

Your Publishing Poynters Newsletter: May 15, 2005

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

A. AMAZON ACQUIRES BOOKSURGE. The online bookseller reduces shipping costs, speeds delivery and avoids Customs by producing the books locally. In the past few months BookSurge has grown from six to 10 plants internationally; locations now include England, The Netherlands, Spain, Poland, Greece, Australia, Panama, Mexico, the US, and Canada.

When a publisher or author puts their book into the BookSurge system, it automatically becomes available globally through both wholesale, and retail sales channels. The retail sales channels currently include Amazon.com, Amazon.ca, and Amazon.uk, BookSurge.com, BookSurge.co.uk, as well as the two largest used bookstores Alibris.com, and ABEbooks.

--Bill Green, bill.green@booksurge.com

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 most 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 800-PARAPUB.

C. XEROX ANNOUNCES FICTION CONTEST. The company is on a nationwide search for the best work of unpublished fiction to demonstrate the power of digital print-on-demand as a smart alternative to traditional publishing. See <http://www.xeroxaspiringauthors.com/>

D. "TYPOSQUATTING," virus writers have registered a slight variation of Google Inc.'s popular search-engine site to take advantage of any users who botch the spelling of the google.com URL. Bookmark Google now to avoid typing it in (and maybe mistyping it. See <http://www.eweek.com/article2/0,1759,1790348,00.asp>
<http://ct.eletters.whatsnewnow.com/rd/cts?d=181-444-1-278-295257-20902-0-0-0-1>

E. AMAZON.COM HAS ACQUIRED ALL SHARES OF MOBIPOCKET. MobiPocket.com will remain an independent operating company. I'm convinced this is great news for the book industry and eBook market. --Ted Treanor, RosettaMachine.com
For information on making and selling eBooks, see Document 615 at <http://parapub.com/getpage.cfm?file=products.html>

F. SHOULD BOOK PUBLISHERS BOYCOTT APPLE? Apple Computer is banning ALL books by publisher John Wiley because of an unauthorized bio of Steve Jobs that Wiley is bringing out. See <http://asaturdayrant.blogspot.com/>

G. THE PRE-SELL TOUR. Authors are visiting bookstores before the book comes out. See <http://www.msnbc.msn.com/id/7613451/site/newsweek/>

H. DAN POYNTER IS COMING TO VISIT. Please alert your colleagues.

Albany, Burlington, Calgary, Carson, Chicago, Costa Mesa
Denver, Everywhere (teleconference), Foster City, Goleta, Indianapolis,
La Jolla, Los Angeles, Louisville, Montecito, Orange, CA, Orlando
Philadelphia, Salt Lake City, San Diego, Santa Barbara, Santa Monica,
Valley Forge, Vancouver, BC, Washington, DC

(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?>

I. 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.

J. 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>

==>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

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“Write something to suit yourself and many people will like it; write something to suit everybody and scarcely anyone will care for it.”
--Jesse Stuart

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<2-----ParaWants-----<
STORIES/INFORMATION WANTED
Please forward these requests to appropriate colleagues.

A. MOMS. We've all done it. Every mother has. Had one of those moments where you feel like the world's worst mother. Like the time you looked at your watch during a manicure and realized you forgot to pick up your child at school. Or taken your child to school with a fever so you could keep a luncheon date. Or run to the phone only to come back and find your child building sand castles in the litter box. I am collecting humorous stories, 1200 words or less, and poems for a book of those

"less than perfect" moments that all good mothers have. After all, we're only human! Chapter outlines include: It Could Have Been Worse, Mommy Needs a Time-Out, Who's More Important Anyway? Submission deadline is June 15, 2005. If you would like to contribute, please e-mail your story or poem to jgsummers@verizon.net and put the words "less than perfect" in the subject line of your e-mail.

