



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

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



### TRIP REPORT

I am back. Was not gone long. 22,000 miles around the world. Lots of fun and no jet lag.

One purpose of the trip was to grab attention for my latest: *The Air Travel Handbook*. For more details on the trip, see <http://RTW2D.com>





### **EBOOK FIGURES INCREASING**

By 2014, ebooks will represent 13 percent of total U.S. book publishing revenue, up from 3 percent in 2010 and 6 percent in 2011. However, average selling prices for ebooks typically are 40 percent lower than those of paper copies, driving the deterioration in price.

Meanwhile, shipments of ebook readers are expected to more than triple during the period of 2010 to 2014. Global unit shipments of ebook readers will rise to 30 million units in 2014, up from 9.7 million in 2010.

<http://bit.ly/jM657k>



#### **OVERHEARD:**

"If you put everything off until you are sure of it.  
You will never get anything done"

--Norman Vincent Peale.

### **BOOKSTORE SALES DOWN IN MARCH**

March bookstore sales fell 5.8%, to \$906 million. For the first quarter of 2011, bookstore sales were down 1.8%, to \$4.03 billion.

<http://bit.ly/j6JQ8o>

### **KINDLE-GENERATED REVENUE WILL TOP \$5.4 BILLION IN 2011**

Amazon's eReader and ebooks continue to dominate. Ebooks are taking off because the three necessary elements have come together: hardware, software, and content. Amazon was first to supply the content

<http://www.topcomputertablets.com/tag/2011-kindle-revenue/>

## THE SANTA BARBARA WRITERS CONFERENCE IS BACK



The SBWC, 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.

<http://www.sbwriters.com/>, <http://www.sonomacountyairport.org/>



### OVERHEARD:

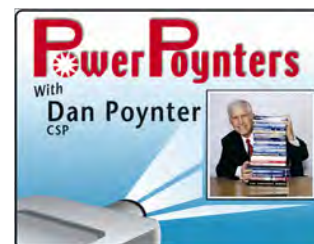
"There are two ways of spreading light:  
To be the candle or the mirror that reflects it. "  
--Edith Wharton, novelist (1862-1937). USA.

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

See

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

<http://www.youtube.com/user/PoynterDan#p/u>



The Los Angeles Times Festival of Books, which was held on April 30 and May 1, drew 140,000 people to the campus of the University of Southern California

## FUTURE BEA DATES ANNOUNCED

Each event will continue to be held at the Javits Center in New York.

2012: Tuesday, June 5 – Thursday, June 7

2013: Tuesday, June 4 – Thursday, June 6

2014: Tuesday, June 3 – Thursday, June 5

2015: Tuesday, June 2 – Thursday, June 4





**TOP 10 REASONS TO ENTER THE GLOBAL EBOOK AWARDS**  
**Deadline: June 30, midnight.**

See the video.

<http://awardsforebooks.com/benefits/>

<http://www.youtube.com/watch?v=kcb4MFa68Is>

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

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.



# ParaTips



## INTERNET COMMUNITIES

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



### STEP 10: Trust

Trust is an essential ingredient for successful networks. For networks to succeed, mutual trust is a must! Top networkers will not recommend or extend themselves for those who do not consistently deliver the best; anything less will tarnish their reputations and limit their potential returns. Each member of your network must be completely confident that they can always rely upon you for:

- **Excellent service.** The products or services you provide must be excellent; good or adequate will not be enough. Whatever you provide must shine. It must be memorable and distinguish you from the crowd. Network contacts will be drawn to you because of the high quality of your work.

However, if the level of what you deliver falls short, they'll quickly drop you and turn to the next pretty smile. People take pride in dealing with the best. They want the best doctor, piano teacher or house painter and are usually willing to pay for them. Providing excellence distinguishes you and anything less will quickly send you back with the rest of the pack, where it's easy to get lost.

