

Your Publishing Poynters Newsletter: March 15, 2005

PUBLISHING POYNTERS

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

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For the Small Print, scroll to end.

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IN THIS ISSUE FROM PARA PUBLISHING

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1. ParaNews
2. ParaWants (Stories/Information Wanted)
3. ParaSale (Companies/Properties for Sale)
4. ParaTips
5. ParaResources
6. ParaThoughts (Editorial)
7. ParaFreebies
8. ParaCalendar (Dan may be coming to visit you)
9. ParaHumor

<1-----ParaNews----->

A. WRITER'S DIGEST SELF-PUBLISHED BOOK AWARDS. Cash, coaching and other awards. See

http://www.writersdigest.com/contests/self_published.asp

B. ANNUAL SUMMER BOOK-PROMOTION RETREAT IN SANTA BARBARA. July 23-24: A book marketing/promotion/distribution seminar with Dan Poynter. Limited seating (23) in Dan's living room. For more information on this \$695 event (\$495 for the second person from the same company), see

https://parapublishing.com/dls/yimnydov/R-167_WSBrochure_4.pdf

C. WORD OF MOUTH IS TOP SELLER OF BOOKS. According to The Independent, "Publishers can spend a fortune promoting their hottest literary discoveries. Bookshops can deploy all their marketing ingenuity to produce imaginative displays. But when the book-buying public comes to choose a new read, it is word of mouth that counts." Next comes author loyalty. See

<http://enjoyment.independent.co.uk/books/news/story.jsp?story=6163>

D. CELEBRATE ST. PATRICK'S DAY. Play Lepre Kong. See http://www.bravozulu.com/About_Us/Fun_n_Games/LepreKong_2/

E. DAN POYNTER IS COMING TO VISIT. Please alert your colleagues.

Albany

Ann Arbor

Brisbane, QL, Australia.

Calgary

Carson

Chicago

Costa Mesa

Denver

Everywhere (teleconference)

Goleta

Indianapolis

Johor Bahru, Malaysia

Kuala Lumpur, Malaysia

La Jolla

Los Angeles

Louisville

Montecito

Orange, CA

Orlando

Philadelphia

Salt Lake City

Santa Barbara

Singapore

Surfers Paradise, QL, Australia

Tempe

Valley Forge

Vancouver, BC

Washington, DC

(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://parapub.com/calendar.cfm?>

F. PUBLISHING UNIVERSITY. This year's Publishing University will take place at the Marriott Marquis in New York. To get the early-bird discount for this networking event of the year, register before April 15 at <http://www.pma-online.org/pmau2005/1.cfm>

G. DAN POYNTER WAS AWARDED the Lifetime Achievement Award by the Parachute Industry Association in Jacksonville in January. He is past president of the association.

H. GOOGLE LAUNCHES DESKTOP SEARCH. Google Inc. has announced a free downloadable application that is designed to enable users to search for information on their own computers. See <http://www.econtentmag.com/NewsLetters/NewsletterReader.aspx?NewsletterID=245#1>

I. RISE IN PUBLISHING NUMBERS DUE TO SELF-PUBLISHING AND POD PRINTING. The number of new book titles jumped from about 50,000 titles in 1985 to about 200,000 titles in 2004. The number of publishers jumped to more than 78,000 from well under half that in 1985 according to Frank J. Romano. See <http://www.ondemandjournal.com/dpc/dpc40.cfm>
For more statistics, see <http://parapub.com/statistics/>

==>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

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“For most content being written today, the Cliff’s Notes versions would be a tome.”
--Alan Weiss

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A. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to <http://parapublishing.com/getpage.cfm?file=/news.html>. To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

B. DAN POYNTER IS Mr SELF-PUBLISHING and one of his new URLs is <http://MrSelfPublishing.com>. Click on it.

STORIES/INFORMATION WANTED

A. It is my desire to help facilitate a new and better understanding of what "SCIENTIFIC PALMISTRY" is and to respectfully teach self empowerment. Your stories are important to me. Have you experienced a negative PALM READING or walked away with a heaviness? If so, please share your story with me. Names will be changed to protect everyone. Please state if you would like your name to appear in the published work. No guidelines, no word limit. Only your true feelings and experience.