--Jennifer Gay Summers

B. I am looking for stories from folks who MADE OR LOST MONEY IN EITHER THE STOCK MARKET OR IN REAL ESTATE or both over the past 15 years. Especially interested in the successes and/or failures of women investors. Contact: info@breakout123.com

--Brad Koteswar

C. SEXUAL ABUSE. I am a parent educator who is writing a book called Caution Without Fear-Safeguarding our children from sex abuse and finding help if it has occurred. It is a very hard book to research and write and I would like to include a few short examples of what people have done to overcome early childhood trauma.

I know there are no easy answers but I would like to provide hope for those who have never dealt with it or whose children may, unfortunately, experience sexual abuse. I would also appreciate your recommendations of books that are for the layman and not too scholarly. I will protect your identity but perhaps include your city or occupation to show the reader that it is a global problem. If you would be interested in reviewing the book and perhaps giving a testimonial for the back, please let me know.

--Judy H. Wright, Author, Speaker, Life Educator, 406-549-9813,

JudyWright@ArtichokePress.com, www.ArtichokePress.com

D. Natalie Caine, EMPTY NEST SUPPORT, is looking for true stories from EMPTY NESTERS. What were your expectations and what really has happened? How are you coping and what changes are you making in your life? Did your child leave home for college, work, marriage, military service, missionary, etc? Send grieving, surprising, or, what you moved through emotionally, stories. nataliecaine@earthlink.net

--Natalie Caine

E. I am searching for stories which show how individuals and groups of people and perhaps whole communities have come together to make POSITIVE PEOPLE POWER work for them. I am writing about the power of humanity to change life on this planet, for the better, by uniting to examine the issues which are affecting us and then using problem-solving techniques to overcome the hardships and change the way the system is.

If anyone has any inspirational stories of how this has been achieved, anywhere in the world, please let me know. I am interested in how communities overcame issues such as: economic and financial hardship; social issues, poor healthcare; and unfair dominance by corporations or authorities which led to a gap between rich and poor.
--Karen Fiala N.D. karen@progressivedirection.com

F. I am looking for stories regarding GRIEF AND LOSS, primarily, but not limited to, partner/spousal loss through death. The focus of the book is how we in American culture do not embrace death (or loss, for that matter) as inevitable and have no tradition around its occurrence (except from an exploitation standpoint, i.e., 911, ER, Cops and other grueling examples). Even loss of a job holds shame and guilt. Stories that speak to how people coped, dealt with, overcame, worked through, gave into their situations are of interest. Credit will be given (and, if not desired, I will use their example, but not their name) and a copy of the completed work will be given.

--Lin A. Lacombe, 415.331.5151, llacombe@earthlink.net

G. Seeking METAPHORS OR ANALOGIES USED BY THE PRESIDENT OR CEO OF YOUR COMPANY. Top management executives often speak in figurative language, e.g, Lou Gerstner at IBM: "boil the ocean." Am collecting for my newsletter and possible inclusion in new book. Send amiller@annemiller.com Thank you.

H. Wanted POKER RELATED STORIES, Experiences, Advice and commentary. Looking for stories about playing Texas Holdem Poker and other poker games, want online and offline experiences, comments, news, strategy, etc. Send samples or contact Bones via email: webmaster@bones-world.net

E. I'm looking for stories relating to MENOPAUSE AND/OR ANDROPAUSE. If you are going through this transition, or have been through it, and are willing to tell your story, please let me know. I produce a monthly newsletter from my website www.menopauseinfo.org, and I need lots of stories to help others.
--Cathy Taylor

F. Publisher looking for new writers of EROTIC FICTION. We are launching a new novella series to add to our successful range of Silver Moon books in the UK. Each story of 25,000-30,000 words must be themed around a particular fantasy, feature engaging and believable characters, and succeed in capturing a playful erotic mood.

Sexual content should be on a par with other mainstream erotic imprints and suitable for high street retail. Please take a look at our website www.adultbookshops.com

Enquiries can be sent via email to marcygo2005@hotmail.co.uk (as an rtf or Word file), or alternatively by post. (If so please include Word compatible disk as well as hard copy plus SASE for our reply.) We regret that no material can be returned.

--M Bratcher, Assistant to the Editor, Shadowline Publishing

G. I am working on a book about the HUMAN ANIMAL BOND and would love to hear stories about how pets have made our lives better.

