



# 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)

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**ParaCalendar** (Dan may be coming to visit you)

**ParaHumor** (We saved the fun for last)



Speaking this week at the Arizona Book Publishers Association in Phoenix.

Cat Writers Convention in White Plains, next week.

**--Dan Poynter, The Book Futurist.**

Guiding Publishers to the Next Level in Book Promotion



# ParaNews



## BEA, ALA END TALKS; EVENTS WILL STAY SEPARATE



The proposed combination of BookExpo America with the American Library Association's annual meeting will not move forward. Following months of talks between the ALA board and Reed Exhibitions, parent company of BEA, the two parties issued a statement saying that talks have

been concluded and that the two events will remain separate.

Next year's BEA will be held May 24-26 in New York, while the ALA annual convention is set for June 23-28 in New Orleans. ALA midwinter will be held in San Diego January 7-10.

<http://bit.ly/ai0ux6>

## U.S. NEWS & WORLD REPORT TO STOP PRINT EDITION



U.S. News and World Report is dropping its monthly print edition. The December issue will be the last monthly issue sent to subscribers, though print issues will continue to be available on newsstands.

[http://www.thedailybeast.com/cheat-](http://www.thedailybeast.com/cheat-sheet/item/us-news-and-world-report-to-stop-print-edition/newsstand/?om_rid=Dkji2E&om_mid=BM1VZEB8Vjniyi)

[sheet/item/us-news-and-world-report-to-stop-print-edition/newsstand/?om\\_rid=Dkji2E&om\\_mid=BM1VZEB8Vjniyi](http://www.thedailybeast.com/cheat-sheet/item/us-news-and-world-report-to-stop-print-edition/newsstand/?om_rid=Dkji2E&om_mid=BM1VZEB8Vjniyi)

## eBOOK SALES 1/3 OF HARDCOVER IN FIRST WEEK FOR GRISHAM BOOK



"The Confession" is the first of Mr. Grisham's adult hardcover novels to also be available simultaneously as an eBook.

"The eBook sales are astonishing," said Mr. Grisham in an interview. "Would anybody have thought that a year ago? The future has arrived, and we're looking at it."

[http://online.wsj.com/article/SB10001424052748703957804575602792076468702.html?ru=yahoo&mod=yahoo\\_hs](http://online.wsj.com/article/SB10001424052748703957804575602792076468702.html?ru=yahoo&mod=yahoo_hs)

## eBOOK SALES EDGE TOWARD \$1 BILLION

**The  
Slatest**

While only 7 percent of "online adults" have ever read an eBook, the market is booming, and virtual book sales will easily hit \$966 million by the end of the year. And once the billion-dollar mark is broached, consumer strategists predict that things will only happen faster: By 2015, sales are expected to reach \$3 billion.

<http://slatest.slate.com/id/2274111/>

## eBOOK SALES UP 158% pBook sales down.

eBook sales increased by 158 percent in September compared to the same period last year—totaling \$39.9 million in sales for the month.

These gains came on the heels of a [40 percent decrease](#) in September adult hardcover sales compared to last year. Overall book sales fell 12.1 percent compared to the same period last year, totaling \$1.1 billion in September.

The complete report is embedded below. Here's more from the release: "[Y]ear-to-date E-book sales are up 188.4 percent. Downloaded Audio Books also saw an increase of 73.7 percent over last year, with sales of \$7.7 million this September; and the category was also up 34.1 percent year-to-date. Physical Audio Book sales decreased 42.6 percent in September with sales totaling \$11.6 million; sales for the year to date are down 12.6 percent."

[http://www.mediabistro.com/ebooknewser/ebook-sales-increased-158-percent-in-september\\_b3406](http://www.mediabistro.com/ebooknewser/ebook-sales-increased-158-percent-in-september_b3406)

## DAN POYNTER CAN SHARE A SPEECH WITH YOUR GROUP

There are many presentations on book writing, publishing and promoting to choose from.

