

Your Publishing Poynters Newsletter: June 1, 2005

PUBLISHING POYNTERS

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

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DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB

For the Small Print, scroll to end.

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<1-----ParaNews-----<

A. ISBN AGENCY FINDS ANOTHER WAY TO CHARGE PUBLISHERS.

Now, in addition to the high price for ISBN blocks, the ISBN Agency will be charging and additional \$25/year. The site says "The electronic version of your online ISBN logbook will be f.ree for one year. An annual online service fee of \$25 will be charged thereafter to your credit card."

See

<https://commerce.bowker.com/isbnsan/standards/cgi-bin/isbn.asp>

B. BOOK MARKETING/PROMOTING/DISTRIBUTING WORKSHOP. Dan Poynter has been hosting weekend retreats at his place in Santa Barbara for more than 20 years. Thousands have graduated from his intense two-day course. The next one will be on July 23-24, 2005. The venue is Dan's home/office overlooking the Pacific. The setting is intimate; space allows for just 23 participants and near all of the seats are already taken. Invest in the future of your company now.

For more information on this \$695 event (\$495 for the second person from the same company), see

https://parapublishing.com/dls/yimnydov/R-167_WSBrochure_4.pdf

Or call Becky at +1-800-PARAPUB.

C. ADOBE TO SHUT DOWN DIGITAL MEDIA STORE. See <http://www.pdfzone.com/article2/0,1759,1815262,00.asp>

D. 195,000 NEW TITLES WERE PUBLISHED IN 2004, up 14% from the previous year. New titles released by the largest trade houses rose just 5.4%. Fiction grew 43%, to 25,184 new books. Non-fiction gains were seen in religion, travel and home-economics. Declines occurred in education, history, science and biographies.

--PWDaily

<http://www.publishersweekly.com/PWdaily/CA510344.html>

E. PESTERED BY NEWBIES ABOUT PUBLISHING? As authors and publishers we often attract a lot of questions about breaking into print. One quick, easy solution is to direct them to our InfoKits for help. There are three: on writing, publishing and promoting; writers and publishers get precisely what they need. Just send the newbies to <http://parapub.com/getpage.cfm?file=/infokit.html>
Some savvy authors and publishers even put this item on their web sites:

WANT TO GET PUBLISHED? For complete details, see <http://parapub.com/getpage.cfm?file=/infokit.html>

F. HAL ZINA BENNETT LAUNCHES WRITING PROGRAM. Inner Ocean Publishing, whose book *50 Ways to Love Your Country* enjoyed a good run on the New York Times' bestseller list, recently announced it is launching a new program of year-long mentoring by their top authors. The first of these will be with leading personal and spiritual growth author Hal Zina Bennett, starting with a residential retreat in Sonoma, California, September 14-18, 2005. This program evolved out of this author's more than three decades of successful writing, teaching and mentoring of other writers. Hal is a long-time supporter of independent publishing and is the author of more than 30 successful books of his own, including *Write From the Heart* and *Writing Spiritual Book: A Bestselling Author's Guide To Successful Publication*. He has helped more than 200 authors develop successful projects.

For more information about this program, see www.InnerOcean.com or at Hal's personal website: www.HalZinaBennett.com.

G. DAN POYNTER IS COMING TO VISIT. Please alert your colleagues. Albany, Burlington, Calgary, Carson, Chicago, Costa Mesa, Denver, Everywhere (teleconference), Foster City, Goleta, La Jolla, Los Angeles, Montecito, Orange, CA, Orlando, Ottawa, Philadelphia, Salt Lake City, San Diego, Santa Barbara, Santa Monica, Valley Forge, Vancouver, BC,
(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://parapub.com/calendar.cfm?>

H. LARGE PRINT BOOKS. Some of our books are also available in large print editions. Larger print is designed for the visually impaired, people with reading disabilities and people learning English as a second language. See

<http://www.amazon.com/exec/obidos/tg/detail/-/1568600887>
<http://www.amazon.com/exec/obidos/tg/detail/-/1568601107/>

For information on how you can turn your book into large print editions and get them up on Amazon, see Document 642 at

<http://parapub.com/getpage.cfm?file=products.html>

And for information on producing and selling eBooks at Amazon, see Document 615.