--Greg McDonald, DVM, McDonald Animal Hospital, Santa Barbara
www.campcatsaway.com, www.petpointers.com
dr4pets@petpointers.com

H. Looking for stories about SPIRITUAL GROWTH, LIFE CHANGING INCIDENTS, UNUSUAL CO-INCIDENTS, OR SYNCHRONICITIES. People, places, or things that have made a positive impact on your life.

Especially interested in stories about seemingly negative happenings and experiences that turned out to have unexpected positive and rewarding results. Credit given if used. Send stories to phremind@gmail.com

--Tom Donaldson

==>SEND YOUR STORIES WANTED ITEMS to

DanPoynter@ParaPublishing.com

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"The BEA Book Fair now consists of publishers showing their wares to publishers.

The BEA is nothing more than Publisher's Weekly--Live."

-Dan Poynter

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<3-----ParaSales-----<
SELLING OUT/PARTNER WANTED/TITLE CLOSEOUTS/ PUBLISHER SOLICITED.

A. FOR SALE - TRIO OF PROFITABLE PUBLISHING RELATED WEBSITES. Owner leaving publishing industry. A trio of online businesses with three distinct branded websites. First business offers publicity and marketing services and products. Second business offers online advertising and lucrative book award competition. Third website caters to writers and includes a literary contest. Perfect for work-at-home entrepreneur. Low overhead and profitable. Owner will provide training for a smooth transition. Priced to sell at \$110K for all three businesses. E-mail <mailto:pubtrio@earthlink.net> for more information.

B. Remainder sale ... 200 TOO MANY ZUCCHINI cookbooks from second printing. Zucchini recipes from appetizer to dessert. First printing sold 15,000 copies. 5 x 8, spiral bound, 80 pages. Retail \$5.95.... sale \$1 each --Terri Greco at avanti@nauticom.net

C. REMAINDERS – Buy & sell. See <http://www.skuflow.com/ssl/myremainders/>

==>SEND YOUR SELLING-OUT COMPANY OR STOCK TO
DanPoynter@ParaPublishing.com

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It takes four to five days to thoroughly work the BEA Book Fair.
Unfortunately, it is a three-day event.
--Dan Poynter

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<4-----ParaTips-----<

A. INDEXING TIP. Develop a written style sheet. This will save time for you, your indexer, and any other freelancers you use, because fewer questions and explanations will be needed. Have your index style sheet reviewed (or written) by an editor who is familiar with indexing. That way you can confirm that it is clear and understandable and will cover most questions that may occur to an indexer.

From, "The Index - 40 Tips for Publishers" by Barbara Wallace, Libris Publication Support Services www.libriservices.com

B. BOOK EXPO AMERICA will be in New York, June 3-5. Here are some BEA goals; How to make the best use of your time at the book fair. Go through the Publishers Weekly Show Edition (out in early May) and make up a Hit List in booth-number order. Plan B: use the Show Directory when you arrive on site. Also see <http://www.bookexpoamerica.com>

--Distributors. Visit each one. Search for those that represent books like yours. Get their catalogs.

--Wholesalers. Some years you can make appointments with Ingram and Baker & Taylor to show your books. Visit their booths and inquire. Make appointments and keep them.

--Printers. Visit your printer to touch base. Show your book or project to other printers and request bids.

--International booths. Visit the foreign publishers' association booths and ask for publisher contact info of publishers that publish books like yours. Contact those publishers re foreign rights when you return home. Some publishers will have their own booth at the fair. Look for a category match.

--Press Room. Drop off your promo material for display to the press.

--PMA. Place your book in the Publishers Marketing Association display and work the booth one-hour each day for experience.

--Network with other publishers of your category of book. Ask what is working for them.

--Parties. Attend every one and wear your badge. You never know where an important contact may be made. If you are not sure why you are at a party, it is because

a. You are making the best use of every minute because you have invested money in this trip.

b. You do not ask why, you just do what this newsletter tells you to do.

