



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



October 15, 2011. Copyright © Para Publishing LLC. ISSN: 1530-5694.
Published continually since 1986. Circulation: more than 40,100. F-R-E-E
We don't accept advertising. We don't share your email address.
DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
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)



OVERHEARD:

"We're here to put a dent in the universe."

--Steve Jobs, entrepreneur and inventor (1955-2011).



Book publishing is changing--rapidly.
 With change comes opportunity.
 Discover what those opportunities will be.
 Opening Keynote by Dan Poynter, the Book Futurist.

Self-Publishing Book Expo. October 22. New York City
 Fmi: Diane Mancher, +1-212-353-3478 (bus), +1-917-971-4929 (mobile).
<http://www.SelfPubBookExpo.com>



OVERHEARD:

To be persuasive we must be believable;
 to be believable we must be creditable;
 to be credible we must be truthful
 --Edward R. Murrow, broadcaster, USA.

AMAZON AFFILIATES ARE BACK IN CALIFORNIA

Gov. Jerry Brown signed legislation that postpones new sales taxes rules that would have affected online purchases in California, granting more time for traditional and online retailers to lobby Congress for a national standard on the high-stakes issue.

Amazon is also re-establishing links with affiliates in the state
<http://yhoo.it/nNEOyq>



AMERICANISMS INVADING BRITISH ENGLISH?

This past summer, journalist Matthew Engel complained to the BBC website of the corrupting influence of U.S. words on British English.

Readers were invited to contribute their picks for the worst of the worst, and within a day, nearly 1,300 people had responded.

Many words are just made up; quite a challenge even if English is your first language.

<http://www.bbc.co.uk/news/magazine-14201796>

<http://www.slate.com/id/2302356/>



We are usually convinced more easily by reasons we have found ourselves than by those which have occurred to others.

--Blaise Pascal, philosopher and mathematician (1623-1662)

AMAZON CONTINUES TO DISINTERMEDIATE PUBLISHERS

What if you could ask the author of a book a question *while* you were reading the book? That's the kind of world Amazon wants to offer with its new [@author feature](#).

By encouraging readers to send questions to authors via Twitter, the online bookseller hopes to build a reader community for its Kindle

<http://buswk.co/pNNO8o>



One out of five ebook publishers generates more than 10% of sales from ebooks

EPONYM: TO LIVE FOREVER, BECOME A NOUN

Henry Shrapnel, Jules Leotard, and Robert Bunsen each became nouns. See more people who became immortal at

<http://n.pr/oKBpk3>



TEXTBOOKS NEXT TARGET OF PIRATES

As eBooks and eBook readers become more and more commonplace, there has been growing anticipation that digital textbooks will be the next big thing on college campuses. With some students hoping to beat the high cost textbooks by renting digital versions of textbooks, a group called the **Library Pirates** say they can unlock rental books and plan to distribute them online for free.

<http://www.geekosystem.com/unlock-digital-textbooks/>



The economics of the book publishing business are changing so rapidly the industry barely looks like it did just six months ago.

--Jeffrey A. Trachtenberg, *The Wall Street Journal*.

AMAZON REINVENTS THE LIBRARY



Amazon has launched its ebook lending program for libraries, following through on a [promise it made earlier this year](#) to offer its Kindle ebook reader to libraries across the country as an alternative way to lend ebooks.

The program allows users of the Amazon reader — as well as the Kindle app for the iPad and other devices — to [borrow books from more than 11,000 public libraries](#) in the U.S. with a single click.

<http://bit.ly/ovYzla>



Owners of eReaders are major book buyers. 17% purchase between 11 and 20 titles per year and 17% buy more than 21.

WILL EBOOKS BECOME *WORKS IN PROGRESS*?

Ebooks are easy to revise and they have made post-publication tinkering newly convenient. Amazon sends emails to customers to inform them when an updated text—with assorted typos and factual errors corrected—of a book they've purchased is available for download, as it has done with titles ranging from *The Lord of the Rings* to Stacey Schiff's *Cleopatra*.

