



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

ParaNews (What's happening)

ParaTips (Guidance/advice on specific issues)

ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



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THE GLOBAL EBOOK AWARDS



The judges have spoken and the scores are in. A gala awards ceremony was held in Santa Barbara on August 20. See the winners at

<http://awardsforebooks.com/awards-ceremony-2011/>

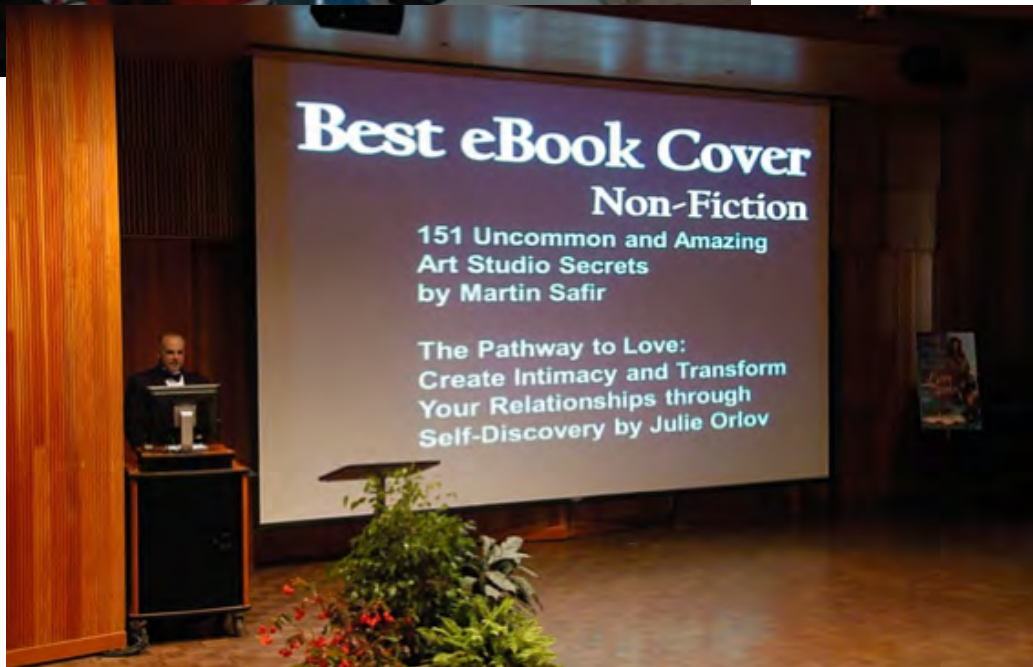




ParaNews



The Entrance and the Stage





The Winners who were Present



Dan Poynter, Awards Founder



Joseph Dowdy, Awards Director



THE MASTERS OF BOOK MARKETING COMING TO ST LOUIS

Hosted by the St Louis Publishers Association.

Save these dates to meet with Dan Poynter, Judith Briles and Brian Jud.

Are you selling all the books you would like to?

Would you like to take your sales to their highest level?

If you answered yes, then September 30th and October 1st should be blocked on your calendar. Dan Poynter, Judith Briles and Brian Jud are coming to St. Louis – location TBD. The Three Masters of Book Marketing and Publishing will give you everything you need to know to make a big difference in your sales. Special discount for SLPA members!

September 30th -- Optional dinner with the Masters ... starts at 6.30 pm: personal coaching with Brian, Judith & Dan

October 1st -- It's a long day ... bring your computer. See the agenda at
<http://mastersofbookmarketing.com/agenda/>
<http://tinyurl.com/6gwuqyq>
<http://slpa.memberlodge.com/>

WHAT IS IT LIKE TO BE A JUDGE FOR THE GLOBAL EBOOK AWARDS?

You can follow Dan Snow's tweets as he chronicles his adventures evaluating ebooks in the category he has selected.

Click on

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

And click on



Also read what another judge says

<http://bit.ly/nfKfx8>



SPECIAL OFFER FOR NEWSLETTER SUBSCRIBERS

Ever wished you could save an average of \$200 on shipping discounts alone? IBPA member do.

Ever wished you had your own personal publishing consultant to call on any time? IBPA member do.

Ever wished you had your own personal rep selling your books at trade shows? IBPA members do.

Ever wished you could save \$1000's by participating in customized direct mailings to your target market? IBPA members do.

Ever wished that you had the opportunity to get accepted into Ingram Content Group's wholesale database available to 25,000+ book buying customers—even if you only have 1 title? IBPA members do.