I. WRITE MORE BOOKS; MAKE MORE MONEY, a seminar with Sam Horn and Dan Poynter the day before the National Speakers Association convention. How to write your book and make the choice: Find an agent, locate a publisher or publish yourself. 12:50 – 5:30, Hilton Atlanta , 255 Courtland Street . 1.5 blocks from the Hyatt (NSA Convention hotel).

\$149; \$199 after June 30). FMI: Action Seminars, 805-528-4351,

info@SamHorn.com, <http://www.samhorn.com/>

J. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to

<http://parapublishing.com/getpage.cfm?file=/news.html>. 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.

K. PEER REVIEW. We get our newsletter material from many sources. Occasionally, we get it wrong--or not quite right. Our readers let us know and then we correct the master newsletter before it is posted to our Web site. Thank you for your help. See back issues at

<http://parapublishing.com/getpage.cfm?file=/news.html>

L. WRITERS DIGEST HAS EXTENDED THE ENTRY DEADLINE to its 74th Annual Writing Competition to June 1st 2005. Among the \$30,000 in cash and prizes is a Diamond Publishing Package provided by Outskirts Press (value \$999). For more information about the contest, see

<http://www.writersdigest.com/contests/annual/74th/> or to purchase last year's publication of winners for \$9.95, see

<http://outskirtspress.com/write>

their digital cameras. How do you store your pictures, and have you ever lost digital photos in hard drive crash, corrupt camera card or damaged CD? Can you find your favorite digital photos if you need them? Do you print photographs at home, online or in a retail store? What are the things you love the most and like the least about your shiny silver gadget? Please email laura@bizchronicles.com.

C. Attention HOMESCHOOLERS! Please send me any and all of you hints/tips/stories/digital photos on ORGANISING YOUR HOME-SCHOOL. I am producing a book on this and, as you know, there are as many successful ways of organising as there are ways to homeschool. If you are interested in reviewing the book and/or writing a testimonial for the cover, please let me know.

--Karen Pasqualucci, homeschoolskills@yahoo.ca

D. I have an assigned article from a national magazine to write a story on THE USE OF MASSAGE AS PART OF THE TREATMENT PLAN FOR ADDICTION (smoking, drinking, drugs, gambling, eating, shopping) and would like to interview someone who has used this therapy in their recovery. I will keep names confidential, if requested. Please contact me at polishpen@mac.com.

E. "I am looking for STORIES OF ENTREPRENEURS WHO HAVE STARTED A BUSINESS FROM NOTHING MORE THAN AN IDEA AND HAVE SEEN IT GROW to become a success. Contact: steve@creditnews.com or call Make A Difference Publications at 1-800-407-9044."

F. I'm looking for STORIES ABOUT SITUATIONS THAT LOOK BAD AND TURN OUT TO REALLY BE GOOD. It's only when we see "the rest of the story" that we realize, "This too is for the good!"

The guy walking next to me said "I'm not religious... but today I changed my mind!" He went on to tell about how his car was towed that morning and he missed an urgent appointment.

The appointment was at the World Trade Center, the date was September 11, 2001. We were both hiking because all subway service was knocked out from the attack on the Twin Towers. His "bad luck" saved his life!

