



## Publishers Association of Los Angeles

EDUCATION • NETWORKING • RESOURCES

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### UPCOMING MEETING:

## “Book Hooks”: Fun, Timely, Creative Angles for Promoting, Publicizing and Selling More Books with Joan Stewart, The Publicity Hound (Phone Seminar)

**7:00 PM, Tuesday,  
March 13, 2017**

When it comes to generating publicity for your book, don't let a press release do all the heavy lifting. You must have a strong “hook” or angle to get the media's attention, and use the press release as background information. Publicity expert Joan Stewart will share more than a dozen hooks that smart authors can use to promote their fiction and nonfiction books. You will learn:

- How to “newsjack” by taking a breaking news story and tying it to your book.
- Creative ideas for fiction.
- Powerful hooks for nonfiction.
- The easiest place to start your publicity campaign. This media outlet will welcome you with open arms.

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### PRESIDENT'S MESSAGE

## What's Working for You?

I am interested in hearing what you have done concerning promotion, what worked, and what did not work. The goal is to share the information with the membership generally, without attribution.

Sharing our experiences—the hits and the misses—will benefit all of us. Even PALA, where we are always interested in refining our own methods, streamlining them, and keeping them inexpensive, can be helped by members' sharing about publicity and promotion ideas that they've used for their books and publishing companies.

Along those lines, I encourage you to attend our teleseminar this month with well-known publicity expert Joan Stewart. If you can't make it, be sure to sign up on our website, [www.pa-la.org](http://www.pa-la.org), and we'll send you the link to the recording afterward.

Gary Young  
President

### 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))

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and Linda Lichtman ([lllichtman@aol.com](mailto:lllichtman@aol.com))

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

**Twitter:** @PALAPUB

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

Call-in information: A day or two before the seminar, we will send you the phone number and code that will connect you on March 13.

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

## INDUSTRY NEWS:

### Pricing Your E-Book



Once you've written your book and done all the other work to publish it, the last step is deciding how much to price your book. E-book prices are elastic, but Amazon policies generally dictate the ideal price range for a book. There are other factors you'll want to consider as well. Learn about all of them [here](#).

### Using Audio for Book Marketing



Audiences love audio content because they can listen while doing other things. Louise Harnby offers five ways to use audio to promote your book and create engagement with your readers (excluding audiobooks and podcasting). You can read her full list, including broadcasting an interview and using audio content in giveaways, [here](#).

### The Hidden Stigma of Print-on-Demand



Print-on-demand publishing (POD) makes publishing accessible to indie authors and makes it possible for authors of every stripe to have physical titles for sale. However, there are industry assumptions about POD titles that marginalize indie authors and it's important for authors to know [this important information](#).

### Five Essential Website Content Components

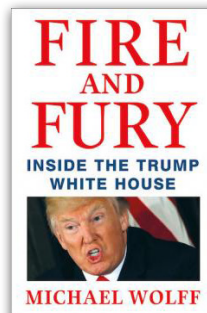


There are five significant types of website content that authors must have, including basic information about you and your books. This content is easy to create if you know the important things to include. You can learn about some simple and important content creation tips [here](#).

### Crafting a Great Author Newsletter

If you have readers who subscribe to your newsletter, you have a great opportunity to take advantage of this particularly engaged group of readers. Don't waste that opportunity! Glenn Miller details some important steps to take when writing a newsletter, including the primary rule: keep your readers' needs first. Read the rest of his advice [here](#).

### What Authors Can Learn from *Fire and Fury*



The nonstop media coverage surrounding the release of Michael Wolff's *Fire and Fury* can teach authors of all sorts how to promote and market a book. Henry Holt (Macmillan), the book's publisher, made excellent use of excerpts and capitalized on unusual circumstances surrounding the book's originally scheduled release. Learn [here](#) what other authors can learn from their success.

### Kickstart Your Next Book

Laura Olin, an author and social media strategist who worked on President Barack Obama's 2012 reelection campaign, used Kickstarter to crowdfund her book in a little over a day. Her project was one of the more than 300 publishing campaigns that are on Kickstarter at any one time, and you can learn about how to tap into crowdfunding to help publish your book [here](#).

### Discover Barnes & Noble Press

**BARNES  
& NOBLE  
PRESS**

Barnes & Noble recently announced a new online publishing offering. New features include additional print trim sizes, new discounts, increased capability, and several new 3rd party offers. Read about all the details [here](#).

## Creating an Author Tagline

Laina Turner writes about how an author tagline is a critical part of “the business side of authoring” in [this blog post](#). In it, she offers three simple steps to help create a great tagline as well as some important mistakes to avoid. Read all of her advice [here](#).

## Blogging for Authors



Blogging can be a great way to develop an author platform and promote and market your book. If you're an author who wants to establish an online presence as a blogger, [these 11 tips for writing a great blog post](#) will give you an easy way to make your online content effective and to reach new potential readers.

## What the Tax Bill Means for Authors

The version of the tax bill that was passed makes several changes to tax policy that will impact authors. [This article](#) from the Authors Guild summarizes some of the major changes to tax rates, deductions, and other policies that relate to authors.

## 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.

### Audio Recordings

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](http://www.pa-la.org)) and listen to a past meeting.

## 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),  
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