Ever wished you could....sell more books? IBPA members do!

And you can too by joining the non-profit, Independent Book Publishers Association (IBPA). Offering members access to cost-effective cooperative direct mail programs, discounts on goods and services, an industry advocate for publishers' rights, continuing education on every aspect of publishing, and a friendly staff always willing to find the answers to your publishing questions, IBPA has been helping publishers succeed since 1983.

Join IBPA now and as a subscriber to this newsletter and you will receive TWO gifts that will more than pay for your first year of membership:

- Your choice of two IBPA Publishing University Online educational webinars to listen to at your leisure at no charge—a \$78 value.
- \$75 off your choice of any IBPA cooperative marketing programs—a \$75 value

Simply visit <http://www.ibpa-online.org/Welcome.aspx> and enter the code POYNTER to receive all the benefits of membership plus your two gifts. Or call the IBPA office at 310-546-1818. Learn more about IBPA's complete list of benefits and marketing programs by visiting the IBPA website <http://www.ibpa-online.org/>. Join now!



OVERHEARD:

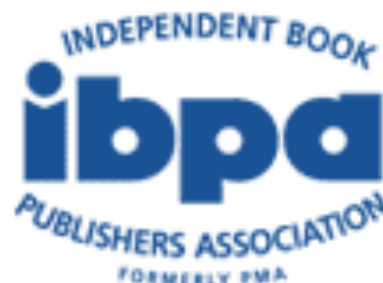
Publishing is a business, but journalism never was and is not essentially a business. Nor is it a profession.

--Henry R. Luce

CHILDREN'S BOOKS REMOVED FROM CIPSA

The Consumer Product Safety Improvement Act of 2008 has been amended to exclude children's books from testing for harmful substances. Publishers are greatly relieved.

<http://bit.ly/qXuQsU>





WRITER'S CLOCK

Linda Rohrbough has designed clock for writers. They'll make you laugh **AND** keep you writing.

Three colors available at a special discount to her website visitors.

See

<http://www.lindarohrbough.us/clocks.htm>



OVERHEARD:

Publishing is a very mysterious business. It is hard to predict what kind of sale or reception a book will have, and advertising seems to do very little good.

--Thomas Wolfe

THE LATEST ON PUBLISH AMERICA

<http://bit.ly/rkQhec>



STUDY UNMASKS THE SECRET WORLD OF AMAZON'S REVIEWERS

Comments about a product online can make or break a sale. But who are the people behind the reviews and why do they do it? Are they compensated?

<http://bit.ly/numGGd>



**OVERHEARD:**

Publishing is a business. Writing may be art, but publishing, when all is said and done, comes down to dollars.

--Nicholas Sparks

LIST OF THE 50 FUNNIEST WRITERS

<http://bit.ly/nCPbFF>

**OVERHEARD:**

Publishing your work is important. Even if you are giving a piece to some smaller publication for free, you will learn something about your writing. The editor will say something, friends will mention it. You will learn.

--Tim Cahill

WRITERS' RETREAT ON A CRUISE TO THE MEXICAN RIVIERA FROM LOS ANGELES

For those of you who write or have always wanted to write personal narratives or travel journals, here is a great opportunity! Our Pre-Valentine Cruise will bring "Love Boat" memories alive with our keynote speaker Jeraldine Saunders the creator of long-running TV series "The Love Boat"

--Catherine Yesayan, 818 497 0707, cyesayan@gmail.com

<http://loveboatretreat.webs.com/>

**OVERHEARD:**

Rehearsing a play is making the word flesh. Publishing a play is reversing the process.

--Peter Shaffer

**OVERHEARD:**

So, while I gave up the notions of publishing at that time, I never stopped editing and refining that book. A few years later, in 1987, I thought I had it ready to go out again.

--R. A. Salvatore

**OVERHEARD:**

Publishing a volume of verse is like dropping a rose petal down the Grand Canyon and waiting for the echo.

--Don Marquis

→ **SEND YOUR NEWS ITEMS** to DanPoynter@ParaPublishing.com

Do you have friends in the book business?
Think how appreciative they will be if you forward this newsletter to them.
Go on. Do it now.



ParaTips



IS THERE A BOOK IN YOU?