Send Story to: <mailto:handmap9@earthlink.net>

--Lyn Danielson

B. I am looking for people who have self-published their books (or used one of the demand-publishing companies such as Booklocker) and have MANAGED TO GET THEIR BOOKS PHYSICALLY ON BOOKSTORE SHELVES. This is for an eBook. Interviews will be done electronically.

--Cathi Stevenson at cstevenson@accesswave.ca

C. We would like to hear from care receivers, over 65 years old, about family dynamics, and how much involvement the adult children contribute to care management. Want to hear about sibling rivalry, apathy, humor, financial support. Book focuses on CAREGIVING FROM THE CARE RECEIVER'S PERSPECTIVE. Contributors will receive full credit (or pseudonym if preferred) and a copy of the finished book. Quick deadline.

--Cheryl Kuba, kconnect@rcn.com. 773/327-2988.

www.agingparentsolutions.com

Common sense guidance and wisdom for adult children and their aging parents.

D. I am looking for FUNNY STORIES ABOUT THE FIRST YEAR WITH A NEW BABY. I have a book of tips for new parents and am researching my next project.

--Blythe babyinstructions@cox.net

E. I'm looking for PARTICIPANTS IN THE WORLD WAR TWO LITERACY PROGRAMS.

--John Press, 626-590-6389, pressjohn@hotmail.com,

<http://www.pressjohn.com>

F. We're looking for BASEBALL GHOST STORIES for a book focusing on ghosts, curses, and unexplained events surrounding stadiums, teams, and players. We're talking to fans, players, coaches, umpires, stadium personnel, and others who love the game to collect their stories about eerie experiences or good old-fashioned ghost stories. If you have a

firsthand story or know of stories, you can contact me at dgordontext@yahoo.com.

--Dan Gordon, Author of *Cape Encounters: Contemporary Cape Cod Ghost Stories*

G. Wanted are you stories on any LIFE EXPERIENCE THAT HAS ALTERED YOUR LIFE AND THE LIVES OF THOSE AROUND YOU. Stories of events that may not be explained, or can it! No guidelines, no word limit. Only true feelings. <mailto:lyn4edge@earthlink.net>
--Lyn Danielson

H. I am in the process of writing a book about the WONDERFUL INTANGIBLE THINGS ABOUT LIVING IN AMERICA, besides the obvious, The Constitution, Bill of Rights, The land of opportunity, Religious & other freedoms, etc. If these same liberties are available in other developed nations then why are people willing to risk life and limb to live in America & not somewhere else. We hear a lot of negativity surrounding America (ns) but people still keep coming and those that migrate from other countries would not trade living in America for a million dollars. The book will serve as a reminder why this country is so loved. Please send your American love stories of family, friends, neighbors &/ coworkers to amacapublishing@aol.com.

--Author Caren Adams, Life 101 For the Young and Young at Heart!
<http://www.booksurge.com/product.php3?bookID=GPUB00869-00001>

I. I'm seeking stories of ANYONE THAT HAS BEEN SCAMMED OR DEFRAUDED. Has your life been impacted by a low-level con artist, e-mail scam, identity theft, investment fraud or any other fraudsters, including corporate fraud by financial statement (like Enron, WorldCom, etc.)? Please contact me at: mfeldt2222@yahoo.com or 832-423-8068
--Marcia Feldt Bates

J. FEAR OF FLYING IS NOT ABOUT AIRPLANES is the title of the book I am writing. For 28 years I was afraid to fly and today I fly with freedom and ease. When I have conversations with people in the industry such as airlines, travel agencies and aircraft manufactures I always share with them the IMPACT their communication has had on me. I'm tired of talking about me. What will make a difference is sharing with them YOUR stories of how you told someone about your fear of flying and they didn't get it. Telling us that it's safer then driving to the airport while talking on my cell and eating a burrito makes no difference. Someone called me last week to share what the pilot said before take off in Toronto, "Ladies and gentleman, we're going to give it a try, KEEP YOUR FINGERS CROSSED!" www.urnormal.com

