



# Publishing Poynters

Book and Information-Marketing  
News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

## IN THIS ISSUE FROM PARA PUBLISHING

**ParaNews** (What's happening)

**ParaTips** (Guidance/advice on specific issues)

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**ParaFreebies** (Giveaways)

**ParaCalendar** (Dan may be coming to visit you)

**ParaHumor** (We saved the fun for last)



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## GREETINGS FROM MELBOURNE

A gorgeous Australian city where every new building is a unique piece of art.

I am here to share the latest information on book writing, publishing and promoting.

I am lucky to get to Australia a half-dozen times each year. It is nice to be back.





## JUDGE BLOCKS GOOGLE BOOKS DEAL

A U.S. judge rejected a \$125 million settlement between Google Inc. and authors that would have let the company publish millions of books online to create the world's largest digital library.

New York Judge Denny Chin said the deal gave Google a significant competitive advantage and "would simply go too far" in giving it the power to "exploit" digitized copyrighted works by selling subscriptions to them online without permission.



Google has scanned roughly 12 million books from some of the country's finest libraries, in what it has said was an effort to provide easier access to the world's knowledge.

He did, however, say Google and the Authors Guild and Association of American Publishers could submit a revised settlement, and he suggested that it replace the current opt-out clause—which requires copyright owners to request exclusion—with an opt-in one.

<http://reut.rs/eA9cFa>

## JANUARY eBook SALES SOAR; TOP HARDCOVER, MASS MARKET PAPERBACK



The surge of e-book buying expected to take place in January following a round of holiday e-reader gift-giving did in fact materialize. According to preliminary estimates from the Association of American Publishers, e-book sales from 16 reporting companies jumped 115.8%, to \$69.9 million in January. No other trade segment posted a sales increase in the month. <http://bit.ly/gD2zSh>

## YOUR eBook DESERVES RECOGNITION



*Dan Poynter's*  
**Global eBook Awards**

eBooks have reached the tipping point. It is time to recognize them with their own awards. The Global eBook Awards are designed to bring attention to the best eBooks in several different categories.

This award program was designed by Dan Poynter and his fabulous team. Entrants are not just awarded a winner "sticker" for their eBook, they are also enrolled in a proven eBook promotion program.

"eBooks deserve recognition according to their category or genre not as a single format."

--Dan Poynter, The Book Futurist.

See <http://AwardsForEbooks.com>

## BORDERS CLOSING MORE STORES

Borders Group has provided the list of Borders superstores closing as part of the company's Chapter 11 reorganization process. The list was updated on March 17, 2011 to include 28 additional stores. See the list at <http://bit.ly/hx2Eo4>



## CONCEPT TO CASH

--Dan Poynter

I've been asked to be a featured interviewee as part of an exciting new program called "From Concept to Cash" hosted by award winning author John C. Robinson.

If you're a professional speaker, publisher, or writer, you won't want to miss out on this exciting 10-week Teleseminar series which will also include exclusive interviews with Bob Proctor, Loral Langemeier, Rick Frishman, Mark Meyerdirk, and other entrepreneurial experts. Learn how to use books or other Information Products to easily take any business concept and turn it into a cash-producing asset.

As Jan Nathan, IBPA, used to say:  
"In book publishing, you can't get too much education."



The best part is you can join this 10-week program free as my guest right now! Click [HERE](#) and take this crucial step in your passion quest! OR <http://bit.ly/dLELUg>

## 7 WAYS eBook APPS CAN HELP BRICK-AND-MORTAR BOOKSTORES

Book retailers are missing an opportunity to unite the physical and digital worlds.

<http://radar.oreilly.com/2011/03/ebook-apps-bookstores.html>

## BLOOMSBURY SEES eBook SALES LEAP

Bloomsbury, the listed publisher of Harry Potter, is on course to make around a quarter of its revenue from eBooks in 2011 following a 600% uplift in like-for-like sales of digital titles in the first two months of this year.

<http://bit.ly/i0g5Ih>



## SEMINAR ON THE "ESSENTIALS OF BOOK PUBLISHING"

### To Lead Writer/Publishers from Vision to Plan

-- Jean Sheldon, President, Northwest Association of Book Publishers,  
503-616-4345 / [president@nwabp.org](mailto:president@nwabp.org)

The world of publishing is changing rapidly, with the increasing ease of access for independent publishers and shifting roles for brick and mortar bookstores and large publishers. But the book business is thriving, and the basics of creating a successful book remain the same. Quality still matters, and you need to have a plan.

That's why on Saturday, April 9, the Northwest Association of Book Publishers ([nwabp.org](http://nwabp.org)) in conjunction with Portland Community College ([pcc.edu](http://pcc.edu)) will offer a seminar called "[Essentials of Book Publishing](#)." The motto of the seminar is "Walk in with a vision, walk out with a plan."