--Rick Frishman, publisher Morgan James Publishing

<http://www.MorganJamesPublishing.com>



Think of publishing as the world's largest shopping mall. The main anchor stores would include Random House, Simon & Schuster, McGraw-Hill, John Wiley & Sons, Harper (without the Collins) and Grand Central. Boutiques would be everywhere—large and small—Source Books, Adams Media, Scholastic and some are hybrids like Morgan James Publishing or small and plain vanilla such as Mile High Press and Open Horizons ... an unbelievable menu to select from. Different sections of the mall feature genres—romance, travel and cookbooks on the north wing; sci-fi, suspense, and fantasy on the east section; self-help and how-to, business, and psychology can be nestled in the west; and the south offers up a plethora of everything

else you can imagine including a variety of stores that offer accessories and consulting services to all things publishing. Publishing generates over 25 billion in annual revenues. Why do people publish a book? Why do authors write them? The reasons are numerous. One of the ways to enhance your status as the expert is to write a book. For others, it's their life's work. You could have had an epiphany of some sort; experienced an amazing event or feat; you may be bubbling over with ideas for children's books or the next murder mystery series.

Who knows how you got here ... what you do know, is that you have heard the calling. Somewhere, in there, the Publishing Siren beckons to you. The Author. What book is in you?

910

For Judith, it happened one night. After dinner with a well known national columnist and author, he used/took some of her ideas in a column that he published, and was paid for. She was not. Her take away "aha": if she didn't start taking and using her own ideas, others would ... and publish them. Her first book, *The Woman's Guide to Financial Savvy* was published by St. Martin's Press in 1981. That has led to 26 additional books and counting. Her journey has taken her from publishing with the big New York houses, the big agents, to creating her own imprint.

For Rick, it was an offshoot of his radio producing days with WOR in New York that led to the establishment of PTA—Planned Television Arts with Michael Levine. Rick became the creative brain behind the many best-selling media strategies for well-known authors like Wayne Dyer, Howard Stern, Arnold Palmer, the Duchess of York, Jack Canfield, Mark Victor Hansen and *The Notebook's* Nicholas Sparks. His first book, *Guerrilla Marketing*

for Writers, was co-written with Jay Conrad Levinson, Michael Larsen and David Hancock. Rick is the first to admit that he's not a great writer ... but he's a great partner. His books are all co-written; Show Me About Book Publishing his 12th. For John, it was frustration that brought him to publishing his first book. He was desperately in search of a resource on book printers. There wasn't one, so he created 101 Ways to Print Your Book in 1986. Today, his book, 1001 Ways to Market Your Book is considered a "must have" by any author who is serious about selling books. Each of us came to the authoring party from a different route. We heard the Publishing Siren ... and we responded.

You, the author—your savvy words, stories or illustrations, your fantasies, your successes in working with specific industries, types of clients—provide case studies that may not include names, but gives someone looking for help hope that there is someone out there that understands their industry, situation and concerns. You've heard the Siren.

MORE TIPS AT <http://www.rickfrishman.com>



OVERHEARD:

"We all know that you can't judge a book by its cover, but you can surely judge people by the covers of their books. Except when they are reading ebooks"

--Brian Viner

BOOK DESIGN: Determining the Best Size for Your Book.

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



"What size do I make my book?" I get asked this question a lot. Usually the book size depends on the type of book you are writing, not just non-fiction or fiction but subject matter and distribution takes play in your decision as well... and there are exceptions to the rule for those rare few authors who want a more unique looking book.

Here are some of the most common sizes and use:

- **Trade paperbacks:** 5.5" x 8.5" to 6" x 9"; most fiction and non-fiction self-published books fall in the trade paperbacks range. Business books and textbooks can be up to 7" x 10" for best display of content.
- **Mass market:** fixed size of 4.25" x 7". They are sold off book racks at a variety of retail stores and areas where they can be considered an impulse buy. Romance novels etc.

- **Manuals and workbooks;** 8" x 10" to 8.5" x 11"; and can be either color or black & white interiors and a variety of binding options.
- **Novels** 5.5" x 8.5" and 5.25" x 8" are popular sizes. This is a good size for both hardcover and / or paperback books.

Trim sizes:

Offset: not many restrictions; consult your printer

POD: most common preset sizing for both hardcover and paperbacks; paper choice is crème or white. (the following list is from the POD and offset printer

LightningSource.com)

5 x 8	7 x 10"
5.06 x 7.81"	7.44 x 9.69"
5.25 x 8"	7.5 x 9.25"
5.5 x 8.5"	8 x 10"
5.83 x 8.27"	8.25 x 11"
6 x 9"	8.268 x 11.693"
6.14 x 9.21"	8.5 x 11"
6.69 x 9.61"	

Tip: Be sure to visit your local bookstore and check out your category to see what sizes the competition is using.