--dan@urnormal.com

K. New York Times best selling author, Cynthia Brian, is collecting stories for a new RELATIONSHIP BOOK called "You Make the Money, I'll Make the Meaning!-How to Beat Burnout for Balanced Courageous Couples". This book will explore the financial goals, values, and ideas in a relationship while balancing the importance of creating a nurturing home and making a difference in the lives of others. Cynthia asks "In a healthy relationship, do both couples need to be earning at the same level all the time in order to be equal partners? Are achievement, status, and happiness based only on the monetary revenue we bring into the partnership? When do you have enough? How important is a life of meaning and giving back to our children, the community, the world?" Cynthia is seeking stories 600-800 words from couples of any gender and any age, whether married or living together who are or have struggled with the issues of balancing money and meaning. Chosen stories will receive full credit, bio, by-line, and a complimentary book. Please send your contributions in a WORD document with a 50 word bio to cynthia@star-style.com
--Cynthia Brian

L. Writing book on SUCCESSFUL INTERNSHIP PROGRAMS. If you run an internship program or were a college intern sometime in your career, please share your experience, good or bad. Also share opinion on what makes a good internship experience for both the mentor and the student. Send to Metha Sizemore at nsametha@yahoo.com. If quoted, you name will be listed in the book.
--Metha D. Sizemore, sizemoreseminars.com

M. HAVE YOU EXPERIENCED A "BAD" RELATIONSHIP? I'd like to hear from men and women who have been in a "relationship from hell" (e.g. emotional, mental or physical abuse) for a book I'm writing. The key questions are (1) Why do you believe you fell in love? (2) When did things start to go wrong? (3) How did you try to resolve the situation? (4) Did you succeed or not? (5) Are you still in a bad relationship? (6) If you've moved on, what lessons have you learned? Given the sensitivity of the topic, anonymity is assured - use a pseudonym, if you like. Please send a brief personal biography (i.e. approximate age - early 30s, late 40s, two children, etc.) plus permissions to use your story to:
seltzercoleUK@aol.com

==>SEND YOUR STORIES WANTED ITEMS to
DanPoynter@ParaPublishing.com

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"A library, to modify the famous metaphor of Socrates, should be the delivery room of the birth of ideas—a place where history comes to life."
--Norman Cousins

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<3-----ParaSale-----<
SELLING OUT/PARTNER WANTED/TITLE CLOSEOUTS/ PUBLISHER SOLICITED.

A. LOOKING FOR A PUBLISHER. I have a completed manuscript about GROWING UP IN A FUNDAMENTALIST-RUN ORPHANAGE in Oklahoma in the Fifties, where I lived from age 7 to 18. I am a fulltime minister, now, living in Indiana, and I have no inclination to take on a new career as a publisher. My book, "Cry Into the Wind" is an inspirational story, primarily because I overcame the abuses of my childhood, but also because the final 40 pages tells others how to do the same. It is 560 pages of narrative nonfiction and reads like a novel.
Othello Bach, othellobach@insightbb.com

B. 5000 (+/-) copies of Sleeping Under the Stars: Explicit MEMOIRS OF A DECADE IN PORN by Geoffrey Karen Dior, AKA Rick Van - over 100 TRUE stories with nude photos of each star. \$0.50 each=\$2500 OBO includes shipping. Now that the author, a famous drag queen, actor, singer and director has passed away, these books could become collector's items. Technically these are "uncorrected page proofs" because of some typos, but otherwise indistinguishable from regular bound books. Contact Jill@GetPublished.com with "Sleeping Under the Stars" in the subject line.

