



Publishers Association of Los Angeles
EDUCATION • NETWORKING • RESOURCES

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UPCOMING MEETING:

How to License Translation Rights and Subsidiary Rights — Plan for Success (Phone Seminar)

7:00 PM, Wednesday
May 23, 2018

In this teleseminar, Cynthia Frank will provide an overview of subsidiary and translation rights and guide you through the steps needed to handle your own rights outreach and negotiations.

We will discuss:

- What you can do during the editorial phase to better your chances for subsidiary rights
- What should be on your manuscript or finished book assessment checklist
- Is your work discoverable? Resources to aid discovery
- Negotiation strategies
- Contract requirements and caveats
- What to send, to whom and when
- and answer your questions!

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

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

PRESIDENT'S MESSAGE

Share Your Best Tips

All of us have our favorite tips, tricks, and resources that make our lives easier, be it a hack for peeling garlic in seconds or a favorite relationship advice author. When it comes to your publishing business, what are yours?

What books and authors have been most helpful to you?

Which online newsletters or magazines do you read to stay current with publishing industry news or marketing opportunities?

What new production (interior or cover) techniques or printing tips are you using?

Which professionals or consultants do you pay to help you in any way (short or long term)?

What's the latest app you're using that has saved you time or money?

Whom do you network with that has helped you find new opportunities?

I'd love to be able to share your ideas and recommendations with other PALA members so we can all learn from each other. Please write me and let me know your favorite tips.

(cont'd on page 2)

PUBLISHERS ASSOCIATION OF LOS ANGELES (PALA)
<<http://www.pa-la.org>>

President: Gary Young (artsy12@earthlink.net)

Vice-President: Sharon Goldinger (pplspeak@att.net)

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Twitter: @PALAPUB

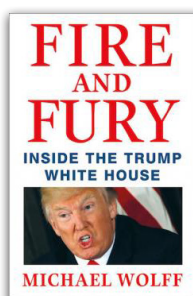
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If we all share what works for us, we'll be helping each other immensely. What goes around comes around.

Gary Young
President

INDUSTRY NEWS:

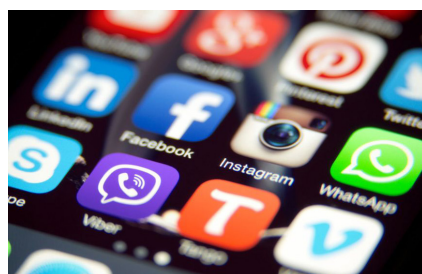
Fire and Fury and Becoming a Bestseller



If you've ever wondered what it takes for a book to become a bestseller, [this blog post](#) can help clear up some of the mystery. There is no exact number of books sold that can land

you on the Amazon or *New York Times* bestsellers list, and the Amazon ranking algorithm in particular is a closely guarded secret, but you can find some good, general guidelines [here](#).

Social Media Tips for Authors



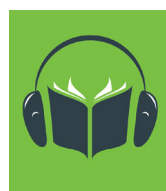
Creating an online presence can seem overwhelming to authors, but there are several easy steps any author can take to engage with potential readers on social media. Things like Twitter lists, HootSuite, and a range of content resources can make managing your online presence easy and quick. Read how [here](#).

Affordable Ways to Master Book Marketing



Keeping up with the latest book marketing trends and learning new tactics can be expensive, but there are ways to stay up on the latest trends without breaking the bank. [This post](#) has information about free video channels with book marketing content, podcasts on the topic, and other great resources.

Audiobook Trends



The Audio Publishers Association in 2017 noted audiobook sales grew by 20 percent from the prior year, revealing a trend of three straight years of strong growth. Since audiobooks are only increasing in popularity, it's important to understand the demographics of people who listen to them. [This post](#) details many statistics about audiobook consumption.

Creating Media-Friendly Author Website Content

Chris Well, Media and PR Expert, explains how to prepare media materials and present them



effectively on your website. Your media materials should, among other things, provide basic information about your book as well as images of you and your book covers. It's also important that your website establish your authority on your chosen subject. Read all of his advice [here](#).

Must-Have Elements for Author Websites

An author website is not just a fancy, static, online business card, but it is also an author's marketing and networking hub and a portal that allows communication to flow between an author and his or her readers. Website visits can translate directly into book sales, so it's important to maximize your author website. Kimberley Grabas [lists 11 elements](#) that an author website needs to have.

Find Speaking Opportunities to Promote Your Novel



Hearing an author speak can translate to book sales, valuable word-of-mouth marketing, and a following of super fans clamoring for his or her next book. [This post](#) can help you identify your target audience, identify and set up valuable speaking opportunities, and prepare a compelling talk.

Content Marketing Tactics

Effective content marketing can determine whether your content is read by thousands of people or a handful of people, and your content marketing strategy can determine whether you'll make a full-time income as a blogger or struggle to get by. Marc Guberti offers 11 content marketing tactics to push your blog traffic to the next level [here](#).



15 Reasons Your Book Isn't Selling



If your book isn't selling, there are several potential culprits. If you didn't hire an editor or if you didn't do any marketing, that might explain why people aren't buying your book. Similarly, if you haven't chosen a good title or if you've priced it poorly, that could be the problem. Check out [this list](#) of potential mistakes to make sure you aren't making any of them.

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

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and Linda Lichtman
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allura
printing solved.

Allura Printing is pleased to be a sponsor of the Publishers Association of Los Angeles. Book printing is a passion of ours. In fact our team wears white gloves when handling your book covers. This is because we want nothing to get in the way of a great first impression when your books arrive. So look to *Allura* for high quality softcover, perfect-bound books printed on state-of-the-art digital presses and binding equipment. We are specialists in flexible short-run and print-on-demand services. You can print smaller quantities to reduce your inventories, test the market, save warehouse space, and minimize cash flow impact. Turn to *Allura* for your printing needs solved. You'll have the peace of mind that your books will be printed on time, on quality, and on budget whether it is ten or ten thousand. Call 888.799.9948 or visit www.alluraprinting.com/ for more info.