And

c. To buy Dan an adult beverage. (Smiley face)

Go to work as soon as the Hall opens. Work the ConCen from the back to the front; it will be far less crowded.

C. TEN PR TIPS

Brian Feinblum is the Chief Marketing Officer of Planned Television Arts, one of the nation's leading book publicity firms. Consult www.plannedtvarts.com and contact: feinblumb@plannedtvarts.com

1. You must get your message to the news media via a PR campaign. Advertising is cost-prohibitive and not as effective. A well-written book on a timely topic or interesting subject deserves media attention.

2. Timing is key - get the word out early and often. Tell everyone you meet or know about your book.
3. Set a budget aside to invest in PR - it will pay off with book sales, prestige and positioning for future book deals. You are always branding!
4. Start with radio - it's the least expensive, but a very effective means to promote yourself.
5. Don't expect national TV until you do some local media or gather press clippings.
6. Book reviews are not always the best way to go - broad coverage off the book page is better. Book reviews are simply much harder to come by - and are less effective.
7. Be prepared to summarize the highlights of your book in 15 seconds. That's how long you have to convince someone your book is worth looking at.
8. Bring in a professional to promote you, just as doctors don't treat themselves and lawyers would never represent themselves.
9. Look at getting PR for your book as a way to build up your name recognition. People like to read or buy from someone they have heard of.
10. Do book signings, tour colleges, create book clubs and take a grass roots approach.

D. SECRETS OF SUCCESSFUL AUTHORS

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

Create a flyer for each book you offer. Hand out your flyer at business meetings or at any public place. Ask your audience to pass the flyer along to friends and associates. Offer one free report or ezine on the flyer to get new email addresses to send promotion to later.

E. DISTRIBUTION TIP

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

Returns are one the most frustrating aspects of the book industry for any publisher. Though the majority of returns are overstock returns, damaged returns are also a big part of this problem. If you do your own fulfillment, inspect each book carefully and don't ship product with dents or scratches on the cover, a bent spine, or glue residue. They will come back to you. If your book is case bound, extra dust jackets are a worthwhile investment if rejacketing them means the difference between ³saleable² and ³un-saleable² product.

F. LEGAL TIP

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

The electronic rights might be worth a great deal or not very much depending on your ability to market them. Make a careful evaluation based on research before you negotiate them.

G. BOOK COVER TIP

--Robert Howard. www.bookgraphics.com

Endorsements/testimonials. If you have a quotation from a well known person, it may be advantageous to place it on the front cover. It is typical to place it at the very top or bottom of the front cover. It can be high lighted by placing it within a color filled box.

H. PUBLIC RELATIONS TIP

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

Radio and television shows need guests every day. When you say you'll be a guest on a daily radio or television show, it's almost like you're doing them a favor. While magazines publish once a month, your chances of getting in are more limited.

I. BOOKSTORES ARE A LOUSY PLACE TO SELL BOOKS. Go into a bookstore and look around. How many people came in to buy a book on skydiving? Now visit a parachute store. How many are interested in a book on skydiving? There are many places to sell books besides bookstore. They are easier to reach, much more lucrative and a lot more fun. To start

Thinking Outside of the Book (trade), See <http://parapub.com/getpage.cfm?file=resource/promote.html>

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

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“Writers create coherent themes, be they fictional or non-fictional. It's hard to do that in an 800-word piece about your cat compiled in Tuna Fish for the Pancreas.”

--Alan Weiss

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A. THE DIGITAL BOOK BOOTH is an online bookstore that sells only eproducts. We have limited our selection right now to basically science-fiction and fantasy, but other types of fiction books and also history books may also suit our store. Books on publishing would also be of interest to us, as many of the publishers who sell through our store are self-publishers. So, if you are interested in selling through our shop, please get back to me. And if you think this new estore would be of interest to any of your readers, please let them know as well.

