



Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

- A. ParaNews (What's happening)
- B. ParaTips (Guidance/advice on specific issues)
- C. ParaResources (Sources of helpful information)
- D. ParaThoughts (Editorial)
- E. ParaFreebies (Giveaways)
- F. ParaCalendar (Dan may be coming to visit you)
- G. ParaHumor (We saved the fun for last)

SEE THE PARASITE
<http://ParaPublishing.com>



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GREETINGS FROM DURBAN, SOUTH AFRICA.

I am on my 19th round-the-world speaking itinerary. Was in Wellington, New Zealand, Surfers Paradise, Australia, and Singapore. Johannesburg is next. People all over the world have a book inside them; it is a privilege to become the godfather to their books.

See **The ParaPublishing Blog**
<http://blog.parapublishing.com/>



--Dan Poynter, **The Book Futurist.**
Guiding Publishers to the Next Level in Book Promotion



A. ParaNews



1. AMAZON eBooks CAN BE READ ON OTHER DEVICES.

You do not need a Kindle to read Kindle books. They can be read on PCs, Macs, iPhones, BlackBerrys and iPads. Download the f-r-e-e software at

http://www.amazon.com/gp/feature.html/ref=pe_70030_14900930_nav_1/?ie=UTF8&docId=1000493771



2. DISCOVER WHAT THE MASTERS KNOW ABOUT BOOK MARKETING

The Masters of Book Marketing have joined to host workshops for published authors--only.

Judith Briles, Brian Jud and Dan Poynter will coach attendees on book marketing, promoting and, distributing as well as expanding into additional editions. They will show you how to bring more value out of your written Work.



Events are scheduled for July 24 in Newark, July 31 in Dallas, August 21 in Denver, November 6 in Chicago and November 13 in Phoenix. For details, see www.MastersOfBookMarketing.com

3. SELF-PUBLISHERS ONLINE CONFERENCE (SPOC)

5/12/2010 - 5/14/2010

The Self-Publishers Online Conference connects entrepreneurial authors and independent publishers with book publishing resources. The three-day virtual event features expert speakers and an online exhibit hall with book industry vendors. Fifteen publishing experts share tips and advice for both aspiring and veteran self-publishers. Basic attendance is free.

<http://www.SelfPublishersOnlineConference.com>



4. A WRITER'S CONFERENCE WITHOUT TRAVEL

The traditional writers' conference goes virtual at the Nonfiction Writers Conference. This one-of-a-kind event includes sessions led by top industry experts. You will learn how to choose between self-publishing and traditional publishing, mistakes to avoid, online marketing strategies for maximum visibility, how to profit from eBooks and information products, and much more!

As an added bonus, All-Access pass holders can participate in the Literary Agent Pitch-Fest, which guarantees that your pitch will be reviewed by an agent. Attendees also receive 9 bonus eBooks and reports, all available for immediate download as soon as you register.

If you want to shorten your learning curve dramatically, this event will put you on the fast track to write, publish, and promote your books. This is a unique opportunity to gain the knowledge and skills needed to propel your author career—and profits—to all new levels of success.

Event Dates: April 28 – 30, 2010, Seats are going FAST! Reserve yours today!

Register at <http://NonfictionWritersConference.com> and save 40% by entering this discount code: poynter

5. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Anaheim, Atlanta, Chicago, Cologne/Köln, Dallas, Denver, Durban, Indianapolis, Johannesburg, London (UK), Los Angeles, Midlands area, Montreal, Myrtle Beach, New York, Newark, Noordwĳk, Orlando, Paris, Phoenix, San Francisco, St Louis, Singapore, Valley Forge, Washington, White Plains, Radio/Teleseminars/Webinars (everywhere).
(MORE to be announced soon).

See the ParaCalendar on these content-filled seminars, below. See ALL the listings. Dan will visit some states/provinces/countries several times.