Could the ebook become a mutable thing that evolves with its circumstances, independent of the book it descended from? And is this a sign that our expectation for a book is shifting from finished product to perpetual work-in-progress—or just the logical conclusion of a long tradition of multiple, unstable texts?

<http://bit.ly/oImFl8>



15% of adults use an ebook reader, compared to 8% 12 months ago

GLOBAL EBOOK AWARDS YOUTUBE CHANNEL

See trailers for winning books.

Do the authors a favor and “like” their trailers.

<http://bit.ly/qXj2pf>



Crime and thriller books (47%) are the most popular fiction ebook genre, followed by science fiction (25%), literature (23%) and romance (23%).

READERS REACT TO ERRORS IN EBOOKS

Amazon wirelessly replaced the eBook version of Neal Stephenson's *Reamde* after readers found errors in the \$16.99 eBook.

One customer [called for a 75 percent refund](#): "this level of carelessness is inexcusable on economic grounds. I'd expect to find format errors and mangled content in a pirated ebook, not in a \$17 Kindle edition. When I purchase an ebook at a price point so close to the print version, the publisher rakes in far more profit than from a print title. To then turn around and offer shoddy, incomplete text in that pricey Kindle title shows an arrogant disregard for economics, the reader, and the distribution channel."

<http://bit.ly/r0XBZM>



The percentage of trade publishers producing ebooks rose from 50% to 76% in two years.

CAN A BOOK BE AN "UNAUTHORIZED AUTOBIOGRAPHY?"

And what if it is ghostwritten?

<http://bit.ly/mQCx6o>



Some print runs are down as much as 25% compared with last year.

→ **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



INDEPENDENT PUBLISHERS

--Rick Frishman, publisher Morgan James Publishing
<http://www.MorganJamesPublishing.com>



Being a single book author isn't a likely option. The majority of independent Publishers have a line of books. Or they create a book that hits, often creating by-products or spin-offs based around the book. An independent can be created by one author, himself; by authors other than the publisher; or they can be a combo—the publisher/author and other authors. And one of their goals is to be profitable. They view themselves as a business.

Small presses come under the independent umbrella. A good independent has its own imprint name, sets out to make money, and puts the time, energy and money into creating a quality product. It's not uncommon to see many small presses actually create a better looking product—the book—than New York puts out. Independents can access the same cover artists, interior designers and printers that a traditional publishing house does. They view publishing as a business, not a hobby.

Is there Independent Publishing in you? Yes, if:

YOU ARE WILLING TO WORK HARD

YOU ARE WILLING TO LEARN

YOU ARE NOT A PUBLISHING SNOB

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

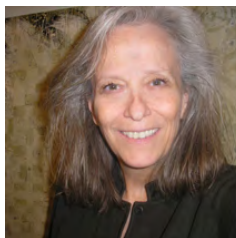


OVERHEARD:

There's a word for a self-published writer who never gives up... rich.
 --Joe Konrath, Successful Author.
 is lost.

BOOK DESIGN: TIPS: Naming files; organize home pages; using icons

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



Here are a few tips about anything book or business...of course there are a lot more... and please write yours in the comments section below. It's always nice to share your knowledge... and we love to hear it!

1. **Naming files:** don't use punctuation. No `,' commas or `.' periods or `/' slashes or other such OR spaces. Try to fill in any blanks with a `_' underscore or a `-' hyphen. This will make your files read better when

uploaded or imported.

2. **Home pages:** these do best when organized from the beginning leaving room to grow. Start with a flow chart of what you do and what you will be offering. There is a saying... nothing is more than two clicks away for your important messages. And don't forget that the home page is best received by spiders when the SEO is clear and on keyword.

3. **Using icons on your website:** icons help an otherwise dull site to come alive and have / give direction to the people who come to the site. There are many places to buy full sets so they look the same or make your own using royalty free images and placing a name to them. Try to keep them in standard places from page to page and post to post, this way you begin to identify a process for your audience to follow to your information.