Remember, do something every day toward your book, web-presence, product, service and promotion.

Karrie Ross, [Book Designer Web-presence Branding, Coaching & Consulting Services](#)



OVERHEARD:

Although I have trouble envisioning exactly what my business will be like ten years from now, I know that whatever I'm doing will be based on the contacts I've already made and those I'm making today.

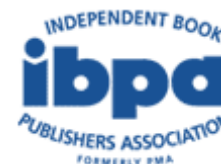
--Harvey Mackay

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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



Some 21 percent of reading group members are now reading all or most of their selections on ereaders, up from 11 percent in 2009, according to a Reading Group Choices survey.

7 Secrets for Amazing Author Websites

--Clint Greenleaf, Greenleaf Book Group LLC, <http://www.greenleafbookgroup.com>



Many author websites fail to pull their weight in terms of generating a sufficient amount of book sales, engagement, or exposure to justify the cost of the website itself—design, hosting, maintenance, time. That's not a reflection of the book, but of some key points authors may not take into consideration when launching the site.

Enter the 7 Secrets for Amazing Author Websites <http://www.authortechtips.com/7-secrets-for-amazing-author-websites/#axzz1HvEbXSD> via Author Tech Tips. Here's a few of our favorite secrets:

- **People Don't Care About You:** Ouch. But they will care about your website if you provide value in the form of fact sheets, reader guides, podcasts, and other materials that keep them coming back for more.
- **Be Remarkable:** Make sure your website gives people something to talk about.
- **Integrate Social Bookmarking and Social Media:** You've given your readers something to talk about; now give them an outlet to spread the word and get others talking!

Be sure to read the full article to unveil more secrets and tips to making amazing author websites.



Approximately 20% of all global Internet users visited Amazon's websites in June

WORD TRIPPERS

--Barbara McNichol, 520-615-7910, editor@barbaramcnichol.com.

Cache, cachet

A "**cache**" (sounds like "cash") is a hiding place, especially one in the ground for ammunition, food, treasures, or anything hidden that way.

"She hid her jewels in a *cache* behind the barn for safekeeping."

As a verb, it means to hoard, stockpile, reserve, store.

"**Cachet**" (rhymes with "sashay") is an official seal on a document, a distinguishing mark or stamp; a sign or expression of approval; superior status; prestige. "Courtesy is the *cachet* of good breeding."



YOU KNOW YOUR QUERY LETTER SUCKS

When ... "It's too Long"

by Jeff Rivera, Founder of <http://www.HowtoWriteaQueryLetter.com>

Most aspiring writers have shot their chances of ever being represented by a literary agent before the agent has even had a chance to read their query letter.

Why? Because agents and people like me who work in the book publishing industry, know in two-seconds flat who is professional and who is not, just by a simple glance of their query letter.

I've ghost written so many successful query letters for clients that I don't even have to read the first line to know that an agent won't give it a second look. Why? Because first impressions are everything and there are a few common mistakes aspiring writers make over and over again that block them from being taken seriously.

It's really sad to me because there are some very talented writers out there but writing a query letter is a whole other art.

The number one mistake writers make on their query letters is that they're too long. Funny, they're rarely too short.

Your query letter should be no more than a half a page. You can see some examples of query letters that have landed my clients agents here: <http://tinyurl.com/25t2mkj>

Short and to the point. Some of my most successful query letters for clients have been the shortest because they get right to the point. You have to know exactly what agents want to hear, what they're looking for. Tell them only that and get the hell out.

Have you ever gotten stuck in a car with someone who just didn't know when to shut up? That's what it's like reading an a never-ending query letter.

Keep it short, keep it sweet and you'll be one step closer to landing an agent.



If you would like to see an example of query letters that worked, visit: <http://www.HowtoWriteaQueryLetter.com>