### A. Writing Books

📖 SO YOU WANT TO WRITE A BOOK

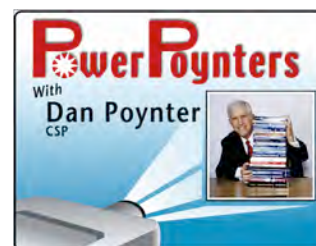
An Introduction to Writing, Publishing and Promoting

📖 THE NEW "BOOK" MODEL

How to write, publish & promote your nonfiction book

📖 WRITING YOUR NONFICTION BOOK

Converting Your Knowledge & Research into the Written Word



## 📖 YOUNG AUTHORS

How They are Writing and Reading

## 📖 WRITEAHOLISM - Humor

Just say NO to keyboards

## B. Publishing Books

### 📖 BOOK PRODUCTION

Printing eBooks, Audiobooks, Apps & More

### 📖 PACKAGING

Great Titles Sell More Books

## C. Book Promoting, Marketing & Distributing

### 📖 BOOK PROMOTION

For Writers, Introverts & Other Reluctant Marketers

### 📖 SOCIAL NETWORKING FOR BOOKS

Confirming Subjects and Finding Markets

### 📖 SELLING BOOKS ABROAD

Through Remote Marketing



## D. The Book Publishing Industry

### 📖 PUBLISHING INDUSTRY OPPORTUNITIES

Book Publishing: Past, Present & Future

### 📖 I LEARNED FROM THAT

### 📖 THE ADVANTAGES OF BEING A SMALLER PUBLISHER.

See **Speech Descriptions** for detail

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

## BUSH MEMOIR. 20% SOLD ARE eBook

Former President George W. Bush's memoir "Decision Points" sold at least 220,000 copies through its first day of release, with more than 20 percent generated by eBook purchases.

<http://bit.ly/awk31e>



## CONSULTING WITH DAN POYNTER

Dan Poynter is available to help you in all phases of book publishing from filling-in unfamiliar forms to complete marketing plans.

Dan can help you by telephone or he will come to you. Most consulting is by telephone as Dan is constantly traveling.



For details and pricing, see

<http://parapub.com/sites/para/speaking/edutrain.cfm>

## BUILD YOUR OWN WEBSITE—QUICK, EASY AND WELL PRICED

--Dan Poynter



POYNTER PAGES

Home | Take a Tour | Features + Tools | Connect with Resources

You know how I continually preach the need for a great website if you are going to be a successful author. Well, NO MORE EXCUSES for not having one yourself! Over the past few months we have been working hard with WritersPortal, the preeminent writer and

author personal website developer in the US, to create **POYNTER PAGES**, a powerful website builder that I believe you should be using to create your own potent, professional, custom website that is designed specifically by you and for you. You can create your own website in about an hour. An hour? Take a look at my sample ParaPublishing website, designed on our new easy-to-use platform as an example.

<http://www.poynterpages.com/parapublishing>

<<http://www.poynterpages.com/parapublishing>>

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You know you need a website to communicate, spread the word about your work, attract attention to Facebook, your blogs and tweets, and of course, sell books. Up to now, you have had to spend hundreds, if not thousands of dollars, to develop the kind of site that you need to succeed. No more. For no money up front, and then only \$9.95 per month thereafter, you can have the website of your dreams.

**Be my guest. Try it for 30 days FREE**, and then if you don't agree with me that this could be your best author/publisher investment of the year, cancel for no charge.

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<http://www.poynterpages.com/promo-newsletter>

<<http://www.poynterpages.com/promo-newsletter>>

## DO YOU HAVE A MASTERS DEGREE IN BOOK MARKETING?

You should ... today's fast-forward book world changes each week.

- **Invest in your future.** One idea could turn your investment into a thriving, profitable business.

- **Authors who work with Dan, Brian and Judith "get it."** They know that if their book is going to be successful, it's up to them to create, find and implement savvy strategies to make their book soar.



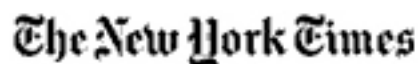
- **You can have one-on-one time with the experts.** Judith, Brian and Dan are skilled in their respective specialties. You can talk with them to discover new ways to sell your particular book-not just books like yours.

