



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

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

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A. ParaNews

1. NATIONAL FEDERATION OF THE BLIND AND AMERICAN COUNCIL OF THE BLIND FILE DISCRIMINATION SUIT AGAINST ARIZONA STATE UNIVERSITY

University's Amazon Kindle DX Pilot Program Discriminates Against the Blind

<http://www.nfb.org/nfb/NewsBot.asp?MODE=VIEW&ID=449&SnID=216092628>



2. FOLLOW DAN POYNTER ON TWITTER AND GET THE LATEST BOOK INDUSTRY DISCOVERIES

(in fewer than 140 characters). <http://www.Twitter.com/DanPoynter>

Just click the Follow button under Dan's photo.

If you are not signed up for Twitter, you will have to register first.

Discover the power of Twitter.

3. VENTURA BOOK FESTIVAL 2009

Exhibitor applications are now being accepted for the Fourth Annual Ventura Book Festival, produced by the California Literary Arts Society (CLAS). It will be held on Saturday, July 25, from 10 a.m. to 4 p.m. at the Crowne Plaza Hotel, located on the beach at the foot of California Street in Ventura. Admission to the festival and programs is free to the public. Events on the program are writing seminars, panel discussions, readings, author presentations, and an award ceremony for the winners of the CLAS Memoir Writing Contest. This year we will also have a silent auction for unique prizes.

The Festival features authors, publishers, book sellers, writer organizations, and vendors who will be exhibiting and selling their works. As the event drew nearly a thousand visitors last year, it is an ideal place to promote books, authors, publishers, and literary organizations.

This year the San Miguel Room, the main ballroom on the ground floor of the hotel, will be for exhibitors only. The programs will take place in two separate meeting rooms on either side of the exhibit hall. Both rooms will be set up theater style.

In light of the current economic conditions, we are reducing exhibitor fees this year to \$100 per booth. Exhibitors may share a table with others of their choice but only one check should be written for each booth. We require a separate application from each exhibitor even if they are sharing a table so that we can list them in the program.

Exhibitor registration deadline is July 18, 2009. Application forms may be downloaded from the CLAS website: www.literaryarts-ca.org. For more information, call 805-643-3385, visit our website, or email maryembree@sbcglobal.net.

--Mary Embree, Executive Director and Festival Coordinator

4. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

DanPoynter@ParaPublishing.com

Your address book may show

dpoynter@impulse.net or another old address.

Please make the change now.

5. THE SELF-PUBLISHING MANUAL, Volume 2

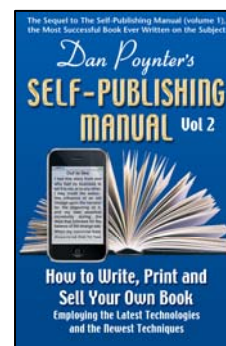
Get the pBook or the eBook.

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

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

You will discover how easy it is to:

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



Available as an eBook in ten different formats. \$7.97

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

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

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

Save 32%, now just \$10.17.

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

See

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

7. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Calgary, Columbus, Ft Lauderdale, Johannesburg, London (UK), Los Angeles, Mannheim, Miami, Missoula, Orlando, Phoenix, Pittsburgh, San Diego, Singapore, Studio City, Tampa, Valley Forge, Vancouver, Washington, White Plains, Radio/Teleseminars/Webinars (everywhere).

(MORE to be announced soon).

See the ParaCalendar on these content-filled seminars, below. See ALL the



if they have done their research- On every site I have- in my bio the last line is about my family and ends with info on my dog-

If they know my dog (now dogs) names- I know they have done their homework- and they are miles ahead of everyone else-

A little research goes a long way-

For more tips go to www.rickfrishman.com

2. DON'T FORGET TRADE AND CONSUMER MAGAZINES

--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.



It is important to look for the targeted readership for your topic. Many people forget this and ignore thousands of potential clients and customers. It is also important to read these magazines, since they cover only one subject, because you can make sure you are covering your topic completely, better understanding your audience, and getting new ideas for publicity while your at it.

3. BOOK DESIGN: REPRODUCING CHARTS AND GRAPHS AND TABLES IN YOUR INTERIOR

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

Book covers are just one part of the book design process. Ask yourself, what part does the back cover play in the sale of my book? It's said the cover design brings them in, it's the hook....and the back cover sells them. Here is a list of what's needed for the back cover.