Let me know if this was helpful and if you have any other questions please [contact](#) me. 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:

We're also far enough from the publishing power that we have no access to the politics of publishing, although there are interpersonal politics, of course.

--Katherine Dunn

AS AN AUTHOR, YOU MUST STRIVE FOR "TOP OF MIND AWARENESS"

Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630;
 PamLontos@gmail.com; www.PamLontos.com



The frequency of seeing your name over and over is what makes you a celebrity.

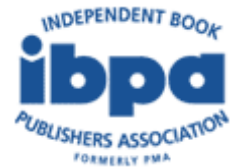
You want people to say, "I've seen your name everywhere!" That's the way you will sell more books. So even if you're a shy author, with print and electronic media, you can make sure your book is seen everywhere.

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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



OVERHEARD:

Happiness is inspiring your reading audience to believe in themselves.

--Barbara Gaughen Müller.

CONNECT WITH READERS FACE TO FACE . . . ONLINE

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



With the popularity of online services like Skype continually on the rise, participating in video chatting and web conferencing is now easier than ever. In competition to Skype, Google offers free video chatting and conferencing through iGoogle <http://googletalk.blogspot.com/2009/08/video-chat-from-igoogle.html> . You can also check out this link

<http://www.masternewmedia.org/best-video-conferencing-tools-free-low-cost-one-to-one-and-multi-party-solutions-mini-guide/> for comparisons of other conferencing websites.

Authors can take advantage of online conferencing in several ways. If you have a solid social networking platform, you can arrange a time and date when you will be on a video chatting service and have your fans log on. Make sure to send reminders and bulletins with all the information. You can host a Q&A, read an excerpt from you book or lead a discussion. Or if a book club picks up your book, propose to the group that you can host a video chatting session where you talk about your book and answer questions. Video conferencing is a great way to connect with a bunch of readers at once.



OVERHEARD:

If you have a song that you think sounds like another song you should contact the publishing company and say I have a song here, let's cut a deal that lets everyone walk away feeling good.

--Wayne Coyne

WORD TRIPPERS

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

Born, borne – “Born” means brought forth by birth, or possessing stated qualities from birth.

“Borne” is a form of the verb “to bear,” which means to hold up, transport, carry in the mind, yield, exhibit a quality or characteristic.

“He was *born* lucky; I have *borne* his good fortune jealously all of my life.”



OVERHEARD:

I believe more in the scissors than I do in the pencil.

--Truman Capote

HOW TO SPEAK AND WRITE BETTER ENGLISH

--Elizabeth Noble, USA.

After completing an editing project for authors whose mother tongue is not I summarized their common errors. I these notes will help those in the GSF. has abundant infuriating and illogical Knowing them does simplify communication and we must keep our communication simple in our globalized Many Anglophones, even professional speakers, make some of the mistakes I explain (and for them I wrote Winners Speak Globish). Bad English can be heard every day on the TV and radio, and I read these kind of errors frequently—even in the New York Times.



some English, believe English rules!

world.

will

<http://bit.ly/mXNoRW>

WHAT I LEARNED FROM JANET EVANOVICH: WRITE FOR YOUR AUDIENCE

By Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

Janet Evanovich is not afraid to listen to the criticisms of her critics. Some people say she has no talent in writing, some say she hasn't written a real new original novel in a long time, and others say that all her stories are basically the same exact thing. Either way, despite what the critics complain about, her novels, one after the other, always end up on the bestsellers lists, and there's good reason for that.



After talking with her, she told me that the key to her success was realizing that she can't write for herself, and instead, has to write for her audience. She listened to her audience, knew what they wanted to hear and read, and she followed that all the way to the bestsellers lists.

Whether talking to Nicholas Sparks, James Patterson, or Janet Evanovich, I've notice a common thread linking all these authors together, and that's their dedication to their key audience.

You have to pay attention to your audience if you want to be a successful author. You have to give them what they want, and in return, they'll give you what you want, and that's success. If it works for Janet Evanovich, it'll work for you, too.

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals.