Please send to stories@mortyschiller.com or fax to 1-718-228-7828
--Mordechai (Morty) Schiller, Web: <http://www.mortyschiller.com/>
Wordrider Blog: <http://wordrider.blogspot.com/>

G. MONEY SAVING and BUDGETING TIPS: Are you a penny pincher? Have you gotten out of debt or at least gotten on the way? How are you

doing it? What specific decisions and behavior changes have you made to get control of your finances? I'm looking for anything and everything related to saving money and building wealth. Please send your ideas to parapub@opinionnation.net

H. LIKE-ABILITY. Bob Sommers is doing research for his book "People do Business with People they Like" and he is looking for stories concerning the role being liked plays on business success. Do you have a story where like-ability played a major role in your decision making process? Do you know of a Fortune 1000 executive who has the reputation for being a likable person? If so, please share your story along with your permission to print your story with Bob at <mailto:bobsommers@hawaii.rr.com>

I. I would like some original articles for my website on MENOPAUSE. They can be factual, research type articles or personal stories of individual experiences. Approximately 300 - 500 words. David Chandler, david@manifestmarketing.com.au

J. Am looking for examples of WAYS AUTHORS OR WEBSITE OWNERS USE ARTICLES THEY POST ONLINE TO PROMOTE THEIR BOOKS, SPEAKING OR EXPERTISE. If you've submitted articles to Internet directories or ezines, what results did you get? How did that exposure compare with results from book reviews?

Contributions will be included in a book on article marketing and book sales. Case studies and examples provided will be featured on my website, <http://www.promotewitharticles.com> Contributors will receive a live link back to the their site. Lynella Grant, Off the Page Press, grant@promotewitharticles.com

K. Angel Horses: Devine Messengers of Hope—seeking true personal experience stories for an anthology series that celebrates the SPIRITUAL AND MYSTICAL CONNECTION BETWEEN PEOPLE AND HORSES. Visit www.angelanimals.net/angelhorses.html for editorial and payment details. Send to Angel Animals Network, PO Box 26354, Minneapolis, MN 55426 or angelanimals@angelanimals.net. Deadline 9/30/05.

ParaWants are posted/archived for two months at <http://www.u-publish.com/invite.htm>

==>SEND YOUR STORIES WANTED ITEMS to DanPoynter@ParaPublishing.com

A. COMPARE PRICES ON BOOKS. See

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

--Dan Snow, co-author@u-publish.com

B. MAKING BOOK PROMOTION PERSONAL (c)

--Brian Feinblum, www.plannedtvarts.com,

feinblumb@plannedtvarts.com

We know that creating your book is a labor of love -- and time and money. But the biggest step you have to take comes once the book is printed and ready to be sold. You need to have an aggressive publicity and marketing plan -- or else your book gets lost in the tsunami of 195,000 new books published annually. And when you're promoting your book, particularly to the news media, you need to make it stand out.

The best way to show off your book's uniqueness is to make it personal. To differentiate your book from others on a similar topic is not to highlight the contents, but to spotlight your very own story. No one, no matter the subject they write on, can have your story. You are one of a kind -- at least until cloning takes over!

Every day I receive calls from authors and potential clients. They have a diet book, a first-time novel, a tome on how to make money, a book on how to improve one's relationship, literature on how to cook up 500 tasty recipes, or a book on how God spoke to them. In one week I may have spoken to several people in each genre. Multiply that a hundred fold and you get an idea on what you're up against. My advice is to link your work to who you are -- your experiences, your credentials, your personality. We must be able to hear a unique voice from the author even when the books begin to look alike.

So the next time you discuss your book, discuss yourself.

C. SECRETS OF SUCCESSFUL AUTHORS

--Judy Cullins, <http://www.BookCoaching.com>

Create a line or two about your book in your signature file that goes on every email you send.

After your name, title, and benefit statements, add something like:

eBk: "Write your eBook or Other Book--Fast!"

Include your addresses and phone numbers too.

D. DISTRIBUTION TIP

--Clint Greenleaf, CEO of Greenleaf Book Group, LP
www.greenleafbookgroup.com or 512-891-6100

If you do your own fulfillment, take the time to pack the books carefully and securely to minimize costly damaged returns. Horror stories abound about the treatment of book shipments through the major shipping companies.

If your books are not shrinkwrapped, do not pack them with Styrofoam peanuts because the peanuts can crumble in shipping and bend or lodge in pages, rendering your books un-saleable product that will come back to you.

E. LEGAL TIP

--Rich Schell, JD, 847-404-2950, schell@wagneruslaw.com.