Parts to Your Books Back Cover: Use for fiction or non-fiction...
the bullet points are mostly for non-fiction.

1. Category and price. This is usually the first line on the back cover.
Price: This has several places on the back where it can be positioned.

2. Headline: What is the main benefit you want your readers to get out of your book.

3. First paragraph: is usually a descriptive short summary, collective of back up facts or statements.

4. Sub heading and Bulleted list: the sub heading leads you into the features, the bullet points.

5. The closing paragraph: one or two sentences to sum it up and call to action.

6. Author Photo and Bio: if there is room add a photo and short intro to the author or their company.

7. Testimonial: an endorsement from a well know person and what they think about your book.

8. Signature: company name and contact info, website and location if you want. Usually on the bottom left.

9. Barcode: The barcode is made from your ISBN that you get from bowker.com and it is usually positioned on the bottom right, although there is no standard placement. Try to always know what your book price will be before you make it so the price can be in the barcode

Remember, do something every day toward your book and promotion.
Karrie Ross, Book Design

4. REVIEWS ON AMAZON.COM

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



Amazon.com customer reviews are a great way to boost book sales. Steve Weber has a helpful guide on how to get your book reviewed on Amazon <<http://www.amazon.com/gp/richpub/syltguides/fullview/RNCWTLEMV71VM>> . Also be sure to solicit reviews from friends, family, colleagues, and fans. If someone contacts you with positive feedback about your book, send an email asking him or her to put those kind words to work! Below is a sample template you can customize (just swap out the titles in the text and the ISBN in the link) and then send to people who have given you positive feedback:

Dear [Name],

Thank you for your kind words about Give Peace a Deadline. If you have a spare moment, it would be a great help if you could post a review of it on Amazon and let other potential readers know why you liked it. It's not necessary to write a lengthy, formal review—a summary of the comments you sent me would be fine. Here's a direct link to the review form for Give Peace a Deadline. Note that your review will not show up on Amazon until just before or after the pub date.

<http://www.amazon.com/review/create-review?asin=1929774869>

Many thanks,
[Your Name]

5. WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com

Interpolate, extrapolate – To “interpolate” is to introduce something new between existing parts, especially in the sense of inserting foreign material to falsify a text. To “extrapolate” is to infer or estimate by extending or projecting known information. “The corrupt accountant *interpolated* fabricated records into the yearly earnings report so positive growth would be *extrapolated* for the next quarter.”



6. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our frée InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

7. 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>



8. BOOK CATEGORIES

-- Cathi Stevenson, <http://www.bookcoverexpress.com>

Professionally published books will have the book category printed on the back cover. The category assures proper book-store shelving. You can find your category here: http://www.bisg.org/standards/bisac_subject/index.html



9. SELL MORE BOOKS USING SOCIAL NETWORKING

--Michael Volkin is the author of the new book *Social Networking for Authors-Untapped Possibilities for Wealth*. Check out his book and book marketing services at www.SellaTonofBooks.com.

To be a successful author, you have to know what resources you have available to you and be able to capitalize on those resources. One of the great marketing possibilities for authors is social networking, but many authors don't touch this avenue of marketing. If you think Facebook, Twitter, MySpace and the dozens of other sites are just for keeping in touch with friends, you could be missing out on generating thousands of extra dollars in book sales every month. By marketing on just one social networking site correctly, you will see your book sales increase considerably.

For more tips on using social networking, see <http://www.sellatonofbooks.com/>

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

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**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:

Alan Gadney, [OneBookPro@aol.com](mailto:OneBookPro@aol.com)  
 Barbara Florio Graham (Canada), [simon@storm.ca](mailto:simon@storm.ca)  
 Barbara Kimmel, [barbara@nextdecade.com](mailto:barbara@nextdecade.com)  
 Bob Goodman, [rg@silvercat.com](mailto:rg@silvercat.com)  
 Bobbie Christmas, [bobbie@zebraeditor.com](mailto:bobbie@zebraeditor.com)  
 Brian Jud, [iMarketBooks@aol.com](mailto:iMarketBooks@aol.com)  
 Cynthia Frank, [Cynthia@CypressHouse.com](mailto:Cynthia@CypressHouse.com)  
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 Janice Phelps, [jmp@janicephelps.com](mailto:jmp@janicephelps.com)  
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 John Eggen, [John@MissionMarketingMentors.com](mailto:John@MissionMarketingMentors.com)  
 Judith Briles, PhD. [judith@briles.com](mailto:judith@briles.com)  
 Judy Weigle, [Judi@JudiM.com](mailto:Judi@JudiM.com)  
 Kira Henschel, [Kira@GoblinFernPress.com](mailto:Kira@GoblinFernPress.com)  
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 Mindy Gibbins-Klein (UK), [info@bookmidwife.com](mailto:info@bookmidwife.com)  
 Patrick Ang (Singapore), [PatAngLH@singnet.com.sg](mailto:PatAngLH@singnet.com.sg)  
 Rita Mills, [rmills@ghg.net](mailto:rmills@ghg.net)  
 Serena Williamson Andrew Ph.D (Canada), [sw@serenawilliamson.com](mailto:sw@serenawilliamson.com)  
 Sharon Goldinger, [pplspeak@norcov.com](mailto:pplspeak@norcov.com);  
 Sharon Lindenburger (Canada), [Sharon@WriteAWiseBook.com](mailto:Sharon@WriteAWiseBook.com)  
 Shel Horowitz, [shel@frugalfun.com](mailto:shel@frugalfun.com)  
 Shum F.P. (Malaysia), [shumfp@pd.jaring.my](mailto:shumfp@pd.jaring.my)  
 Simon Warwick-Smith, [sws@vom.com](mailto:sws@vom.com)  
 Sylvia Hemmerly, [PubProf@TampaBay.rr.com](mailto:PubProf@TampaBay.rr.com)  
 Tanya Hall, [tanya@greenleafbookgroup.com](mailto:tanya@greenleafbookgroup.com)  
 Val Waldeck (South Africa). [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net)



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>

#### 4. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

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

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[603](#) Book Printing. At the Best Price

[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

[606](#) Publishing Fiction & Poetry

[607](#) Publishing Contract: Author-Publisher

[608](#) Your Publication Date

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

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[611](#) Newsletter Publishing; A Resource Guide

[612](#) Bestsellers, What They Are & How To Make Them

[613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food

[614](#) Selling Books Through The Gift Trade

[615](#) eBooks to eBooks, Creating Digital Reading

[616](#) Travel Books, Resources for Writing, Producing & Promoting Guidebooks

[617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking

[618](#) Religious Books

[619](#) Write It Once - Sell it Forever, How to Update Your Books

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

[622](#) Cooperative Book Promotion

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

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

[625](#) Selling Books to Catalogs

[626](#) Raising Money to Publish Books

[628](#) Canadian Book Publishing

[629](#) Making The Web Pay

[630](#) Selecting a Book Title That Sells.

[631](#) Covers That Sell Books

[632](#) Bookshelf, Selling Books From Other Publishers

[633](#) Beyond Remainders

[634](#) Selling Books In The United States

[635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products

[636](#) Insurance for Publishers; Protecting Your Book Company

[637](#) Selling Books To The Military Market

[638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)

[639](#) Autograph Parties & Signing Books



[640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing

[641](#) Merchant Status: Credit Cards for Publishers

[642](#) Large Print Books: Making your Work Easier to Read.

**5. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES.** See <http://parapublishing.com/sites/para/resources/allproducts.cfm>

## 6. DINNERS WITH DAN

**Dan Poynter** is traveling the world to share his knowledge on book writing, publishing and promoting. He is probably headed for your area. See his Calendar at <http://parapublishing.com/sites/para/speaking/calendar.cfm>



This is your opportunity to discuss your book project with Dan over dinner (or sometimes a lunch). The agenda is to go around the table. Each participant describes who they are, what they do, what they want from their book and asks specific questions. Then Dan contributes ideas, sources and answers. Often other table-participants chime in.

Since each book is unique, they do not compete. That is why authors and publishers are so open, helpful, friendly and supporting. We are not competitors, we are conspirators. Discussing each others' projects over Dinners with Dan, becomes a great learning experience for all; many of the ideas can be applied to one's own project.