- **Book Marketing with the Masters events are "heavy-content" with personal interaction** ... what you see and hear is what you get!

### Book Marketing with the Masters Summit on November 13<sup>th</sup>

Further details at: [www.MastersOfBookMarketing.com](http://www.MastersOfBookMarketing.com)

## TIMES WILL RANK eBook BEST SELLERS



In an acknowledgment of the growing sales and influence of digital publishing, The New York Times said on Wednesday that it would publish e-book best-seller lists in fiction and nonfiction beginning early next year.

The lists will be compiled from weekly data from publishers, chain bookstores, independent booksellers and online retailers, among other sources.

<http://www.nytimes.com/2010/11/11/books/11list.html? r=1>

→ **SEND YOUR NEWS ITEMS** to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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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.

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# ParaTips



## BUSINESS CARDS

--Rick Frishman- Publisher Morgan James Publishing  
<http://www.morganjamespublishing.com>



Carry plenty of business cards with you so you can quickly hand them out. It's amazing how many people go to business meetings and networking events without business cards. The great networkers always keep a stack of their business cards close at hand: when they're at the beach, on their boat or working out. They're never without them and neither should you. If contacts say that you and their friend would make a good match, give them two business cards: one for them and the other for their friend. If they give you their business card, write on the back the name and contact information for their friend, ask if you can call and use their name.

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

## BE FORTHRIGHT

--Pam Lontos is the author of "*I See Your Name Everywhere*" and president of PR/PR, a public relations firm that specializes in experts. [www.prpr.net](http://www.prpr.net).



When being interviewed, answer the reporter's question accurately and thoroughly, and don't be afraid to give away too much information. Many business professionals fear that they might give too much and then no one will buy their product or service. But it's impossible to spoil years of experience and training in a five-minute interview. So answer the questions thoroughly. The more you give to others, the more they will think of you first when they need your product or service. –

## BOOK DESIGN: INTERIOR: What information goes in the Front Pages of the Book?

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



As a book designer, part of my job is to be sure you have the correct items at the front of your book. The items listed are suggestions, you don't need to have all of them in your book. However, I've indicated with an \* the ones that are necessary for most non-fiction books. Fiction books have a different set of possibilities.

**Testimonials Page** (optional)

**\*Title Page** (necessary)

- \***Copyright Page** (necessary)
- \***Table of Contents** (TOC): (necessary)
- Foreword** (optional)
- Preface** (optional)
- Acknowledgments (optional)
- \*Introduction (necessary)

To get the full list and descriptions go <http://www.bookcoverdesigner.com/book-interior-content.html>

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## WORD TRIPPER

--Barbara McNichol, 520-615-7910, [editor@barbaramcnichol.com](mailto:editor@barbaramcnichol.com).

**Anagram, acronym** – An “anagram” is a word or sentence formed by rearranging the letters in another word or sentence. An “acronym” is a word formed from the initial letters of a name or series of words. The word “read” is an *anagram* of the word “dear.” USA is an *acronym* for United States of America.



## YOUR PUBLISHING DICTIONARY

--Peter Beren, 510-821-5539, [peterberen@aol.com](mailto:peterberen@aol.com). Publishing Consultant and Literary Agent w/30 years experience will help you reach your goals. [www.PeterBeren.com](http://www.PeterBeren.com)

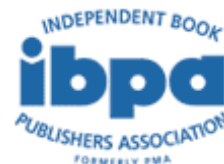
Potboiler, noun. A work whose literary values are deemed second to the primary goal of providing the author with money --- literally, to keep the pot boiling. Example in context: That new novel by Anne Rice is a real potboiler.



## WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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



## FEEDBACK: GET IT, AND GET IT FROM THE RIGHT PEOPLE

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

Feedback on your book or manuscript can be both dangerous and important. Dangerous because the wrong sort of feedback can harm your book, and important because not getting feedback means writing in a vacuum, which can be even worse. So how can you be sure the feedback you solicit will make your book stronger? It's all in who you ask.