- **Honesty.** Network contacts must know that you will always deliver what you promise. They don't want excuses, they want, and deserve, results. Network partners must be certain that you will give them honest feedback, especially when it may hurt or be awkward. They must unequivocally believe that that you will honor your relationships and not disclose or misuse their confidential information or try to undermine their efforts. In addition, they must be sure that you will not misrepresent or abuse your relationship. If, when you're trying to perform, disaster strikes and everything starts falling apart, inform those who are depending on you so that they can minimize the damage.

- **High standards.** A problem that is rampant in networking is that network members recommend too many people who are not top notch. Often, they lack the standards to know excellence or their recommendation may be to return a favor or make you feel that they are helping you. Other networks spread themselves too thin and try to provide everything to everyone. Recommend only the best people for each particular job. When you're aware of problems with otherwise excellent performers, inform network members

regarding their flaws. For example, "John does fabulous work, but he's slow and his projects are invariably late." Being fully informed helps network members make their own decisions, gets you off the hook and enhances your trust quotient.

- **Good fits.** Networking is matchmaking and certain pairings will never create a harmonious fit. We all have unique qualities, values, methods, personalities, styles and objectives, which may not be compatible with those with whom we are matched. The best way to make consistently good matches is to know the people involved, their assets and liabilities, and try to anticipate problems that might arise. Find out the parties' likes, dislikes and basic requirements and when in doubt, ask. Put it straight to them, "What do you want?" And, continue questioning them until you feel you understand precisely what they want.

### **Qualities That Create Lack of Trust**

*Not keeping your word Not showing up Not giving credit Routinely being late Not calling when you promised Exaggerating Boasting and bragging Always putting yourself first Taking more than your share Bashing competitors Not admitting your mistakes Blaming others.*

### **Always deliver what you promise because it enhances people's trust in you.**

People buy from and want to be associated with people they trust and people who are trusted by people they trust. They don't like to buy from those who they think are trying to sell them, which is why so many hate the experience of buying a new car. Networks are built on trust and cannot last without mutual trust.

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

### **BOOK DESIGN:**

#### **Are You Allowing Enough Time? How to Figure Out Your Timeline...**

--- 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

**Time.** There it is. Everything needs time, it doesn't just happen over night.



Start with your preferred date of release and work backwards through what needs to be done. Your list will look something like this:

1. Release Date: the day your book is for sale
2. Shipping: allow at least 2 weeks depending on quantity and form of delivery
3. Printing: offset generally takes longer than POD so be sure to ask your printer how long to allow. Hardcover books take longer than paperback so ask that too. POD usually is a 7-10 day process... but some have a proofing period so be sure to research and allow for that.
4. Design time: be sure to ask your designer how long it will

take, knowing you play a part in the completion of any design since you need to re-proof the text and approve all work being done. For a complete book, cover design and interior formatted allow 2-5 weeks depending on your books specifics.

5. Editing: depending on what services of editing you are looking for this could take anywhere from 3-8 weeks.

### **So the final outlay of time to allow might look like this:**

Editing: 4 weeks

Design: 3 weeks

Printing: 3 weeks

Delivery: 1 week

\*\*\*So plan at least 3 months out. OF COURSE this all is subject to the choices being made for each service.

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

### **FIND YOUR WRITING VOICE OR YOU WON'T LAND AN AGENT**

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

One of the biggest mistakes that authors make in not landing an agent comes in a lack of a writing voice. Maybe they have a great concept, and it's executed really well, but unfortunately, they just have a writing voice that lacks any interest and charisma.

The writing voice is such an important factor in the completeness of book. It's what gets readers to connect with your book. The voice is the secret sauce that enhances the characters, the mood, the themes, the plot, everything. A differing writing voice is what makes one novel so much different from another.



a

What makes a novel so unique is not what you say, but how you say it. This is what you have to think about when coming up with the perfect writing voice.