<http://parapublishing.com/sites/para/speaking/calendar.cfm>



6. SEE DAN'S YOUTUBE CHANNEL

<http://www.youtube.com/user/PoynterDan#p/u>

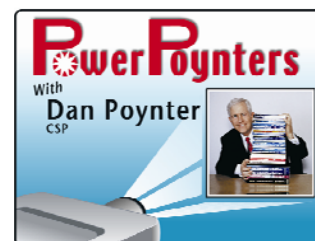


7. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>

<http://www.youtube.com/user/PoynterDan#p/u>



8. NEW BLOG BECOMES AN INFORMATION SOURCE FOR WRITERS AND AUTHORS

Book1One, a POD book printer and binder, has joined with Dan Poynter and others to create a new blog that provides guidance and insights for writers and aspiring authors seeking information about book self-publishing. Check out

<http://www.book1blog.com/>



9. FACTOID

Facebook just passed Google as the most visited Web site in the United States

10. APPLE'S IPAD IBOOKSTORE OFFERS LOW-COST eBook SELF-PUBLISHING

Self-publishing authors will be able to offer their titles on Apple's iBookstore for the iPad at almost no cost, potentially breaking down the barriers for independent writers who want to sell their work across the globe.

Smashwords has signed a distribution deal with Apple to put books on the iBookstore, which will be a part of the iBooks application, available as a free download on the iPad through the App Store.

<http://forums.appleinsider.com/showthread.php?s=&threadid=108175>

11. IBPA BOARD OF DIRECTORS - NOW ACCEPTING NOMINATIONS

We are now accepting nominations for positions on IBPA's board of directors, which is a working board with two-year terms. Board terms run July 1st through June 30th. Officers are expected to serve on committees, attend four meetings a year, and represent the best interests of IBPA's 3,200+ members. Most board members consider this one of the most rewarding experiences of their careers. Click here for an application: <http://www.ibpa-online.org/BoardNomin.aspx>

12. ePUBLISH OR PERISH

The iPad and its kind are both a boon and a bane for book publishers

http://www.economist.com/business-finance/displaystory.cfm?story_id=15819008

13. PUBLISHING IN 2009

More titles, more eBooks, shorter press runs.

<http://www.prnewswire.com/news-releases/bowker-reports-traditional-us-book-production-flat-in-2009-90862344.html>

>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

NOW, SIT DOWN AND WRITE SOMETHING

- A date book
- Writing materials and
- Expertise

Picture yourself entering a room jam that is packed with strangers all talking intently in tight little clusters. As you walk in, you scan the room hoping to spot a familiar face, but there is no one you know, not a single soul. So you head towards the table piled high with snacks trying to look confident and hoping your jitters subside. As you're walking, you try to figure out your next move, but then your eyes make contact with a pleasant looking chap standing to your right. Talking with him are two nicely dressed women. As you draw closer, he turns toward you, sticks out his hand, introduces himself and beckons you to the group. The women smile softly, say hello, state their names and extend their hands. And presto, your smack dab in the middle of a conversation with three total strangers.

After a few opening niceties, one of the women looks you squarely in the eyes and inquires, "What do you do?" Although it's said pleasantly, you can sense her focus, you can tell that she's all business. You realize that she is really asking, "Who are you and why should I spend my valuable time talking with you?"

At that moment,

- Do you have the right answer?
- Do you know exactly what to say?
- Do you have a killer sound bite ready to reel off for just such occasions that can transform a perfect stranger into a network ally?
- Have you practiced that sound bite so that you can flawlessly rattle it off?
- Do you have a great business card?
- Can you give a quick, clear description of what you offer?

Well, you should!

More tips at <http://www.rickfrishman.com>

3. BOOK DESIGN: USING A CARTOON OR NOT USING A CARTOON ON YOUR COVER....

--- Karrie Ross Be It Now! 310-397-3408 <http://www.BookCoverDesigner.com> - covers@KarrieRoss.com Book Design, Consulting, Coaching, Marketing & Branding

MORE THAN MEETS THE EYE!!