C. PUBLISHER'S CLOSE-OUT. 1,720 copies of "Bruce Trail – An Adventure along the Niagara Escarpment," 224 pgs., 5.5 x 8.5," 43 cartoons, illus., maps, index. \$2.00 per copy = \$3,440 or \$80/case + shipping. Rare ferns, white cobblestone beaches, ancient cedar trees and abandoned canals are just some of the wonders described in this travel narrative about hiking the 451-mile-long Bruce Trail in Ontario, Canada. Contact Sue at Footprint Press, Inc., 585-421-9383, sue@footprintpress.com

group, promoting your own business in the process. Even if you've already written a book or a booklet, expand your reach every time your co-authors distribute the booklet anthology to people who have yet to know about you. <http://www.tipsbooklets.com/anthologies.htm>

E. REVERSE TYPE. Be cautious using white or reverse type at a small point size. The ink on solid backgrounds will spread and tend to fill in type under 12 points—particularly with a serif type face.

--Robert Howard. www.bookgraphics.com

F. IF YOU HAVEN'T HEARD ABOUT PRWEB, you should check it out on the net. You can write a publicity release and have it sent out without charge, or you can increase the distribution by making small donations. It is a great service and very effective. Just go on the net and type <http://www.PRweb.com>

--Elizabeth Kearney, Kearney & Associates, eik1@earthlink.net

G. USE HUMOR TO GET PUBLICITY. A newspaper was looking to interview artists living in the US East Coast. Although I didn't qualify because I live in Toronto, I thought I'd take my chances mentioning my book, Psychology of the Hero Soul. I got a reply back saying they were looking for US subjects. So I joked and said because of NAFTA and the low US currency, Toronto is considered part of the US. I got the interview and free press! Sharif Khan, www.herosoul.com

H. IN YOUR FAXES, EMAILS, AND PRESS RELEASES ALWAYS INCLUDE THE NAME OF THE REPORTER OR EDITOR you want to target. If you're sending an article to a newspaper, target the business editor; if you're trying to get an interview on the radio, target the reporter.

--Pam Lontos, <http://www.PRPR.net>

I. With their growing popularity, READING GROUPS (or Book Groups) are a great tool for building word of mouth - possibly the most powerful and influential marketing tool around. Reading groups range from casual get-togethers in a member's home to virtual reading groups via internet chat rooms. Whatever the venue, the readers are avid and hungry for new titles to read and discuss. Many publishers have established their own reading group source websites highlighting featured selections and offering excerpts, author interviews, and suggested discussion points. Check out www.bookmovement.com, a site devoted to fostering the growth of book clubs.

--Clint Greenleaf, CEO of Greenleaf Book Group, LP
www.greenleafbookgroup.com or 512-891-6100

J. TWENTY-THREE THINGS TO DO FOR SMALL PRESS MONTH. See http://www.pma-online.org/small_biz_month.cfm

==> SHARE YOUR TIP.

Send it to DanPoynter@ParaPublishing.com

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"Today editors are beholden to what their salespeople have to say. So, I have to have a good sales plan for my books."

--Carol Abel, Literary Agent (in the Wall Street Journal).

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A. BOOKSTORES ARE A LOUSY PLACE TO SELL BOOKS. Go into a bookstore and look around. How many people came in to buy a book on skydiving? Now visit a parachute store. How many are interested in a book on skydiving? There are many places to sell books besides bookstore. They are easier to reach, much more lucrative and a lot more fun. To start

Thinking Outside of the Book (trade), See

<http://parapub.com/getpage.cfm?file=resource/promote.html>

B. WHAT CAN THE PUBLISHERS MARKETING ASSOCIATION DO FOR YOU? See

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

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

C. LIST YOUR BOOK on the Para Publishing web site along with your URL. There is no charge. See

<http://parapub.com/successstories.cfm>

<5-----ParaResources-----<

A. SEARCHING THE WEB AND BEYOND. A9.com remembers your information so you don't have to. You can keep your own notes about any web page and search them; it is a new way to store and organize your bookmarks; it even recommends new sites and favorite old sites specifically for you to visit. With the A9 Toolbar installed your web browsing history will be saved so you can search through your whole history (and clear items you don't want kept). A9.com uses your history

to recommend new sites, to alert you to new search results, and to let you know the last time you visited a page. See

<http://a9.com/>

--Jim Zinger, <http://www.JimZinger.com>

B. A. POPUPCOP:

<http://www.winxpnews.com/rd/rd.cfm?id=021217SE-PopUpCop>

Pop-Up Stopper:

<http://www.winxpnews.com/rd/rd.cfm?id=021217SE-Pop-UpStopper>

C. NEWSEUM. Every morning, more than 300 newspapers from around the world submit their front pages to Washington DC's Newseum, a museum of news, via the Internet. The full selection of each day's front pages is available on the Web site by 9:30 a.m. daily.