A great way to find your writing voice, or to find some inspiration, is to read other books! I know authors like Nicholas Sparks read tons of books before they found their own writing style and voice that they truly liked and could stick with. It's OK and natural to find inspiration in the voice of another author. You take what they have and add your own personal flavor to it, giving it new light and meaning. Having a great writing voice is like preparing for a role as an actor. That writing voice that narrative is more than just a voice over, but rather another character in the story, even if you're writing in third person.

**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.

## WORD TRIPPERS

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

### Anyway, any way

The one-word version means "in any case" while the two-word version refers to possibilities.

"Is there *any way* we can meet today? I'll make an appointment for 4 p.m. *anyway*."

Note: never use "anyways."



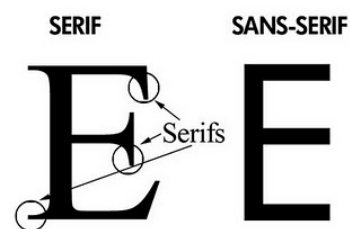
## PREPARING FILES: Typography

-- Kathleen at Parlez-Moi Press

When a reader picks up a book and begins to read, s/he is committing to however many hours it takes to spend with the words on the page or on the screen. That means the type used for those words has to make the experience as pleasurable as possible. There are many types of typefaces but the two most important ones are serif and sans-serif. Serifs are those little pointy little things at the ends of the lines that make-up letters. A serif typeface – like Times Roman, Goudy Old Style, Garamond, Palatino, etc. – has serifs. A sans-serif ("sans" is French for "without") does not have them – Arial/Helvetica, Verdana, Avant Garde, Futura, are all sans-serif.



For centuries text books, books, newspapers, and magazines have used serif type for large areas of copy and sans-serif for headlines and to emphasize certain areas. People have grown accustomed to reading text in serif type and generally find it easier to read. The digital age has made sans-serif type more popular for reading on-screen and many e-readers allow you to choose which typeface you prefer to read, which is a wonderful innovation in my opinion. However, for the text of printed books it is still wise to choose a standard serif typeface.



PLEASE resist the urge to choose unusual typefaces for large areas of copy! It is fine to use funky, elaborate, artsy, or exotic typefaces for titles, sub-heads, sidebars, etc. but not for large areas of text. I recently was sent a book by a self-published author whose alternating chapters were typeset in a standard serif-type and a Medieval-style black-face type. Those chapters were tedious to read and I skimmed over a lot. Use your fancy typefaces sparingly, please.

## ELEMENTS TO INCLUDE IN A FOREIGN RIGHTS CONTRACT

--Bob Erdmann, President-Columbine Communications & Publications

*A Foreign Rights Publishing Consultancy With 50 Years' Experience*

[bob@bob-erdmann.com](mailto:bob@bob-erdmann.com)

209-586-1566 [www.columbinecommunications.com](http://www.columbinecommunications.com)



When you agree to allow a foreign publisher to translate and publish your book in their country there is an obvious need for a legal document binding each party which stipulates the agreement and responsibilities of each. It is referred to as a License To Publish. There are many elements that must be included in such an agreement. Following are a few of the more important ones:

- The Licensor (you) and the Licensee (the foreign publisher).
- Exact title and author of the book.
- The territory, which would be the country or countries, or

world if you are granting world rights.

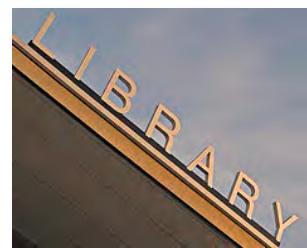
- Language to be translated into.
- The term (length) of the agreement.
- Amount of the royalty advance.
- Royalty percentages.
- Accounting and royalty payment periods.
- Type of rights (book, e-book, audio, etc.)
- Faithful translation without abridgement.
- Warrantees.
- Agreement to copyright laws.
- Termination for cause clause.
- Binding parties.
- Governing law (United States).