Your only cost will be your own meal.

Seating is limited to one table of nine eager participants plus Dan.

**You must register** and be confirmed ahead of time. Contact [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com). +1-805-968-7277.

Most of these Dinners with Dan are program-connected events. Dan is usually speaking on the subject the day after the Dinner. These Dinners help Dan to get to know you and your book project; they help him to prepare for the main program. These pre-event programs are valuable, fascinating and fun.

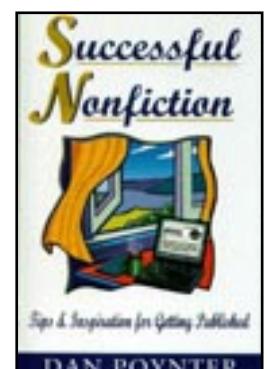
Scheduled Dinners with Dan events are posted in the ParaCalendar, below.

## 7. SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBOOK

Select from ten different formats. See

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

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



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

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

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

[HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR\\_1\\_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1](http://www.amazon.com/successful-nonfiction-inspiration-getting-published/dp/1568600615/ref=sr_1_1?ie=utf8&s=books&qid=1246915530&sr=1-1)

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I dare you to forward this ezine to writers and publishers.

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# D. ParaThoughts



## THE eBooks ARE COMING

Most of the people denigrating eBooks have not read an eBook. They have looked at them briefly and then rejected them for any one of a number of subjective reasons. But the rejection decision was made without trying the product.

eBook hardware manufacturers are partly to blame. To demonstrate their new readers, they traditionally offer some frée books. But they are old out-of-copyright books. Remember those books you were assigned to read in highschool? Grownups still do not want to read them.

I have been reading and publishing eBooks for years; first on a Pocket PC and now on an iPhone. As both a publisher and consumer of eBooks, I know them well.

As authors and publishers, we have an obligation to our authors, books and buyers to understand all the technology but a glance is not enough. Don't condemn technology you haven't tried.

The eBooks are coming because they are better and because of economics: it costs too much to make, print and transport paper. eBooks won't replace pBooks but sales are taking off. The eBooks are coming.

==>**SHARE YOUR editorial thought.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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

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# E. ParaFreebies

**1. LIST YOUR BOOK(S) FRÉE ON THE PARA PUBLISHING WEB SITE.**

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

**2. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - FRÉE.**

See  
<http://parapublishing.com/sites/para/information/business.cfm>

**3. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – FRÉE.**

Each kit consists of more than eight pages of details, tips and resources. Each is geared to a level of The New Book Model.

- =Researching and Writing
  - =Producing printed books, eBooks & dBooks.
  - =Marketing, promoting & distributing.
- See  
<http://parapublishing.com/sites/para/resources/infokit.cfm>

**4. RICK FRISHMAN INTERVIEWS DAN POYNTER.**



July 17. PHOENIX, Arizona. Global Speakers Network meeting, prior to the NSA convention.

<http://iffps.org/meetings.html>

July 18-21. PHOENIX. National Speakers Association (NSA/US) Convention. Phoenix, Marriott Desert Ridge. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

August 15. TAMPA. Dan Poynter on book writing, publishing and promoting. NSA/Central Florida.

Fmi: <http://www.NSAcentralFlorida.com>

August 28-30. MISSOULA, MT. Parachute Industry Association. Holiday Inn, Downtown. Fmi:

<http://www.PIA.com>

September 10. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention.

<http://iffps.org/meetings.html>

September 11-12. MANNHEIM. German Speakers Association (GSA).

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

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

September 15. MIAMI. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 10:00 – 2:00 PM. Fmi: IME Enrichment Center, Manny Sarmiento, 8181 NW 36<sup>th</sup> St, #8-D, Miami, FL 33166, [TICKETFL@aol.com](mailto:TICKETFL@aol.com), 1-305-477-7600,

<http://www.imeglobalgroup.com>

September 18. VANCOUVER, BC. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner.

September 19. VANCOUVER, BC. Turning Speeches into Books. Vancouver chapter of the Canadian Association of Professional Speakers (CAPS). Fmi: Ron Grender, [ron.greender@gmail.com](mailto:ron.greender@gmail.com), 778-688-7065

<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:30 PM.

