



# 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

- A. **ParaNews** (What's happening)
- B. **ParaTips** (Guidance/advice on specific issues)
- C. **ParaResources** (Sources of helpful information)
- D. **ParaThoughts** (Editorial)
- E. **ParaFreebies** (Giveaways)
- F. **ParaCalendar** (Dan may be coming to visit you)
- G. **ParaHumor** (We saved the fun for last)

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## A. ParaNews

### 1. BARNES & NOBLE LAUNCHES eBook STORE

Downloads not limited to Kindle, iPhone and iPod Touch. See

<http://www.publishersweekly.com/article/CA6672066.html?nid=2286&rid=#CustomerId&source=title>  
<http://www.washingtonpost.com/wp-dyn/content/article/2009/07/24/AR2009072401067.html>

## 2. AUTHOR 101 UNIVERSITY OCTOBER 30-31 IN LAS VEGAS

Author 101 University is the place to be if you're an author, publisher or aspiring author. You'll hear top publishing and marketing experts reveal tools and techniques to get your book published and double or triple your income as an author or publisher. Go today to <http://www.webmarketingmagic.com/app/?af=369310> and get the details.

## 3. CHANGE YOUR ADDRESS BOOK **URGENT**

Dan Poynter's email address is

[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

Your address book may show

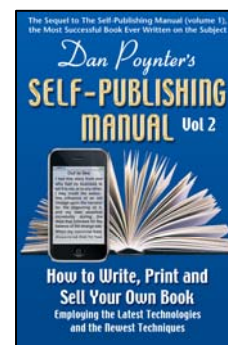
[dpoynter@impulse.net](mailto:dpoynter@impulse.net) or another old address.

Please make the change now.

## 4. THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.



Available as an eBook in ten different formats. \$7.97

<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

Save 32%, now just \$10.17.

## 5. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>

## 6. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Calgary, Columbus, Ft Lauderdale, Johannesburg, London (UK), Los Angeles, Mannheim, Miami, Missoula, Orlando, Phoenix, Pittsburgh, San Diego, Singapore, Studio City, Tampa, Valley Forge, Vancouver, Washington, White Plains, Radio/Teleseminars/Webinars (everywhere).



(MORE to be announced soon).

See the ParaCalendar on these content-filled seminars, below. See ALL the listings. Dan will visit some states/provinces/countries several times.

<http://parapublishing.com/sites/para/speaking/calendar.cfm>

**7. TO CHANGE YOUR SUBSCRIPTION ADDRESS** to this ezine, please go to <http://parapublishing.com/sites/para/resources/newsletter.cfm>. Unsubscribe your old address and subscribe your new one.

To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

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

NOW, SIT DOWN AND WRITE SOMETHING

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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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## B. ParaTips



### 1. GET OUT OF THE CLOUDS

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



You are smart- I get it. You wrote a book. You are the #1 expert in the world on your subject. That's nice. BUT when you are doing an interview stop talking in what I call 'ESOTERIC LAND". You have to make it simple. You have to talk to me- down here- on earth!

I don't care how smart you are... I care how much you care about me- the audience- and that means- don't talk down to me, don't use big words just for the sake of using

big words, give me something concrete I can use today. Here is a tip for you

Give the audience 3 things to do that will change their life TODAY.

3 SIMPLE ACTION STEPS that everyone can do NOW- today.... Remember the KISS rule. "KEEP IT SIMPLE STUPID"

Simple is good- easy to remember is good-short is good. Remember you are talking in headlines- Grab the audience- teach them and they will love you back.

For more tips go to [www.rickfrishman.com](http://www.rickfrishman.com)

## 2. RAISE A QUESTION

--Pam Lontos is the author of "*I See Your Name Everywhere*" and president of PR/PR, a public relations firm that specializes in experts. [www.prpr.net](http://www.prpr.net).



When writing a hook, there's no better way to start than asking a question that would happen to be on people's mind.

When trying to write an article, solve a problem with a new approach or from a different viewpoint. This is a style that editors are prone to favor.

So raise a question and follow up with your answer. The readers may start becoming a fan of your advice.

