



Publishers Association of Los Angeles

EDUCATION • NETWORKING • RESOURCES

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UPCOMING MEETING:

An Insider's View of Indie Publishing:

7:00 PM, Monday,
June 11, 2018

For our June general meeting, we've pulled together a panel of some of the smartest folks in the world of independent publishing and self-publishing. All successful authors as well as publishers, they'll share their processes from the trenches, best promotion and sales strategies, their top lessons learned as well as wrong moves to avoid.

We'll find out how they handle the following topics:

- interior design
- cover design
- book reviews
- social media
- publicity
- Amazon and Facebook advertising

as well as take your questions.

Learn from those who have been there. Join us for what should be an entertaining as well as informative evening!

Cost: \$5 for PALA members, \$15 for nonmembers. Admission can be purchased until noon June 11, 2018. See our [website](#) for more details.

PRESIDENT'S MESSAGE

BookExpo and Industry Update

BookExpo concluded last week, and while I was not able to attend, PALA VP Sharon Goldinger did. Here's a brief recap of what she saw, heard, and read:

- Len Riggio, Barnes & Noble chairman, said, "The more bookstores the better." He complimented the work of booksellers and their role as catalysts for social change as well as extending an olive branch to indie bookstores.

- The children's print book market has been growing faster than the overall market in the US; parents are showing a preference for print.

- BookBub stated that on a global scale most of its subscribers are female (76%) and over age 40.

- The growth of audiobooks is still going strong: in 2010, there were 6,000 audiobooks published in the US; in 2017, 80,000—about 75% fiction, 25% non-fiction.

- The price of paper has gone up (thus, printing costs have also increased).

- The publishing community is enjoying a period of stability.

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PUBLISHERS ASSOCIATION OF LOS ANGELES (PALA)

<<http://www.pa-la.org>>

President: Gary Young (artsy12@earthlink.net)

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- The entertainment industry buyers are buying more diverse stories.
- Some indie bookstores are more open to bringing in books on consignment for events.

BookCon, the two-day event for avid book readers, saw more than 20,000 fans attend the almost 300 events, where they got signatures, books, and swag and waited to hear their favorite authors speak—and wait they did. Lines looped around booths, snaked down hallways, and took over full rooms, in some cases overwhelming the ReedPOP employees.

Sharon will go into a bit more detail about some of these items at our June 11 meeting. We hope to see you all there.

Gary Young
President

INDUSTRY NEWS:

Should Authors Sell Exclusively to Amazon?



Amazon's KDP Select program rewards publishers for offering their titles exclusively through the Kindle Store, but is it worth putting all of your eggs in the Amazon basket? David Kudler doesn't think that it is, and he gives several reasons why he opts out of KDP Select in [this article](#).



Using Postcards for Book Publicity



Have you considered using postcards to promote yourself and your books? Judith Briles has, and she has had wonderful success designing and sending out postcards. Instead of thinking of postcards as an outdated medium, [learn](#) how to use this tool to line up speaking arrangements, sell more books, and increase your overall revenue.

Do's and Don'ts of Author PR



One of the best ways to build your audience as an author is to find audiences that other people have already built and get yourself and your book in front of that audience. Learn about three common PR mistakes and how to avoid them in [this article](#).

Fact-Checking in the Publishing Industry

In the wake of a scandal surrounding the accuracy of works by high-profile authors, discussions about fact-checking have raised concerns in the publishing industry. The industry as a whole does not have uniform guidelines and books are often riddled with errors. You can read about the state of the debate and what might need to be done to correct this [here](#).

How Authors Can Engage on Goodreads

There are two different approaches for authors to promote books on Goodreads and they're best if used together. The first is the "pure marketing" approach, which authors can use to build awareness around their books. The other approach involves investing in building long-term relationships with readers that can pay off over time. Learn how to do both [here](#).

A Guide to Analytic Tools



Finding the right niche/genre/keywords to market your book, and then parsing the sales data once your ebook is on the market, can mean the difference between a bestselling book and one no one has ever heard of. Nate Hoffelder has compiled [this useful list](#) of tools that every author should use.

What to Say on Social Media



If you're new to social media, you may not always know what to say on different platforms—or even what the differences between the platforms are! [This post](#) provides a wide range of sample posts designed for authors from different genres and for different platforms. Check them out for some social media inspiration.

Finding New Ideas for Your Blog

If you're struggling to come up with ideas for your blog, you aren't alone. Ali Luke points out that you don't need to have an entirely original idea: "What matters is not having a totally new, never-before-seen idea—but having a solid idea that you can bring your unique perspective and skills to." Read [her full post](#) to find out how to find these ideas.



A Social Media Guide for Authors



It's important to have a good, solid social media presence if you want to raise your platform as an author. It doesn't have to be your life, it doesn't have to be an endless time waster, and you can be active on your own terms, but you do need to learn how to establish and develop your online presence. Learn how to [here](#).

Using Affiliate Programs to Sell Your Book

Affiliate programs can be a really useful tool for authors to mobilize a sales force to sell their books. You may be familiar with some affiliate marketing programs, but there are likely more options than you've heard of. Check out [these suggestions](#) from the Book Marketing Buzz Blog.

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,
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Vice President/Membership Chair:
Sharon Goldinger, pplspeak@att.net,
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At-Large: Ina Hillebrandt
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and Linda Lichtman
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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.