



Dan Poynter's
The Book Game
 For Speakers, Extroverts & Others
 who are Stalking Oprah




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 Dan Poynter, CSP - Mr Publishing
 ParaPub.com

Johnny Carson




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Max Dixon




📖 **Writers** tend to be introverts
 📖 **Speakers** are often extroverts
 📖 **Actors** frequently are introverts

Speaker
 Actor
 Coach



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**He Never Socialized
 with his Guests**



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**Joel Leach
 &
 Johnny Carson**




Northridge University
 music professor

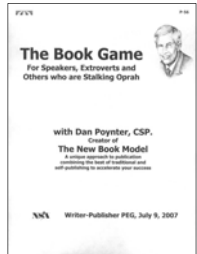
Best drum solo by a seven year old ever?



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Handout

📖 Contains all of the slides in this presentation and more.
 📖 Except the surprise slides
 📖 Lots of detail so you do not have to take notes.



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The Challenge

- 📖 If **Actors** frequently are **introverts**
- 📖 If **Writers** tend to be **introverts**
- 📖 If **Speakers** are often **extroverts**

- 📖 Are you a
 - 📖 Writer who speaks?
 - 📖 Speaker who writes?

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What Number are You?

0 **Introvert** 5 **Extrovert** 10

Uncomfortable in crowds.
No Radio, TV or Autographings.
Must promote from home.

Short attention span.
Needs help with writing:
Editor or ghostwriter.



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I Confess to Being an Introvert

- 📖 Professional speaking
 - 📖 Privilege
 - 📖 Good personal self-development
- 📖 Traveling
 - 📖 Gain ideas & learn

Writers should get **out** once in a while

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How to tell the Difference

- 📖 Extroverts
- 📖 Introverts



Shoes

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Introverts *Read* Our Books



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Extroverts *Buy* Our Books



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When Interrupted While Reading

- 📖 Introverts are *irritated*
- 📖 Extroverts are *grateful*

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Remember This

- 📖 Whether you sell out to a publisher or publish yourself, the author must do the promotion.
- 📖 Publishers do not promote books
- 📖 Extroverted speakers have an advantage

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Publishing is Founded on the Ultimate Contradiction

"The process of writing a book favors introverts and the process of promoting a book favors extroverts."

--Michael Norris, senior analyst,
Simba Information

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Your Challenge: Publishers Assume *all* Writers are Introverts

- 📖 They will not show up for radio, TV or autographings. They will:
 - 📖 Drag their heels
 - 📖 Procrastinate
 - 📖 Find excuses
 - 📖 Let everyone down
 - 📖 Be miserable



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Extroverts

- 📖 Have shorter attention spans
 - 📖 Even ADD
- 📖 Need permission to get help with
 - 📖 Research
 - 📖 Writing
 - 📖 Editing
 - 📖 Indexing
 - 📖 Fact checking

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Are You

- 📖 An extrovert?
- 📖 Challenged with finding *time* to write your book?

Are you aware that?

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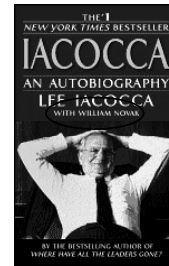
The Truth Revealed

“Up to half of the books on any nonfiction bestseller list are written by someone other than the name on the book”
--The New York Times

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Author v. Writer?



← Author
← Writer

Do you think Lee Iacocca *wrote* two bestselling books?

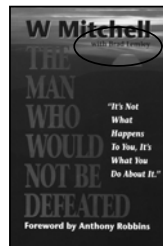
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Ghosts Typically Remain Unknown



W Mitchell



Ghost named

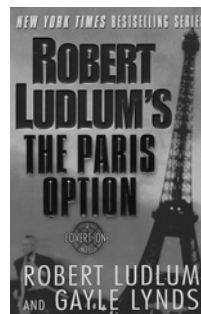


Not named

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Obvious Collaborations



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3 Types of Writing Help

- 📖 Editors
- 📖 Ghostwriters
- 📖 Book Doctors

“The man of science appears to be the only man who has something to say just now—and the only man who does not know how to say it.”

--Sir James Barrie (1860-1937)
Scottish dramatist and novelist.

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Ghosts Typically Work With

- 📖 Experts, writing to preserve and share knowledge.
- 📖 Witnesses with an extraordinary first-person experiences.
- 📖 A fiction author who is not a good writer.
- 📖 Celebrities or aspiring celebrities who wants a book to memorialize or launch a career. (Speakers).

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Your Responsibilities

- ☞ Authors provide the information
 - ☞ Speech transcripts
 - ☞ Handouts
 - ☞ Your collection of articles, etc.
- ☞ Ghosts create a readable text
- ☞ Authors edit & approve

"One does not have to *be* a great writer to be an author – you need to *know* a great writer."
--Rick Frishman, book publicist.