<http://www.newseum.org/todaysfrontpages/>

--Jim Zinger, www.1800SUCCEED.org

D. GOOGLE DOES MAPS. Forget the tiny maps in MapQuest. Google lets you drag the map to see what is off the edge and the maps are much larger. See

<http://maps.google.com>

E. EXAMPLE OF A DEALER BULLETIN WITH RESALE PRICES. See

<http://parapub.com/getpage.cfm?file=/resale.html>

F. WRITING-PUBLISHING AND THE LAW. For articles, see

<http://www.ivanhoffman.com/helpful.html>

G. eBook BESTSELLER LIST. See

<http://www.openebook.org/bestseller/january05.htm>

<http://www.openebook.org/bestseller/year04.htm>

H. SEARCH WORD PRO RELEASED. Search Word Pro has been released--an online search tool that is designed to search in search engines, blogs, invisible Web resources, government search engines, magazines, and news search engines and sites in a new way. See

<http://www.econtentmag.com/NewsLetters/NewsletterReader.aspx?NewsletterID=245#10>

--Paul Krupin

==> SHARE YOUR RESOURCE. Send it to

DanPoynter@ParaPublishing.com

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Professional speakers have long known that their audiences not only love stories, but the yarns also amplify their message. In fact, days later, the stories (and their points) may be all audience members recall.

Stories are used to illustrate a point just as effectively in nonfiction books as in other forms of communication.

Dr. Tom Plaut starts off his asthma books with stories. After reading a few of these testimonials, it is clear Dr. Plaut can help manage your child's asthma. *Children with Asthma; a Manual for Parents* has sold over 200,000 copies.

<http://www.pedipress.com>

Jesus spoke in parables; he used short fictitious stories to illustrate a moral attitude or a religious principle.

One reason stories work effectively is because they go directly to the brain and entertain. They do not require the mental processing of more formal nonfiction writing. Stories have *heart* and ring true.

Collect illustrative stories as you are collecting facts, quotations and other information for your book.

“Put it before them briefly so they will read it, clearly so they will appreciate it, picturesquely so they will remember it and, above all, accurately so they will be guided by its light.”

—Joseph Pulitzer, (1847-1911) American journalist.

(Excerpted from *Successful Nonfiction* by Dan Poynter.

For 108 more inspirational tips, See

<http://parapub.com/getpage.cfm?file=/resource/writing.html>

==>SHARE YOUR THOUGHT. Send it to

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

<7-----ParaFreebies-----<

A. TAKING ACTION IS THE STRONGEST WAY TO CREATE SUCCESS IN YOUR LIFE. Sign up for Food for Thought and receive 21 Actions to Ignite Your Success. These are 21 actions that you can take right now, to ignite the success in your life, business, career, relationships, or family. You will be surprised at the success that you will have when you start to take action.

<http://www.mindscape.ca/subscription21.htm>



books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at <http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 20-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See [http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html)

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on parachutes and skydiving. See [http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html)

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://parapub.com/calendar.cfm>

2005

March 11: ANN ARBOR, MI. Children's Books: on the Move. Dan Poynter will reveal a faster, easier, cheaper way to get your children's picture book published. Society of Children's Book Writers & Illustrators (SCBWI). Holiday Inn, 3600 Plymouth Road, Ann Arbor, MI 48105. 7:00 to 9:00 pm. \$30 before March 4; \$40 after. Contact: Sherry Wells,

Esquire, Lawells Publishing, PO Box 1338, Royal Oak, MI 48068,  
[sherwells@tm.net](mailto:sherwells@tm.net), 248-543-5297.