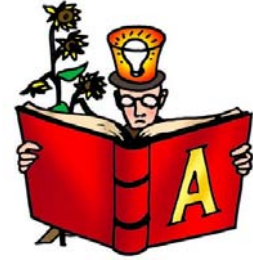
Your book cover is more than you see...it's what you think as well. More than once a new publisher has come to me with a cartoon for their cover 'because all the other books in the category' had used a similar image so it must work. Not necessarily true. Cartoons. Is your book funny? Does it need to be introduced in a non-threatening way? Leave your options open to other possibilities when you hire a designer. I usually give at least two cover layouts one the way the customer has requested and one or more of my take on it. Knowing the right questions to ask make all the difference in the final result.

Remember, do something every day toward your book and promotion.

Karrie Ross, [Book Designer](http://www.BookCoverDesigner.com) & Coach



C. ParaResources



1. CANADIAN BOOK RESOURCES

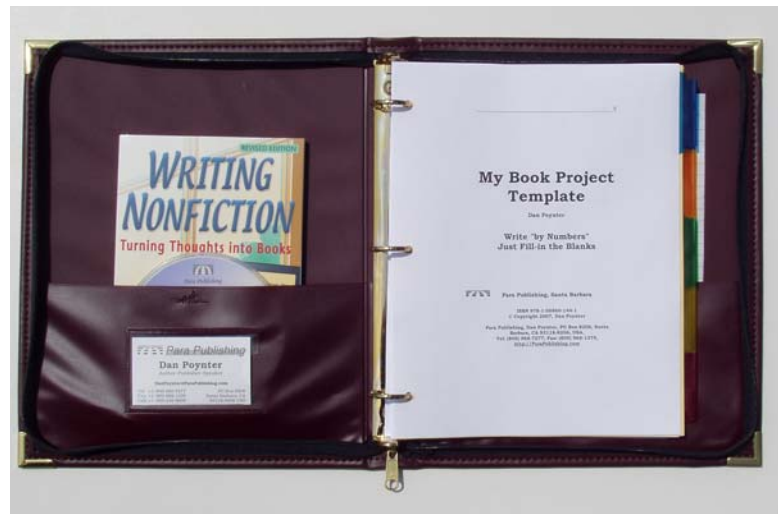
--Bobbie Graham

If you need Canadian sources for your books or articles, as well as Canadian contacts for promotional purposes, turn to SOURCES, a searchable, deep-indexed database of Canadian experts, media spokespersons, and other sources of information. Barbara Florio Graham is contributing articles on publicity, public relations, crisis communications and speaking to the website, and her earlier articles are archived there. Go to: <http://gateway.sources.com/Membership-BFG.php> to visit the site, and if you decide to sign up, put Grah01 into the Referral Code box on the web registration form.

2. WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum. Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.



Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at

<http://DanSentMe.com/sites/para/resources/allproducts.cfm>

3.

Marketing & Educational Opportunities

From the Leader in Independent Publishing



CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC. The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See <http://www.ibpa-online.org/programs/programs.aspx>

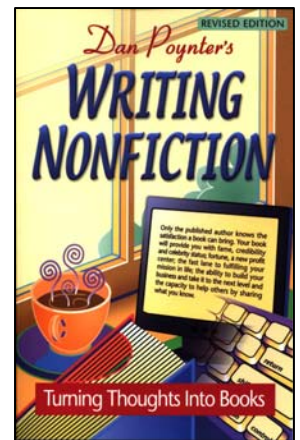
4. WRITING NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. Just \$7.97. See <https://www.smashwords.com/books/view/2722>

Your book will bring you fame, credibility and celebrity status; fortune, a new profit center; the fast lane to fulfilling your mission in life; the ability to build your business and take it to the next level and the capacity to help others by sharing what you know. This New Model will accelerate your book writing, producing, selling and promoting.

Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?

Imagine being a published author
Writing Nonfiction: Turning Thoughts into Books.



You can also get this \$14.95 paper book for just \$10.17 at Amazon. You save 32%. <http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

F-R-E-E SAMPLE of chapters one to three:

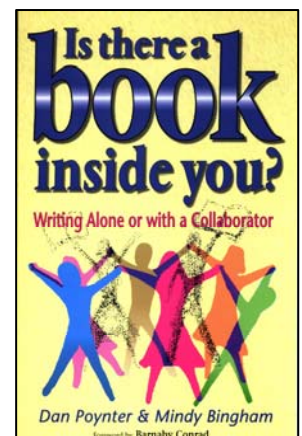
<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerxpress.html>

5. WRITING YOUR BOOK WITH A COLLABORATOR

You can be the author without being the writer. Dan Poynter gives you permission to work with a co-author, editor or ghostwriter.