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Get Back-Office Help

- ☞ You are an extroverted "Front Person"
 - ☞ You meet the customers
 - ☞ You speak
 - ☞ You bring business back to the company
- ☞ Hire introverts to run your office and do the solitary acts such as paperwork

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Ghostwriters are Paid

- ☞ By the project (by the hour, day or job)
 - ☞ If you are unknown
 - ☞ Cost: \$5,000 - \$50,000 USD
 - ☞ Depending on track record and experience of ghost
- ☞ Share in the royalties
 - ☞ If the book has a great chance in the market

See *The Art & the Deal of Collaboration & Ghostwriter Agreements*
http://www.copylaw.com/new_articles/collab.html

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You are not Alone

"Writing is the toughest thing I've ever done"

--Richard M. Nixon,
37th President of the United States.

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Subcontract the Writing

"I give you permission to hire help"



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Finding Writing Help

- ☞ See the *Supplier List* at ParaPub.com
 - ☞ *Editors & Ghostwriters*
 - <http://parapublishing.com/sites/para/resources/supplier.cfm>
- ☞ American Society of Journalists & Authors
<http://www.FreelanceWriterSearch.com>
- ☞ Interview 4-5 ghosts
 - ☞ Ask: "Have you worked on this category of books before?"

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Type or Talk the Text

☞ Keyboard

or

☞ Dictate

☞ Get Dragon 9.0 for XP,
9.5 for Vista

☞ Much improved now



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Finding Time to Write

☞ At home or the office?

☞ Morning or evening?

☞ Designating time to write
means most of the time you are
NOT writing



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Set up the Binder



Make your writing project *portable*
to make use of unexpected free time.

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Convince Your Literary Agent you are an Extrovert

☞ CSP Logo

☞ At last your certification pays dividends



☞ Attach lists of your

☞ Speech descriptions

☞ Website URL

☞ Client list

☞ On-air appearances

☞ Print clippings

☞ ezine, with circulation figure

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Recite Your Promotion Track Record



"You can't build
a reputation on
what you're
going to do."
--Henry Ford

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Offer Publisher to Co-Publish

☞ Order an estimated two-year supply of books

☞ Pay printer at invoice cost

☞ Win-Win: you and publisher get the book for less

☞ Printing is a *quantity game*

☞ The more your print, the lower the per-unit cost

☞ Sell books BOR (Back of the Room)

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Poll



What stage are you in your book project?
(If you have more than one project,
you will raise your hand more than once.)

1. Thinking & Planning
2. Writing
3. Production (setting type or going to press)
4. Promotion (the book is out)

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Henry Kissinger

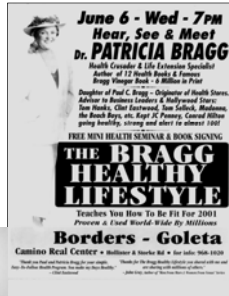


When you are a celebrity . . .

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Mini Seminars (not autographings)

- ☞ Store provides the roof--only
- ☞ Author provides the audience
 - ☞ Use FRA list
 - ☞ (Friends, Relatives, Associates)
 - ☞ Invite everyone you know within driving distance
- ☞ Promote related books
 - ☞ Get "credit" for all books sold



"Don't do autographings.
Do mini-seminars."
--Terri Lonier



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Back of the Room (BOR) Sales

- ☞ Must make money in front and back of room
 - ☞ Books, reports, audios, etc.



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Raleigh Moved Books up Front

- ☞ Place books on table
 - ☞ In *front* of the room to side of platform
 - ☞ "Continuous communicator"
- ☞ Or at every-other seat
 - ☞ With order blanks



Raleigh Pinskey

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During Seminar: Explain Your Books



Writing
(Column one of the handout)



109 tips on writing & publishing
A gift book



How to write with a collaborator



Publishing, Marketing, Promoting & Distributing



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Booth Setup

Note
book
posters



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Book Poster

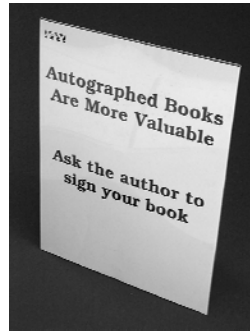
- ☞ Color photocopy enlargement
 - ☞ About \$40
- ☞ Velcro tabs on back for carpeted air-walls
- ☞ 24" tall. Laminated.
 - ☞ Can be rolled to fit in luggage



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This Sign Sells More Books

- ☞ BOR sales
- ☞ Exhibits
- ☞ Autographings



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Badge or Button



Gets the conversation started on your favorite subject—Your book

About \$4 each

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Radio & TV Interviews

- ☞ Most of the people being interviewed have a book
- ☞ 12 ways to get on radio & TV
- ☞ Start with Phoners from home



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Review Copies

- ☞ Promoting your book
 - ☞ Review Copies
 - ☞ The most effective and least expensive form of book promotion
 - ☞ About \$4.75 each
 - ☞ Cheaper than an ad



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How Many Magazines?

