



# 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)

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



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**I'm leaving for** the 11th annual Express Yourself, Published Authors Conference in Valley Forge. I will be speaking on the future of our industry and recording *Writing Nonfiction* for Spoken Words Publishing.

**Next stop:** Marlow, north of London in the UK.

**--Dan Poynter, The Book Futurist.**

Guiding Publishers to the Next Level in Book Promotion



## CAN LIBRARIES SAVE THE BEA BOOK FAIR?

Reed Exhibitions, parent company of BookExpo America, is in discussion with the American Library Association about taking over the organization's two main meetings--the June annual convention and the January midwinter meeting.



The reason for Reed wanting to combine the fairs is that it appears the BEA is not doing well. While combining the shows would increase attendance, the missions and the attendees of the two shows do not match. See <http://bit.ly/cftaSZ>

## THE 13 BOOKS NOBODY'S READ BUT SAY THEY HAVE



For hundreds of years, reading has been considered one of the highest forms of enlightenment. Because of the meaning and value we ascribe to books, few things are as immediately impressive as a person's reading history.

That's why people lie.

"Oh yes, 'A Portrait Of The Artist'? A fine, fine book. '1984' is great, too."

The books considered "classics" are the biggest victims--after all, you can't impress your friends or a date if they haven't heard of the book.

So here are 13 books that people say they've read, but most actually haven't. Some people skimmed these a million years ago in school, others may have admirably attempted to read them but ultimately quit, and some people just flat-out lie.

<http://www.huffingtonpost.com/blackberry/p.html?id=703762>



**USA Today**, the nation's second largest newspaper, is making the most dramatic overhaul of its staff in its 28-year history as it de-emphasizes its print edition and ramps up its effort to reach more readers and advertisers on mobile devices

## CONSULTING WITH DAN POYNTER

Dan Poynter is available to help you in all phases of book publishing from filling-in unfamiliar forms to complete marketing plans.

Dan can help you by telephone or he will come to you. Most consulting is by telephone as Dan is constantly traveling.

For details and pricing, see

<http://parapub.com/sites/para/speaking/edutrain.cfm>



## WHY KINDLE FAILED IN THE CLASSROOMS



Expectations were high a year ago when seven US colleges signed up with Amazon to test the online retailer's large-screen Kindle DX e-book reader.

Although the device allowed students to highlight text and make notes, many complained that it was difficult to use these features and said the Kindle was more suitable for casual reading than for the classroom.

Meanwhile, some business schools, particularly those that are smaller and more innovative, have switched their attention to Apple's iPad launched this year.

<http://www.ft.com/cms/s/2/e185bce2-b76a-11df-839a-00144feabdc0.html>

## YOU CAN SPEND A DAY WITH THE MASTERS OF BOOK MARKETING

Next opportunity: November 13 in Phoenix.

Where is book publishing going and how can you profit from the changes?

Three Masters in Independent Publishing have put together dynamic sessions in their all day Published Authors Book Marketing with the Masters Summit PLUS a bonus Dinner designed to take published authors to the next, next level in their book marketing and selling achievements.



Judith Briles, Brian Jud and Dan Poynter have joined to host workshops for published authors--only. For details, see [www.MastersOfBookMarketing.com](http://www.MastersOfBookMarketing.com)

## DAN POYNTER WRITES BOOK ON AIR TRAVEL

*Air Travel Handbook: Tips, Tricks, and Secrets on Flying.*

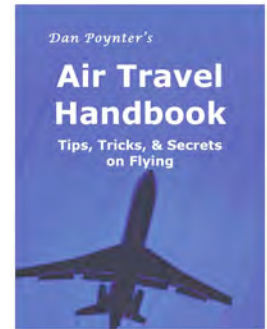
Dan Poynter has collected travel tips from colleagues and from his own journeys. Travel can be easier and more fun if you know the inside secrets of the hospitality industries.

The eBook is just \$4.97; in paper it would be much more expensive.

### Available from

<http://www.smashwords.com/books/view/24746>

<http://smashwords.com/books/search?query=dan+poynter>



## KEY WEST ADVANCED SPEAKER-CONSULTANT MASTERMIND EVENT

Learn and get a jump-start on professional speaking.