Drawing expertise from NWABP membership and local independent publishers and vendors, the seminar will lead would-be independent publishers from developing a realistic marketing and business plan to creating a high-quality book and getting it into the distribution and sales system.

With its emphasis on creating a real plan for real success, the seminar is perfect for writers who are considering publishing their own book and want to make informed decisions. It will also benefit the independent publisher considering which project to tackle next.

**What:** "Essentials of Book Publishing"

**When:** Saturday, April 9, 8 a.m. to 5 p.m.

**Where:** PCC Sylvania Campus, Little Theatre

**Cost:** \$89 prior to March 15; \$99 March 16 to April 6; \$119 after April 6 or day of event.

**To Register or for More Information:** [NWABP.org](http://NWABP.org)

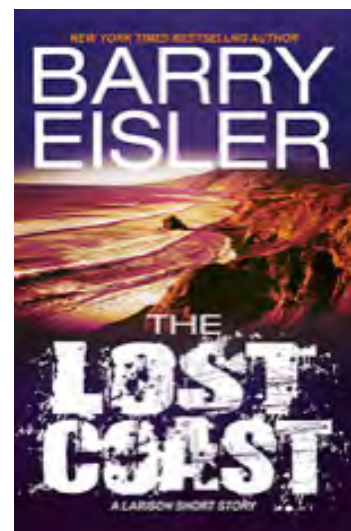
## DADDY, WHY DON'T YOU JUST SELF-PUBLISH?'

In a recent interview, novelist **Barry Eisler** said he turned down a \$500,000 book deal and decided to self-publish his work.

At the same time, self-published success story **Amanda Hocking** is chasing a traditional book deal—reportedly receiving bids [that top \\$1 million](#).

Aren't each is going where the money is?

<http://bit.ly/gTh6gI> and <http://nyti.ms/gKpF7u>



## SETH GODIN AND THE DOMINO PROJECT



The Internet has not been kind to gatekeepers, middlemen, and those who depend on centralized power and control. Just ask the stockbrokers and travel agents who lived off their commissions (before eTrade and Expedia), the newspapers that monopolized classified ads (before Craigslist), the record companies who packaged CDs

(before iTunes) and Hosni Mubarak who controlled communications in Egypt (before Facebook and Twitter).

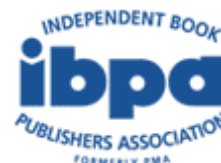
Book publishers are more like travel agents or stockbrokers than they are like newspaper owners. They're distributors and marketers who as a rule don't add a lot of value.

<http://bit.ly/huJyhV>

## IBPA PUBLISHING UNIVERSITY MOVES TO JAVITS

### Where is it?

*NEW LOCATION* -- Announcing a new location at the Javits Center in New York City, right in the heart of the book buzz and excitement of BookExpoAmerica (BEA) and easily accessible no matter where you're traveling from.



All the events, all the sessions and the Benjamin Franklin Awards are in one place, making it that much easier for you to network with old friends and new colleagues!

### When is it?

*NEW TIME* -- **Sunday and Monday, May 22-23**, just prior to (and in the same location as) BEA

### What is it?

*NEW SESSIONS* -- You won't want to miss IBPA's **Publishing University 2011: - Starting Up and Starting Over: Strategies for Publishing Success Now!**

Other conferences promise, but only Publishing University promises and delivers the kind of tools you need right now to give you a leg up on the publishing ladder. No matter what stage of publishing you're in-an author-publisher, a one-book publisher, a more experienced publisher-IBPA Publishing University brings you hands-on tips and techniques to succeed in a world where the only constant is perpetual change.

### What's in it for you?

- 20 breakout sessions including the hottest how-to topics in publishing led by industry experts

- General sessions featuring the movers and shakers of the industry-including keynote speaker Skip Prichard, CEO of Ingram Content Group
- 
- The back-by-popular demand "E-magination" panel of e-reading prognosticators, an early morning Google session and much more
- 3. The opportunity to "Ask the Experts" in your own private consulting session.
- Formal and informal networking with colleagues and future mentors.
- Admission to the Benjamin Franklin Awards and Reception featuring a celebration concert afterward from IBPA's answer to the Rock Bottom Remainers -- the Beatles tribute band "Mostly Moptop!"
- Add a badge to attend BEA - \$70 (a 50-70% discount offered exclusively to University attendees)
- 

**Where do I sign up?**

Check out [www.ibpapublishinguniversity.com](http://www.ibpapublishinguniversity.com) for all the details and bookmark it to return often. Just as the publishing industry changes on a daily basis, we will be updating IBPA Publishing University to bring you the very latest speakers with the most up-to-the-minute information.