There are many other important elements that should also be included. This is merely a listing of some of the more important elements. It would also be advisable to always use your own License To Publish rather than one provided by the foreign publisher. However, be sure that your License To Publish is a solid one and not simply a "cookie cutter" document.

## HOW DO YOU GET A HOLD OF LIBRARIES?

--Elaine Wilkes, PhD, Tips from Get Your Book Into All Types Of Stores—Internet, Book and Retail Stores.

Here's a great site <http://www.PublicLibraries.com> <<http://www.PublicLibraries.com>> that lists all the libraries by types and state, with phone numbers. Ask to speak with Collections Development Services.



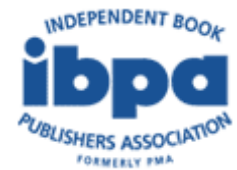
Find out how: <http://tinyurl.com/3px99nl>

## WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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

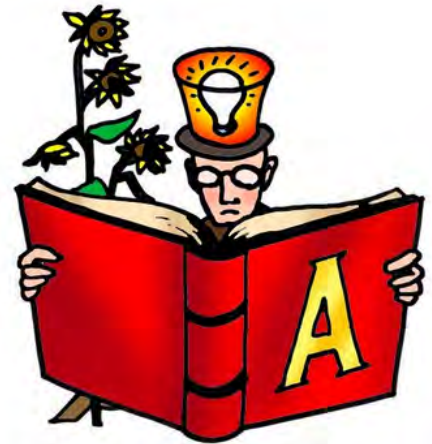


→ **SHARE YOUR TIP.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

Do you regularly forward this newsletter to friends, family members, and associates?



# ParaResources



## QR CODES FOR BOOKS

What are those square blocks and what can they do for authors and publishers?

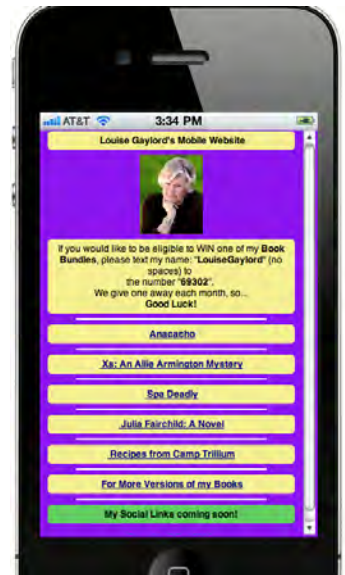
QR codes can make it easy and fun for people to get more information on you and your book.

See how QR codes work and your thought-wheels will start turning. You can add QR codes to bookmarks, posters and brochures for more information.

With your iPhone, go to the App Store. Search for and install i-nigma. (free) Load i-nigma and scan these three QR codes below.

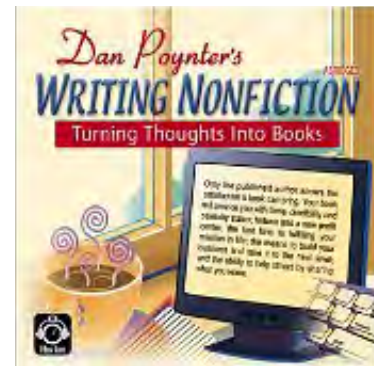
Contact Mary Barnett, the QR Queen, for more information.

See  
[http://brilliantmobile.com/BrilliantMobile\\_Publishers.pdf](http://brilliantmobile.com/BrilliantMobile_Publishers.pdf)  
<http://brilliantmobile.com/>



## WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAXf>



### eBOOK PROMOTION Eliminating "Post and Pray."

A major challenge with ebooks is a lack of visibility. Ebook authors and publishers are not good at letting their potential readers ("tribe") know there is a new book that should interest them. Most ebook authors and publishers do not even know where to start.

They upload their ebook to a website and sit back. It is called Post and Pray.

There is a solution.

The Global Ebook Awards come with a built-in promotion program.

Once a book is accepted into Nomination, the applicant is sent a detailed title-promotion assignment each week. Meanwhile, we are promoting their book to their category outlets.