**The challenge:** Most authors are introverts. They find speaking to be more necessary than fun. As an author, there are many ways to cash in on your expertise. Professional speaking is a high-payig profit center.

**The solution:** A overly-qualified faculty that takes an interest in you. Authors, themselves, they understand your assets, your abilities, and your anxieties.



**Follow-up:** Learning events are great, doing something with what you learned is even better. All attendees receive six months of personalized telephone follow up implementation mentoring from retreat headmaster Ed Rigsbee.

Accelerate Your Business/Career to the Next Level With Alan Weiss, Ford Saeks, Ed Rigsbee & Sam Horn. They are the most-successful, highest-paid speakers with the latest information.

**Mark your calendar: December 1-3, 2010**

What better way to start off December than to invest your time and money in a valuable retreat in Key West? [http://www.rigsbee.com/key\\_west\\_2010.htm](http://www.rigsbee.com/key_west_2010.htm)

## BOOK CONTEST REWARDS EXCELLENCE IN INDEPENDENT PUBLISHING

The 2011 National Indie Excellence Awards are open for submissions.

Books published by self-published authors, small press, and independent publishers can be submitted for consideration in the categories of their choice.

Winners and Finalists will be announced nationally in mid May 2011 in time for the Book Expo America.

Top prizes include national book publicity campaigns and the ability to highlight the awards in marketing endeavors.



NIEA recognizes excellence in independent- and self-published books, a category that accounts for a rapidly growing segment of a publishing industry going through almost constant transformation.

For information about the contest including how to submit books, please visit [www.indieexcellence.com](http://www.indieexcellence.com). The deadline for entries is March 31, 2011.

*"Awards that recognize excellence support more than sales for the independent and self-publishing authors and small presses who win them; they make our entire industry look good. The National Indie Excellence Awards does us all a great service."*

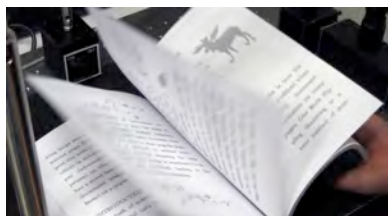
- Dan Poynter, author of *The Self Publishing Manual* and 100 other books

*"I think contests - and awards - are great, especially for writers. I only won one in my life - but it changed the course of my life. When I was 21 I won a creative writing contest at college. Wow! I was a writer and never looked back."*

- Barnaby Conrad, Author of 30 books, including *Matador*, *La Fiesta Brava*, *The Encyclopedia of Bullfighting*, and *How to Fight a Bull*.

Contact: Ellen Reid 310-862-2573 [ellen@indieexcellence.com](mailto:ellen@indieexcellence.com)

## JAPANESE RESEARCHERS CAN SCAN A BOOK AS FAST AS A PERSON CAN FLIP THROUGH IT.



A prototype ultrafast scanner capable of digitizing a book in one minute will be built within two years, said the chief researcher of the team at the University of Tokyo's Graduate School of Information Science and Technology.

Read more: <http://www.news.com.au/technology/japanese-scientists-find-a-new-way-to-scan-books/story-e6frfro0-1225920589287-ixzz0zVmQ1IJA>

## **AUTHOR 101 UNIVERSITY OCTOBER 29-31 IN LAS VEGAS**

--Rick Frishman

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.



You'll hear from...

--Brian Tracy (he will help you achieve your personal and business goals faster and easier than you ever imagined)

--Rick Frishman (best selling author, Morgan James Publisher and the go-to guy for author publicity)

--Barbara DeAngelis (one of the most influential teachers of our time, with four NY Times #1 best selling books)

--Tom Antion (internationally acclaimed Internet Marketing Expert)

--Loral Langemeier (NY Times best selling author and one of today's most dynamic and pioneering money experts)

--There are 19 other fabulous speakers - AND a Publishing Panel of publishers, agents, and editors that you can meet and talk with. This is going to be an amazing event and it is going to sell out fast.

LITERARY AGENTS are looking for your book - Don't participate in the recession - this event will change your life!

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and get the details and watch videos from some of the previous attendees.

## **SAN FRANCISCO WRITING FOR CHANGE CONFERENCE**

--Elizabeth Pomada

This is mostly for nonfiction writers who seek to change the world, one book at a time.