When you negotiate rights ask yourself key questions:

- a. What are the rights granted?
- b. Will the rights be exclusive?
- c. If oral, are you ok with a non-exclusive license?
- d. Work for hire implications? Unless you're an employee, or have signed a work for hire, it's probably not a work made for hire.
- e. Change in media issues in pictures or text?
- f. Payment, Royalty? Fee?
- g. Where are the rights being granted for print? Worldwide? First North American? Other English speaking countries?

F. BOOK COVER TIP

--Robert Howard. www.bookgraphics.com

Protective Coating. The best protection for a printed cover from wear is a film laminate. The laminate is applied to the cover before it is glued and trimmed. It is available in gloss or matt finish. The gloss gives a crisp shiny finish. The matt gives a soft look with a silky feel to it.

G. PUBLIC RELATIONS TIP

--Pam Lontos, <http://www.PRPR.net>

Stand out with great pitches. Every day editors and producers are bombarded with stacks and stacks of books and press kits, so make yours stand out and fit their topic. Be unique in your approach to get noticed. Rather than talk about yourself and your credentials in your pitch, tell the editor, reporter, or producer how you can increase their ratings. Talk about their show and their audience, because that is all they're interested in. Think about how to adjust your topic to fit into these shows and publications.

H. WHAT CAN THE PUBLISHERS MARKETING ASSOCIATION DO FOR YOU? See

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

I. CONVERTING PDF BACK TO MS-WORD. See

<http://www.pdfzone.com/article2/0,1759,1815413,00.asp>

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

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“A self-published book is like a home cooked meal. The creator thinks its nirvana, but no one is mistaking you for a restaurant.”
--Alan Weiss

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<5-----ParaResources-----<

A. TURNING YOUR BOOKS INTO SPEECHES. Audiences want to hear from experts and the expert is the author of the book.
As Joe Vitale says: "The word authority has the word author in it."
Here are some speaking resources:

--Statistics on the professional speaking and meeting industries.
<http://parapub.com/statistics/speakstats.cfm>

--SpeakerNet News ezine.
<http://speakernetnews.com/subscribe.html>

--Speak & Grow Rich, Dottie Walters.
<http://www.speakandgrowrich.com/index.htm>

--Speaking Coaching by Patricia Fripp.
<http://www.fripp.com/>

--Media Coaching by Joel Roberts.
JDRob36@aol.com

--Dan Poynter's speaking site. Example of an online media kit.
http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

--Tom Antion's Speaking Resources
<http://www.antion.com/>

--Sandra Schrift's Speaking FAQs.
<http://www.schrift.com/executive/faqs.htm>

--National Speakers Association. NSA convention, July 9-12, Atlanta.
<http://www.NSAspeaker.org>

--NSA Pre-Convention event on book writing and publishing.
<http://www.samhorn.com/wmb.mmm.html>

--Toastmasters
<http://www.toastmasters.org>

B. CHILDREN'S BOOK WRITING CONTEST. Do you dream of writing a children's picture book and having it published? Your dream could come true if you enter the Woman's Day/Scholastic Book Clubs' "I Want to Be a Children's Book Writer" Contest 2005. See
http://www.womansday.com/article.asp?section_id=3&article_id=9635&page_number=1

C. "HOW TO HIRE THE PERFECT PUBLICIST." This eBook by Joan Stewart shows you in step-by-step detail how to avoid the guesswork and save thousands of dollars and hours of aggravation. Learn where to find the publicist who is PERFECT for you, questions to ask, traits to look for, and how to help your publicist help you. Includes special chapters for authors and musicians. \$47.
<http://www.publicityhound.com/hireapublicist.html>

D. TRADE ASSOCIATIONS & PUBLISHING RESOURCES.
BusinessInfoGuide.com provides resources for entrepreneurs and has an extensive list of trade associations for writers and publishing resources. Check out <http://businessinfoguide.com/publishing.htm>.

A similar guide is available for FREELANCE WRITERS:
<http://businessinfoguide.com/freelance.htm>.