The first assignment is for them to sign up for Google Alerts.

We suggest they list their category, book title, publisher's name, author's name, etc. Most authors and publishers do not even know about the free clipping service offered by Google Alerts.

We do this so they will see the results of our promotional efforts.

The program is not only educational but it is designed to encourage them to continue promoting their book.

**Deadline: June 30, midnight.**

See <http://GlobalEbookAwards.com>



## THE INTERNATIONAL WOMEN'S WRITING GUILD IS HAVING ITS 34TH SUMMER WRITING CONFERENCE

June 24-July 1, at Yale University. There are forty workshops to choose from under the headings: The Art and Craft of Writing, Marketing and Publishing, Critique Sessions, Transformation of Self, Non-Linear Knowledge, and The Arts, The Body & Health. Visit <http://www.IWWG.ORG>

--Elizabeth Julia Stoumen  
IWWG Associate Director and *Network* Editor

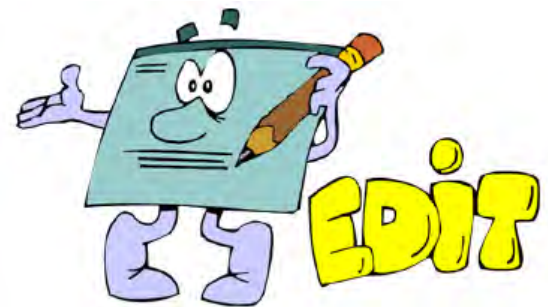
## HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

Savvy authors use editors.