--Adam Theriault, The Digital Book Booth, <http://www.dbookbooth.com>

B. "Cynthia Brian invites authors, writers, and speakers to swap links with her web site of www.star-style.com. She is creating a LINKS page from her HOME page at www.star-style.com to offer mutual support and traffic to others of like minds in the following categories:

Authors, Writers, Speakers

Acting Info

Gardens and Design

If you are interested in swapping links, please send a request with a short one line and your URL address that is in this format:

"Cynthia Brian, Media Coach, Author, Speaker, TV/Radio Personality-
www.star-style.com."

C. ISBN-13. What you have to do and when you have to do it. See

<http://www.bisg.org/pi/index.html>

D. WRITING CHILDREN'S BOOKS FOR DUMMIES by Peter Economy published by Wiley, April 2005. \$19.95.

-- Lisa Rojany Buccieri, gnored@adelphia.net,

www.editorialservicesofla.com, <http://www.petereconomy.com>

E. SELLING FOREIGN RIGHTS. Godfrey Harris, Executive Director of International Publishers Alliance, believes the process is best started at the major international book fairs. Book Expo America always attracts a ton of Chinese, Malaysian, and Latin American publishers and agents as well as a scattering of representatives from other countries and regions. For more information on how you can expose your book to the world professionally and inexpensively at this year's fast-approaching BEA, contact Harris at hrmg@aol.com as soon as possible.

F. DAN POYNTER ON DVD-Home-study course published. Pat Bemis and National Nurses in Business Association, Inc. has published Dan's four-hour course on book writing, publishing and promoting on DVD. This "Seminar-in-a-Box comes with two of his books. See

http://www.nnba.net/home_study.htm for details (scroll down on the page). Nurses receive continuing education credit with the course.

G. WHO'S WHO OF INDEPENDENT CHILDREN'S BOOK PUBLISHERS.

See

<http://www.aboonbooks.com/whoswho/summary.php>

Sign up at

<http://www.aboonbooks.com/whoswho/inputform.php>

H. BOOK MARKETING FROM A-Z is a compilation of the best promotional strategies of 300+ authors of all genres, the book was compiled by Francine Silverman as editor/publisher of Book Promotion Newsletter (www.bookpromotionnewsletter.com).

In an alphabetical format for ease of use, Book Marketing from A-Z is packed with unique ideas from Advertising (Pros and Cons) to Zero Promotion (when the book sells itself). Whether the author of one or 100 titles, self-published or traditionally published, these contributors are brutally honest about their pleasures and pitfalls.

The 400-page paperback is available at

<http://www.buybooksontheweb.com> (Category: Marketing) and on Amazon.

I. BOOK PROMOTION MAILING LISTS. Magazines, newsletters and other places to send review copies and news releases. See

<http://parapub.com/maillist.cfm>

J. BOOK FULFILLMENT IS EXPENSIVE AND TIME-CONSUMING. John Huenefeld says shipping books costs 7% to 14% of sales depending upon whether most of the books go out in single packages or by the carton.

See

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

K. 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>

L. TITLES SELL THE BOOK. Some six out of ten books on the bestseller lists have dynamite titles. See Document 156: book titles that were changed at

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

and Document 626, Selecting a Book Title That Sells at

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

M. 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/getpage.cfm?file=resource/promote.html>

N. BOOK PRODUCTION. Discover what you need to know on:

--Prepress: book design, typesetting & layout

--Printing and Printers: pBooks.

--Electronic books: eBooks, dBooks & aBooks.

See

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

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DanPoynter@ParaPublishing.com

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"Most new books are forgotten within a year, especially by those who borrow them."

--Evan Esar

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

APPROACHING THE BEA BOOK FAIR.—LESSONS LEARNED.

When you go to BEA ask not what you can sell TO it, but ask what you can take FROM it. Approach the show from the 20,000 foot level; looking to get a broad overview of where the industry is going, what others are making money at, how others have found niches to sell into. Go to learn what the technology will do to change things... and try to find out if there is a way you can use all this knowledge to better your competitive position. Don't go to sell books. What did I just say? Again, don't go to sell books! Go there to buy ideas. Don't go to make something happen. Go there to understand what will happen. Don't go there to sell your products or ideas, but go there to buy the ideas of others. You have this

wonderful chance to see, touch, ask, learn, question, and network. And while you may seek one or two specific goals, don't be surprised if the compendium of information you glean from BEA coalesces into a terrific business idea that you can pursue in the near future. If you go to BEA with a buyer's attitude, you will more than make up the money you spent being there.