A.WORD.A.DAY

--Anu Garg

chapbook



PRONUNCIATION: (CHAP-book)

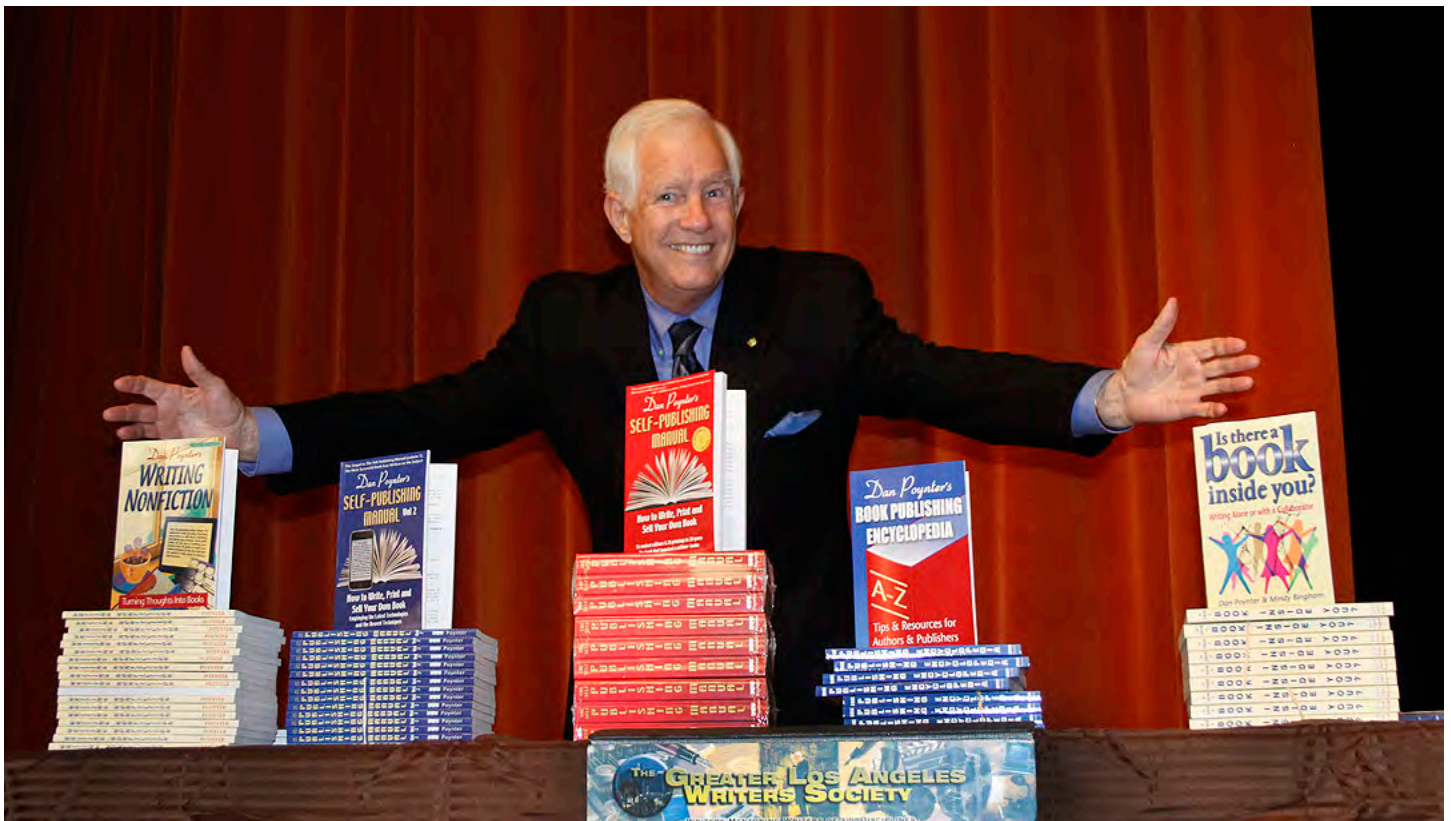
MEANING: *noun*: A small book or pamphlet containing stories, poems, or religious tracts.

