize their stories or who want to make video content of their own. Plus, Storyboarder is easy-to-use, aesthetically appealing and has no upgrades or premium purchases required. Learn more [here!](#)

How to Become a Full-Time Author

There are a lot of authors who would like to be able to quit their day jobs and make their living as writers, but very few authors actually manage to do that. In this edition of "Do This Not That," Amy Collins lays out a plan to put authors in the best possible position to become a financially successful author. Read the whole post [here](#).

Getting Higher Email Response Rates



A mass-mailing can be an easy way to notify a large number of people about your forthcoming book, but the open rate of mass emails can be quite low. It's important to have more tools in your toolbox than a mass email. [This post](#) chronicles this process and the next steps that an author took to get a much higher response rate.

Crafting a Marketing Strategy with Limited Time

With a limited number of hours in the day, you can't pursue every possible book marketing and publicity strategy. A good way to prioritize and effectively allocate your resources is to draw up a list of short and long term goals, and then use your time on the marketing activities that will deliver the biggest payoff with the least risk or investment. Find out some great ways to do this [here](#).

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.

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

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