



# Publishing Poynters

## Book and Information-Marketing News and Ideas from Dan Poynter



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[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com); <http://ParaPub.com>; 1-800-PARAPUB  
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. WHAT IS HAPPENING WITH TRAVEL BOOKS?

<http://www.tamartidings.com/travel-20-the-data-impacts-and-business-implications.html>

## 2. BORDERS NAMED IN LIST OF BRANDS THAT WILL DISAPPEAR THIS YEAR or NEXT

<http://chuckthomas.wordpress.com/2009/04/17/rip/>

## 3. BOOK READING INCREASINGLY POPULAR ON IPHONE

11% of the apps in the U.S. store were in the Books category.

[http://blogs.computerworld.com/iphone\\_ebook\\_book\\_amazon\\_kindle\\_apple\\_sdk\\_app](http://blogs.computerworld.com/iphone_ebook_book_amazon_kindle_apple_sdk_app)

## 4. AS NEWSPAPERS DECLINE, WHAT IS HAPPENING TO PAPER BOOKS?

<http://www.guardian.co.uk/books/2009/apr/19/robert-mccrum-books>

## 5. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

Your address book may show

[dpoynter@impulse.net](mailto:dpoynter@impulse.net) or another old address.

Please make the change now.

## 6. THE SELF-PUBLISHING MANUAL, Volume 2

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

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

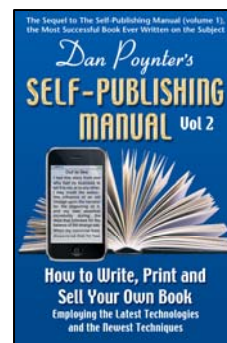
Available as an eBook in ten different formats. \$7.97

<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.



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

See

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

## 8. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Auckland, Bloemfontein, Calgary, Cape Town, Columbus, Ft Lauderdale, London (ON), London (UK), Los Angeles, Mannheim, Marquette, Miami, Missoula, Nashville, New York, Orlando, Pewaukee, Phoenix, Pittsburgh, Singapore, 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 listings. Dan will visit some states/provinces/countries several times.

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

**9. 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.

To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

**10. AIRLEAF VICTIMS UPDATE**

<http://airleafvictims.blogspot.com/>

**11. ACTIVE FACEBOOK USERS BY COUNTRY**

<http://radar.oreilly.com/2009/04/active-facebook-users-by-country-200904.html>

**12. UNDERSTANDING THE GOOGLE SETTLEMENT**

<http://www.idealogue.com/blog/the-google-settlement-answering-some-of-the-questions-about-the-windfall>

**13. SELF-PUBLISHING BOOK EXPO SCHEDULED**

November 7, New York City. See

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

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

NOW, SIT DOWN AND WRITE SOMETHING

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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.



Gather all your notes from any of these resources and start writing. You might be amazed at what you already know.

Read over what you find, can you find more, better, is anything missing? Be like a detective dig and overload your mind with all the materials and eventually you will be the material and speak the material then you can write the material.

And then the resources become part of your book in the resources page.

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

Karrie Ross, Book Design

#### 4. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES?

The book trade is only interested in new books. Special-interest magazines are concerned on the value of the (nonfiction) information. Of course, it is best to send out review copies as soon as the books arrive from the printer but it is never too late as long as the book is not out of date. For a list of special-interest magazines, see

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

#### 5. HOW TO UPLOAD VIDEO TO YOUR AMAZON PAGE

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



Authors frequently ask us, <sup>3</sup>Is there a way to add video to my Amazon product page?<sup>2</sup> Now there is! We have previously recommended using Amazon's free blogging tool, AmazonConnect

<<http://www.amazon.com/gp/help/customer/display.html?nodeId=15700651>> , to connect you with visitors to your book's Amazon product page and help close sales. In addition to updates, articles, links, and blog feeds, you can also add video, such as trailers and interviews, to your product page through AmazonConnect. Personalized messages and online video can have a big impact with potential purchasers who are on the fence about buying a book from an unfamiliar author. So sign up

<<http://www.amazon.com/gp/help/customer/display.html?nodeId=15700651>> for an AmazonConnect account, and if you have a Web-ready video, click here

<<http://buildbuzz.blogspot.com/2008/04/how-to-post-book-trailer-or-video-on.html>> for a helpful article on the process of adding it to your book's product page on Amazon.