ETYMOLOGY: From chapman book, a small, cheap book sold by a [chapman](#) or a [colporteur](#). Earliest documented use: 1824.

USAGE: "Gloucester writer and editor David Rich will read from and discuss his new chapbook of poems."

Ann Gail McCarthy; Rocky Neck Tradition Kicks Off Busy Weekend; Gloucester Times (Massachusetts); Aug 10, 2011.

Explore "[chapbook](#)" in the Visual Thesaurus.



Dan Poynter and some of his books

Book Futurist and Industry Thought Leader

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



OVERHEARD:

Don't be afraid to take a big step.

You can't cross a chasm in two small jumps.

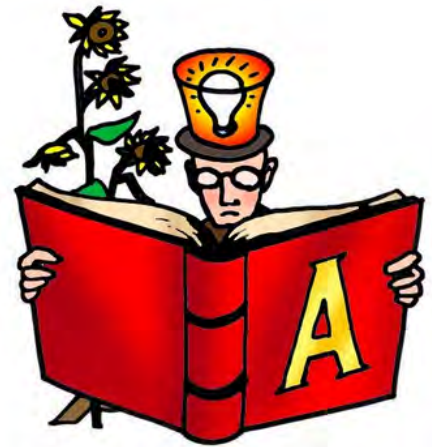
--David Lloyd George, British prime minister (1863-1945)

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

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



ParaResources



WEBSITES FOR MOBILE PHONES

Everyone has a mobile phone and most surf the Web looking for products and services. They do not want to wait until they arrive home to find you.

On a mobile phone, most website show slowly and in very tiny type.

See the video at Nathan Segal's site:
<http://www.mobilewebsitemarkets.com/>

He can build you a mobile phone site.



OVERHEARD

Simplicity is the ultimate sophistication.
--Leonardo da Vinci, painter, engineer, musician, and scientist (1452-1519)

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>



BOOKKEEPING SOFTWARE FOR PUBLISHERS: JAYA 123

Sept. was the seventh anniversary of the popular Jaya123 order-entry, billing, reporting web-service that grew out of the old PUB123 software that was a hit in the 90s. While Jaya123 works for all business types, it is particularly popular with publishers because of its comprehensive royalty payment module. The cost is \$14.95 a month with no buy-in and no minimum term. There is a full demo on the site that does not require you to divulge any personal info to try it... <http://www.jaya123.com>



GET YOUR BOOK REVIEWED

You may request reviews at **Publishing Poynters Marketplace**. Offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com.

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



OVERHEARD

Either write something worth reading or do something worth writing.

--Benjamin Franklin.

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>



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.

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/>



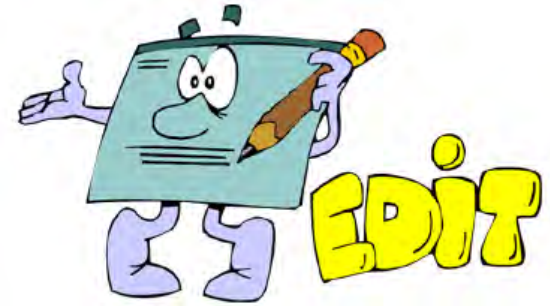
HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

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:

I was publishing when I was 20, 21. And it really never stopped.
Daniel Berrigan

→**SHARE YOUR RESOURCE.** Send it 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.



ParaThoughts



WHY SHOULD BOOK COPYRIGHTS EXPIRE?

Currently, when you write a book it is covered by Copyright lasting for your life plus 70 years. There are other provisions for corporations (because they do not die). But why should a copyrighted book pass into the Public Domain?

Should a copyright be treated like a patent? A patent passes into the public domain after 20 years. It can be argued that this is in the public interest. The inventor has 20 years to exploit the patent without competition. Whether the inventor exploits his or her idea, it is in the public interest to let others in after 20 years.

Are books the same? Let's explore the two basic categories.