E. WANT TO GET RID OF OVERSTOCK, RETURNS, OR DAMAGED BOOKS? Be the Star You Are! an all volunteer 501 (c)(3) charity dedicated to empowering women, families, and youth at risk through literacy and positive media accepts donated books, CD's, and music and re-distributes these resources for FREE to groups in need across

America. The donor receives a tax deductible receipt for the full retail value of the resources donated, and other charities benefit from receiving the donated books and resources. All donors are listed on the Galaxy of Stars donor page on the web site and are thanked in the newsletter, Starsearchers Express, which offers publicity in gratitude for the contribution. Most genre books are accepted except those that advocate pornography, illicit sex, violence, or abuse. Be the Star You Are! especially needs books for children and women. See www.bethestaryouare.org.

Opportunities to sponsor the syndicated radio program are available and all donations/contributions to the charity are tax deductible. Send books to: Be the Star You Are!, 1660 School St. #101 D, Moraga, California, 94556. The motto is "To be a leader, you must be a reader."
--Cynthia Brian, Starstyle® Productions, www.cynthiabrian.com

F. Imago Press is accepting submissions for the fourth annual *OASIS Journal*, an ANTHOLOGY OF POETRY, SHORT FICTION AND SHORT NON-FICTION. All writers at least fifty years old are eligible. Prize of \$100 will be awarded for the best entry in each category. Entry fee of \$10 for prose submissions up to 5000 words, or 3 single-spaced pages of poetry. Submission deadline: July 31, 2005 postmark. All those accepted for publication, including contest winners, will be notified in August. Publication date: October 2005. For submission forms and guidelines, check online at www.oasisnet.org or send SASE to: Imago Press, 3710 East Edison, Tucson AZ 85716.

G. WRITING RESOURCES. Inkwell Newswatch: News and Views for Working Writers. See <http://www.fwointl.com/in.html>

H. BOOK SIGNING LISTSERV. See <http://groups.yahoo.com/group/booksigners/>

I. PUBLISHING GEMS "AN INDISPENSABLE RESOURCE FOR EVERY WRITER, self-published or otherwise." Features more than 150 insider tips from a publishing professional. Now available on Amazon.com for \$9.99.

See <http://www.amazon.com/exec/obidos/external-search?keyword=1932672850&tag=outskirts-pres-20&mode=books>

J. ISBN-13. Beginning on January 1, 2007, ISBN agencies all over the world will assign new ISBN numbers that are 13 digits long, replacing the 10 digit numbers currently provided. See <http://www.isbn-13.info/>

K. BOOK PROMOTION MAILING LISTS. Magazines, newsletters and other places to send review copies and news releases. See <http://parapub.com/maillist.cfm>

L. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION? See our Supplier List. Find typesetters, cover artists, Book Promoters and much more. <http://parapub.com/supplier.cfm>

M. THE GOOGLE HOME PAGE. See <http://www.econtentmag.com/NewsLetters/NewsletterReader.aspx?NewsletterID=267#3>

N. PMA COOP PROMOTION PROGRAMS.

May 31 is the reservation deadline date for:
PMA's Public Library Mailing
PMA's Bookstore Mailing
PMA's Target Mailing for Crafts/Hobby/Sports Titles
For more information or to make your reservation for any of these programs, see <http://www.pma-online.org/programs.cfm>
ALA Book Fair <https://www.pma-online.org/tradeshowsres.cfm>

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

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“Words are vehicles that can transport us from the drab sands to the dazzling stars.”
--M. Robert Syme

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<6-----ParaThoughts-----<

CHAINSTORES: IT'S THE AUTHOR, NOT THE BOOK
by Dan Poynter

One way to get into the chains is through the backdoor. Go to a local chain store and offer a mini seminar on your subject. We used to call these “autographings.” Then you must turn out the crowd. Remember, the store is only providing the venue. They want you to bring in new customers.

Send an announcement to everyone in your email address book and ask your friends, relatives and colleagues to forward the announcement to anyone they know (within driving distance) who will be interested in you or the subject.