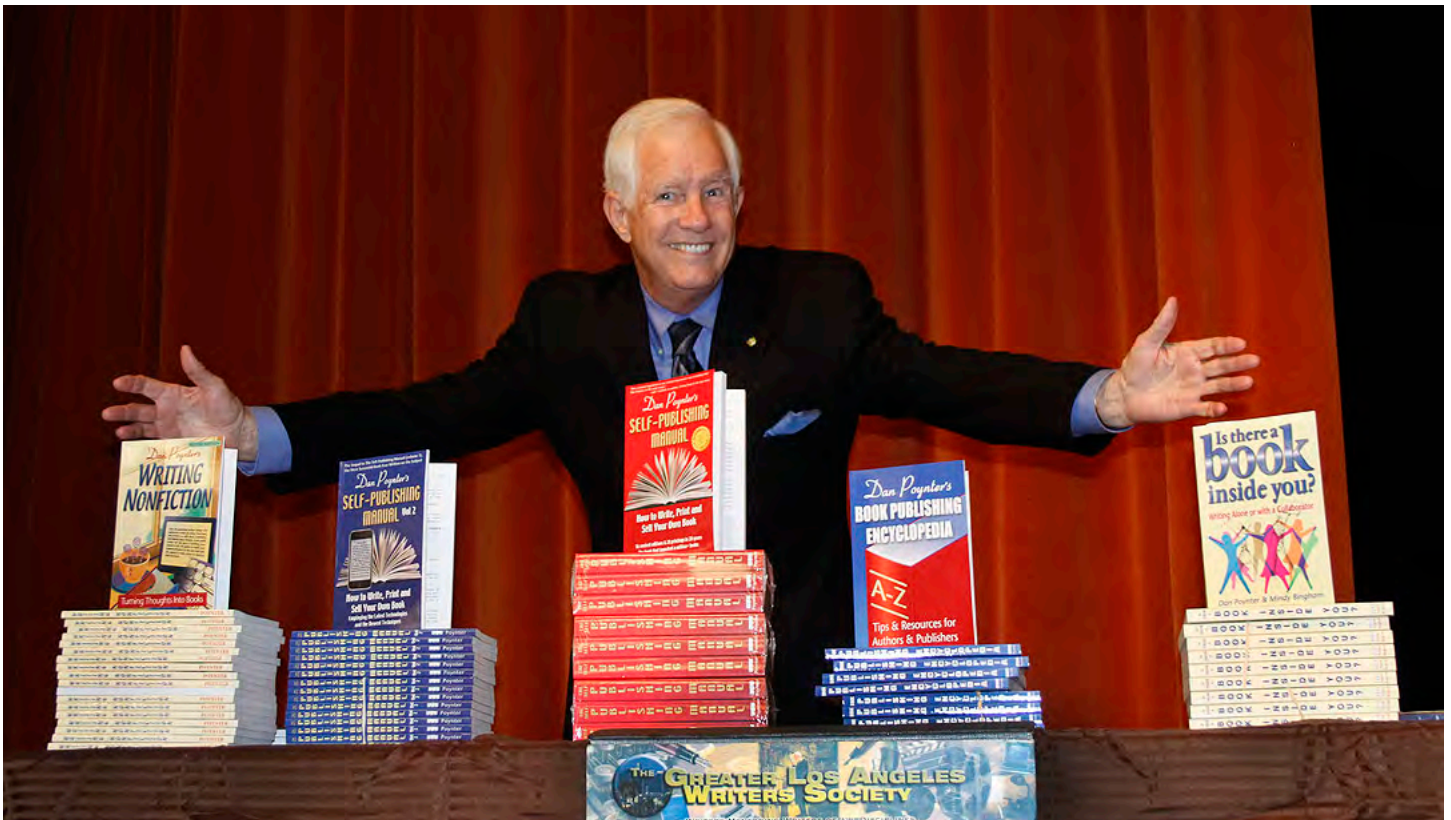
Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. He and his works have been featured or mentioned in Publishers Weekly, GalleyCat, Mediabistro, Los Angeles Times, New York Observer, NPR and many other media outlets.

**OVERHEARD:**

Sometimes writers say true things about the overall nature of publicity, promotion, and the publishing industry; but alas, not always.

--Teresa Nielsen Hayden

→**SHARE YOUR TIP.** Send it to DanPoynter@ParaPublishing.com

**Dan Poynter and some of his books**

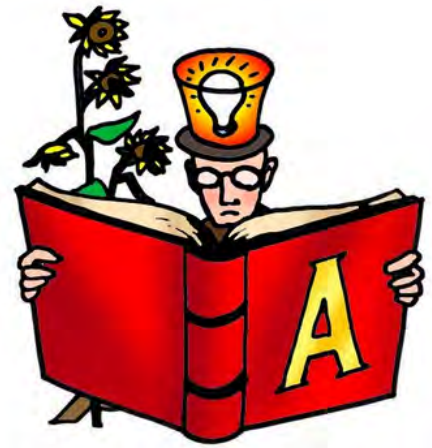
Book Futurist and Industry Thought Leader

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

Do you regularly forward this newsletter to friends, family members, and associates?