But, if you hire out the writing portion of your book, come to an understanding with your collaborator before either of you writes one word. The risk is that one of the parties will feel that he or she is doing the majority of the work. The result is that the project screeches to a halt while an argument ensues.

Is There a Book Inside You?: Writing Alone or with a Collaborator supplies a responsibility chart and a contract. Don't lose momentum on your book project.



You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

6. GET HELP WITH YOUR PROJECT

BOOK SHEPHERDS are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book Shepherds are:

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07930	Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314/92253	Mike Vezo Bobbie	mvezo@mac.com;	HelpUPublish.com
30188	Christmas Janice	bobbie@zebraeditor.com;	www.zebraeditor.com
45701	Phelps	authors@janicehelps.com;	www.janicehelps.com
68137	Lisa Pelto	lisa@conciergemarketing.com;	www.conciergemarketing.com
77041	Rita Mills	rita.mills@comcast.net;	http://www.bookconnectiononline.com
78704	Tanya Hall Judith Briles,	tanya@greenleafbookgroup.com;	www.greenleafbookgroup.com
80015	PhD	judith@briles.com;	www.TheBookShepherd.com
85226	Linda Radke Cherie	info@FiveStarPublications.com;	http://www.FiveStarPublications.com
87505	Hughes Jacqueline	blessingwy@aol.com;	www.blessingway.com
89509	Simonds	jcsimonds@beaglebay.com;	www.beaglebay.com
90212	Ellen Reid	bookshp@mac.com;	www.bookshp.com
90245	Jan King	jan@janbking.com;	www.janbking.com
91304	Alan Gadney Ernie	info@onebookpro.com;	www.onebookpro.com
91504	Weckbaugh Robert	casag@mail.ez2.net;	www.casagraphics.com
92130	Goodman Sharon	rg@silvercat.com;	www.silvercat.com
92653	Goldinger	pplspeak@att.net; Gail@topressandbeyond.com;	www.detailsplease.com/peoplespeak
93103	Gail Kearns	info@topressandbeyond.com;	www.topressandbeyond.com
94304	John Eggen	John@MissionMarketingMentors.com;	www.missionmarketingmentors.com
94801	Peter Beren Cynthia	peterberen@aol.com;	www.peterberen.com
95437	Frank Simon	cynthia@cypresshouse.com;	www.cypresshouse.com
95476	Warwick- Smith Barbara Florio	Bunyip@vom.com;	www.warwickassociates.net
Canada	Graham Serena Williamson	BFG@SimonTeakettle.com;	www.SimonTeakettle.com
Canada	Andrew Ph.D	info@bookcoachpress.com;	www.bookcoachpress.com
Malaysia	Shum F.P.	shumfp@pd.jaring.my;	www.infopreneur-books-publishing.com
New Zealand/	Maria Carlton	maria@marukibooks.com;	www.marukibooks.com

Australia			
Singapore	Patrick Ang	patrick.anglh@yahoo.com.sg;	www.bookmanna.com
South Africa	Val Waldeck	vwaldeck@telkomsa.net;	www.pilgrimpublications.biz
	Mindy		
UK	Gibbins-Klein	mindy@bookmidwife.com;	www.bookmidwife.com

The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.

Interview several to see what each one can do for you.

If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://parapublishing.com/sites/para/resources/supplier.cfm>

WHAT IS A BOOK SHEPHERD?