## 3. BOOK DESIGN: WHAT GOES ON THE BACK COVER?

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

Book covers are just one part of the book design process. Ask yourself, what part does the back cover play in the sale of my book? It's said the cover design brings them in, it's the hook....and the back cover sells them. Here is a list of what's needed for the back cover.



Parts to Your Books Back Cover: Use for fiction or non-fiction...  
the bullet points are mostly for non-fiction.

1. Category and price. This is usually the first line on the back cover.  
Price: This has several places on the back where it can be positioned.

2. Headline: What is the main benefit you want your readers to get out of your book.

3. First paragraph: is usually a descriptive short summary, collective of back up facts or statements.

4. Sub heading and Bulleted list: the sub heading leads you into the

features, the bullet points.

5. The closing paragraph: one or two sentences to sum it up and call to action.

6. Author Photo and Bio: if there is room add a photo and short intro to the author or their company.

7. Testimonial: an endorsement from a well know person and what they think about your book.

8. Signature: company name and contact info, website and location if you want. Usually on the bottom left.

9. Barcode: The barcode is made from your ISBN that you get from bowker.com and it is usually positioned on the bottom right, although there is no standard placement. Try to always know what your book price will be before you make it so the price can be in the barcode

Remember, do something every day toward your book and promotion.

#### 4. KEEP IT SHORT! SHRINK THE SIZE OF YOUR URLS

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



Since the advent of Twitter <<http://twitter.com>> , shortening URLs now seems commonplace. When every character counts, it is important to have all the space you can get for your message. But shortening a link is not just beneficial for tweeting<it can also be used to pare down other important URLs, like links to your blog posts, videos, reviews, etc. Author Lorie Marrero <<http://www.clutterdietblog.com/>> told us that she uses a URL shortener to create custom direct links to her book on online retailer websites for purchases and reviews. A good friend of mine has a great site called BudURL <<http://www.budurl.com>> which actually lets you track the links you've given. Click here <<http://searchengineland.com/analysis-which-url-shortening-service-should-you-use-17204>> for a great side-by-side comparison of the various URL shorteners available.

#### 5. WORD TRIPPER

--Barbara McNichol, [www.barbaramcnichol.com](http://www.barbaramcnichol.com)

**Unconscious, subconscious** – “Unconscious” means without awareness, sensation, or cognition; not perceived at the level of awareness; without conscious volition or intent. “Subconscious” means imperfectly or not wholly conscious; occurring just below the level of consciousness. “To a psychoanalyst, an *unconscious* gesture can help reveal *subconscious* motivations.”



#### 6. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

## 7. WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

<http://www.pma-online.org/memben.cfm>

<http://www.pma-online.org/membonly.cfm>



## 8. TWEET BEEP YOUR WAY TO MORE CUSTOMERS

--Michael Volkin



How would you like potential customers emailing YOU!? You can get that with Twitter. Twitter is a great tool, especially if you know how to use third-party applications like [tweetbeep.com](http://tweetbeep.com). With Tweetbeep, you simply insert a few keyword alerts that potential customers may be tweeting about, then, once a twitterer uses those keywords in a tweet, that tweet is emailed to you. You can then start following that person and reply to that person directly. BAM, instant friend and potential customer.

I must warn you that upon first contact to not "spam" your book, product or service. Your first contact with this person should be strictly friendly. Let the relationship develop on its own. Believe me, when you first respond to that person, s/he will look into your profile. If your smart, you will have your book mentioned in your profile. Many times, your new friend is impressed they are conversing with an author and purchase your book without you even mentioning your book to him/her.

For more tips and tricks on how to sell a ton of books, go to Michael Volkin's new website [SellaTonofBooks.com](http://SellaTonofBooks.com) and purchase Social Networking for Authors-Untapped Possibilities for Wealth

## 9. WANT TO WRITE A BOOK THAT BREAKS OUT VS. BLENDS IN?

--Sam Horn, author of *Pop!* ."  
[www.SamHorn.com](http://www.SamHorn.com) [Sam@SamHorn.com](mailto:Sam@SamHorn.com)



The folks at Webster's Dictionary just released their new words for the year including frenemy, staycation, flash mob, green-collar, and shopportunity.