ParaResources



SPEAKING ABOUT YOUR BOOK TO BOOK GROUPS

Would you travel to visit a book club and talk about your book? [Fill out this simple form on our Facebook page](#) and we will add you to our rapidly growing list.

http://www.facebook.com/galleycat?sk=app_122139254463179

(Fill in the two lines and click Enter).



I'm not a slow learner, just a constant learner.
--Michael Aun, USA.

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.

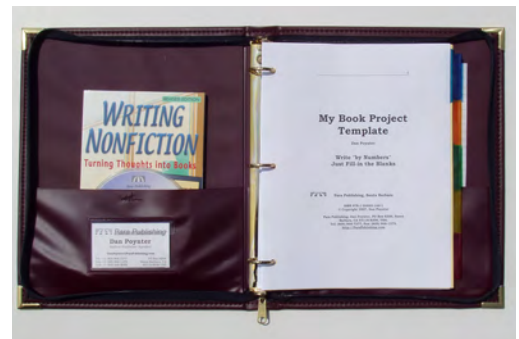
Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum. Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the 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://parapub.com/sites/para/information/writing.cfm#mbp>

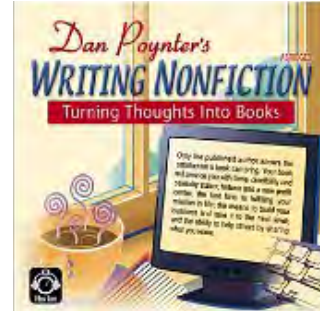




if you own a Nook you can take it into a Barnes & Noble retail store and connect to the store's Wi-Fi. You can then sample any of the store's available ebooks. When you leave the store, the book disappears from your Nook unless you decide to buy it.

WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAxf>



Of reading group members reading e-books, 59 percent use Amazon Kindles, 26 percent use Barnes & Noble's Nook and 20 percent use a tablet.

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://bit.ly/eE1DQo>

WHERE TO GET WHAT? RECOMMENDED SUPPLIERS FROM DAN POYNTER

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site.

<http://bit.ly/fpp9kC>



OVERHEARD:

There are three difficulties in authorship: to write anything worth publishing, to find honest men to publish it, and to find sensible men to read it.

--Charles Caleb Colton

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:

Zip Code/ Country	Name	Email	Website
	Shel		
01035	Horowitz	shel@PrincipledProfit.com;	www.frugalmarketing.com
06001	Brian Jud	brianjud@bookmarketing.com;	www.bookmarketingworks.com
	Barbara		
07930	Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314	Mike Vezo	mvezo@mac.com;	HelpUPublish.com
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90212	Ellen Reid	booksherp@mac.com;	www.booksherp.com
90245	Jan King	jan@janbking.com;	www.janbking.com
	Alan		
91304	Gadney	info@onebookpro.com;	www.onebookpro.com
	Lindee		
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	Sharon		
92653	Goldinger	pplspeak@att.net;	www.detailsplease.com/peoplespeak
	Gail Kearns	Gail@topressandbeyond.com;	
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	Cynthia		
95437	Frank	cynthia@cyprsshhouse.com;	www.cyprsshhouse.com
	Simon		
	Warwick-		
95476	Smith	Bunyip@vom.com;	www.warwickassociates.net
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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>



Last June, 35.4% of Amazon's visitors came from North America, with Europe the number two market at 31.8% and Asia

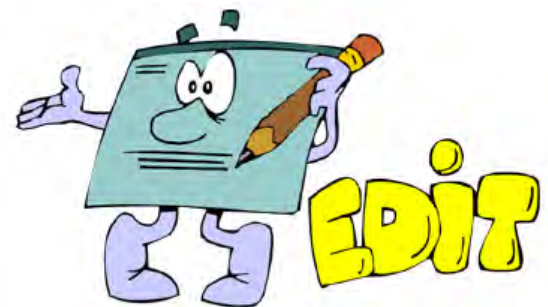
HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

Savvy authors use editors.

See the list at <http://bit.ly/ezge8d>

Interview several editors. Ask when they can do it, what they charge and if they have worked on your category of book.

You want someone who understands and loves the subject



OVERHEARD:

The experts don't know everything,
and they might not know what's right for you.
--Joe Konrath, Successful Author.

THE PARAPUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his findings every day. Discover where the book industry is going.

See <http://blog.parapublishing.com/>



OVERHEARD:
 Fate is a future you didn't try hard enough to change.
 --Joe Konrath, Successful Author.