Take books to the store. When you get there, proceed to the shelf where your book will be and look for other books very much like yours. Take them back to the presentation/autographing area. When you speak, take time to hold up the other books (puts your book in good company) and praise them. “This is the book that got me started in this business.” “This is the book I keep next to my dictionary for constant reference,” and so on. Your audience can purchase just your book or they can leave the store with three or four. Each person can spend \$20 or \$60. Sixty dollars will impress the store a lot more. And that store will want to stock your book.

Then go to the next chain store. Based on your prior performance, they will want you; they may even have heard of you already. After a few stores, the chain will want your book.

Do not be disappointed when the chain puts you in 300 stores instead of every one of their 850 outlets. Each store is profiled; they know what will sell there. For example, a business title will go into downtown stores while parenting titles will be displayed in stores in the suburbs. Your books will go into the stores where it will move.

It’s the author, not the book.
Stores want authors who sell books.
Books don’t sell themselves, authors sell books.

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

<7-----ParaFreebies-----<

A. PAPERPOINT SEMINAR ON BOOK WRITING WITH DAN POYNTER. If you or a colleague are in the writing stage on a nonfiction book, get this freebie now. Listen at

http://www.michaelport.com/audio/PF2_DanPoynter.mp3 and

Get the handout at

http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html

Scroll down and download the three pieces of P-47.

Then look at the Template and slides and listen to the seminar.

This PaperPoint seminar is just like being there.

B. HOW CAN I USE BLOGS TO INCREASE MY BOOK SALES? Author of How to Write your eBook or Other Book--Fast!, Judy Cullins offers a special report that defines blogs, how they are different from ezines, who needs one, the benefits, and where to share your blog URL. Send an email to: article-blog@bookcoaching.com.

C. SIGN UP FOR eNEWSLETTER JOURNAL. an email newsletter about newsletters and writing, get a complimentary report, _A Marketer's Guide to e-Newsletter Publishing. See

<http://www.internetviz->

[newsletters.com/internetviz/e_article000341690.cfm](http://www.internetviz-newsletters.com/internetviz/e_article000341690.cfm)

http://meryl.notifylist.com/meryl_net.html

--Meryl, Content Maven for Hire, <http://www.meryl.net/blog/>

D. LOOKING FOR THE TOOLS TO TAKE YOUR WRITING, PUBLISHING, AND MARKETING TO THE NEXT LEVEL? Join Jack Canfield, Best-Selling Author of the *Chicken Soup for the Soul* series and newly released success classic, *The Success Principles*, on his new teleseminar and find out how. On this f.ree call, Jack will discuss the tools that every author needs to get from where they are to where they want to be! Remember, Jack's going to share all this with you without charging you a dime! Plus, Jack is also offering a f.ree gift just for being on the call (value is \$97). Space is limited. Click here to see dates reserve your spot today:

<http://www.canfieldtrainings.com/free/443/>

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

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“I make it a rule not to clutter my mind with simple information that I can find in a book in five minutes.”

--Albert Einstein

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<8-----ParaCalendar-----<

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. 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://parapub.com/calendar.cfm>

2005

May 31-June 2: NEW YORK. PMA Publishing University. Dan Poynter on
book promotion. New York Marriott. Fmi: Publishers Marketing
Association, <http://www.PMAonline.org>.

June 3-5: NEW YORK Book Expo America. Javitts Center, New York City.
See
<http://www.bookexpoamerica.com/>

June 6: NEW YORK. 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: 212-371-0280.
Register on line and save. <http://www.LearningAnnex.com>

June 7: ALBANY, NY. Writing & Publishing Your Nonfiction Book, a
seminar by Dan Poynter at the Knowledge Network. Books 101: The full
New Book Model program. 6:30 to 10:00 PM. Fmi: David Gill, 518-452-
2675, Gill@KnowledgeNetwork.org <http://www.KnowledgeNetwork.org>

June 13: TELECONFERENCE on Writing Your Book. International Coach
Federation (ICF). 6:30-8 pm Eastern Time/3:30 Pacific. Global Virtual
Community meeting. The bridgeline for members and guests on the call
is: 646-519-5883, Callers Pin No.: 0684#. Go to
http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html
before the teleconference to get the following handouts.