<http://www.interiordesign.cm/?p=137>

7. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

<http://dansentme.com/sites/para/resources/allproducts.cfm>

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[609](#) Blurbs For Your Books, Testimonials, endorsements & quotations

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Juveniles

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[620](#) Your Book Writing & Publishing Calendar

[622](#) Cooperative Book Promotion

[623](#) Questions and Answers on Book Publishing

[624](#) How to Set up & Run a Successful Book Publishing Business

[625](#) Selling Books to Catalogs

[626](#) Raising Money to Publish Books

[628](#) Canadian Book Publishing

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An Instant Report in PDF Available from <http://ParaPub.com>

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Book Printing at the Best Price

by Dan Sherman

The only way you will ever know if you are paying the best price for printing is to get bids from all the well-established book printers. This Instant Report not only provides a list of printers, it also shows you how to make up a Request For Quotation (RFQ).

Types of printers. For our particular discussion, printers may be divided into three groups: full-service, specialty and instant. Full-service job printers do a little bit of everything and instant printers operate copy shops like Kinko's. You, however, want a specialty printer who principally prints books. There are more than 40,000 independent commercial printing companies in the U.S. but fewer than 25 print anything but books. And now there are fewer than 25 that do digital book printing. Deal with specialists.

In this age of specialization some printers concentrate on books, while others do business cards, magazines or calendars. General full-service job printers cannot compete with the specialists who are set up for one type of work, may run three shifts on the same press and buy just a few kinds of paper in regular lots. Many of the more competitive book printers are located in Michigan. They manufacture books only and work specialists in certain areas, quantities and lengths. Rank this equipment set up for one style. Any variation costs more. This is why a printer will bid lower on one type of book and higher on another.

Get bids. Submit several printing quotes. You will find some bids to be three times higher than others. These price differences are anything as it pays to shop around. Some printers are too large for you, some specialize in something other than books and some are too busy. You need a good one who wants the work and specializes in short run (under 10,000) book printing.

Want to deal with a printer nearby? Your printer will be as close as your telephone, mail and fax machine. The job will probably be run in the middle of the night as you won't be there to see it. Many printers have local reps, though their plants are far away. Even if you select a book printer within driving distance, you may find they have decided to print your book in another plant on the other side of the country. You want the best price on the books and tracking delivered to your door. It does not matter where the printer is located.

- [629](#) Making The Web Pay
- [630](#) Selecting a Book Title That Sells.
- [631](#) Covers That Sell Books
- [632](#) Bookshelf, Selling Books From Other Publishers
- [633](#) Beyond Remainders
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- [635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products
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- [637](#) Selling Books To The Military Market
- [638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)
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8. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See <http://parapublishing.com/sites/para/resources/allproducts.cfm>

9. SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBOOK

Select from ten different formats. See

<https://www.smashwords.com/books/view/2730>

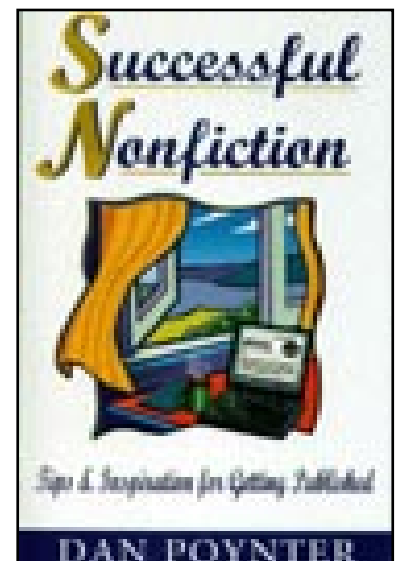
Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.

Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.

This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.

You can also get this \$14.95 paper book at Amazon.

HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR_1_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1



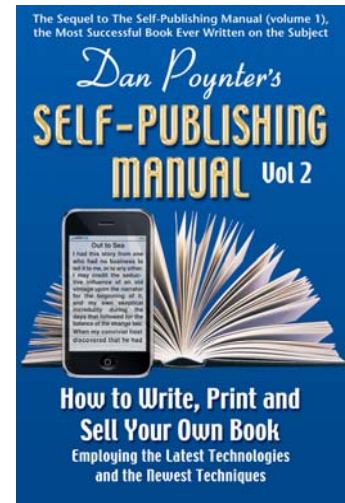
10. THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.

