



Your Publishing Poynters Newsletter: September 1, 2007

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.

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For the Small Print, scroll to end.

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IN THIS ISSUE FROM PARA PUBLISHING
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- 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)

<A-----ParaNews-----<

1. CENTRAL PLAINS BOOK MANUFACTURING of Winfield, Kansas, has filled for Chapter 11 bankruptcy and the company's 70 workers have been laid off. A buyer is being sought. See

http://www.arkcity.net/stories/080807/com_0003.shtml

2. PEOPLE ARE READING eBooks ON HAND-HELD READERS. The word is "portability" while reducing the weight and volume of the things we carry. It is easy to turn on your iPod, Pocket PC, Palm device, etc. to read a book. See

http://www.nytimes.com/2007/08/09/technology/circuits/09basics.html?_r=1&oref=slogin

3. KAMPMANN TO PUBLISH OJ BOOK. Beaufort Books, a division of Midpoint Trade Distribution, has signed a deal with the Goldman family to publish If I Did It by O.J. Simpson. Eric Kampmann, president of Midpoint, started Beaufort in 1980.

See

<http://www.publishersweekly.com/article/CA6468951.html>

The Today Show:

<http://video.msn.com/v/us/msnbc.htm?g=192a6bf6-bc74-4569-a6b8-ec10b1e4999d&f=00&fg=>

PW interview:

<http://www.publishersweekly.com/article/CA6468998.html>

BOOK SUMMIT 2008 TO RETURN TO NYC.

The next Summit will be held on Wednesday, September 26, 2007, at the Small Press Center, 20 W. 44th St, New York City. Mark your calendar now. See

<http://www.BookSummit.com>

4. DAN POYNTER IS COMING TO VISIT. Please alert your writing and publishing colleagues.

Adelaide, Albany, Amsterdam, Auckland, Barcelona, Cape Town, Christchurch, Dallas, Durban, Goleta, Halifax, Johannesburg, Kuala Lumpur, Las Vegas, London, Los Angeles, Melbourne, Millbrae, Munich, Nashville, New York, Norfolk, Oklahoma City, Orlando, Puerto Vallarta, Sacramento, Seattle, Singapore, Valley Forge and 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>

5. DAN POYNTER'S SEMINAR WITHOUT YOUR TRAVEL.

You can get Internet access to his 3+-hour New Book Model video program. You will see & hear him in action with more than 150 PowerPoint slides. It will be just like attending one of Dan's seminars without the travel and parking. Dan will take you through writing your book, publishing it and promoting the book. Nothing is left out. And you can go back to review any part or the entire show anytime you'd like, as many times as you'd like. This is his complete program—the one he has been doing all over the world as he flies more than 4,000 miles/week. See the 39-second description at

<http://northstarm2s.com/m2sv2/Dan1promo.html> (Need high-speed Internet access)

and

<http://www.selfpublishing-biz.com/>

6. 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.

7. GET THE SELF-PUBLISHING MANUAL FOR \$13.57. Yes, the all-new, completely revised 16th edition can be yours for much less than the cover price of \$19.95. See

http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-16th/dp/1568601425/ref=sr_1_1/002-1944765-4811212?ie=UTF8&s=books&qid=1177864204&sr=1-1

You save 32%. Act now.

8. SHAMELESS NEW PRODUCT ANNOUNCEMENT—From Para Publishing.

Write your book by-the-numbers: just fill in the blanks.

You have heard of paint-by-the-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 in a binder 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 33-page book-writing template in a 3-ring binder. You just fill in the blanks. Each page of the frontmatter, chapter headings and backmatter tells you what to put on that page—your book is structured and ready for your material. See

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

Writing-by-the-numbers will accelerate your book project by helping you visualize the entire project and by guiding you through the writing process.

9. GET OUT OF JAIL F.REE. Four enterprising prison inmates accused of trying to use copyright law to gain freedom. See

http://www.ananova.com/news/story/sm_2423307.html?menu=

>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

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

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<B-----ParaTips-----<

1. YOU GOT TO HAVE AN ELEVATOR SPEECH!

A monthly tip from Rick Frishman Pres of Planned TV Arts

<http://www.plannedtvarts.com>

- You only have one chance to make a first impression!-= And you have about 30 seconds to do it. That is why you need an elevator speech.

