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.

Gary Young
President

PUBLISHERS ASSOCIATION OF LOS ANGELES (PALA)
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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. 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.

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.

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 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.

www.pa-la.org
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 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, 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) and listen to a past meeting.

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
Secretary: Robin Quinn, quinnrobin@aol.com
At-Large: Ina Hillebrandt (coachina@inathememoircoach.com) and Linda Lichtman (lalichtman@aol.com)