See the list at <http://bit.ly/ezge8d>

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



## THE PARAPUBLISHING BLOG

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

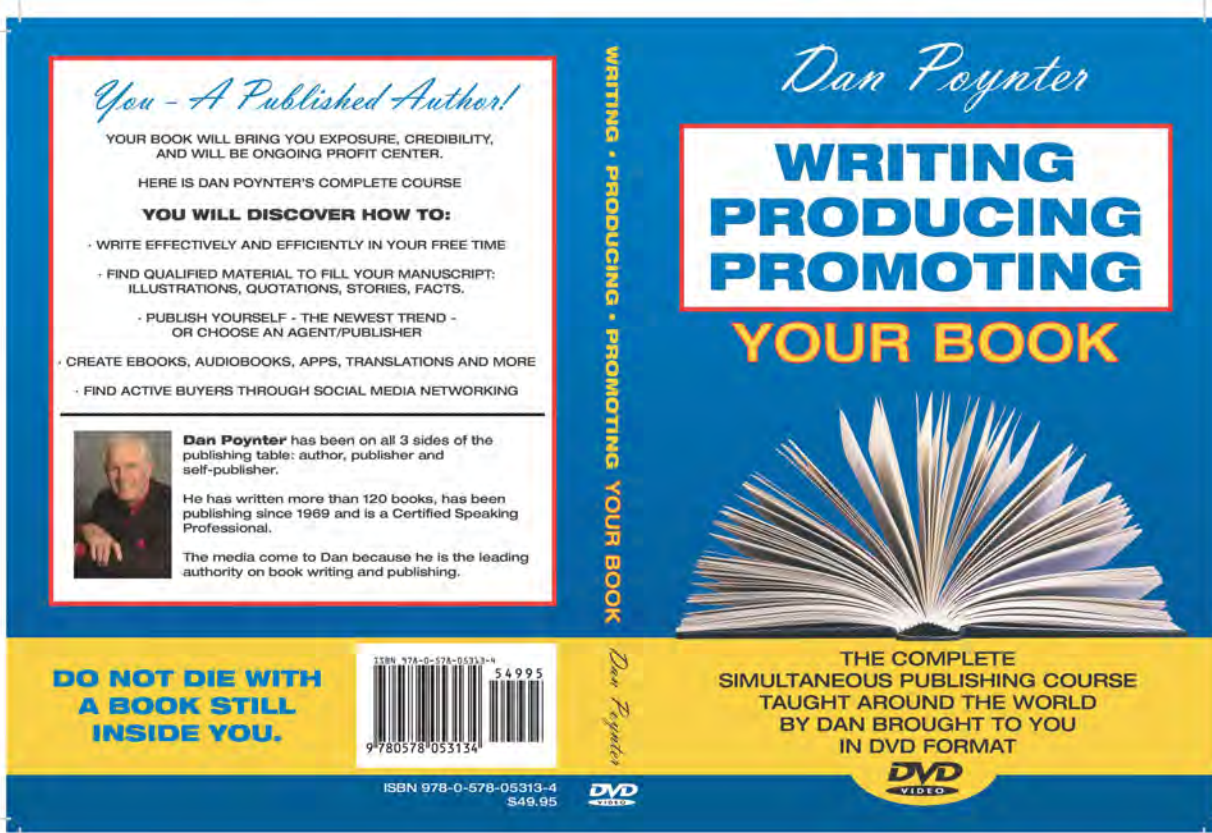
See <http://blog.parapublishing.com/>



**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://bit.ly/eE1DQo>

## 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.

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### FOLLOW DAN POYNTER ON TWITTER

<http://www.twitter.com/DanPoynter>

## 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:

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.

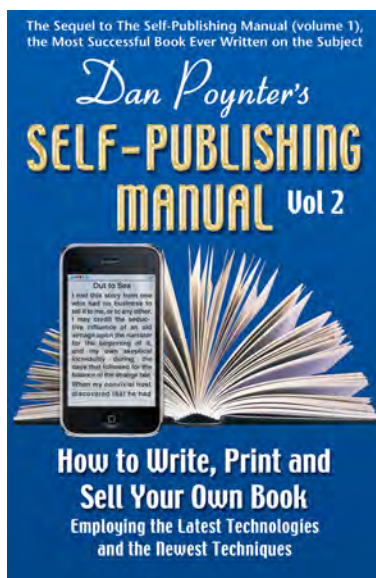
If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://bit.ly/ezge8d>

## 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.

### You will discover how easy it is to:



- 📖 *Build* your book rather than just *write* it—and copyright it in your name.
- 📖 Print a small quantity and keep a small inventory.
- 📖 Multipurpose your “book” into downloadable, CD, and eBook versions and others.
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You may request reviews at ***Publishing Poynters Marketplace.***

Offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com.

## 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>



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

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.



# ParaThoughts

## **DON'T START YOUR BOOK AT THE BEGINNING**

--Dan Poynter, the Book Futurist, <http://ParaPub.com>



Chapter one in many nonfiction books lays the foundation by covering the history of the subject or the research done for the book. This is a mistake for an old challenge and a new one.

Someone said years ago, "an author's challenge is to get readers past page 18." He explained that people often buy a book, bring it home, begin to read it, place it on the bed-side table and . . . never pick it up again.

That was the author's fault. The book was not interesting enough for the reader to be drawn back to it. It was not a compelling page-turner.

Today, we have an additional challenge. Many eBook resellers, such as Amazon, allow customers to test a book by reading the first 20% at no charge. When you reach the end of the free read, you are asked if you want to pay for the rest of the eBook. Click "yes" and the entire book is in your reading device in 20 seconds.

If your book is 150 pages in length and the frontmatter is 12 pages, the 20% of reading material is (well, surprise, surprise) 18 pages. You still have to get the reader past "page 18."

Start your book with an action chapter. For example, in *Parachuting, The Skydiver's Handbook*, the title of chapter one is "Your First Jump." It takes you step-by-step through your initial skydive. This is what the reader wants to know. So I do not bore them with a history-of-the-sport chapter. That is chapter four.

Check your stats. How many people are sampling your eBook and not buying the balance of it?

Get the readers into your book and keep them reading. Just selling them the book and losing them in the initial pages is not enough.