-Alan Canton, <http://www.adams-blake.com>

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

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

A. BOOK WRITING SEMINAR 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

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.

(PaperPoint instead of PowerPoint).

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. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – F-R-E-E. Each kit consists of more than eight pages of details, tips and resources. Each is geared to a level of The New Book Model.

=Researching and Writing

=Producing printed books, eBooks & dBooks.

=Marketing, promoting & distributing.

See

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

D. MORE F-R-E-E STUFF. See

<http://www.CoolSavings.com>

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

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“Reviewing has one advantage over suicide: in suicide you take it out of yourself; in reviewing you take it out of other people.”
--George Bernard Shaw

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

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 20-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://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

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

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 12: WASHINGTON, DC. Learning Center Secrets, a new program by Dan Poynter for current presenters and those who want to break into this business. There are more than 25 private adult ed schools (such as First Class) across the U.S. and Canada. They have classes on every conceivable subject. Discover where the centers are, what they want and what to do when you get there. 6:27 to 10 pm. First Class, Inc., Lifelong Learning Center. Fmi: Deb Leopold, 202-797-5102, TakeAClass@aol.com, <http://www.TakeAClass.org>

May 13: WASHINGTON, DC, First Class, Inc., Lifelong Learning Center. Books 101, The full New Book Model program. Fmi: Deb Leopold, 202-797-5102, TakeAClass@aol.com, <http://www.TakeAClass.org>

May 14: WASHINGTON, DC. Washington Independent Writers. Dan Poynter on a Self-Publishing panel. Fmi: Joseph Barbato, 703-379-5441. JABarbato@aol.com, <http://www.WashWriter.org>

May 17: 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>

May 19: LOUISVILLE. Dan Poynter on book writing; every speaker needs a book. Kentucky chapter of the National Speakers Association

(NSA/KY). Evening, Brownboro Inn, Brownsboro Road. Fmi: Bob Farmer, Bob@BobFarmer.com <http://www.nsakentucky.org/>

May 21: INDIANAPOLIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Indiana chapter of the National Speakers Association. FMI: Larry Holycross, 317-891-0158, Larry@LarryHolycross.com

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: Natasha 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.sbcw.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 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 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, <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

For those who thought the hardest part of Physics 101 was the conversion from feet and inches to the metric system, including all its Newtons, Joules, and Watts, here are some other useful conversions:

Ratio of an igloo's circumference to its diameter Eskimo Pi

2000 pounds of Chinese soup Won ton

1 millionth of a mouthwash 1 microscope

Time between slipping on a peel and smacking the pavement 1 bananosecond

Weight an evangelist carries with God 1 billigram

Time it takes to sail 220 yards at 1 nautical mile per hour 1Knot-

furlong

365.25 days of drinking low-calorie beer because it's less filling 1 lite
year

*16.5 feet in the Twilight Zone 1 Rod Serling

Half of a large intestine 1 semicolon

1000 aches 1 megahertz

Basic unit of laryngitis 1 hoarsepower

Shortest distance between two jokes A straight line

454 graham crackers 1 pound cake

1 million-million microphones 1 megaphone

1 million bicycles 2 megacycles

2000 mockingbirds two kilomockingbirds

10 cards 1 decacards

1 kilogram of falling figs 1 Fig Newton

1000 grams of wet socks 1 literhosen

1 millionth of a fish 1 microfiche

1 trillion pins 1 terrapin

10 rations 1 decoration

100 rations 1 C-ration

2 monograms 1 diagram

8 nickels 2 paradigms

2.4 statute miles of intravenous surgical tubing at Yale's Hospital 1 I.V.
League

100 Senators Not 1 decision.

(Generic Smiley)

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THE SMALL PRINT

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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP).  
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