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500.

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

October 10. FT LAUDERDALE. Turning Speeches into Books. The full New Book Model Program. Florida Speakers Association. Westin Hotel. Fmi: George Chismark, +1-561-630-7766, [info@florida-speakers.org](mailto:info@florida-speakers.org), <http://www.florida-speakers.org/>

October 11. SAN DIEGO. 21<sup>st</sup> Century Book Marketing. Your Publishing Choices: Ways to get your book into print. Fmi: Jessie Schwartzburg, 619-795-9858, [JessieSchwartzbu@hotmail.com](mailto:JessieSchwartzbu@hotmail.com),

<http://www.21stcenturybookmarketing.com/>

October 16. LAS VEGAS. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner.

October 17. LAS VEGAS. National Speakers Association/ Las Vegas (NSA/LV) chapter. FMI: RJ DiDonato, [rjd@nstreams.com](mailto:rjd@nstreams.com), (702) 436-0786, <http://www.NSAlasVegas.com>

October 30-31. SINGAPORE. Seminar for Young Authors. Fmi: Janus Education, Catherine Khoo, 63368985, [Catherine@CatherineKhoo.sg](mailto:Catherine@CatherineKhoo.sg)

November 9. AMSTERDAM. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, [victor@acquirol.nl](mailto:victor@acquirol.nl)

November 12. LONDON, UK. "Turning Experts into Published Authors" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, [mindy@bookmidwife.com](mailto:mindy@bookmidwife.com), [www.bookmidwife.com/november10](http://www.bookmidwife.com/november10), <http://www.BookMidwife.com>.

November 13-15. LONDON (area). Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakers.org](mailto:admin@professionalspeakers.org), +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November 19-22. PHOENIX. National Speakers Association (NSA/US) Fall Conference. Arizona Grand Resort. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

December 6-8. CALGARY. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

December 16. STUDIO CITY. Book Publicists of Southern California. Dan Poynter to speak on the future of the book publishing industry. Annual Holiday program. Sportsman's Lodge, 12825 Ventura Blvd, Studio City, CA. 5:30 PM. Reservations required. Fmi: Irwin Zucker, 323-461-3921, [IrwinZuckerPR@AOL.com](mailto:IrwinZuckerPR@AOL.com), <http://www.BookPublicists.org>.

## 2010

January 10. COLUMBUS, OH. Turning Speeches into Books. The full New Book Model Program. National Speakers Association, Ohio Chapter. Crowne Plaza Hotel, 33 E. Nationwide Boulevard, Columbus, Ohio 43215. FMI: 866-900-6446, [lauralee@nsaohio.com](mailto:lauralee@nsaohio.com)  
<http://www.nsaohio.com/calendar/>

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](http://www.marriott.com/nashville). Location phone: +1-615-889-9300. Fmi: [http://www.nsaspeaker.org/nsa\\_events/default.asp](http://www.nsaspeaker.org/nsa_events/default.asp)

February 12-14. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, [Sfwriterscon@aol.com](mailto:Sfwriterscon@aol.com), <http://www.sfwriters.org/>

March 13 & 14. AMSTERDAM. PSA/HOLLAND. Tentatively scheduled for Amsterdam. <http://www.psaholland.org/>

April 23-25. AUSTRALIA. <http://www.nationalspeakers.asn.au/index.html>

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

May 8. WASHINGTON, DC. Turning Speeches into Books. The full New Book Model Program. DC Speakers Association. Fmi: Cheree Warwick, (703) 489-4589, [cheree@TheProfitPartner.com](mailto:cheree@TheProfitPartner.com),  
[http://www.nsadc.org/meetings\\_events/eventcalendar.asp](http://www.nsadc.org/meetings_events/eventcalendar.asp)

May 25-27. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:  
<http://www.bookexpoamerica.com/>

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

October 19-22. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP)  
<http://www.association-conferenciers.com/>

November 12-14. UNITED KINGDOM. Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakers.org](mailto:admin@professionalspeakers.org), +44 0 0845 3700 504,  
<http://www.professionalspeakers.org/events>

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

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

## 2011

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

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

## 2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association.  
 At thee brand new Marriott Hotel.  
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>