PUBLISHING COURSE NOW ON DVD

You - A Published Author!
 YOUR BOOK WILL BRING YOU EXPOSURE, CREDIBILITY, AND WILL BE ONGOING PROFIT CENTER.
 HERE IS DAN POYNTER'S COMPLETE COURSE
YOU WILL DISCOVER HOW TO:

- WRITE EFFECTIVELY AND EFFICIENTLY IN YOUR FREE TIME
- FIND QUALIFIED MATERIAL TO FILL YOUR MANUSCRIPT: ILLUSTRATIONS, QUOTATIONS, STORIES, FACTS.
- PUBLISH YOURSELF - THE NEWEST TREND - OR CHOOSE AN AGENT/PUBLISHER
- CREATE EBOOKS, AUDIOBOOKS, APPS, TRANSLATIONS AND MORE
- FIND ACTIVE BUYERS THROUGH SOCIAL MEDIA NETWORKING

Dan Poynter has been on all 3 sides of the publishing table: author, publisher and self-publisher.
 He has written more than 120 books, has been publishing since 1969 and is a Certified Speaking Professional.
 The media come to Dan because he is the leading authority on book writing and publishing.

DO NOT DIE WITH A BOOK STILL INSIDE YOU.

ISBN 978-0-578-05313-4 54995
 9780578053134

ISBN 978-0-578-05313-4 \$49.95

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This is Dan's most popular presentation and it incorporates timely pieces of his other presentations.

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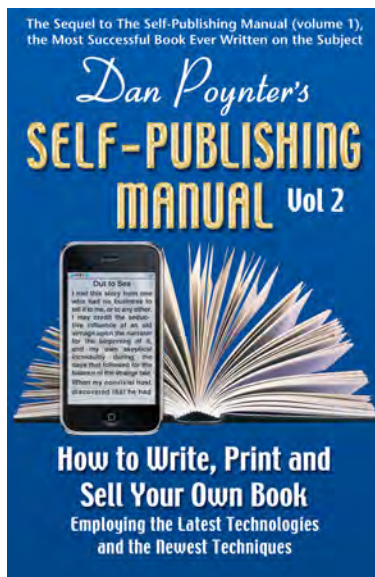
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OVERHEARD:

Yes, the world is now flat for publishing as well.

--Thomas Friedman

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<http://parapublishing.com/files/newsletter/PPM-June%202011.pdf>



OVERHEARD:

You think publishing is tough but the music world is ten times tougher.

--Jeffery Deaver

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ParaThoughts



GET READY FOR ADS IN BOOKS

--Dan Poynter, Book Futurist.



For those who think this too radical a notion, consider the overwhelming product placement in movies, music videos and video games.

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<http://online.wsj.com/article/SB10001424052748704554104575435243350910792.html>

eBooks but not (untested) pBooks

<http://www.mediabuyerplanner.com/entry/53719/could-ads-be-coming-to-book-publishing-industry/>



OVERHEARD:

"I never know what I think about something until I read what I've written on it."

--William Faulkner (submitted by George Mason)

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OVERHEARD:

Obstacles can't stop you. Problems can't stop you. Most of all, other people can't stop you. Only you can stop you.

--Jeffrey Gitomer, USA.

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ParaCalendar



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ALSO SEE THE CALENDAR ON OUR WEBSITE:
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2011



USA. August 26-28. Parachute Industry Association. St Louis, MO.
Dan Poynter to speak on jet lag.
FMI: <http://PIA.COM>

GERMANY. GSA Sept 9-10, München/Munich.
(GSA) convention at the Hilton hotel.
<http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>



USA. September 23. National Skydiving Museum, Hall of Fame dinner. Historic Terminal A lobby, Ronald Reagan Washington National Airport, (DCA). FMI: Nancy Kemble, nKemble@SkydivingMuseum.org, +1-540-604-9745.

USA. October 1. St Louis.



Masters of Book Marketing: Judith Briles, Brian Jud and Dan Poynter.
Hosted by the St Louis Publishers Association.

For details, see www.MastersOfBookMarketing.com
<http://slpa.memberlodge.com/>

UNITED KINGDOM. October 7-8. Coventry, Midlands.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.

Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
3700 504, <http://bit.ly/gREshz>



USA. October 22. NEW YORK. Self-Publishing Book Expo. Fmi: Diane Mancher, +1-212-353-3478 (bus), +1-917-971-4929 (mobile).