**THE SANTA BARBARA WRITERS CONFERENCE**



which started in 1972, is returning after a two-year hiatus. The new owner is Monte Schultz, son of the late Charles Schulz.

June 18-23. Early registration prices end March 18.

<http://www.sbwriters.com/>

➔ **SEND YOUR NEWS ITEMS** to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Do you have friends in the book business?  
Think how appreciative they will be if you forward this newsletter to them.  
Go on. Do it now.

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# ParaTips



## FATE

--Rick Frishman, publisher Morgan James Publishing  
<http://www.morganjamespublishing.com>



In 1982, Stanton Royce was a single father of children aged eight and three living in a small Ohio Valley steel town. He wanted to find a wife, but realized that his local options were limited. So he created a public relations campaign that he hoped would attract national media attention to his quest for a wife. He invested his meager budget on advertisements in two local newspapers, a billboard and a local radio show that reached West Virginia and Pennsylvania. Sure enough, the local media picked up Royce's story and he received extensive coverage.

A woman in Pennsylvania saw Royce on a Wheeling, West Virginia news broadcast and contacted a friend abroad. Her friend told her coworker about Royce, who told her sister, who introduced him to the woman who became his wife. Royce and his wife, who is a physician and "an incredible person," have now been happily married for over 19 years.

**Expect the unexpected.** No one knows how things will develop or where they will land. The best-laid plans, the most detailed preparation may fail; the most heartfelt, well-intentioned promises may not be fulfilled. Life, serendipity, the universe, call it what you will, has an amazing way of changing the most well-thought-out plans. When this occurs, and you can be sure that it will, trust your instincts and, when necessary, adjust your focus. When the unexpected strikes, it may be time to move in new directions.

**Put your faith in people, ask for their help because they love to help.** They love a good story, they love happy endings and when given the chance, will do more than their part to create that perfect ending. When you ask for help, most people are flattered; they feel closer to you and believe that they have an investment in your success.

**Put it out there.** Give people the chance to help because that's when the magic happens. Wonderful, marvelous, greater than expected bonuses occur when you let your friends in, when you let the world in and when you let the world work its magic. Position yourself to experience the magic. Inform your friends and network partners about your needs and allow them to help.

### **Adjust your attitude:**

- Be optimistic. See everything as an opportunity or a step that could lead to a break
- Be positive. See everyone as a potential ally, a network partner with whom you can

provide mutual help • Remain flexible. No matter how committed or involved you are to a specific strategy, method or approach, be open to its failure and some back-up plans. Like good door-to-door salespeople, carry a number of products in your sample case. • Have alternatives. Realize that other options might be more realistic or productive • Be alert. Don't simply lose yourself so deeply in you endeavors that you can't recognize the warnings signs. Pay attention to those you speak with and learn to recognize danger signs. • Monitor developments. Constantly monitor your situation and make necessary adjustments when appropriate. • Be grateful and express it. Appreciate the efforts of others and make sure to tell them how thankful you are. Actively look for ways to express your appreciation.

**Fate, coincidence and luck can also hand you gifts, unexpected bounties, manna from above.** Develop your skills, increase your expertise and frequent places filled with rain-makers. Place your self in places and situations where you can demonstrate your talents in the best light to help those miracles along. Keep learning; remain active, involved and productive. If you simply sit around and expect to be discovered, bring plenty of reading material because you may have an awfully long, lonely wait.

more tips at <http://www.rickfrishman.com>

### **BOOK DESIGN: PRINTING: POD Printer; POD Publisher**

--- Karrie Ross Be It Now! 310-397-3408 <http://www.BookCoverDesigner.com>  
[covers@KarrieRoss.com](mailto:covers@KarrieRoss.com) Book Design, Consulting, Coaching, Marketing & Branding.



This is a very generalized basic and brief explanation of the following services: Printer; POD Printer; and POD Publisher.

1. Printer: offset; traditional presses and processes; better pricing for large quantity print runs; greater diversity of inks / metallics / fluorescents, etc., wide paper selection, design embellishments like embossing, die-cuts, etc.; wider range of size or binding options; longer turn-around to finished book.
2. POD Printer: digital; hi-end electronic machines; usually limited paper choices and only standard color inks; no embellishments; set selection of book sizes and binding options available, shorter turn-around for printed book; some offer fulfillment for online sales.
3. POD Publisher: offers package deals that include cover and interior design, printing, marketing and promotion for your book. Different pricing applied to each package. Usually offers POD printing, offset will depend on publisher selected.