Write a description of your book that you can reel off in twenty to thirty seconds. Then, trim it to about twenty seconds, and ten to fifteen seconds for the media. Radio news

segments come in ten-second increments, and if you can't say what you need to in ten seconds, media people will stop listening.

Make your elevator speech interesting enough to attract immediate interest, powerful enough to be remembered, and convincing enough to stir overloaded listeners into action. Explain in twenty seconds or less (1) what your book is about and (2) the benefits readers will receive.

Examples of effective elevator speeches are:

**At 350 pounds, I nearly broke the scale. Now I'm a size 8. My book, Lopping It Off, will show anyone how to lose and keep off weight. Guaranteed!

**Filled with exotic, heart-stopping, erotic adventure, my new novel, Paris to Hoi An, will leave you breathless and glued to your seat. It will make every part of your body tingle.

**Fire employees without being sued. Avoid costly, time-consuming, and disruptive lawsuits-even in the most contentious situations.

**Save lives in the most critical medical emergencies with Dr. Fischer's Little Book of Big Emergencies. It easily fits in your pocket or purse.

**Literary agents sell books. Find the right one for you in Author 101, where top agents tell writers how to identify, interest, and sign with the best agents.

Before writing your elevator speech , take a closer look at your book. Then insert the answers to the following questions:

1. What is most interesting or unusual about your book?
2. What makes your book most memorable?
3. What are the three most important benefits that readers will receive from your book?
 1. _____
 2. _____
 3. _____
4. What differentiates your book from titles on the same or similar subjects?
5. What are the first responses you receive when you tell people about your book?

Remember to explain in twenty seconds or less (1) what your book is about and (2) the benefits readers will receive. As much as you may be tempted, don't go into why you wrote it.

Remember to get my free " Million Dollar Rolodex" at <http://www.rickfrishman.com> More tips in the next newsletter Rick

2. CONTROL YOUR BOOK'S BRAND IMAGE

--Kathi Dunn, Dunn+Associates Design, <http://www.dunn-design.com>

You're self-publishing and you want control over your book. So you hire lots of individual vendors to be involved in your book's creation and marketing. With so many unrelated, and sometimes inexperienced people adding their creative inspirations to your project, you may very well end up with mishmash of separate marketing pieces that don't tie together in look or feel ... much like having a closet crammed with shirts, pants and jackets, but no complete outfits to wear. To achieve the sales and recognition you deserve, choose one designer or design firm who is committed to building your brand and holding it together for you.

3. WHAT CAN THE PMA, THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU? See

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

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

4. 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>

5. BOOKTOUR.com

--Clint Greenleaf, Greenleaf Book Group, clint@greenleafbookgroup.com.

Are you taking your book on the road anytime soon? Before embarking, sign up with BookTour.com. Launched late last year, the site allows authors to create a profile with a biography, list of books (with links to Amazon.com), and a tour schedule. Interested readers, members of book clubs, or anyone looking to book a speaker can then log in and browse current tours by region, genre of book, or dates of availability. As it grows, BookTour.com should prove to be a valuable resource in connecting authors with audiences, regardless of where you are in your career as a writer.

6. THERE'S MORE TO BOOK TYPESETTING THAN YOU THINK

-- Michele DeFilippo, www.1106design.com

Everyone has word processing software, so it's easy to assume that laying out a book is a quick and easy job, but this is rarely the case. Book composition isn't about placing words on the page; it's about reading comprehension.

A few examples: Facing pages should end on the same line; there should never be a hyphenated word on the last line of a right-hand page; words in all caps should be set in "small caps"; there should never be overly tight or loose lines; the number of hyphens in a row should be limited to two or three; the first line of a paragraph should not be on the bottom of a page, or the last line of a paragraph on the top of a page; there should never be "word stacks," that unfortunate occurrence when the same word lands in the same spot on several lines. Of course, the text doesn't always cooperate, so that's when an experienced book typesetter will adjust other lines and paragraphs and work back and forth until these annoying distractions are eliminated. All this is in addition to choosing the right fonts, at the right size, and with the right margins and line spacing to guide the reader's eye in an orderly manner down and across the pages.