<http://www.SelfPubBookExpo.com>



CANADA. November 27-29. Toronto.

Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

2012



USA. February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

FRANCE. March 22-23, 2012. Paris



French Speakers Association annual convention (AFCP).
Annual convention.

<http://www.association-conferenciers.com/>

AUSTRALIA



March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI:

<http://www.NationalSpeakers.com.au/convention>

HOLLAND/BELGIUM

March 31- April 1???. GHENT, Belgium. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,

<http://bit.ly/gREshz>

SOUTH AFRICA. April 27-29 - Durban

Annual convention of the Professional Speakers Association of Southern Africa. FMI:



Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: nikki@psasouthernafrica.co.za Web:

<http://www.psasouthernafrica.co.za>

MALAYSIA. May 4-5



Malaysian Association of Professional Speakers (MAPS) convention.

http://www.maps.org.my/events_up.asp

SINGAPORE. May 8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.



<http://bit.ly/hz539k>

USA. June 5-7. Book Expo America, New York.

USA. July 14-17. Indianapolis.



NSA/US Convention.

Marriott Hotel.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

UNITED KINGDOM. October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, <http://bit.ly/gREshz>

2013

USA. July 27-30. Philadelphia, PA.



NSA/US

Marriott Hotel, Downtown.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

Convention.

CANADA.



December 8-12. Global Speakers Summit.

Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

2014

USA. June 29 – July 2. San Diego.



NSA/US

Marriott Hotel & Marina.

Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

Convention.



OVERHEARD:

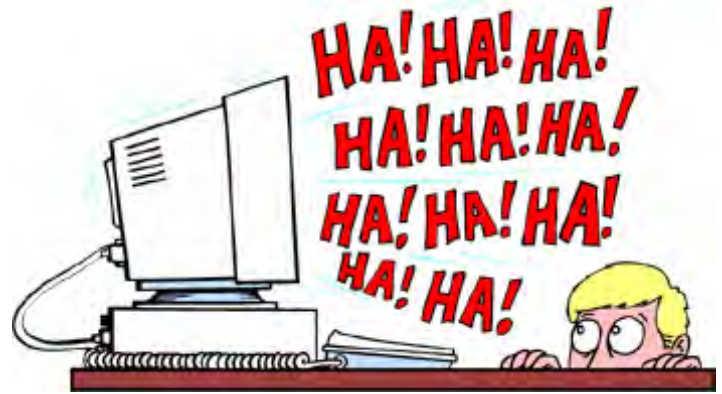
“Writing is a solitary endeavor, but not a lonely one. When you write, your world is populated by the characters you invent and you feel those people filling your lives.”

--Danielle Steel

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ParaHumor



Why

isn't the number 11 pronounced onety-one?

If 4 out of 5 people SUFFER from diarrhea...does that mean that one out of five enjoys it?

Why do croutons come in airtight packages?
Aren't they just stale bread to begin with?

If people from Poland are called Poles,
Then why aren't people from Holland called Holes?

If a pig loses its voice, is it disgruntled?

Why is a person who plays the piano called a pianist, but a person who drives a racecar is not called a racist?

If it's true that we are here to help others, then what exactly are the others here for?

If lawyers can be disbarred and clergymen defrocked, then doesn't it follow that electricians can be delighted, musicians denoted, cowboys deranged, models deposed, tree surgeons debarked, and dry cleaners depressed?

If Fed Ex and UPS were to merge, would they call it Fed UP?

Do Lipton Tea employees take 'coffee breaks?'

What hair color do they put on the driver's licenses of bald men?

I thought about how mothers feed their babies with tiny little spoons and forks, so I wondered what do Chinese mothers use. Toothpicks?

Why do they put pictures of criminals up in the Post Office? What are we supposed to do, write to them?

Why don't they just put their pictures on the postage stamps so the mailmen can look for them while they deliver the mail?

Is it true that you never really learn to swear until you learn to drive?

If a cow laughed, would milk come out of her nose?

Whatever happened to Preparations A through G?

As income tax time approaches, did you ever notice:
When you put the two words 'The ' and 'IRS' together, it spells
'THEIRS'?

Send your jokes on words and books to
DanPoynter@ParaPublishing.com



OVERHEARD:

"Writing is not like dancing or modeling; it's not something where—
if you missed it by age 19—you're finished. It's never too late. Your
writing will only get better as you get older and wiser. At least try."
--Elizabeth Gilbert

Publishing Poynters: The chronicle of the future of our business.

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The Small Print

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