IF you need more [book design information](#) call me or visit my website.  
 Remember, do something every day toward your book and promotion.  
 Karrie Ross, [Book Designer](#) & Coach

## WORD TRIPPER

--Barbara McNichol, 520-615-7910, [editor@barbaramcnichol.com](mailto:editor@barbaramcnichol.com).

**Among, amongst** – “Among” means surrounded by others (e.g., among friends) or in a group (e.g., among many things to do). Some dictionaries show “amongst” as an alternative to “among”; others don’t even include it. “Among” is recommended because it’s simpler and more up to date than “amongst.”



**Among, between** – “Among” occurs with MORE THAN two things or people; “between” happens with ONLY two things or people. “Among the 128 members, 92 have e-mail access. Between AOL and Earthlink, AOL is the more popular choice.”

## HELP THE MEDIA HELP YOU

--Clint Greenleaf, Greenleaf Book Group LLC, <http://www.greenleafbookgroup.com>



Help media help you by having a downloadable press kit on your website. Having a press kit not only improves your chances of landing an interview, but also helps those interviews you’ve already secured by giving them meat from which to draw questions. A basic media kit should contain:

- A headshot
- A short bio
- A longer bio
- Publishing credits
- Speaking/teaching history
- Awards and recognition

Make sure your headshot is professionally done and that all materials are clean, finished, and free of typos. Update it regularly to keep content current and so you can have it available on short notice.

## THE POWER OF LINKEDIN

Gary Carson, [www.nicksacco.com](http://www.nicksacco.com)

One of the best "free" ways to market your book is through Linked-In. The great thing about this form of social networking is the amount of groups you can join all over the world to spread your message. A few weeks ago after sending out a query, I found a new connection in the UK. I followed up and after sending a sample of our book, it was announced that it would be reviewed in the May issue of a popular pet magazine. One query, one follow up, one new market.

## **IF YOU DON'T HAVE THE TALENT TO WRITE, GET A CO-WRITER!**

By Jeff Rivera, founder of [www.HowtoWriteaQueryLetter.com](http://www.HowtoWriteaQueryLetter.com)

One of the excuses that people like to use when they say they want to write but can't is that they just don't have the talent. Let me start by telling you this, if you know how to talk, you know how to write. You can start off by using software such as Dragon Speaking Naturally, which merely records what you're saying onto a computer in a text file. If you feel confident in your abilities to talk, this kind of software can get you started on writing your book.



If this isn't appealing to you, though, you can also find a co-writer to pair up with who has the talent that you may be lacking. There are many ways to work with a co-writer. For example, you can write the first draft and then they can write the second. Another option is for you to dictate to them what you want while they go and write it. I wager that there are hundred of college students and freelancers out there who would love to co-write. They not only work pretty fast, but are also pretty cheap, making them a great option.

You have to also remember that your abilities can be improved upon. There are a lot of creative writing courses, seminars and conferences that you can attend in order to improve your writing skills. There are also plenty of well-written informational books out there that can inspire and help you as well.

No matter what you decide to do, there's no excuse to not write that book you've been dreaming about.

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals.

## **LAYOUT AND DESIGN**

-- Kathleen at Parlez-Moi Press

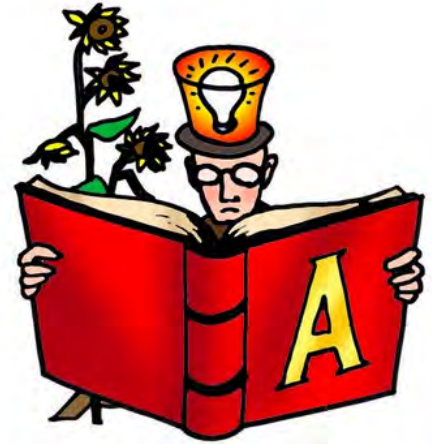
Most printers will want your finished manuscript sent to them in a finished format, complete with page numbers, headers and footers, front matter (all the stuff that goes in the front of a book like title pages, copyright info, etc.), chapter numbers, etc. Usually they will ask for it to be in PDF format but they may also accept it in Quark or InDesign. In my experience most will NOT take Publisher or Word files. As an independent publisher you will either have to hire someone to do this or, if you have desktop publishing skills, do it yourself. If your book is a novel or straight text, this is relatively uncomplicated. If you require illustrations, photographs, etc. it may be more involved but a good designer/layout artist will know how to do what you need.







# ParaResources



## THE 40-YEAR HISTORY OF eBooks

Thought eBooks were new? Think again—they've been around since 1971.

<http://tnw.co/h3iMWk>

## HOW TO FIND THE RIGHT BOOK EDITOR

See **Supplier List**. Find typesetters, editors, cover artists, book promoters and much more.