You will discover how easy it is to:

- 📖 *Build* your book rather than just *write* it—and copyright it in your name.
- 📖 Print a small quantity and keep a small inventory.
- 📖 Multipurpose your “book” into downloadable, CD, and eBook versions and others.
- 📖 Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.
- 📖 Bypass the publishers and go directly to a short-run book printer.
- 📖 Set up your own publishing company and take the tax breaks.
- 📖 Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
- 📖 Promote your book for virtually no costs via social media.



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<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

Save 32%, now just \$10.17.

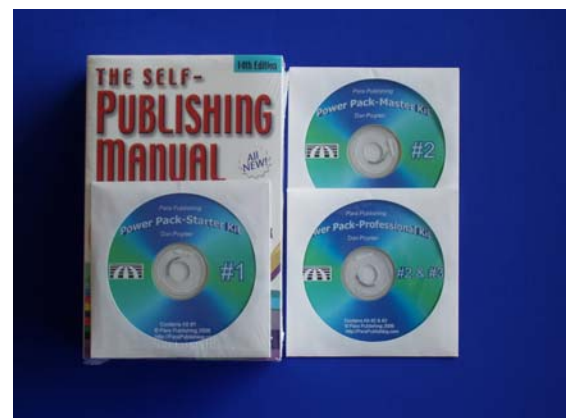
11. Starter Kit, #1: Value \$560.35 , Your Price \$297.

Includes everything you need, and nearly everything we have, to lead you through your project:

4 “pBooks” -- Books on paper:

- “The Self-Publishing Manual: How To Write, Print & Sell Your Own Book” Volumes 1 & 2.
- “Writing Nonfiction: Turning Thoughts Into Books”
- “Is There a Book Inside You?: Writing Alone Or With A Collaborator”
- “The Book Publishing Encyclopedia: Tips & Resources for Authors & Publishers”

3 “dBooks” -- Books on disc -- for easy searching:



- “The Self-Publishing Manual: How To Write, Print & Sell Your Own Book”
- “Writing Nonfiction: Turning Thoughts Into Books”
- “Successful Nonfiction: Tips & Inspiration For Getting Published”

Plus:

- 9 Special Reports on production and marketing.
- 39 Instant Reports on production and marketing.
- Subscription to the *Publishing Poynters* newsletter.
- 3 Book writing, producing and publishing information kits. (Autobots)
- Poynter's Secret List of Book Promotion Contacts, Document 112.
- Your books' back cover layout form, Document 116.
- Telephone Order Form, Document 147
- The New Book Model diagram.

12. FOLLOW DAN POYNTER ON TWITTER

<http://www.twitter.com/DanPoynter>



13. DAN POYNTER'S YOUTUBE CHANNEL

<http://www.youtube.com/user/PoynterDan#p/u>

14. PROMOTING YOUR BOOK WITH A SNAPPY, SHORT VIDEO CLIP

Imagine, a 30-second promotional video on your book. Videos are a great way to communicate with your audience, convert customers and have a showpiece for your book.

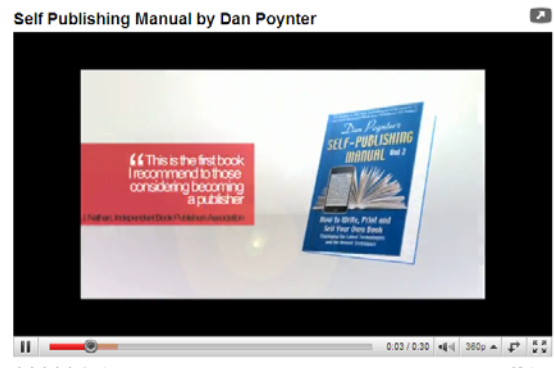
The short video can be attached to your emails, posted at YouTube and referenced by social media.

As an example, see what Mike Volkin did for Dan Poynter's *The Self-Publishing Manual*, Vol 2.

<http://www.youtube.com/watch?v=EkIlr-hM42w>

Then contact him at mikevolkin@gmail.com,

<http://bit.ly/9LDEFx>





D. ParaThoughts



INFORMATION KITS

--Dan Poynter, The Book Futurist

Do your readers ask a lot of questions via email?