These new words are poster children for a POP! technique called "Half & Half" In which you blend the 1st half of a word with the 2nd half of another word to coin an original word that belongs to you.

Why's that important? COINING YOUR OWN WORD increases the likelihood you'll be able to get the URL (a must in today's internet era.) for your book title which means you are the master of your domain. It increases the likelihood you'll be able to trademark your word which means you can license, merchandise and profit from it in perpetuity.

NURDS (my word for new words) transcend clever word play and can be gold for authors and entrepreneurs because you no longer look and sound like everyone else. NURDS help your book POP! off the shelf and make your book one-of-a-kind vs. one-of-many. NURDS capture the interest of

readers, agents and editors because people always have their antennae up for the next new thing. It's the quickest way to pique curiosity and get your book's foot in people's mental door.

Want good news? There is a step-by-step system for creating your own NURD, and it's called POP! You don't have to sit around and hope creative lightning shows up. You can use the exercises in POP! to coin a new word that helps you corner your own niche so your book creates an ongoing stream of revenue through speaking, e-products and media appearances.

Favorite examples of the power of a NURD are Dr. Francine Kaufman's *Diabesity*, Dubner and Levy's *Freakonomics* and (humbly submitted) my own *Tongue Fu!*

If you want your book to break out instead of blend in, invest the time coin a NURD to increase the likelihood it gets the visibility, name recognition, media attention and sales it deserves. Sam Horn is a book shepherd who helps authors and entrepreneurs create NURDS and one-of-a-kind ideas and approaches that help them become one-of-a-kind vs. one-of-many. As the 16 time Emcee of the world-renowned Maui Writers Conference, she has worked alongside such bestselling authors as Mitch Albom, Frank McCourt and Dave Barry, knows dozens of top agents and editors and is thanked in the Acknowledgements of hundreds of books by grateful authors who say, "I couldn't have done it without you"

### 10. TEN-13 DIGIT ISBN

-- Cathi Stevenson, <http://www.bookcoverexpress.com>

Still using your old 10-digit ISBN? Convert it to a 13-digit ISBN for free, here: <http://www.isbn.org/converterpub.asp>



==**SHARE YOUR TIP.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

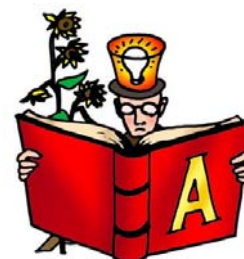
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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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## C. ParaResources



**1. METRIC JUNKIE™** is a free service that collects Amazon "Sales Rank" information for books, CDs & DVDs, and displays it in a meaningful and compelling way through vibrant charts and graphs. This data can then be analyzed by you to track sales, estimate product market share, and understand the effectiveness of your promotions, and ad campaigns.

See <http://www.metricjunkie.com/>

## 2. PMA/IBPA CO-OP PROGRAMS



### FRANKFURT INTERNATIONAL BOOKFAIR

This is the largest book fair in the world, and we have been displaying members titles for close to 25 years now. Over that time we have established a network of 600+ international contacts. Register to have your book displayed for possible translation, agenting or distribution rights worldwide. \$95 per title. Click here: <http://www.ibpa-online.org/pubresources/exhibits.aspx>

### REGIONAL BOOKSELLERS SHOWS

Display your book at one or more of these regional trade shows. The buyers at these shows are looking for both new and active regional titles, as well as national titles. These buyers also seem to be looking for books to bring into their stores for the holiday season. This year we are displaying at 4 of the larger Regional Booksellers shows. Click here for more details.: <http://www.ibpa-online.org/pubresources/exhibits.aspx>

Terry Nathan, Executive Director, IBPA, the Independent Book Publishers Association, 627 Aviation Way, Manhattan Beach, CA 90266, 310.372.2732, [terry@ibpa-online.org](mailto:terry@ibpa-online.org)  
<http://www.ibpa-online.org>



### EDUCATION

#### IBPA PUBLISHING UNIVERSITY ONLINE

Making the Move to Ebooks \_ How to Develop an Ebook Strategy \_ Mark Coker of Smashwords. More info here: [http://www.ibpa-online.org/custom/publishingUniversityOnline/University\\_onlinenow072909.aspx](http://www.ibpa-online.org/custom/publishingUniversityOnline/University_onlinenow072909.aspx)