It will held at the eco-friendly Hilton/Financial-Chinatown on November 13 & 14.



John Robins (Diet for a New America) and Dan Millman (Way of the Peaceful Warrior) will keynote.

Authors, editors and agents will address change of all kinds, from the personal to the planetary, including ecological, environmental, political, legal, social, health & nutrition, spiritual and anything else you can think of! Details: [www.sfwritingforchange.org](http://www.sfwritingforchange.org).





# ParaTips



## RULE OF SEVEN

by Rick Frishman- Publisher Morgan James Publishing

<http://www.morganjamespublishing.com>



In public relations, there is a rule called “the Rule of Seven,” which also applies to following up. According to the rule, it takes seven steps, calls or emails, to actually get a booking. “Expect six no’s before you get a yes – - – or, after seven attempts, you may never get a yes and have to move on. Whenever they say no, be gracious. A no may be no for now, but not forever. Never burn bridges.” Rick advises.

When you’re following up, it may not take seven calls or emails to connect with your contact; he/she may cut you off after just one. Nevertheless, be prepared to make seven honest attempts. If, after giving it seven whole-hearted tries, you haven’t connected, move on. Rethink your options and go to Plan B. Move that contact to your C List. Drop him/her an occasional email or postal mailing to remain on his/her radar screen, but bypass him/her and get on with your life.

**Although your contact may not need or want to see you now, be professional.**

Proceed with dignity and respect for your contact’s time. Networking is a long-term process, not just quick hit or miss shot. It’s about how you live your life, how you treat others and most people will notice. By being understanding, patient and principled, doors will remain open for you and sometime in the future you could connect.

When you receive rejections, when contacts don’t respond favorably, don’t become discouraged or upset. Don’t get angry or give up. Instead, turn to other sources, focus your energy on other contacts and keep on plugging! Building and maintaining relationships takes patience, persistence and principles. It also takes following up, following up, following up – - – but it can get you the pot of gold.

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

## AVOID INDUSTRY JARGON

--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).



In most cases, the person interviewing you, as well as the publication’s readers, are not as intimate with your industry as you are. Therefore, they need the information you give them to be understandable and at a layperson’s comprehension level. The best approach is to avoid speaking with industry jargon or using techno-terms. Instead, speak as if you were explaining something for the first time. –

## BOOK DESIGN:

### Everyone needs a Photo... Right? Headshots and other Photo Tips.

--- 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



Know, like and trust. This is what we build with our books, services and website. Visuals play a big part in creating this trust. And we all know we need a photo. Just how important that photo quality is depends on how you will be using it.

If you plan to use it for web use, the resolution doesn't have to be very high, 72dpi will work fine. But anytime you plan to use a photo for print work you need to be sure the resolution is as high as you can get for best quality reproduction. Professional photographers will make your files high resolution. You'll also need to think about the style you want them to be. Be sure to cover all looks, suit, jacket, dress, sweater, scarf, tie, accessories or not. Do a variety for best use of time and try not to do all the photos as planned poses.

If you want to take your own photos, I suggest you consider the following:

When taking shots with your own camera be sure it is at least 7 or more mega pixels and is set at the highest resolution it will go, or ask around at your local professional photo store to see if they rent hi-res, quality lens cameras, then you can plan for a day or two to shoot and the quality will be clearer and higher resolution.

There are a few things to keep in mind when you use your own photos:

1. the camera mega pixel count and quality of lens, use a tripod for more formal still shots
2. framing: be sure there are no unwanted items in the background
3. lighting: be sure you can be seen clearly without hot spots or red eyes
4. plan using different camera angles depending on where you are shooting. Use nature to help you by choosing locations with trees and flowers to add color.
5. be sure the setting, background is in proper taste for the clothes you are wearing.

What's important is that the photo you use represents the YOU you want to be seen as. We all wear different faces, photos, for different purposes. For social networking sites, for back of books, for Press Releases, for website, for seminar sales. Each should offer a different look building the know, like and trust aspect of your platform.

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

## WORD TRIPPER

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

**Spectacle, spectacles** - A "spectacle" is a large-scale public show or display. "Spectacles" are eyeglasses. "I attended the Hollywood premiere, but I couldn't fully appreciate the lavish spectacle because I forgot to bring my spectacles."