Professional layout software has the controls needed to compose book-quality type. Word processing software does not. But software is only a tool; knowledge and experience are also required. Your book designer is trained in the art of creative page design and will routinely override software defaults for a better look.

Reviewers and booksellers will immediately reject an amateur job. A professional interior design is just as important as the cover in visually establishing the credibility of your book before anyone has had a chance to read it.

==SHARE YOUR TIP. Send it to 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. GALLEY COVER LAYOUT FORM. Paint by the number outline. See Document 149 at <http://parapublishing.com/sites/para/resources/allproducts.cfm>

2. IS YOUR BOOK BEING RECOMMENDED?
What book should people read next?

Here is a site that recommends books based on what you are reading now.
<http://whatshouldireadnext.com>

3. WHERE TO SEND REVIEW COPIES AND NEWS RELEASES. Advertising space is expensive. Editorial space is free. Use these lists to send review copies to magazines, newsletters, ezines, special contacts, and newspapers with subject-specific and book review columns. Review copies and news releases are your least expensive and most effective form of book promotion. For a current list of magazines and counts, see <http://parapublishing.com/sites/para/resources/maillist.cfm>

4. Our revamped web site has a dynamite search engine. It can even locate tips, resources and information in our newsletters over the past 10 years. This is an infinitely-valuable research tool. Try it <http://ParaPub.com>. See the Search box at the top of the page.

5. IF YOUR TITLE IS NOT SELLING THE BOOK, CHANGE IT. You can make any changes you wish in your next edition (the authority is confirmed to you by the First Amendment of the Constitution of the United States.) For a list of well-known books that had alternative original titles, see Document 156 at <http://parapublishing.com/sites/para/resources/allproducts.cfm>

6. IF YOU OR A COLLEAGUE ARE WORKING ON A SPECIAL GENRE, we have specific resources for you.

CHILDREN'S BOOKS: Resources for Writing, Producing and Promoting Juveniles lists the help you will need to write, produce, publish and promote this unique type of book. Document 610, 5 pages, Paper: \$11.95; self-service Electronic: \$7.95. See and scroll down at <http://parapublishing.com/sites/para/resources/allproducts.cfm>

COOK BOOKS: Resources for Writing, Producing and Promoting Books on Food lists the help you will need to write, produce, publish and promote this unique type of book. Document 613, 7 pages, Paper: \$10.95; self-service Electronic: \$6.95. See and scroll down at <http://parapublishing.com/sites/para/resources/allproducts.cfm>

NEW AGE BOOKS: Resources for Writing, Producing and Promoting Books on meta-physics, the occult and new thinking. Provides the leads you need for more information. Names and numbers. Document 617, 3 pages, Paper: \$9.95; self-service Electronic: \$5.95. See and scroll down at <http://parapublishing.com/sites/para/resources/allproducts.cfm>

RELIGIOUS BOOKS: Resources for Writing, Producing and Promoting theological books. Lists the information sources you need to successfully publish and promote religious books. Document 618, 4 pages, Paper: \$9.95; self-service Electronic: \$5.95. See and scroll down at <http://parapublishing.com/sites/para/resources/allproducts.cfm>

SCREENWRITING: Fiction (theatricals) & Nonfiction (documentaries) by Gail Kearns is jammed with tips, ideas and resources on writing screenplays from Movies-of-the-Week to sitcoms. She also tells you how to protect your work. Document 638, 8 pages, Paper: \$11.95; self-service Electronic: \$7.95. See and scroll down at <http://parapublishing.com/sites/para/resources/allproducts.cfm>

TRAVEL BOOKS: Resources for Writing, Producing and Promoting Guidebooks. Lists the information sources you need to successfully publish and promote travel books. Document 616, 5 pages, Paper: \$10.95; self-service Electronic: \$6.95. See and scroll down at <http://parapublishing.com/sites/para/resources/allproducts.cfm>

7. PARTNERSHIP PUBLISHING

--Linda Radke

See

<http://fivestarpublishing.com/partnershippublishing.php>

==SHARE YOUR RESOURCE. Send it to DanPoynter@ParaPublishing.com

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I dare you to forward this ezine to writers and publishers.