If you are the head of a Fortune 500 company writing a book about how to become CEO, don't have other CEOs read the book. They have already made it to the top. Give the manuscript to mid-level managers or VPs, and pay attention to what they think. Is your advice useful and practical? How could your message be clearer? If you are writing a children's book, try reading it to actual children, even if you don't have the artwork finalized yet. See if the kids lose interest in your characters, or their parents are tripping over your rhyming scheme. Writing a book about small-business tactics? Get the manuscript into the hands of actual small-business owners.

In the end, of course, you should take feedback with a few grains of salt. Everyone will have an opinion, and books shouldn't be written by committee. Someday, when you become the world's most popular and important author, you'll be able to tell people what they want, but until then, don't forget to at least check in with your audience. They can be an invaluable sounding board.

## WRITING A BOOK AS A GIVING BACK

### Giving Yourself to Yourself through Writing Also a Way to Give to the World

--Naomi Rose.



You probably haven't thought of your writing a book as a giving back, but it can be. And it's a very valuable way to think of writing a book.

What people really are seeking in reading books is a way to know themselves more deeply. Beyond the informational service that nonfiction books provide, beyond our training to read to improve our (minds; careers; skills sets; fill in the blank\_\_\_\_\_), in reading we seek to recognize ourselves in a way that has not yet happened ~ whether that recognition is of a difficult life situation we are (hopefully) passing through, or of the numinous nature of our true being.

So *writing* books that allow readers to know themselves in this intimate way makes this fulfillment possible.

I want to put forth the notion for you to consider that writing a book about your own deep experience ~ rather than theoretical concepts alone, or lists of expert advice ~ is a giving back to the community you haven't met yet, and who may actually form because

of what you are giving in your book: the opportunity to “commune” by speaking deeply to your readers *by speaking deeply to yourself* in your writing.

You don't even have to be writing about your life story in order to give back in this way. You only have to give yourself full engagement with the writing, and be willing to peer into the clear pool of your being and see what rises up to meet your interested gaze. This engagement carries vitality to it, a life force, and it translates into the receptive experience of readers. This process of meeting what is in you, through writing a book, is really what gives back to your readers ~ far more, in my view, than what you are writing about. I imagine almost anything could be a subject that gives back, if the presence of the writer is in it. The great late actor Charles Laughton, star of the film, “The Hunchback of Notre Dame” and other movies, used to read the telephone book on television with such feeling that the audience, astonishedly, would weep.

You can give back with a book about some experience you have passed through, offering your wisdom to others who have not had this experience in that way. You can give back with a book about what you started out not knowing, and the journey the book took you on, which is infused in the energy of the book's pages. You can give back with a book about your awareness of some thread of your life, in which not only the subject but the very awareness itself is a giving back to your readers. I'm thinking of Karen Armstrong's autobiographical book about leaving the convent where she was, as a young woman, a nun: *Through the Narrow Gate*. I read this with such deep immersion and gratitude, although I have never been a nun nor have I been in any way called to that life. It was her intimate honesty and seeking soul that so spoke to me.

We tend to think of giving back as giving back in kind: someone sponsors you with a scholarship, and you grow up to provide scholarships to others. But giving back can be wider than this, can simply open up our humanness to ourselves and to others, until—by the grace of deep writing and the blessing that reading it confers ~ there is no “other” to be seen. Only that one life beneath the surface, held in safe keeping in our hearts, waiting for the moment when there is an invitation to share it.

That invitation is here. That giver can be you. What lives in you seeks to be known, and what lives in your readers seeks to know it. This full circle, this circle of fulfillment, is a giving back of both a social and a sacred kind. Why not bestow it?

Naomi Rose is an award-winning writer, a Book Developer, and the creator of "Writing from the Deeper Self." She works with both first-time and experienced book writers, nurturing the writers as well as their work.