## BEING A TEASE CAN BE A GOOD THING

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



Many forms of entertainment have been releasing free chunks of content for promotional use for ages. The music industry has singles. The movie industry has trailers. Publishers and authors have to figure out ways to do the same thing with the written word.

The good news is there are lots of ways to do this. As authors, you should be taking advantage of all the technology available—by uploading content to websites and social networks that allow book excerpts ([FiledBy](#), [BookBuzzr](#), [Scribd](#), [Redroom](#), [SlideShare](#)), posting samples on your website, [tweeting](#) about your samples online, etc. Do not be afraid to put your content out there. Tease the readers. Leave them wanting more.

## THINK OF YOUR BOOK AS A FREEZE-DRIED PROCESS

--Naomi Rose



We're used to thinking of books as products. But when you're actually writing your book, it's a *process*—not only what happens on the page, as you make your way through various drafts and revisions, but also inside *you*. When you begin writing a book that you really want to write, often fears, hesitations, and doubts arise. How you bring yourself back to your intention and stay the course is a process that actually infuses the writing. Then, when your readers open the pages of your book, they are taken into the experience far more deeply than if you only set out to write a "product." In fact, you could view what your readers get to experience (once they open the book's covers) as a *rehydration* of the process, because now it's alive in them. Try this out and see how it affects your writing. You may like seeing a book as a freeze-dried process instead of as a product. It could enliven your writing in an exciting way.

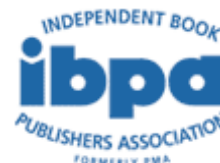
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Naomi Rose is an award-winning writer, a Book Developer, and the creator of "Writing from the Deeper Self." She works with both first-time and experienced book writers, nurturing the writers as well as their work. [www.essentialwriting.com](http://www.essentialwriting.com).

## 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>



**DICTIONARY**

--Peter Beren, 510-821-5539, [peterberen@aol.com](mailto:peterberen@aol.com). Publishing Consultant and Literary Agent w/30 years experience will help you reach your goals. [www.PeterBeren.com](http://www.PeterBeren.com)

**Headband**, noun. A piece of material sewn to the spine of a hardcover book to reinforce and/or decorate the binding.

Example in context: *Adding headbands will not only reinforce the binding, they will make the package look classier. What is the per copy cost?*



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# ParaResources



## RECOMMENDED BOOK WRITING & PUBLISHING 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://parapub.com/sites/para/resources/supplier.cfm>



## THE PARAPUBLISHING BLOG

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

See

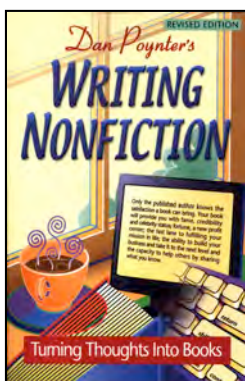
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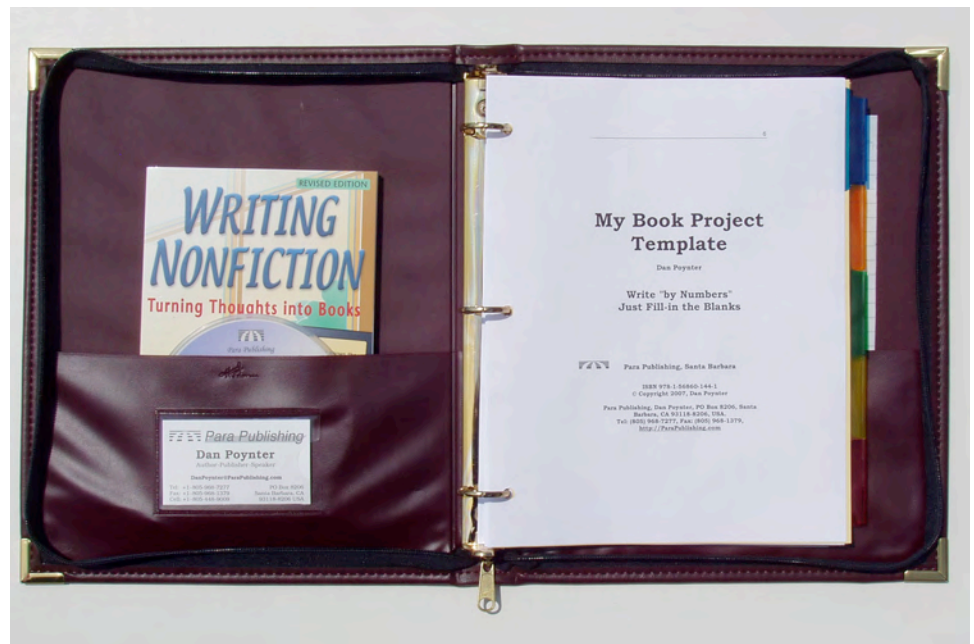
F-R-E-E SAMPLE of chapters one to three:

<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerexpress.html>

### **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>



**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>

A FedEx survey of small businesses finds that 87% of respondents report that printed marketing and advertising tools are somewhat to very effective at driving customers to businesses, and 61% believe traditional marketing and advertising methods are more effective than web-based counterparts at bringing in customers.

Are you taking advantage of IBPA Coop mailings?

--Henry Ayala Tu-Vets Corporation Since 1948 [www.tu-vets.com](http://www.tu-vets.com) [henry@tu-vets.com](mailto:henry@tu-vets.com)  
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**Book Printing at the Best Price**  
by Dan Poynter

**T**he only way you will ever know if you are paying the best price for printing is to get bids from all the well-established book printers. This instant report can help you do that. It provides a list of printers, it shows you how to make up a Request for Quote (RFQ).

**Types of printers.** For our particular discussion, printers may be divided into three groups: Fulfillment, specialty and instant. Fulfillment printers do a little bit of everything and instant printers specialize in things like Kindle's. Yes, however, most specialty printers are primarily print books. There are more than 40,000 independent commercial printing companies in the U.S., but fewer than 25 print anything but books. And now there are fewer than 20 that do digital book printing. Deal with specialists.

In this age of specialization some printers concentrate on books, while others do business cards, magazines or newsletters. General (fulfillment) job printers cannot compete with the specialists who are set up for one type of work, may run their shops in the same process and buy just a few kinds of paper or coated book. Many of the most competitive book printers are located in Michigan. They manufacture books and other products in certain sizes, quantities and bindings. Book loss equipment set up for one style. Any variation costs more. This is why a printer will not enter an one type of book and higher in another.

**Get bids.** Before several printing quotes. You will find more bids in 10-15 minutes than you can get. These price differences are startling as it goes to sleep. Some printers are too busy for you, some are busy in something other than books and some are too busy. You need a good one who accepts the work and specializes in short run printing, 10,000 book printing.

**Want to deal with a printer nearby?** Your printer will be as close as your telephone, email and fax machine. The job will probably be sent in the middle of the night so you won't be there to see it. Many printers have local reps, though their plants are far away. Even if you order a book printer within driving distance, you may find they have decided to print your book in another place on the other side of the country. You want the best price on the books and trusting delivered to your door. It does not matter where the printer is located.

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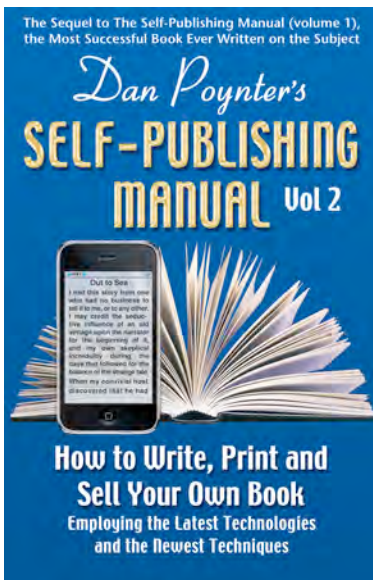
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### THE SELF-PUBLISHING MANUAL, Volume 2

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.

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- 📖 *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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- 📖 Bypass the publishers and go directly to a short-run book printer.
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**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/>

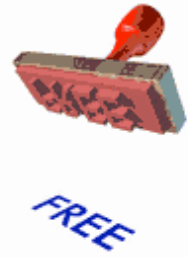
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# ParaFreebies



## THE MAKING OF A BOOK COVER

Watch the action.