--Handout. Books 101, P-31: The New Book Model
--P-47 Book Writing Layout Template. 33 pages.
Fmi: Robin Retherford, 541-686-2720, Robin@ActionCoaching.info

June 17: CALGARY. 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 416-591-5293. Register on line and save. <http://www.LearningAnnex.com>

June 18: CALGARY. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Calgary chapter of the Canadian Association of Professional Speakers. FMI: Natashia Halikowski, Natashia@mksLearn.com, (403) 238-5424, http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticle_nbr=51

June 23: SANTA BARBARA. Dan Poynter on books. 32nd annual Santa Barbara Writers Conference. Westmont College, Montecito, 4 pm. Fmi: Marcia Meier, sbwritersconference@cox.net <http://www.sbwc.org/>

July 8: ATLANTA. Write More Books; Make More Money, a seminar with Sam Horn and Dan Poynter the day before the NSA convention. How to write your book and make the choice: Find an agent, locate a publisher or publish yourself. 12:50 – 5:30, Hilton Atlanta, 255 Courtland Street. 1.5 blocks from the Hyatt (NSA Convention hotel). \$99 (\$149 after April 29, \$199 after June 30). FMI: Action Seminars, 805-528-4351, info@SamHorn.com, <http://www.SamHorn.com>
http://parapub.com/speaking/pdfs/%20WMB_MMM_flyer.pdf

July 9-12: ATLANTA. National Speakers Association. Convention. Dates Blocked. See <http://www.NSAspeaker.org>

July 14 TELECLASS. PROMOTE YOUR BOOK NATURALLY--FOR INTROVERTS AND RELUCTANT MARKETERS with Judy Cullins & Dan Poynter. Discover how to promote your book without leaving home. In this 90-Minute Teleclass you will get these results:

- Reach thousands, even tens of thousands via the Internet
- Get targeted Web traffic for your book
- Discover the # one f.free book promotion on the Internet
- Leverage what you have to get the word out
- Share your book with your targeted audience--your style

July 14, 4:30-6:00 pac time 7:30-9:00 eastern time (1 1/2 hrs).
\$45 includes \$29 bonus reports. To register and for the Five Questions Dan and Judy will help you get answers for, go to

<http://www.bookcoaching.com/teleclasses.shtml>

--Judy Cullins, <mailto:judy@bookcoaching.com>

July 19: GOLETA. Lawnchair Larry, an historical aviation presentation. Rotary Club, 7:30-8:00. Fmi: Bill Graves, 805-964-9134, WHGSB@cs.com

July 23-24: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See

<http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

July 26: 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. Register on line and save. <http://www.LearningAnnex.com>

August 12: VANCOUVER, BC. 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 416-591-5293. Register on line and save. <http://www.LearningAnnex.com>

August 13: VANCOUVER, BC. Turning Speeches into Books. Dan Poynter on How to Write Your Book. Calgary chapter of the Canadian Association of Professional Speakers. Terminal City Club, 837 West Hastings Street, Vancouver. No cell phones; no recording. FMI: Kathy Lynn, 604-258-9074, Kathy@ParentingToday.ca, <http://www.CapsVancouver.org>

August 24: CHICAGO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. The Discovery Center, 2940 North Lincoln Avenue, Chicago, IL 60657. 6:30 to 10:00 PM. FMI: (773) 348-8120, <http://www.discoverycenter.cc/>

August 26—28: CHICAGO. Parachute Industry Association. Dan Poynter on an aviation subject. <http://www.PIA.com>

September 10: BIRMINGHAM, AL. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Alabama chapter of the National Speakers Association. FMI: Deborah Boswell, 205-987-8080, Deborah@ProfessionalSpeechServices.net , <http://www.nsaalabama.org/>