([www.rosepress.com/Starting-your-book.html](http://www.rosepress.com/Starting-your-book.html)) ([www.rosepress.com/other.html](http://www.rosepress.com/other.html)).



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# ParaResources



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## 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://parapub.com/sites/para/resources/supplier.cfm>



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<http://www.indieexcellence.com>

## THE PARAPUBLISHING BLOG

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

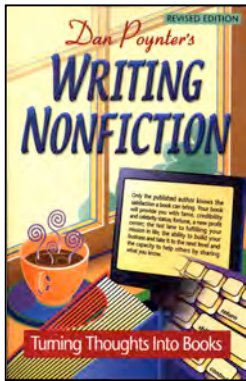
See

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



## UNNECESSARY QUOTATION MARKS

<http://thefuturebuzz.com/2010/11/03/unnecessary-quotation-marks/>



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

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



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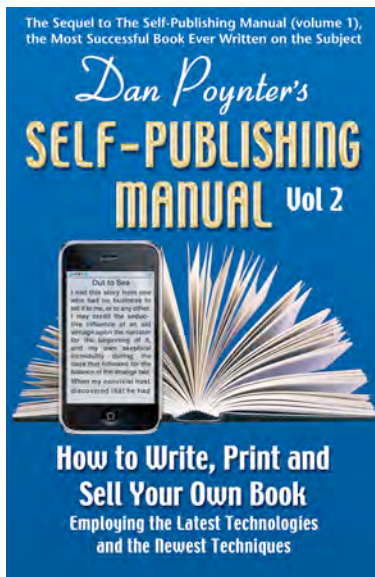
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## THE SELF-PUBLISHING MANUAL, Volume 2

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.

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13 pages—Document 603—page 1

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## Book Printing at the Best Price

By Dan Poyner

The only way you will ever know if you are getting 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 limited. Full service (old printers do a little bit of everything and instant printers quote very cheap like Kinko's. You, however, want a specialty printer who primarily prints books. There are more than 50,000 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. (Not all specialists.)

In this age of specialization some printers concentrate on books, while others do business cards, magazines or newsletters. General (full-service) job printers cannot compete with the specialists who are set up for one type of work, may run three shifts in the same process and buy just a few kinds of paper in custom lots. Many of the most competitive book printers are located in Michigan. They manufacture their own and each specializes in certain sizes, quantities and bindings. Book loss 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 starting as it goes to sleep 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 understands 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, email and fax machine. This job will probably be out in the middle of the night so 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 nothing delivered to your door. It does not matter where the printer is located.





# ParaThoughts



## BRANDING AND BOOKS

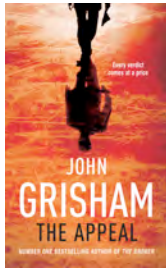
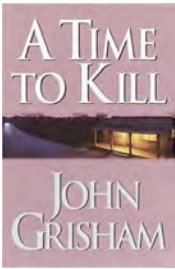
–Dan Poynter, The Book Futurist.

Look at book covers.

When an author is new and unknown, his or her name goes under the title.

As they become known, the name rises to the top of the cover.

Once they are recognized as an authority, they benefit from people buying the book by the author's name.



If you are a beginning author, placing your name above the title on the cover of your book may be presumptuous or could be a self-fulfilling prophecy.

You may expand the use of your brand by placing your name at the top of the opening slides in your multimedia presentations.

On the home page your website.

In any printed and online promotion that you do.

Remember that people hold books and authors in high esteem. Capitalize on your credibility and AUTHORITY.

Exercise your *name* as a brand.

➔ **SHARE YOUR EDITORIAL THOUGHT.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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# ParaFreebies



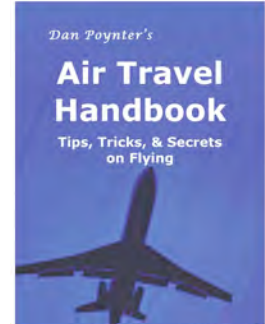
FREE

## **SAMPLE THE AIR TRAVEL HANDBOOK**

*Tips, Tricks, and Secrets on Flying.*

by Dan Poynter.