<http://www.youtube.com/watch?v=yoDCiTsS7dU>



## INTERVIEW WITH DAN POYNTER ON THE COMING CHANGES IN THE BOOK INDUSTRY

What are the paradigm shifts that have turned the book publishing industry upside down?

Dan Poynter joins Jim Blasingame talk about how the book industry is changing and why that's good news for anyone who wants to become an author.

<http://www.smallbusinessadvocate.com/small-business-interviews/dan-poynter-8453>

## THE BOOK ON FULFILLMENT: THE CRITICAL QUESTIONS YOU MUST ASK ANY POTENTIAL INFORMATION PRODUCT FULFILLMENT PARTNER

--Bred Ridgway

<http://www.freebooksforall.com/The%20Book%20on%20Fulfillment.pdf>

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

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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.

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>

## **2010**

September 24-26. VALLEY FORGE. 11th annual Express Yourself Published Authors Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500.

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

September 30. MARLOW, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Morning. Crowne Plaza. Fmi: [info@bookmidwife.com](mailto:info@bookmidwife.com), +44

(20) 8364 2884, [Http://www.BookMidwife.com/seminar](http://www.BookMidwife.com/seminar)



September 30 – October 3. MARLOW, UK. Crowne Plaza, Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504, [http://www.professionalspeakersassociation.co.uk/events/event\\_details.asp?id=26829](http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829)

[d=26829](http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829)

October 22-24. MYRTLE BEACH. South Carolina Writer's Workshop. Fmi : Carrie McCullough, [mcculloughca@bellsouth.net](mailto:mcculloughca@bellsouth.net), 706-798-9545.

<http://www.myscww.org/conference/> Hilton Myrtle Beach Resort.

November 13. PHOENIX. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. FMI: Brian Jud, (800) 562-4357, [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion. <http://www.CatWriters.org>



December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

## 2011

February 11-18. RENO. Parachute Industry Association. FMI: <http://PIA.com>

February 18-20. ATLANTA. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

March 12. CAPE TOWN, South Africa. Book Camp with Val Waldeck of Durban. FMI: +27 (0) 83 273 4700, [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net), <http://www.ValWaldeck.com>

March 14, CAPE TOWN, South Africa. Dan Poynter on *PowerPoint Tips & Tricks* and *Speaking Disasters*. Professional Speakers Association of Southern Africa (PSASA), Cape Town Chapter. 19:00 – 21:00 hours. FMI: Mark Berger, [Mark@MarkBerger.co.za](mailto:Mark@MarkBerger.co.za)



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.psaholland.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.psaholland.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>

May 21-23. NEW YORK. IBPA Publishing University

Fmi: <http://www.PMA-online.org>

**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://www.asiaspeakers.org/apss/component/option,com\\_joomevents/Itemid,83/func,shcatev1/categid,4/](http://www.asiaspeakers.org/apss/component/option,com_joomevents/Itemid,83/func,shcatev1/categid,4/)

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:

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

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

NSA/US Convention.

[Marriott Anaheim](#). Location Phone: +1-714-750-8000

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

**GERMANY.** GSA Sept 2011. Munich.

(GSA) convention. <http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>

**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://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=1318&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming)

# 2012

**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://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=986&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=986&show=upcoming)

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



National Speakers Association. 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 3700 504,

[http://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=1318&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming)

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Prove your love for this newsletter by forwarding it to your book colleagues.

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# ParaHumor

## Fun with Words



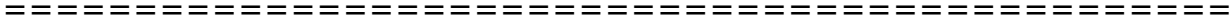
### **A DICTIONARY OF THE NEAR FUTURE**

--Douglas Coupland in *The New York Times*

The thing about the future is that it never feels the way we thought it would. New sensations require new terms; here are a few such terms to encapsulate our present moment.

[http://www.nytimes.com/2010/09/13/opinion/13coupland.html?\\_r=1&adxnnl=1&adxnnlx=1284815058-/X1v/B6QV/72HAFoKIZXFQ](http://www.nytimes.com/2010/09/13/opinion/13coupland.html?_r=1&adxnnl=1&adxnnlx=1284815058-/X1v/B6QV/72HAFoKIZXFQ)

(Generic Smiley)



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