

Dan Poynter presents

Book Production

A printed book is not enough. You can wring more value out of it. Some people would love to read your book but they can't. They can read but they spend a lot of time behind the wheel as long-haul truckers, sales reps, or long-distance commuters. If your book is not available as an audiobook, they can't benefit from your research. And this is just one production example.

This presentation is all about converting your manuscript into hard and softcover printed books, digital printing, when to use Print on Demand (POD), audiobooks, eBooks, LARGE PRINT books (for the visually impaired), etc.

Then Dan will cover turning out special reports, selling downloads, personalization/mass-customization, and more.

Essentially, this is **Section Two (Production)** of P-31, *The New Book Model*.

Dan Poynter is an author of more than 120 books, has been a publisher since 1969 and is a Certified Speaking Professional (CSP). He is an evangelist for books, an ombudsman for authors, an advocate for publishers and the godfather to thousands of successfully-published books. His seminars have been featured on *CNN*, his books have been pictured in *The Wall Street Journal* and his story has been told in *US News & World Report*. The media come to Dan because he is the leading authority on book publishing.

You won't want to miss learning from this guru of publishing who has strategically used his books to build a publishing empire and make him a sought after speaker!

P-34 Multimedia, Handout with Resources, 60 minutes.

For content-rich, stimulating and valuable presentations, contact:



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