<http://ParaPublishing.com>

- ☞ 90+ categories
 - ☞ 820 Business
 - ☞ 81 Managers
 - ☞ 126 Parenting
 - ☞ 296 Cooking
 - ☞ 55 Horses
 - ☞ 59 Real Estate
 - ☞ 565 Health
 - ☞ 247 Seniors
 - ☞ Etc.



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Getting Review Copies from your Publisher

- ☞ Publisher won't send books to you
 - ☞ Thinks you will sell the books BOR
- ☞ Send list of magazines & newsletters
 - ☞ "Do you want to send them or should I?"
- ☞ They do not want the licking & sticking work

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Articles



- ☞ Your Book Promotion Assets
 - ☞ Reservoir of material: Your book
 - ☞ Ability to write
 - ☞ The credibility of a published author
- ☞ Recycle your content. Put it to work.
 - ☞ Wring more value out of it
 - ☞ Column



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email Announcements



- ☞ Broadcast to your house list & email address book
 - ☞ Ask them to *forward* the announcement
- ☞ No spamming



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Online Promotion



Go where potential clients gather

- ☞ Blogs
- ☞ Listservs
- ☞ Websites
- ☞ Amazon annotations

Spend time on line

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Forums (Cheap Consulting)



- ☞ PUB-FORUM. <http://www.pub-forum.net/>
- ☞ SELF-PUBLISHING. <http://finance.groups.yahoo.com/group/self-publishing/>
- ☞ PUBLISH-L. <http://www.publish-l.com/>
- ☞ SmallPubCivil. <http://finance.groups.yahoo.com/group/smallpub-civil/>
- ☞ Fiction_L. <http://www.webrary.org/rs/flmenu.html>
- ☞ Children's Books. <http://www.egroups.com/search?query=youngchildrensbooks>
- ☞ Children's Books. <http://groups.yahoo.com/group/CBpublishing/>
- ☞ IND-E-PUBS. eBooks. <http://www.ind-e-pubs.com/>
<http://groups.yahoo.com/group/ebook-community/>
- ☞ POD Publishers http://finance.groups.yahoo.com/group/pod_publishers/
- ☞ Publishing Design <http://groups.yahoo.com/group/publishingdesign/>
- ☞ Book Signings/Mini Seminars. <http://groups.yahoo.com/group/booksigners/>
- ☞ Copy Law. <http://groups.yahoo.com/group/copyright-future/>

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Don't Have Time to Write Just Now?

- ☞ Then collect info for your book (and speeches)
- ☞ Magazine articles
- ☞ Photocopies of pages from books
- ☞ Interview transcripts
- ☞ Transcribe your speeches
- ☞ Photos
- ☞ Put them in a drawer

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Johnny The Skydiver



Bob Sinclair & Johnny Carson before their jump in 1968

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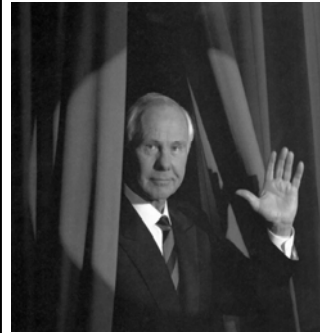
Johnny Carson was an Introvert



You have an advantage

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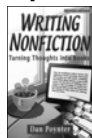
Thank You



Johnny Carson

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Questions

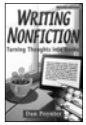


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Summary

- ☞ Convince your agent & publisher you are not an introvert
- ☞ Get writing help
 - ☞ You do not have to be the *writer* to be the *author*.
- ☞ Offer to co-publish
- ☞ Get a binder—make the project portable.
- ☞ Promote your book—Yourself.

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**My name is
Dan Poynter**

and

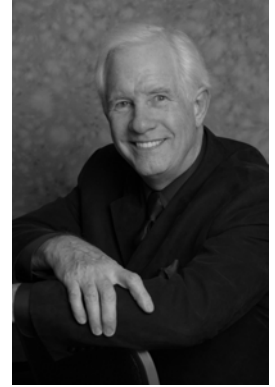
**I don't want *you*
to die with a book
still inside you.**



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**H
I
M
S
E
L
F**



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