### MARKETING

#### PUBLIC LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at public libraries. \$215 per flyer. Click here for details: <http://www.ibpa-online.org/programs/library.aspx>

### BOOKSTORE CATALOG MAILING

This catalog produced by PMA mails to 3,500 independent bookstore and chain buyers across the U.S. \$230 per title. Click here: [http://www.ibpa-online.org/programs/coopcats\\_bksllr.aspx](http://www.ibpa-online.org/programs/coopcats_bksllr.aspx)

### SPANISH LANGUAGE/HISPANIC/AFRICAN AMERICAN TARGET MAILING

This catalog produced by PMA mails to 3,500 bookstore buyers, 3,500 reviewers, and 3,900 acquisition librarians. We will be featuring books in the following categories: Multicultural, African American, Spanish Language, Hispanic, etc. \$350 per title. Click here: [http://www.ibpa-online.org/programs/coopcats\\_target.asp](http://www.ibpa-online.org/programs/coopcats_target.asp) x

Terry Nathan, Executive Director, IBPA, the Independent Book Publishers Association, 627 Aviation Way, Manhattan Beach, CA 90266, 310.372.2732, [terry@ibpa-online.org](mailto:terry@ibpa-online.org)  
<http://www.ibpa-online.org>

### 3. FINAL CALL FOR ENTRIES! THE NATIONAL BEST BOOKS 2009 AWARDS



## THE NATIONAL BEST BOOKS 2009 AWARDS

Now Celebrating their 6th year of recognizing excellence in the publishing industry, The National "Best Books" Awards, sponsored by USA Book News, offers incredible media coverage for winners and finalists during the busy 2009 retail holiday season. Plus, EVERY ENTRY receives a 3-month full-color listing on USABookNews.com, visited by thousands of book lovers per month, if you enter by August 31, 2009.

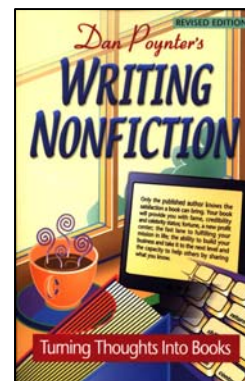
See <http://www.usabooknews.com/2009bestbooksawards.html> for complete information.

### 4. WRITING NONFICTION NOW AVAILABLE AS AN eBOOK

Select from ten different formats. See

<https://www.smashwords.com/books/view/2722>

Your book will bring you fame, credibility and celebrity status; fortune, a new profit center; the fast lane to fulfilling your mission in life; the ability to build your business and take it to the next level and the capacity to help others by sharing what you know. This New Model will accelerate your book writing, producing, selling and promoting.



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? Special price in July.

Imagine being a published author

*Writing Nonfiction: Turning Thoughts into Books.*

You can also get this \$14.95 paper book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

#### 4. NATIONAL INDIE EXCELLENCE BOOK AWARDS NOW OPEN FOR 2010



See

[www.indieexcellence.com](http://www.indieexcellence.com)..

#### 5. WRITING YOUR BOOK WITH A COLLABORATOR

You can be the author without being the writer. Dan Poynter gives you permission to work with a co-author, editor or ghostwriter.

But, if you hire out the writing portion of your book, come to an understanding with your collaborator before either of you writes one word. The risk is that one of the parties will feel that he or she is doing the majority of the work. The result is that the project screeches to a halt while an argument ensues.

Is There a Book Inside You?: Writing Alone or with a Collaborator supplies a responsibility chart and a contract. Don't lose momentum on your book project.

You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.

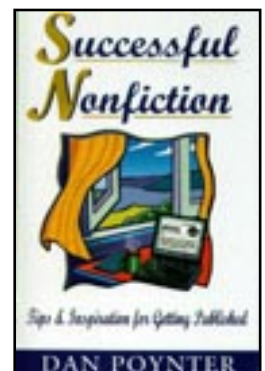
<http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

#### 6. SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBOOK

Select from ten different formats. See

<https://www.smashwords.com/books/view/2730>

Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.



Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.



**EBOOKS AND THE PUBLIC DOMAIN MISTAKE**

eBooks have been on the horizon since the early 1990s. Why didn't they catch on until now? What held them back?

Perhaps the single greatest mistake made by the hardware manufacturers was giving away public domain, out-of-print books.

Remember those books that you didn't want to read in high school? People still don't want to read them. What happened was, people looked at the new eBook readers saw the book the they weren't interested in reading and went back to brand-new paper books.

eBook hardware manufacturers should have provided sample books of brand-new bestsellers. They would have hooked people while demonstrating the devices.

Microsoft tried this once many years ago when it introduced the reading software for the Pocket PC. There was a brand-new Michael Crichton book; many people became ebook readers.

Give people what they want to read.  
You can't push a rope.

==>**SHARE YOUR editorial thought.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Please Copy\Paste this newsletter into your email program and then send it to your colleagues in publishing. They will appreciate you.

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**E. ParaFreebies**

- 1. [WRITERS EDUCATION](#) Authorlink’s new online learning library, has nearly 50 FREE audio and video previews of lectures by literary giants such as Ray Bradbury, Gayle Lynds, Christopher Moore and more. Also FREE on September 26: Part 1 webinar, [WRITING THE STANDOUT BOOK PROPOSAL](#), by Bonnie Hearn Hill . Space limited.

--Doris Booth, [dbooth@authorlink.com](mailto:dbooth@authorlink.com)

**2. LIST YOUR BOOK(S) FREE ON THE PARA PUBLISHING WEB SITE.**

See

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

**3. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - FREE.**

See

<http://parapublishing.com/sites/para/information/business.cfm>

==>**SHARE YOUR FREEBIE.** Send it to DanPoynter@ParaPublishing.com

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Writers and publishers love this newsletter. Why not forward it to them?

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# F. 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.

See him in action:

<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>



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>

## 2009

August 15. TAMPA. Dan Poynter on book writing, publishing and promoting. NSA/Central Florida. Fmi: <http://www.NSAcentralFlorida.com>

August 28-30. MISSOULA, MT. Parachute Industry Association. Holiday Inn, Downtown. Fmi: <http://www.PIA.com>

## AROUND-THE-WORLD SPEAKING ITINERARY #16

September 1-20, 2009

September 10. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention. <http://iffps.org/meetings.html>

September 11-12. MANNHEIM. German Speakers Association (GSA). <http://www.english.gsa-convention.org>  
<http://www.germanspeakers-association.de/>

September 15. MIAMI. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 10:00 – 2:00 PM. Fmi: IME Enrichment Center, Manny Sarmiento, 8181 NW 36<sup>th</sup> St, #8-D, Miami, FL 33166, [TICKETFL@aol.com](mailto:TICKETFL@aol.com), 1-305-477-7600, <http://www.imeglobalgroup.com>

September 18. VANCOUVER, BC. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner.

September 19. VANCOUVER, BC. Turning Speeches into Books. Vancouver chapter of the Canadian Association of Professional Speakers (CAPS). Fmi: Ron Grender, [ron.greender@gmail.com](mailto:ron.greender@gmail.com), 778-688-7065  
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:30 PM.

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500.  
<http://www.authorsconference.com/>

October 10. FT LAUDERDALE. Turning Speeches into Books. The full New Book Model Program. Florida Speakers Association. Westin Hotel. Fmi: George Chismark, +1-561-630-7766, [info@florida-speakers.org](mailto:info@florida-speakers.org), <http://www.florida-speakers.org/>

October 11. SAN DIEGO. 21<sup>st</sup> Century Book Marketing. Your Publishing Choices: Ways to get your book into print. Fmi: Jessie Schwartzburg, 619-795-9858, [JessieSchwartzbu@hotmail.com](mailto:JessieSchwartzbu@hotmail.com), <http://www.21stcenturybookmarketing.com/>

October 16. LAS VEGAS. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner.