Fiction is a work of art. Anyone is allowed to *write* a book but why should they be allowed to *copy* and sell a book he or she did not create? Shouldn't a literary work be passed down in the family forever? Shouldn't they be permitted to sell or lease the rights in the book?

Nonfiction. Copyright covers a sequence of words. It does not cover ideas. Most nonfiction books are written from other books—it is called "research." Authors research many sources, combine the ideas with their own experience and focus their writing to a defined market of readers. People may copy their ideas but not the (sequence of) words.

The copyright term for fiction should be forever because the book is a work of art. The copyright term for nonfiction should last forever because anyone is free to reprint the ideas but not the words.

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

Enjoying this ezine?
Forwarded it to friends



ParaFreebies



REVIEWING FOR AMAZON

Jeff Rivera interviews Dan Poynter
Listen to the recording about Amazon reviews.

<http://bit.ly/oJrc7v>



OVERHEARD:

Writing is a profession. Act professional.
--Joe Konrath, Successful Author.

FREE BOOK REVIEW MAGAZINE

[ForeWord Reviews](#), the *only* book review magazine to feature independent publishers exclusively, is now available online *free* from Zinio, one of the world's largest online magazine and newspaper sources!

In response to our readership's expanded use of digital devices and online sources, and evidencing a growing concern for the environment, *ForeWord* has partnered with Zinio to deliver professional, independent book reviews online.

Read *ForeWord Reviews* from your iPad, iPhone, Android device, desktop, or laptop—book reviews, peer opinion pieces, and author interviews accessible at a moment's notice while still preserving the aesthetic of the magazine.

<http://bit.ly/nJ5xpi>

AN ONLINE HANDOUT WITH LIVE LINKS TO INFORMATION ON PRINT ON DEMAND (POD) PUBLISHING

and to service providers that a newbie might need, everything from the USA copyright office to printing options.

--Betty Mackey

<http://www.mackeybooks.com/printondemand1.html>

An active member of the Garden Writers Association, I am often asked for advice on publishing and have given several talks to fellow members. I have been an independent publisher of garden books for 25 years.



OVERHEARD:

Poetry is a deal of joy and pain and wonder, with a dash of the dictionary.
--Kahlil Gibran, poet and artist (1883-1931)

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

Your publishing colleagues may be thinking about you.
They will think about you more often if you forward this ezine to them.



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.

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>



2011



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 (May be moved to Fall)
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>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

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

<http://bit.ly/gREshz>

HOLLAND/BELGIUM



April 19-21 Amsterdam, The Netherlands. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

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>

GERMANY. GSA Sept 7-8, Düsseldorf

(GSA) convention at the Hilton hotel.



<http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>

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

Convention.

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>

**OVERHEARD**

Write your first draft with your heart.

Re-write with your head.

--From the film *Finding Forrester*.

Prove your love for this newsletter by forwarding it to your book colleagues.



ParaHumor



PUNS OF THE MONTH:

--Allen Klein

I thought I saw an eye-doctor on an Alaskan island, but it turned out to be an optical Aleutian.

Two hats were hanging on a hat rack in the hallway. One hat said to the other, "You stay here. I'll go on a head."

She was only a whiskey-maker, but he loved her still.

A rubber-band pistol was confiscated from an algebra class, because it was a weapon of math disruption.

Two silk worms had a race. They ended up in a tie.



I went to the cemetery yesterday to lay some flowers on a grave.
I noticed 4 gravediggers walking about with a coffin.
3 hours later, they were still walking about with it.
I thought to myself, "These guys have lost the plot!"

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

=====

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.

BACK ISSUES are archived at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

PRIVACY STATEMENT: We will not distribute your email address to anyone. Period.

TIME TO SHARE. Please send your news items and promotion ideas to DanPoynter@ParaPublishing.com

AFFILIATE PROGRAMS. Occasionally, I'm a compensated affiliate for some of the programs I tell you about. I only list people and programs I have checked out and believe in.

~~~~~  
Para Publishing LLC. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
PO Box 8206, Santa Barbara, CA 93118-8206 USA. 530 Ellwood Ridge, 93117.  
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)