Dan Poynter has collected travel tips from colleagues and from his own journeys. Travel can be easier and more fun if you know the inside secrets of the hospitality industries. Available in your choice of eBook formats.



<http://free-ebook-samples.com/sample/24746/dan-poynters-air-travel-handbook>

## **DAN POYNTER ON SPEAKING OF WEALTH PODCAST WITH JASON HARTMAN.**

Many people out in the world today are finding that the pay from their primary jobs are not sufficient to support the life that they would like to build for themselves and their family. A large number of the people in this situation possess great skill or knowledge in various areas of expertise. The great dilemma that these professionals face is that of finding a way to turn their knowledge into a marketable product that can be sold to clients.

<http://itunes.apple.com/bw/podcast/speaking-of-wealth/id378371044>

## **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

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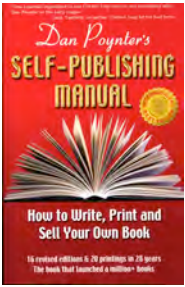
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Your publishing colleagues may be thinking about you.  
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# ParaCalendar



## **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**

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](mailto: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**

January 15. SUNNYVALE. California Writers Club, Santa Clara Valley Branch/South Bay Writers. 9-1 PM. Dan Poynter on How to Write, Publish and Promote your book. FMI: Nina Amir, 408-353-1943, cpywrtcom@aol.com, <http://www.southbaywriters.com/>

February 11-18. RENO. Parachute Industry Association.  
FMI: <http://PIA.com>

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

March 12. CAPE TOWN, South Africa. Book Camp with Val Waldeck of Durban.  
FMI: +27 (0) 83 273 4700, [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net), <http://www.ValWaldeck.com>

March 14, CAPE TOWN, South Africa. Dan Poynter on *PowerPoint Tips & Tricks* and *Speaking Disasters*. Professional Speakers Association of Southern Africa (PSASA), Cape Town Chapter. 19:00 – 21:00 hours. FMI: Mark Berger, [Mark@MarkBerger.co.za](mailto:Mark@MarkBerger.co.za)



April 1-4. MELBOURNE, Australia. National Speakers Association/Australia, annual convention.

<http://www.speakersconvention2011.com.au/>



April 13. A Global Speakers Network meeting and other events will be held on April 13th. NOORDWIJK, near Amsterdam. <http://www.psaholland.org/>



April 14, 15 and 16. NOORDWIJK, Netherlands.  
Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.

<http://www.psaholland.org/>

**SOUTH AFRICA. APRIL 29 – MAY 1. CAPE TOWN.**

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](mailto:nikki@psasouthernafrica.co.za) Web: <http://www.psasouthernafrica.co.za>

May 21-23. NEW YORK. IBPA Publishing University  
Fmi: <http://www.PMA-online.org>

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

**MALAYSIA.** May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention.  
[http://www.maps.org.my/events\\_up.asp](http://www.maps.org.my/events_up.asp)

**SINGAPORE.** May 28.



Asian Professional Speakers-Singapore. Annual convention.  
[http://www.asiaspeakers.org/apss/component/option,com\\_joomevents/Itemid,83/func,shcatev1/categid,4/](http://www.asiaspeakers.org/apss/component/option,com_joomevents/Itemid,83/func,shcatev1/categid,4/)

**USA.** July 30-August 2. Anaheim, CA.



NSA/US Convention.  
[Marriott Anaheim](#). Location Phone: +1-714-750-8000

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

**GERMANY.** GSA Sept 2011. Munich.



(GSA) convention. <http://www.english.gsa-convention.org>  
<http://www.germanspeakers-association.de/>

**UNITED KINGDOM.** October 6-9. Midlands area.

Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.  
 Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,



[http://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=1318&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming)

**2012**

**UNITED KINGDOM.** April 14, 2012. London Venue.



PSA/UK Spring Convention.  
[admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,  
[http://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=)

[986&show=upcoming](#)

**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](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845  
3700 504,

[http://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=1318&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming)

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