#### 6. WORD TRIPPER

--Barbara McNichol, [www.barbaramcnichol.com](http://www.barbaramcnichol.com)

**Palate, palette, pallet** – "Palate" refers to the roof of the mouth and one's sense of taste. "Palette" is a board used by painters for holding and mixing colors; it also refers to the range of colors used by artists. "Viewing a painting created from the *palette* of a fine artist enhances the appeal of gourmet food on one's *palate*."





This is a great opportunity for you to display your book and network with publishing industry professionals from all over the country. BEA is the largest publishing industry event in the U.S. today

### **AMERICAN LIBRARY ASSOCIATION - July 11-14, 2009 - CHICAGO, IL**

We have a few 10x10 booth spaces left in our area at the annual convention of the American Library Association. We will be returning unsold space next week so please let me know right away if you would like details.

In addition to the booth space listed above, we are offering individual title display at \$85 each. Register now: [http://www.ibpa-online.org/pubresources/exhibits\\_PMA.aspx](http://www.ibpa-online.org/pubresources/exhibits_PMA.aspx)

If I can help in any way, please feel free to call on me directly.

--Terry Nathan, Tel: 310.372.2732, [terry@ibpa-online.org](mailto:terry@ibpa-online.org)

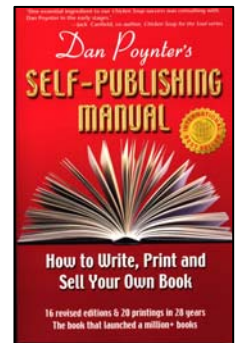
<http://www.ibpa-online.org>

### **2. GET THE SELF-PUBLISHING MANUAL FOR \$13.57.**

Yes, the all-new, completely revised 16<sup>th</sup> edition can be yours for much less than the cover price of \$19.95. See

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-16th/dp/1568601425/>

Just \$13.57; you save 32%. Act now.



### **3. BOOK PROMOTION PROGRAMS FROM PMA/IBPA**

Joan Baird, Programs Manager, IBPA, the Independent Book Publishers Association, Tel: 310.372.2732, [Joan@ibpa-online.org](mailto:Joan@ibpa-online.org), <http://www.ibpa-online.org>

Here are the upcoming April deadlines for some great marketing opportunities at IBPA. Please remember this is the registration deadline only. For most programs, materials will need to be in 10 days after the registration date.

#### **May 15th Deadlines:**

#### **CHILDREN'S/YOUNG ADULT TARGET MAILING**

This catalog produced by IBPA is one of our most popular of the year. It mails to 3,500 bookstore buyers, 3,500 reviewers, and 3,900 acquisition librarians. We will be featuring books in the following categories: Children's Picture Books, Juvenile/Young Adult Fiction, Juvenile/Young Adult Non-Fiction, etc. \$350 per title. Click here: [http://www.ibpa-online.org/programs/coopcats\\_target.aspx](http://www.ibpa-online.org/programs/coopcats_target.aspx)

#### **May 31st Deadlines:**

This catalog produced by IBPA is one of our most popular of the year. It mails to 3,500 bookstore buyers, 3,500 reviewers, and 3,900 acquisition librarians. We will be featuring all types of books for the holiday buying season. \$350 per title. Click here: [http://www.ibpa-online.org/programs/coopcats\\_target.aspx](http://www.ibpa-online.org/programs/coopcats_target.aspx)

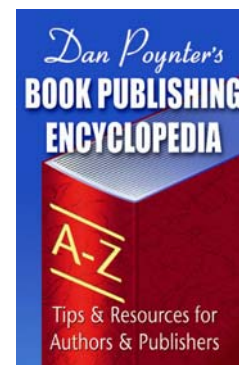
## PUBLIC LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at public libraries. \$215 per flyer. Click here for details: <http://www.ibpa-online.org/programs/library.aspx>

## 4. THE BOOK PUBLISHING ENCYCLOPEDIA by Dan Poynter

You have publishing questions. This book has answers and they are easy to find. This book is the best investment you could make in your publishing future. It is full of tips and references in an easy-to use alphabetical encyclopedia. It is your "Book Publishing Answer Book."

- 📖 This book will save you time, save you money and make you look brilliant.
  - 📖 You will underline, highlight and dog-ear this book.
  - 📖 This is the book publicist's guide to Internet resources.
  - 📖 More than 1001 ways to write, publish & promote your book.
- Find information fast. You will refer to this valuable reference over and over.



<http://www.amazon.com/Book-Publishing-Encyclopedia-Dan-Poynter/dp/1568601271/>

## 5. 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.

**6. IBPA'S PUBLISHING UNIVERSITY: MAY 26-28, 2009**

Outstanding, cost-effective ideas to propel your business into the digital age.