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

Enjoying this ezine?  
Forward it to friends



# ParaFreebies



FREE

## 5 FREE FORMATTING GUIDES ON HOW TO PUBLISH YOUR eBook

As self-published authors enter the eBook market, formatting has become more important than ever.

Indie authors don't have the same support as a major publisher, so we've assembled a list linking to formatting guides for all the major eBookstores.

[http://www.mediabistro.com/galleycat/how-to-publish-your-ebook\\_b29811](http://www.mediabistro.com/galleycat/how-to-publish-your-ebook_b29811)



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

See

<http://bit.ly/gJK8nT>

## SAMPLE THE *AIR TRAVEL HANDBOOK*

*Tips, Tricks, and Secrets on Flying.*

by Dan Poynter.

Dan Poynter has collected travel tips from colleagues and from his own journeys. Travel can be easier and more fun if you know the inside secrets of the hospitality industries.

Available in your choice of eBook formats.

<http://bit.ly/h9IEzh>



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

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



# 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**

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

**USA.** NEW YORK. May 27. Book Blogger Convention. Javits Center.

**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 7-8. Coventry, Midlands.

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 (AFCP).  
Annual convention.

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

### AUSTRALIA



March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI:

<http://www.NationalSpeakers.com.au/convention>

### 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.

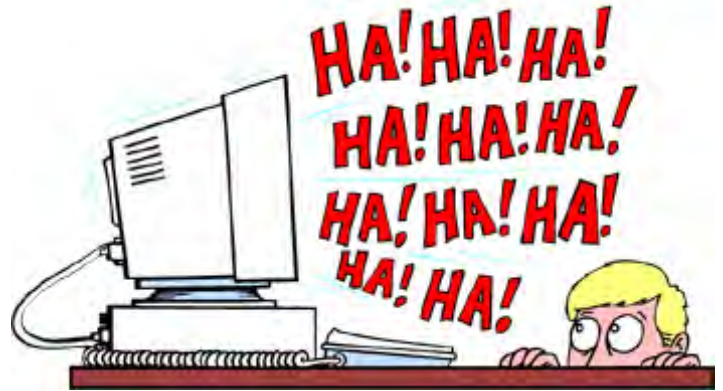


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3700 504, <http://bit.ly/gREshz>

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# ParaHumor



## REARRANGING LETTERS IN A WORD

DORMITORY:

When you rearrange the letters:  
DIRTY ROOM

PRESBYTERIAN:

When you rearrange the letters:  
BEST IN PRAYER

ASTRONOMER:

When you rearrange the letters:  
MOON STARER

DESPERATION:

When you rearrange the letters:  
A ROPE ENDS IT

THE EYES:

When you rearrange the letters:  
THEY SEE

GEORGE BUSH:

When you rearrange the letters:  
HE BUGS GORE

THE MORSE CODE :

When you rearrange the letters:  
HERE COME DOTS

SLOT MACHINES:

When you rearrange the letters:  
CASH LOST IN ME

ANIMOSITY:

When you rearrange the letters:  
IS NO AMITY

ELECTION RESULTS:

When you rearrange the letters:  
LIES - LET'S RECOUNT

SNOOZE ALARMS:  
When you rearrange the letters:  
ALAS! NO MORE Z 'S

A DECIMAL POINT:  
When you rearrange the letters:  
IM A DOT IN PLACE

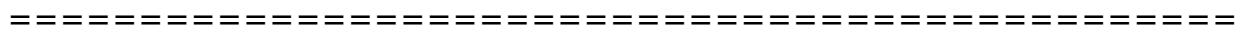
THE EARTHQUAKES:  
When you rearrange the letters:  
THAT QUEER SHAKE

ELEVEN PLUS TWO:  
When you rearrange the letters:  
TWELVE PLUS ONE

(Generic Smiley)

Send your jokes on words and books to  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

*Publishing Poynters*: The chronicle of the future of our business.



**The Small Print**

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