One way to help many potential clients is to explain about your subject and book(s) with information kits. We started with one. It grew. We split it into three parts; each is now more than 20 pages long.

The Kits work with an auto responder. All the person has to do is type in an email address. The kit is sent automatically in seconds. We send out more than 1,000 each month. That is helping a lot of people.

For examples, see

InfoKits. Detailed information on book writing, production and promotion.

<http://parapublishing.com/sites/para/resources/infokit.cfm>

Get one or more off our InfoKits, check it over.

Consider setting up one for yourself.

Any webmaster can do it.

==>**SHARE YOUR editorial thought.** Send it to DanPoynter@ParaPublishing.com

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Please Copy\Paste this newsletter into your email program and then send it to your colleagues in publishing. They will appreciate you.

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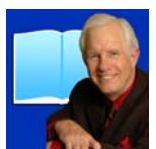


E. ParaFreebies



1. DAN POYNTER HAS A F-R-E-E iPHONE APP

This App has detailed guidance (InfoKits) on book writing, publishing and marketing. These materials will guide through every step toward your goal to become a successfully-published author.



Read the FAQs. See the Book Research Resources (Sources), Book Publishing Statistics (BookStats), Book Publishing Vendors (Suppliers), Dan on stage (Videos) and Books, Writing Kits & Reports on book writing, publishing and promoting (Products). Subscribe to Dan's free Publishing Poynters newsletter. Attend Dan's programs (Speeches). See the Events (Dan's Calendar).

The most expensive parts of book writing and publishing are the mistakes. You do not have to make them.

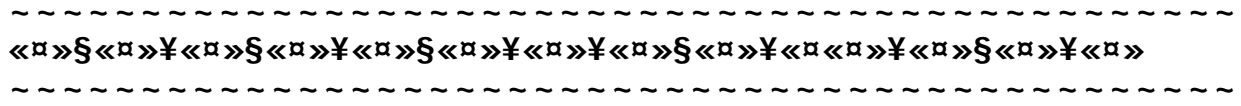
See

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=352965979&mt=8>

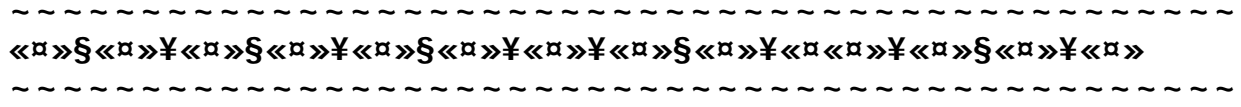
or

Search the App store for Dan Poynter. **Now the App is F-R-E-E**

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



Writers and publishers love this newsletter.
Why not forward it to them?





F. ParaCalendar



AUTHOR ON A SPEAKING TOUR.

Where in the world is Dan?

Showing people how to write, publish and promote their books

One presentation at a time.

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.

See him in action:

<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>

Dan also speaks on aviation, parachutes and skydiving. See

<http://parapublishing.com/sites/para/speaking/index.cfm>



For more information, get in touch with the Contact person listed below and see the host's Website.

ALSO SEE THE CALENDAR ON OUR WEBSITE:

<http://parapublishing.com/sites/para/speaking/calendar.cfm>

2010

April 8 – May 9. Round-the-World Itinerary #19

WLG, BNE, JNB, DUR, MCO, DCA.

<http://parapublishing.com/sites/para/speaking/calendar.cfm>

April 13. WELLINGTON, New Zealand. Book Writing for Speakers. NSA/NZ-Wellington. 7:30 – 9:30.

Fmi: John Faisandier, +64 (4) 476 8186, john@faisandier.co.nz,

<http://www.nationalspeakers.org.nz/wellington-chapter.html>

April 16-19. SURFERS PARADISE, Australia. NSAA Convention.

<http://www.speakersconvention2010.com.au/>

April 22. Durban, South Africa. PSA/SA. Titles for Books and Speeches. Fmi: Grant Vernon, +27 (84)

832 0390, grant@grantvernon.com

April 23. DURBAN, South Africa. Dinner with Dan. Fmi Grant Vernon, grant@grantvernon.com, +27 (84) 832 0390.