September 16-18: RANCHO MIRAGE, CA. Greater Los Angeles chapter of the National Speakers Association. Dan Poynter and the Gold Coast Speakers on master=mind groups. See <http://www.nsaglac.org/>

September 20: 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. Register on line and save. <http://www.LearningAnnex.com>

September 24-25: BURLINGTON, VT. Burlington Literary Festival. Dan Poynter speaking on Saturday and Sunday. FMI: Andrea Grayson, University of Vermont, Continuing Education, 802-656-0415, Andrea.Grayson@uvm.edu, <http://www.vtchamber.com/events/index.html?event=674>

September 28 – October 2: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500. <http://www.infinitypublishing.com>

October 6: SAN DIEGO. 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 619-544-9700. Register on line and save. <http://www.LearningAnnex.com>

October 7-9: LA JOLLA, CA. La Jolla Writers Conference. Fmi: Antoinette Kuritz, jkuritz@san.rr.com, 858-467-1971. <http://www.lajollawritersconference.com/main.html>

October 20: ORLANDO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Shop. Books 101: The full New Book Model program. 6:27 to 10:00 PM. fmi Jan Schwartz, 407-671-9505, <http://www.TheKnowledgeShop.us>

October 21: ORLANDO, FL. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. bemis@nnba.net, <http://www.nnba.net> \$69. Open to the public.

October 24-26: SALT LAKE CITY. The Caterpillar Club; an historical aviation multimedia presentation for the Survival And Flight Equipment Association (SAFE). Fmi: Jeani Benton, 541-895-3012, safe@peak.org, <http://www.SafeAssociation.com>

November 15: 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.
Register on line and save. <http://www.LearningAnnex.com>

November 18: CHICAGO. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. National Speakers Association/Illinois chapter. Fmi: Jeff Korhan, 630-774-8350, [jKorhan@TrueNature.com](mailto:JKorhan@TrueNature.com), <http://www.nsa-il.org/>

November 19-20: FOSTER CITY, CA. Cat Writers Association. Dan Poynter on publishing. Fmi: Fran Shaw, (717) 397-9531, franshaw1@juno.com, <http://www.CatWriters.org>

December 1-3: OTTAWA. Canadian Association of Professional Speakers annual convention. Hilton Lac-Leamy, Ottawa-Gatineau. Fmi: <http://www.canadianspeakers.org/>

2006

February 10-12: ARLINGTON, VA. National Speakers Association Winter Workshop. Fmi: <http://www.NSAspeaker.org>

<9-----ParaHumor----->

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to DanPoynter@ParaPublishing.com

TYPOS & CORRECTIONS

--Don Eubank

* Apology: I originally wrote, "Woodrow Wilson's wife grazed sheep on front lawn of the White House." I'm sorry that typesetting inadvertently left out the word "sheep."

* There are two important corrections to the information in the update on our Deep Relaxation professional development program. First, the program will include meditation, not medication. Second, it is experiential, not experimental.

* There was a mistake in an item sent in two weeks ago which stated that Ed Burnham entertained a party at crap shooting. It should have been trap shooting.

* Our newspaper carried the notice last week that Mr. Oscar Hoffnagle is a defective on the police force. This was a typographical error. Mr.

Hoffnagle is, of course, a detective on the police farce.

* In a recent edition, we referred to the chairman of Chrysler Corporation as Lee Iacocoo. His real name is Lee Iacacca. The Gazette regrets the error.

* In one edition of today's Food Section, an inaccurate number of jalapeno peppers was given for Jeanette Crowley's Southwestern chicken salad recipe. The recipe should call for two, not 21, jalapeno peppers.

* The marriage of Miss Freda vanAmburg and Willie Branton, which was announced in this paper a few weeks ago, was a mistake which we wish to correct.

* IMPORTANT NOTICE: If you are one of hundreds of parachuting enthusiasts who bought our Easy Sky Diving book, please make the following correction: on page 8, line 7, the words "state zip code" should have read "pull rip cord."

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

(Generic Smiley)

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THE SMALL PRINT

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