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<D-----ParaThoughts-----<

WRITE WHAT YOU KNOW
Experience counts.

You must have expertise or experience to be a credible nonfiction author. *Expertise* means you have an advanced degree in the field. *Experience* means you have lived it. You do not need a Ph.D. if you have personal experience, dedication to do research, and a deep desire to spread the word. The most important question is "Have you been there?"

His engineering firm told Bob Bly he would have to relocate from New York City to the headquarters in Wichita, Kansas. His fiancée did not want to leave Manhattan so he resigned and started a new career as a self-employed industrial writer, producing brochures and data sheets for chemical companies and industrial equipment manufacturers.

The transition from employee to freelancer was an educational experience, one he knew many others would go through (or hope to some day). The experience became the topic of his book, *Out on Your Own; From Corporate to Self-Employment*, published by John Wiley and Sons.

<http://www.bly.com>

A fresh outlook can be an asset. When you are beginning in a new field, you have the same questions your readers will have. Write as you learn, record as you study and blossom as you grow. Then run your manuscript by other experts on your subject matter to make sure you have not left anything out or written something you misunderstood. That is your third draft and it is called *peer review*.

"You must have experience to write a good nonfiction book, so please do not write a book on *how to get rich* unless you are already rich." —Patricia Clay, actress.

--From Successful Nonfiction by Dan Poynter

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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. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - FRËE.

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

2. FOR LOTS OF FRËE STUFF, see Freebies Magazine

<http://www.Freebies.com>

==>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.

A. 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.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to use innovative techniques and leading-edge technology to write your books faster, produce your books for less and

promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at <http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 28-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See <http://parapublishing.com/sites/para/speaking/index.cfm>

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on 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>

2007

**August 16-September 16.
ROUND-THE-WORLD SPEAKING TOUR**

August 17-19. DETROIT. Metro Detroit Literary Collective. Fmi: Sheri Brooks, +1-248-763-2254, MetroDetroitLiteraryCollective@MillbNetwork.com, <http://www.mllbnetwork.com>

August 22. SHANGHAI, China. Dan Poynter on book writing and publishing. Professional Speakers Association of China. Fmi: Warwick John Fahy, tel: +86 21 6101 0486, Mob: +86 1391 786 7502, Warwick@WarwickJohnFahy.com, Skype: WarwickJohnFahy.

August 27 ADELAIDE, Australia. Dan Poynter on book writing and publishing. National Speakers Association of Australia (NSAA), South Australia chapter. Fmi: Derrick McManus, Derrick@DerrickMcmanus.com, 0414 600069.

August 28. ADELAIDE, Australia. South Australian Parachute Council of the Australian Parachute Federation. Dan to speak on an aviation topic. Evening. Fmi: Greg Smith, greg@skydiving.com.au, Tel: 0411 875 867

August 30, EDENVALE, South Africa. Dan to speak on an aviation topic. Fmi: Icarus Skydiving School, Manuel Cordeiro, +27 (11) 452 8858, manny@icarus.co.za, <http://www.icarus.co.za>

August 31. JOHANNESBURG, South Africa. Dan Poynter on PowerPoint Tips & Tricks. National Speakers Association (NSA/SA), Johannesburg chapter. Fmi: Annie Greeff, annie@AnnieGreeff.com, Tel: 0860 067272, Tel: 083 468 0164, <http://www.nsasouthafrica.co.za/events/index.asp?Type=Cat&CatID=2>

September 1. JOHANNESBURG, South Africa. Dan Poynter on book writing and publishing. Fmi: Val Waldeck, vwaldeck@telkomsa.net, +27 (0) 83 273 4700

September 6-8. MUNICH, Germany. Dan Poynter on book writing and publishing; a pre-convention event on the 6th. German Speakers Association (GSA). Fmi: Claudia Haider, +49 (0) 81 41 5 35 98 59, c.haider@germanspeakers.org, <http://www.GermanSpeakers.org>

September 11. ALBANY, NY. Dan Poynter on book writing and publishing. Fmi: The Knowledge Network, 1510 Central Avenue, 12205, 518-452-2675, Learn@KnowledgeNetwork.org