TAKE ADVANTAGE OF THE EARLY BIRD SPECIAL AND SAVE \$100  
CONFERENCE AT A GLANCE

CONFERENCE COST: \$595 is the early bird price (\$695 after April 1, 2009)

DATE: Tuesday - Thursday, May 26-28, 2009

TIME: 8:00 am - 5:30 pm

PLACE: Roosevelt Hotel/ Madison at 45th Street/ NY, NY 10017

Hotel Reservations

Room rate: \$229/night

Reserve your room online at the Roosevelt Hotel in New York City

<http://www.theroosevelthotel.com/Reservations/?ratecode=PUB0526/> Call: 888-833-3969

**Interested in sharing a room?**

Email IBPA here: [info@ibpa-online.org](mailto:info@ibpa-online.org), or call 310-372-2732

TO REGISTER: Click here - <http://www.ibpa-online.org/pmau/2009/registration.aspx> - or call 1-800-286-0222 - [www.ibpa-online.org](http://www.ibpa-online.org) - [info@ibpa-online.org](mailto:info@ibpa-online.org)

**Registration deadline: Early bird registrations accepted until April 1, 2009**

Your conference registration entitles you to:

Three days (more than 50 class offerings in six tracks-- (marketing; sales; publicity; general publishing, finance, legal; editorial, printing, design; advanced)

Publishing University's conference manual, which includes contact information and background on the speakers, plus class outlines and handouts.

The opportunity to learn from the best in the publishing industry including Dominique Raccach, Sara Nelson, Fern Reiss, Brian Jud, Rudy Shur, Marcella Smith, Steve O'Keefe, Dan Poynter.

The opportunity to obtain thousands of dollars in free advice from the speakers in the "Ask the Experts" sessions. (on Wednesday and Thursday mornings). The best opportunity to network with and learn from fellow publishers from the around country in a one-of-a-kind setting.

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

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# D. ParaThoughts

## BOOK RETURNS

-- William Adams, PE, Ph.D.

I am a small publisher.  
I am not a bank nor do I give credit terms.  
I sell books.

I do not lend books, consign books, rent books, give away books, nor otherwise dispose of them without getting paid up front.

Money first, books subsequently. If you want to use OPM the O is not going to be me.

In short, that means that I do not take returns period.

Why pay for shipping two ways to get something that then needs to be recycled anyway because it was beat up at the store? That just adds up to more effort and expense for everybody, and encourages wasteful practices by inefficient retailers.

I do give huge discounts, depending on volume and quantity, for cash up front.

I have suggested that all publishers should take this approach. Especially small independent and self publishers.

It might, but then again may not, make sense if I could print multi millions of books so that the cost of manufacture and shipping were actually lower than my short run costs per book. But until JK Rowling signs on with me, I will follow my cash\_up\_front no\_returns policy.

I urge all of your readers to adopt a similar policy. If all publishers stood together then the retailers would have no leverage over us.

Additionally, I do not give percentages. If I gave a percentage to everybody who has their hand out I would be paying 150% of the books price for the privilege of publishing it -- and losing 50% of the retail price on every copy. Ditto for selling my house. The real estate agent will have to provide a fixed fee quote for detailed services to be provided. No percentages, especially if that encourages them to twist my arm to sell my house at a loss just so they can get their commission for doing little work.

The only way I would ever deal with any service provider would be to get a fixed price quote not a percentage. It does not cost a distributor anything more to handle and ship an expensive book than a cheap one. Why should they get a percentage; except that publishers, especially small ones, are dumb enough to accept those terms?

With fixed prices in hand, one can add them all up and add on our overhead, profit, etc., and then price the book high enough so as to ensure that we are not paying them for the privilege of





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

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

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# F. ParaCalendar



## **AUTHOR ON A SPEAKING TOUR.**

Where in the world is Dan?  
Showing people how to write, publish and promote their books  
One presentation at a time.

Dan Poynter is circling the world to show people how to make a difference and make a living through their books. He shares two major programs and many specific ones.

See him in action:  
<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>

Dan also speaks on aviation, parachutes and skydiving. See  
<http://parapublishing.com/sites/para/speaking/index.cfm>

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



ALSO SEE THE CALENDAR ON OUR WEBSITE:  
<http://parapublishing.com/sites/para/speaking/calendar.cfm>

## **2009**

May 6. MILWAUKEE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Site TBD. Contact to register" [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. Only cost is your dinner. 6:30 pm.