<http://parapublishing.com/sites/para/resources/supplier.cfm>

Interview several editors. Ask

When they can do it, what they charge and if they have worked on your category of book.

You want someone who understands and loves the subject.

<http://bit.ly/gZEUK>

## WHERE TO GET WHAT?

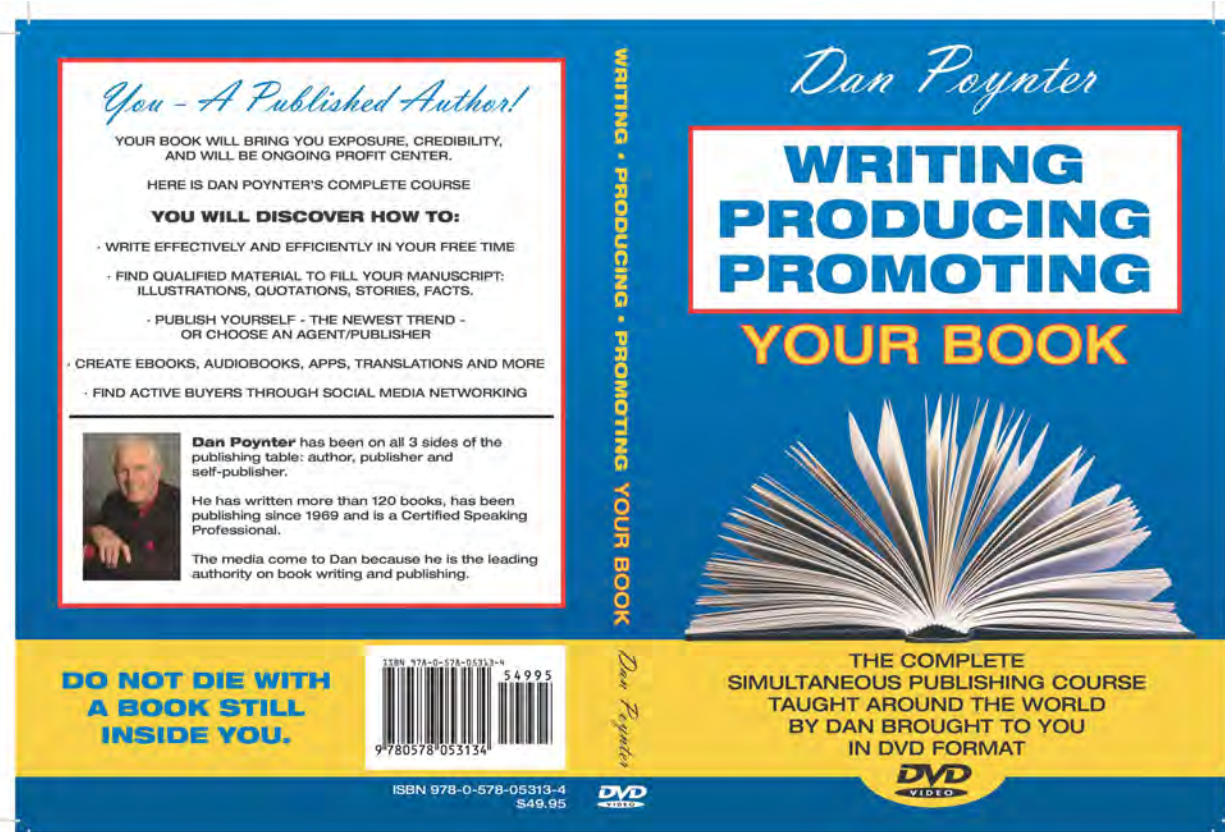
### RECOMMENDED SUPPLIERS FROM DAN POYNTER

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site.

<http://bit.ly/fpp9kC>



## PUBLISHING COURSE NOW ON DVD



### The New "Book" Model:

**How to write, publish & promote your nonfiction book** is available in a home study version. This is the complete 3.5-hour course with Dan and his multimedia slides.

**You will discover** how to use new techniques and the latest technology to write your book faster, produce your book for less (printed, audiobooks & eBooks) and promote your book more effectively. Dan will share the secrets to finding an agent, contacting a publisher and publishing yourself. He has your step-by-step plan.

This is Dan's most popular presentation and it incorporates timely pieces of his other presentations.

A steal at \$49.95. Contact Billy Ashby, [billy@printshopcentral.com](mailto:billy@printshopcentral.com).

### THE PARAPUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his findings every day. Discover where the book industry is going.