September 14-16. NASHVILLE. Parachute Industry Association. Dan speaks on an aviation topic. See <http://www.PIA.com>

September 21: NORFOLK, VA. Turning Speeches into Books. Virginia chapter of the National Speakers Association (NSA/VA). Fmi: Sandy Dumont, (757) 627-6669, Sandy@TheImageArchitect.com, <http://www.nsavirginia.org/>

September 25: NEW YORK CITY. Turning Speeches into Books. New York City chapter of the National Speakers Association (NSA/NYC). Fmi: Debra Burrell, LCSW, 212 754 6232, DebraBurrellCSW@aol.com. <http://www.nsa-tri-state.org/>

September 26: NEW YORK CITY. Book Summit: Industry Leaders Discussing the Future of Publishing in a Flat world. Small Press Center. See <http://www.BookSummit.com>

September 27: VALLEY FORGE. Writers Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500. <http://www.authorsconference.com/>

September 28-30: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500. <http://www.authorsconference.com/>

October 2. LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. <http://www.LearningAnnex.com>. Register on line and save.

October 11 – November 7.
ROUND-THE-WORLD SPEAKING TOUR

October 10. SEATTLE. The full New Book Model Program. How to write, publish and promote your book. DiscoverU, Pacific Science Center, 3rd & Broad Building. FMI: 206-365-0400, info@DiscoverU.org, <http://www.DiscoverU.org>

October 14, FOX GLACIER, New Zealand. Dan to speak on an aviation topic. Fmi: New Zealand Skydiving School, Kirsty Smith, +64 3 302 9141, home@skydivingnz.com, <http://www.skydivingnz.com>

October 15. CHRISTCHURCH, New Zealand. PowerPoint Tips & Tricks. New Zealand Speakers Association, Christchurch chapter (NSANZ). 7-9 PM. Fmi: David Clarkson, david.clarkson@clear.net.nz.

October 16. CHRISTCHURCH, New Zealand. Book writing, publishing & promoting. Fmi: Maria Carlton, maria@MariaCarlton.com, +64 (7) 853 9001, +64 (21) 849 948,

October 18. AUCKLAND, New Zealand. Book writing, publishing & promoting. Fmi: Maria Carlton, maria@MariaCarlton.com, +64 (7) 853 9001, +64 (21) 849 948,

October 19. AUCKLAND, New Zealand. Speaking Disasters: Lessons learned while dying on the platform. New Zealand Speakers Association, Auckland chapter (NSANZ). Fmi: Linda Shaw, lindashaw@xtra.co.nz, <http://www.nationalspeakers.org.nz/comingevents.html>

October 22. SINGAPORE. Speaking Disasters: Lessons Learned While Speaking Professionally. Asian Professional Speakers/Singapore (APSS). David Lim, Fmi: David Lim, david@everestmotivation.com, <http://www.asiaspeakers.org/>

October 24, KUALA LUMPUR, Malaysia. Speaking Disasters: Lessons Learned While Speaking Professionally. Malaysian Professional Speakers Association (MAPS). Fmi: Anthony Fernandez, 019 3160 444, anthony@maps.org.my, <http://www.maps.org.my/index.asp>

October 26. CAPE TOWN, South Africa. Dan Poynter on an aviation topic. Fmi: Pamela Russell, Skydive Ceres, 021 462-5666, chairman@skydive.co.za, www.skydive.co.za

October 27. CAPE TOWN, South Africa. Book writing, publishing & promoting. Fmi: Val Waldeck, +27 (0) 83 273 4700, vwaldeck@telkomsa.net

October 29. CAPE TOWN, South Africa. National Speakers Association/South Africa (NSA/SA), Cape Town chapter. Fmi: Ronnie Muhl, +27 21 702 4050, Ronnie@ronniemuhl.com, <http://www.nsasouthafrica.co.za/default.asp>

November 2-4. LONDON/Heathrow. Professional Speakers Association. (PSA). <http://www.professionalspeakers.org/events.html>

November 6. ORLANDO. The full New Book Model Program. How to write, publish and promote your book. 6:30 – 10:00 PM. The Knowledge Shop, 1000 N Orlando Ave # C, Winter Park, FL 32789, (407) 671-9505, <http://www.theknowledgeshop.us>

December 6-8 HALIFAX. Canadian Association of Professional Speakers (CAPS). Ravi@TeamChrysalis.com, <http://www.CanadianSpeakers.org>

2008

January 3. LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. <http://www.LearningAnnex.com>. Register on line and save.

