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UPCOMING MEETING

Get Answers to Your Most Puzzling Publishing Questions

**7:00 PM, Tuesday,
July 10, 2018**

Want some feedback on potential titles for your next book?

Need help with finding a distributor?

Have an opinion about a potential cover design?

YOUR questions can be answered at the next PALA meeting.

Our July meeting at a PALA member's home (near the San Diego Freeway and the Pico exit) will be a gigantic brainstorming session. Bring your books, cover design drafts, marketing ideas, requests for referrals, and anything else related to publishing and get answers from the other members in our group. Take advantage of the collective wisdom of your fellow publishers and publishing colleagues.

PLEASE NOTE: This meeting is open to PALA members only. No guests for this meeting.

Cost: FREE for PALA members

RSVP by July 8, 2018. See our [website](#) for more details.

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

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Vice-President: Sharon Goldinger (pplspeak@att.net)
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Facebook: [facebook.com/PublishersAssociationofLosAngeles](https://www.facebook.com/PublishersAssociationofLosAngeles)

Twitter: @PALAPUB

PRESIDENT'S MESSAGE

Keeping Up with the Industry: Your Summer Reading List

The summer heat has begun, but don't let any perceived slow-down lull you into simply catching up on well-needed rest. Heaven forbid. Now is a great time to research the most up-to-date information on the rapidly changing face of publishing. As of this date, the following sites allow you to sign up and receive periodic updates on the latest industry news:

[Publishers Weekly](#)
[What's New in Publishing](#)
[Electric Speed](#)
[The BookBub Partners Blog](#)
[Book Marketing Buzz](#)
[New Shelves Books](#)
[The Book Designer](#)
[The Passive Voice](#)
[The Independent Folio](#)
[Wired](#)
[STM Publishing News](#)
[IBPA](#)
[Just Publishing Advice](#)
[Editor & Publisher](#)
[Book Business Insight](#)

LinkedIn groups such as [Ebooks](#), [Ebook Readers](#), [Digital Books and Digital Content Publishing](#)

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President's message (cont'd from page 1)

Once you begin receiving your cutting-edge information, you will most likely find it easier than ever to stay in the loop with interesting ways to do new things, shortcuts for some established tasks, and money-saving ideas.

Gary Young
President

INDUSTRY NEWS

Google Reopens Its Play Books Publisher Program



After piracy concerns led Google to close its publisher program in 2015, it has just reopened the program with a series of revisions meant to combat piracy. The publisher program is not fully public yet, but you can indicate your interest online and start the process of signing up for the new, more limited program. More information is available [here](#).

Bookstagramming Like a Pro



There are a lot of book lovers on Instagram, and tapping into these reading communities can be a valuable tool for authors. If you're going to make the most of this resource, you need to follow a couple of important steps, such as coming up with a clear subject for your pictures and creating a compelling photo layout. You can read more tips [here](#).

Ways to Approach Blogging as a Novelist



Blogging can be a useful tool for novelists to reach a broader audience, but there are different approaches to blogging and there isn't just one way to blog correctly. [This blog post](#) lays out three different styles of blogging that have worked very well for the authors that use them and explores the different strengths of each one.

The Importance of Networking on Social Media



Relationships are crucial for indie authors because social media helps authors develop a community of knowledge and allows authors to spread information to their readers and other authors. You can read what a whole range of indie authors have to say about social media in [this article](#).

Author Brand 101

Do you have a good understanding of how to build your own author brand? An author brand can help you turn readers into fans—which is very powerful in today's crowded book market. [This post](#) by Dave Chesson explains how to develop an author brand as well as the importance of sharing your story and sharing your purpose.

How to Start and Finish Blog Posts

The first and last few lines of a blog post can be the most difficult, but they're also really important. Ali Luke writes that the first few lines of your post draw the reader in and, ideally, set the tone for what's to come, and the final few lines are a crucial opportunity to ensure your post makes a difference. Read all her advice [here](#).

Book Pricing Strategies

Sacha Black examined the recent trends in author earnings reports and concluded that books no longer need to be priced at "bargain basement" prices. She writes that there are several other tips that can really help you maximize sales and profit, including price experimentation, market research, and a good cover with appealing blurbs. You can read all her advice [here](#).



What to Look for in a Book Publicist

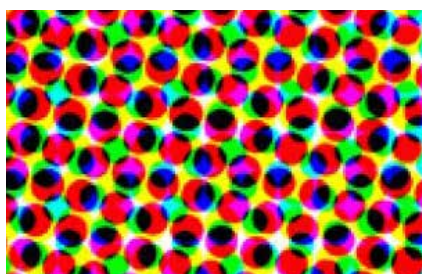


A successful book publicity campaign can significantly increase media coverage, leading to more clients, more brand cachet, more book sales, and additional media opportunities. If you're considering hiring a publicist, or even if you're thinking about becoming your own book publicist, there are a few things you should keep in mind. Read about them [here](#).

Resources from David Gaughran

David Gaughran's latest marketing newsletter has advice and a number of valuable resources for authors and publishers, including how to make effective graphics and how to do a better job of tracking your performance. You can read his entire newsletter [here](#).

What Is Dot Gain?



Joel Friedlander writes about the challenges of reproducing photographs in books that are otherwise mostly text. It's the task of a book designer to prepare these photos so they reproduce as well as possible, despite the reality of dot gain. Learn about what dot gain is and what you can do about it in this [post](#).

Selling Your Message to the News Media



What exactly is the message you want to convey and sell to the news media so journalists, broadcasters, and social media sites will want to cover you and your book? If you don't have an answer to that question, you need to think more about what your pitch is and how you're presenting it to the media. Read more [here](#).

Updates on Bookstores and Tools for Independent Publishers



The Independent Publisher recommended a series of articles for independent booksellers and publishers, including [this article](#) spotlighting independent bookstores in Santa Fe and [this article](#) about the best independent bookstores in NYC. They also shared [this piece](#) about the annual meeting of the American Booksellers Association and [this article](#) about the rise in independent bookstores selling new and used books.

3 Tools to Target Media Topics for Your Pitch



Authors can be more appealing to media outlets if they find popular, timely, or trending media topics that they can use when making their pitch. This allows authors to stop talking exclusively about their book and instead establish themselves as an authority on a topic. You can read about how to accomplish 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.

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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