May 7. PEWAUKEE, Wisconsin. Turning Speeches into Books. National Speakers Association, Wisconsin Chapter (NSA/WI). Fmi: Robert Ian, (608) 523-4208, [robertian@robertian.com](mailto:robertian@robertian.com), <http://www.wisconsinspeakers.com/>

May 8. NASHVILLE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Contact to register" [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. Only cost is your dinner.

May 9. NASHVILLE. National Speakers Association/Tennessee chapter. Fmi: Raeus Cannon, [raeus@CannonSystems.com](mailto:raeus@CannonSystems.com), <http://www.nsatennessee.com/>, (615) 378-0120

May 16. MARQUETTE, MI. Upper Peninsula Publishers & Authors Association (UPPAA). 2009 Annual Conference. Fmi: Walt Shiel, 906-523-4118, [WShiel@SlipdownMountain.com](mailto:WShiel@SlipdownMountain.com), <http://www.uppaa.org/>

May 22. LONDON, ON. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Site TBD. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 23. LONDON, ON. Canadian Association of Professional Speakers/SW Ontario chapter. Dan Poynter on book writing, publishing and promoting.

Fmi: Greg Schinkel (519) 685-2116, [gschinkel@uniquedevelopment.com](mailto:gschinkel@uniquedevelopment.com), <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=276>

May 26-28. NEW YORK. Publishing University by the Publishers Marketing Association (PMA). Fmi: [info@pma-online.org](mailto:info@pma-online.org), 310-372-2732 , <http://www.PMAonline.org>

May 28-31. NEW YORK. Book Expo America (BEA Book Fair), Javits Center. Fmi: <http://www.bookexpoamerica.com/>

June 2-3. NORTH WILDWOOD, NJ. North Wildwood Writers Conference. Fmi: Carolyn Miller. [nwbwc09@gmail.com](mailto:nwbwc09@gmail.com), [http://nwbwc.com/Home\\_Page.php](http://nwbwc.com/Home_Page.php)

## **June 21 – July 4**

### **AROUND-THE-WORLD SPEAKING ITINERARY #15**

June 25. AUCKLAND. National Speakers Association of New Zealand (NSA/NZ), Auckland chapter.

Fmi: Yvonne Godfrey, [yvonne@n21.co.nz](mailto:yvonne@n21.co.nz), +649 (413) 9777, <http://www.nationalspeakers.org.nz/comeevents.html>

June 27. AUCKLAND, NZ. Phantom Publishing Seminar. Fmi: Maria Carlton, [maria@PhantomPublishing.co.nz](mailto:maria@PhantomPublishing.co.nz), +64 (7) 853 9001, <http://www.PhantomPublishing.co.nz>

June 29-30. SINGAPORE. National Book Development Council (NBDCS). Fmi: Patrick Ang, [patanglh@singnet.com.sg](mailto:patanglh@singnet.com.sg), +65 (6443) 9404, <http://www.bookcouncil.sg/>

July 3. LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: [info@bookmidwife.com](mailto:info@bookmidwife.com), +44 (20) 8364 2884, <http://www.bookmidwife.com/>

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 4-5. SINGAPORE. Seminar for Young Authors. Fmi: Janus Education, Catherine Khoo, 63368985, [Catherine@CatherineKhoo.sg](mailto:Catherine@CatherineKhoo.sg)

September 11-12. MANNHEIM. German Speakers Association (GSA).  
<http://www.english.gsa-convention.org>  
<http://www.germanspeakers-association.de/>

September 13. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention.  
<http://iffps.org/meetings.html>

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 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@acquire.nl](mailto:victor@acquire.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>

## 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). 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/>

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

July 17-20. ORLANDO. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

November 12-14. MIDLANDS area, UK. 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>



5. I thought that I could love no other  
-- that is until I met your brother.

6. Roses are red, violets are blue, sugar is sweet, and so are you.  
But the roses are wilting, the violets are dead, the sugar bowl's  
Empty and so is your head.

7. I want to feel your sweet embrace;  
But don't take that paper bag off your face.

8. I love your smile, your face, and your eyes  
D \* mn, I 'm good at telling lies!

9. My love, you take my breath away.  
What have you stepped in to smell this way?

10. My feelings for you no words can tell,  
Except for maybe 'Go to h \* ll.'

11. What inspired this amorous rhyme?  
Two parts vodka, one part lime.

**WHO SAID POETRY IS BORING?**

(Generic Smiley)

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**The Small Print**

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