See

<http://blog.parapublishing.com/>



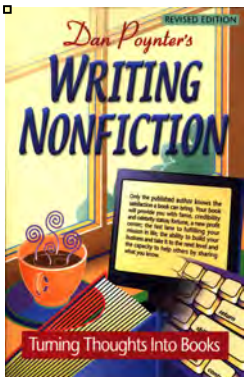
**THE 5TH ANNUAL NATIONAL INDIE EXCELLENCE BOOK AWARDS  
ARE OPEN FOR SUBMISSIONS!**



<http://www.indieexcellence.com>

**CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.** The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See

<http://www.ibpa-online.org/programs/programs.aspx>



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Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?

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<http://amzn.to/fSLCEI>

F-R-E-E SAMPLE of chapters one to three:

<http://bit.ly/f28vi2>

## GET HELP WITH YOUR PROJECT

**BOOK SHEPHERDS** are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book Shepherds are:

<b>Zip Code/ Country</b>	<b>Name</b>	<b>Email</b>	<b>Website</b>
01035	Shel Horowitz	shel@PrincipledProfit.com;	www.frugalmarketing.com
06001	Brian Jud Barbara	brianjud@bookmarketing.com;	www.bookmarketingworks.com
07930	Kim Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314	Mike Vezo	mvezo@mac.com;	HelpUPublish.com
30188	Bobbie Christmas	bobbie@zebraeditor.com;	www.zebraeditor.com
45701	Janice Phelps	authors@janicehelps.com;	www.janicehelps.com
68137	Lisa Pelto	lisa@concierngemarketing.com;	www.concierngemarketing.com
77041	Rita Mills	rita.mills@comcast.net;	http://www.bookconnectiononline.com
78704	Tanya Hall Judith	tanya@greenleafbookgroup.com;	www.greenleafbookgroup.com
80015	Briles, PhD Linda	judith@briles.com;	www.TheBookShepherd.com
85226	Radke Ellen	info@FiveStarPublications.com;	http://www.FiveStarPublications.com
87505	Kleiner Jacqueline	blessingwy@aol.com;	www.blessingway.com
89509	Simonds Jacqueline	jcsimonds@beaglebay.com;	www.beaglebay.com
90212	Ellen Reid	bookshp@mac.com;	www.bookshp.com
90245	Jan King	jan@janbking.com;	www.janbking.com
91304	Alan Gadney	info@onebookpro.com;	www.onebookpro.com
92130	Robert Goodman	rg@silvercat.com;	www.silvercat.com
92653	Sharon Goldinger	pplspeak@att.net; Gail@topressandbeyond.com;	www.detailsplease.com/peoplespeak
93103	Gail Kearns	info@topressandbeyond.com;	www.topressandbeyond.com
94304	John Eggen	John@MissionMarketingMentors.com;	www.missionmarketingmentors.com
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Singapore	Patrick Ang	patrick.anglh@yahoo.com.sg;	<a href="http://www.bookmanna.com">www.bookmanna.com</a>
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UK	Klein	mindy@bookmidwife.com;	www.bookmidwife.com

The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.  
Interview several to see what each one can do for you.

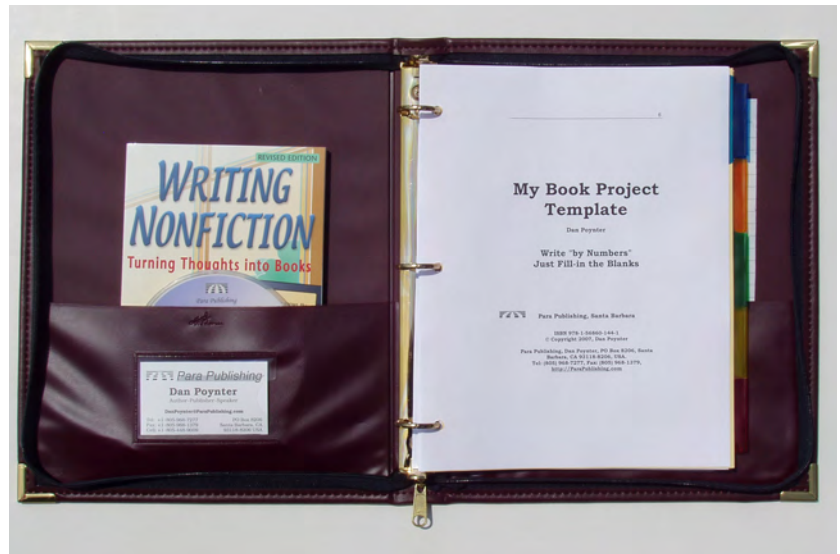
If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://parapublishing.com/sites/para/resources/supplier.cfm>

**WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.**

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum.

Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.



Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at

<http://parapub.com/sites/para/information/writing.cfm#mbp>

## WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

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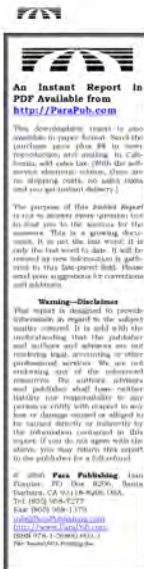
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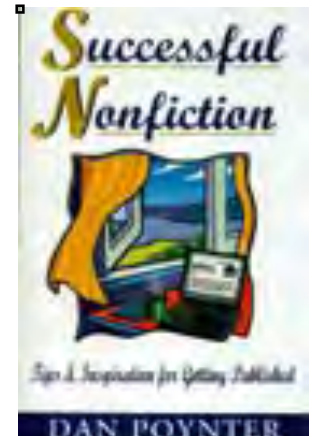
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# ParaThoughts



## DO NONFICTION BOOKS HAVE A FUTURE?

-Dan Poynter, The Book Futurist, <http://ParaPublishing.com>

Fiction is entertainment. Nonfiction is information.  
Until recently, the book was a standard way to obtain information.

Times change.  
Today we use Google to get answers to questions.  
We use Wikipedia for in-depth explanations.

The information in books is static. It doesn't change once ink hits the paper.  
Information online is dynamic. Not only can it be changed, but also readers can comment on it and add to it.

So, is there a future for nonfiction books?

Does it make economic or ecological sense to manufacture nonfiction books and ship them all over the world?

→ **SHARE YOUR EDITORIAL THOUGHT.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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## **SUBSCRIBE F-R-E-E TO THE DOMINO PROJECT**

Find out what is happening in the Seth Godin—Amazon collaboration.

The Domino Project is named after the domino effect—one powerful idea spreads down the line, pushing from person to person. The Project represents a fundamental shift in the way books (and digital media based on books) have always been published. Eventually consisting of a small cadre of stellar authors, this is a publishing house organized around a new distribution channel, one that wasn't even a fantasy when most publishers began.



<http://www.feedblitz.com/f/?Sub=720389>

## **LIST YOUR BOOK(S) FRËE ON THE PARA PUBLISHING WEB SITE.**

See

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Your publishing colleagues may be thinking about you. They will think about you more often if you forward this ezine to them.

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# ParaCalendar



## AUTHOR ON A SPEAKING TOUR.

Where in the world is Dan?  
Showing people how to write, publish and promote their books  
One presentation at a time.

Dan Poynter is circling the world to show people how to make a difference and make a living through their books. He shares two major programs and many specific ones.

Dan also speaks on aviation, parachutes and skydiving. See <http://parapublishing.com/sites/para/speaking/index.cfm>

For more information, get in touch with the Contact person listed below and see the host's Website.

ALSO SEE THE CALENDAR ON OUR WEBSITE:  
<http://parapublishing.com/sites/para/speaking/calendar.cfm>



## 2011

April 1-4. MELBOURNE, Australia. National Speakers Association/Australia, annual convention.



<http://www.speakersconvention2011.com.au/>



April 13. A Global Speakers Network meeting and other events will be held on April 13th. NOORDWIJK, near Amsterdam. <http://www.pсахolland.org/>



April 14, 15 and 16. NOORDWIJK, Netherlands.  
Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.  
<http://www.pсахolland.org/>

**SOUTH AFRICA.** April 29 - May 1. CAPE TOWN.

Annual convention of the Professional Speakers Association of Southern Africa. FMI:



Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: [nikki@psasouthernafrica.co.za](mailto:nikki@psasouthernafrica.co.za) Web: <http://www.psasouthernafrica.co.za>

**USA.** ONLINE. May 10-12. Self-Publishers Online Conference. Ventura, CA.  
Fmi: Susan Daffron, (208) 265-3646, [sdaffron@logicaexpressions.com](mailto:sdaffron@logicaexpressions.com),  
<http://www.SPAWN.org>.

**USA.** May 21-23. NEW YORK. IBPA Publishing University  
Fmi: <http://www.PMA-online.org>

**USA.** May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center.  
Fmi: <http://www.bookexpoamerica.com/>

**MALAYSIA.** May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention.  
[http://www.maps.org.my/events\\_up.asp](http://www.maps.org.my/events_up.asp)

**SINGAPORE.** May 28.



Asian Professional Speakers-Singapore. Annual convention.  
<http://bit.ly/hz539k>

**USA.** June 11. BETHESDA, MD.

National Speakers Association, DC chapter. *Writing Books for Speakers*. Fmi: Liz Fletcher Brown, [Liz@LizFletcherBrown.com](mailto:Liz@LizFletcherBrown.com), 410-798-5745,  
[http://www.nsadc.org/meetings\\_events/eventcalendar.asp](http://www.nsadc.org/meetings_events/eventcalendar.asp)