January 12. MILLBRAE, CA. National Speakers Association-Northern California. Dan Poynter on Turning Speeches into Books. A full day on book writing and publishing. Fmi: Cindy Ventrice, 650-871-4220, info@NSAnc.org, <http://nsanc.org/>

February 9-10. PUERTO VALLARTA, Mexico. Puerto Vallarta Writer's Conference. Fmi: David Lyons, rdlyons1@yahoo.com, +1-903-258-9690.

February 17-23. BARCELONA, Spain. Parachute Industry Association Symposium. Dan speaking on an aviation topic. Fmi: <http://www.PIA.com>

March 14-15. AMSTERDAM, Netherlands. PSA/Holland first national convention. Fmi: Hans Ruinemans, hans.ruinemans@businesstales.com, hans.ruinemans@glocorp.com, +31 35 699 1999, <http://www.psaholland.org/>

March 22 – April 12

ROUND-THE-WORLD SPEAKING TOUR

March 28-30. MELBOURNE, Australia. National Speakers Association of Australia (NSAA) convention. Fmi: secretariat@nationalspeakers.asn.au, 1800 090 024

April 1-2. KUALA LUMPUR. Malaysia Association of Professional Speakers (MAPS) convention. http://www.maps.org.my/events_up.asp. Fmi: Anthony Fernandez, 019 3160 444, anthony@maps.org.my

April 4-6. DURBAN, South Africa. National Speakers Association of South Africa (NSASA) convention, Sibaya Convention Centre. Fmi: Richard Mulvey, 0861 – 444888, richard@richardmulvey.com <http://www.nsasouthafrica.co.za/>, <http://www.nsasouthafrica.co.za/convention2008>

April 26. SACRAMENTO. Northern California Publishers & Authors (Formerly the Sacramento Publishers & Authors). Fmi: Jennifer Martin, jenmartin@surewest.net, info@norcalpa.org, <http://www.norcalpa.org>

May 1-3. OKLAHOMA CITY. Oklahoma Writers Federation, Inc. Convention. Fmi: Amy Shojai, (903) 868-1022, shojai@verizon.net , <http://www.owfi.org/>

May 10. DALLAS. The North Texas chapter of the National Speakers Association. Dan Poynter on Turning Speeches into Books. Fmi: Carlos Sanchez, Hsittraining@aol.com, <http://www.speaker.org/>

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<G-----ParaHumor----->

ANNUAL NEOLOGISM CONTEST

Once again, The Washington Post has published the winning submissions to its yearly contest, in which readers are asked to supply alternate meanings for common words.

The winners are:

1. Coffee (n.) the person upon whom one coughs.
2. Flabbergasted (adj.) appalled over how much weight you have gained.
3. Abdicate (v.) to give up all hope of ever having a flat stomach.
4. Esplanade (v.) to attempt an explanation while drunk.
5. Willy-nilly (adj.) impotent.

6. Negligent (adj.) describes a condition in which you absent-mindedly answer the door in your nightgown.
7. Lymph (v.) to walk with a lisp.
8. Gargoyle (n.) olive-flavored mouthwash.
9. Flatulence (n.) emergency vehicle that picks you up after you are run over by a steamroller.
10. Balderdash (n.) a rapidly receding hairline.
11. Testicle (n.) a humorous question on an exam.
12. Rectitude (n.) the formal, dignified bearing adopted by proctologists.
13. Pokemon (n) a Rastafarian proctologist.
14. Oyster (n.) a person who sprinkles his conversation with Yiddishisms.
15. Frisbeetarianism (n.) (back by popular demand): The belief that, when you die, your Soul flies up onto the roof and gets stuck there.
16. Circumvent (n.) an opening in the front of boxer shorts worn by Jewish men.

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(Generic Smiley)

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