April 24. DURBAN, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83 273 4700, +27 (0) 83 273 4700

April 28. JOHANNESBURG, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83 273 4700, +27 (0) 83 273 4700

April 28-30. EVERYWHERE. A writer's conference without travel. The traditional writers' conference goes virtual at the Nonfiction Writers Conference. This one-of-a-kind event includes sessions led by top industry experts. You will learn how to choose between self-publishing and traditional publishing, mistakes to avoid, online marketing strategies for maximum visibility, how to profit from eBooks and information products, and much more!

Register at <http://NonfictionWritersConference.com> and save 40% by entering this discount code: poynter

April 30-May 2. JOHANNESBURG. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114
admin@psasouthernafrica.co.za, <http://www.psasouthernafrica.co.za>

May 7. ORLANDO. Skydiving Museum Trustees' Meeting.

May 12. TELECONFERENCE. The Self-Publishers Online Conference. Dan Poynter gives the opening keynote on the book industry. Hosted by Susan Daffron.
<http://www.selfpublishersonlineconference.com/>

June 20 – July 6 Round-the-World Speaking Itinerary #20

June 24, LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: info@bookmidwife.com, +44 (20) 8364 2884, <http://www.bookmidwife.com/>

June 26. LONDON, UK. PSA/UK, London chapter. Fmi: Chris Roycroft-Davis, chris@crd.me.uk,

July 3-4. SINGAPORE. Book Camp. Fmi: Patrick Ang, patrick.anglh@yahoo.com.sg, +65 (6443) 9404, <http://www.exec-directions.com/index.php>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](http://www.orlando.marriott.com). Location Phone: +1-407-239-4200
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

July 23. PHILADELPHIA. Dinner with the Masters. Get personal attention to your book project from Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

July 24. PHILADELPHIA. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

July 31. DALLAS. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

August 6-8. LEXINGTON, KY. Parachute Industry Association meeting.

August 13-15. DELAND, FL. National Skydiving Museum Celebration: Joe Kittinger 50th Anniversary. Fmi: Nancy Kemble, +1 (540) 604-9745, nkemble@skydivingmuseum.org, <http://www.skydivingmuseum.org/>

August 21. DENVER. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

September 9. KÖLN (Cologne), Germany. Global Speakers Network meeting. <http://www.germanspeakers-association.de/>

September 10-11. KÖLN (Cologne). German Speakers Association (GSA). <http://www.english.gsa-convention.org>, <http://www.germanspeakers-association.de/>

September 24-26. VALLEY FORGE. 11th annual Express Yourself Published Authors Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500. <http://www.authorsconference.com/>

September 30 – October 3. MARLOW, UK. Crowne Plaza, Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

October 14-16. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP) <http://www.association-conferenciers.com/>

October 22-24. MYRTLE BEACH. South Carolina Writer's Workshop. Fmi : Carrie McCullough, mcculloughca@bellsouth.net, 706-798-9545. <http://www.myscww.org/conference/> Hilton Myrtle Beach Resort.

November 6. CHICAGO. . Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 13. PHOENIX. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion. <http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

2011

February 18-20. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>



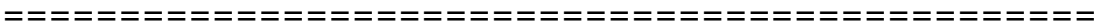
G. ParaHumor



PUN

A man rushed into a busy doctor's office and shouted,
"Doctor! I think I'm shrinking!"
The doctor calmly responded,
"Now, settle down. You'll just have to be a little patient."

(Generic Smiley)



The Small Print

YOU ARE RECEIVING this F-R-E-E newsletter on book writing, publishing and promoting because you are on Dan Poynter's option-in Publishing Poynters mailing list.



TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to <http://parapublishing.com/sites/para/resources/newsletter.cfm>. Unsubscribe your old address and subscribe your new one.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is interested in selling more books or wants to know where the publishing industry is headed. Just click on "Forward" in your email program.

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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP).  
Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
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Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009  
<http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)