**USA.** June 22. SANTA BARBARA. Santa Barbara Writers Conference. Dan Poynter speaks on the present state of and the future of publishing. 4 PM. Fmi: Nicole Starczak, 805-568-1516, [info@Sbwriters.com](mailto:info@Sbwriters.com), <http://www.Sbwriters.com>



**USA.** July 16. LOS ANGELES. Greater Los Angeles Writers Society. Dan Poynter speaking on the *New Wild West of Self-Publishing*. 2:45 – 5:30. **Palms-Rancho Park Library, Ray Bradbury Room**, 2920 Overland Ave., Los Angeles, CA 90064  
 FMI: Tony N. Todaro, President, GLAWS, PO Box 2267, Redondo Beach, CA 90278.  
 Studio (weekdays 10-6) 310-379-2650  
 Mobile (weekends): 310-621-3530  
<http://www.glaws.org>

**USA.** July 30-August 2. Anaheim, CA.



NSA/US Convention.

[Marriott Anaheim](http://www.marriott.com). Location Phone: +1-714-750-8000  
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

**GERMANY.** GSA Sept 9-10, München/Munich.



(GSA) convention at the Hilton hotel.

<http://www.english.gsa-convention.org>  
<http://www.germanspeakers-association.de/>

**USA.** September 23. National Skydiving Museum, Hall of Fame dinner. Historic Terminal A lobby, Ronald Reagan Washington National Airport, (DCA). FMI: Nancy Kemble, [nKemble@SkydivingMuseum.org](mailto:nKemble@SkydivingMuseum.org), +1-540-604-9745.

**UNITED KINGDOM.** October 6-9. Midlands area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.  
 Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504, <http://bit.ly/gREshz>



**USA.** October 22. NEW YORK. Self-Publishing Book Expo. Fmi: Diane Mancher, +1-212-353-3478 (bus), +1-917-971-4929 (mobile).  
<http://www.SelfPubBookExpo.com>



**CANADA.** November 27-29. Toronto.

Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

## 2012

### USA



February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

**FRANCE.** March 22-23, 2012. Paris



French Speakers Association annual convention (AFCEP).  
Annual convention.

<http://www.association-conferenciers.com/>

### HOLLAND/BELGIUM



March 31- April 1???. GHENT, Belgium. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

**UNITED KINGDOM.** April 14, 2012. London Venue.



PSA/UK Spring Convention.

[admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,  
<http://bit.ly/gREshz>

**USA.** July 14-17. Indianapolis.



NSA/US Convention.  
Marriott Hotel.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

**UNITED KINGDOM.** October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.  
Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845  
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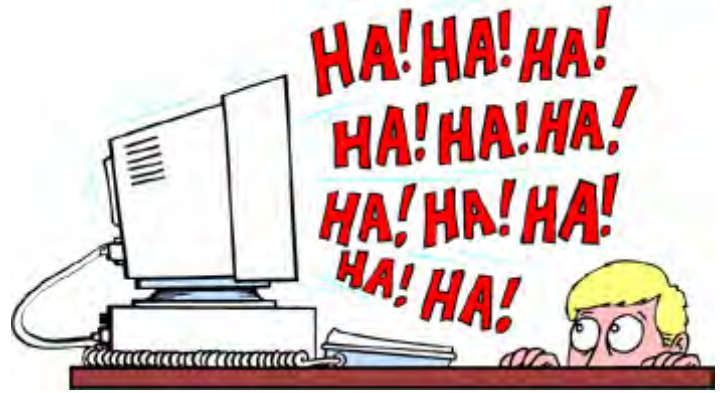
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# ParaHumor

## **PRESERVING ENGLISH**

--Shel Horowitz



There may be those among you who support including Spanish in our national language.

I for one am dead set against it!

We should preserve the sanctity of the English language .

To all the shlemiels, nebbishes, nudnikss, klutzes, putzes, shlubs, schmoes, schmucks, nogoodniks, and mamzers that are lurking out there in the crowd, I just wanted to say that I, for one, get sentimental when I think about English and its place in our society.

To tell the truth, it makes me so farklempt, I'm fit to plotz.

This whole schmeer gets me broyges.

When I hear these mavens and luftmenschen kvetching about our national language. What chutzpah!

These shmegeges can tout their schlock about the cultural and linguistic Diversity of our country and of English itself, but I, for one, am not Buying their shtick.

It's all so much dreck, as far as I'm concerned.  
I exhort you all to be menschen about this and stand up to their fardrayte Arguments and meshugganah farshtunkene assertions.

It wouldn't be kosher to do anything else.

Remember, when all is said and done, we have English and they've got bubkes!

The whole myseh is a pain in the tuchas!

(Generic Smiley)



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## The Small Print

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