October 17. LAS VEGAS. National Speakers Association/ Las Vegas (NSA/LV) chapter. FMI: RJ DiDonato, [rjd@nstreams.com](mailto:rjd@nstreams.com), (702) 436-0786, <http://www.NSAlasVegas.com>

October 30-31. SINGAPORE. Seminar for Young Authors. Fmi: Janus Education, Catherine Khoo, 63368985, [Catherine@CatherineKhoo.sg](mailto:Catherine@CatherineKhoo.sg)

November 9. AMSTERDAM. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, [victor@acquirol.nl](mailto:victor@acquirol.nl)

November 12. LONDON, UK. "Turning Experts into Published Authors" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, [mindy@bookmidwife.com](mailto:mindy@bookmidwife.com), [www.bookmidwife.com/november10](http://www.bookmidwife.com/november10), <http://www.BookMidwife.com>.

November 13-15. LONDON (area). Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakers.org](mailto:admin@professionalspeakers.org), +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November 19-22. PHOENIX. National Speakers Association (NSA/US) Fall Conference. Arizona Grand Resort. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

December 6-8. CALGARY. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

December 16. STUDIO CITY. Book Publicists of Southern California. Dan Poynter to speak on the future of the book publishing industry. Annual Holiday program. Sportsman's Lodge, 12825 Ventura Blvd, Studio City, CA. 5:30 PM. Reservations required. Fmi: Irwin Zucker, 323-461-3921, [IrwinZuckerPR@AOL.com](mailto:IrwinZuckerPR@AOL.com), <http://www.BookPublicists.org>.

## 2010

January 10. COLUMBUS, OH. Turning Speeches into Books. The full New Book Model Program. National Speakers Association, Ohio Chapter. Crowne Plaza Hotel, 33 E. Nationwide Boulevard, Columbus, Ohio 43215. FMI: 866-900-6446, [lauralee@nsaohio.com](mailto:lauralee@nsaohio.com) <http://www.nsaohio.com/calendar/>

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](http://www.marriott.com/nashville). Location phone: +1-615-889-9300. Fmi: [http://www.nsaspeaker.org/nsa\\_events/default.asp](http://www.nsaspeaker.org/nsa_events/default.asp)

February 12-14. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, [Sfwriterscon@aol.com](mailto:Sfwriterscon@aol.com), <http://www.sfwriters.org/>

March 13 & 14. AMSTERDAM. PSA/HOLLAND. Tentatively scheduled for Amsterdam. <http://www.psaholland.org/>

April 23-25. AUSTRALIA. <http://www.nationalspeakers.asn.au/index.html>

April 30-May 2. SOUTH AFRICA. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114  
[admin@psasouthernafrica.co.za](mailto:admin@psasouthernafrica.co.za), <http://www.psasouthernafrica.co.za>

May 8. WASHINGTON, DC. Turning Speeches into Books. The full New Book Model Program. DC Speakers Association. Fmi: Cheree Warwick, (703) 489-4589, [cheree@TheProfitPartner.com](mailto:cheree@TheProfitPartner.com), [http://www.nsadc.org/meetings\\_events/eventcalendar.asp](http://www.nsadc.org/meetings_events/eventcalendar.asp)

May 25-27. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 17-20 Orlando, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](#). Location Phone: +1-407-239-4200  
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

October 19-22. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP) <http://www.association-conferenciers.com/>

November 12-14. UNITED KINGDOM. Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakers.org](mailto:admin@professionalspeakers.org), +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November ??. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion. <http://www.CatWriters.org>

December ??. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

## 2011

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

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association.  
At the brand new Marriott Hotel.

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

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# G. ParaHumor



## THREE GUYS ARE SITTING AT A BAR

#1: "...Yeah, I make \$75,000 a year after taxes."

#2: "What do you do for a living?"

#1: "I'm a stockbroker. How much do you make?"

#2: "I should clear \$60,000 this year."

#1: "What do you do?"

#2: "I'm an architect."

The third guy has been sitting there quietly, staring into his beer, when the others turn to him.

#2: "Hey, how much do you make per year?"

#3: "Gee... hmmm... I guess about \$13,000."

#1: "Oh yeah? What kind of stories do you write?"

(Generic Smiley)

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## The Small Print

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