March 12: ANN ARBOR, MI. Promoting Your Book, Accelerating Your Career. Books 201: Quick and easy techniques for promoting both your book and your speaking. Michigan chapter of the National Speakers Association. FMI: Cheri Najor at 248-444-4030, [cheri@kreativnrg.com](mailto:cheri@kreativnrg.com), <http://www.nsamichigan.org/>

March 13: ANN ARBOR, MI. Is There a Book Inside You? Books 101: The New Book Model Program. How to write, publish and promote your book. Michigan chapter of the National Speakers Association. Cheri Najor at 248-444-4030, [cheri@kreativnrg.com](mailto:cheri@kreativnrg.com), <http://www.nsamichigan.org/>

March 17: BRISBANE, Australia. South Queensland Parachute Council. Dan Poynter on an aviation subject. See [http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html) Multimedia. Royal Queensland Aero Club, 7 pm. Fmi: Brian Scoffell, Chief Instructor, Brisbane Skydiving Centre. [Info@BrisbaneSkydive.com.au](mailto:Info@BrisbaneSkydive.com.au) 54646111, 32098996.

March 18-20: SURFERS PARADISE, Australia. Dan Poynter on Book writing and publishing. National Speakers Association of Australia national convention. Fmi: [NSAA@ledger.com.au](mailto:NSAA@ledger.com.au), <http://www.NationalSpeakers.asn.au>

March 29: SINGAPORE. A special event with Scott Friedman, Tom Antion and Dan Poynter. Hotel New Otani. Fmi: Roger Hamilton, [Roger@RogerHamilton.com](mailto:Roger@RogerHamilton.com)

March 31-April 2: SINGAPORE. Internationally Speaking – A World of Possibilities hosted by The International Federation of Professional Speakers/Asia Speakers Association. Fmi: Angeline Teo, [angelineteo@d-oz.com](mailto:angelineteo@d-oz.com)

April 3: SINGAPORE. Post-Convention event with Dan Poynter and Tom Antion. Fmi: Angeline Teo, [angelineteo@d-oz.com](mailto:angelineteo@d-oz.com)

April 5: KUALA LUMPUR. Malaysian Association of Professional Speakers (MAPS). Dan Poynter on Writing Your Book. Fmi: Rajen Devadason, [rajen@RajenDevadason.com](mailto:rajen@RajenDevadason.com)

April 6-10: SINGAPORE and KUALA LUMPUR & JOHOR BAHRU, MALAYSIA. How to write, produce and publish your book Boot Camp. Fmi: Authorworks Sdn Bhd, Ms Shum FP, [ShumFP@pd.jaring.my](mailto:ShumFP@pd.jaring.my)

April 16: DENVER. Colorado Independent Publishers Association (CIPA). Dan Poynter on Selling Books to Non-Traditional Markets and Recycling Your Material into Magazine Articles. Fmi: Mary Jo Fay, 303-841-7691, [MaryJo@outoftheboxx.com](mailto:MaryJo@outoftheboxx.com), <http://www.CIPAbooks.com>

April 29-May 1: TEMPE. Humor Lab, National Speakers Association, Tempe, AZ. Dates Blocked. See <http://www.NSAspeaker.org>

May 12: WASHINGTON, DC. Learning Center Secrets, a new program by Dan Poynter for current presenters and those who want to break into this business. There are more than 25 private adult ed schools (such as First Class) across the U.S. and Canada. They have classes on every conceivable subject. Discover where the centers are, what they want and what to do when you get there. 6:27 to 10 pm. First Class, Inc., Lifelong Learning Center. Fmi: Deb Leopold, 202-797-5102, [TakeAClass@aol.com](mailto:TakeAClass@aol.com), <http://www.TakeAClass.org>

May 13: WASHINGTON, DC, First Class, Inc., Lifelong Learning Center. Books 101, The full New Book Model program. Fmi: Deb Leopold, 202-797-5102, [TakeAClass@aol.com](mailto:TakeAClass@aol.com), <http://www.TakeAClass.org>

May 14: WASHINGTON, DC. Washington Independent Writers. Dan Poynter on a Self-Publishing panel. Fmi: Joseph Barbato, 703-379-5441. [JABarbato@aol.com](mailto:JABarbato@aol.com), <http://www.WashWriter.org>

May 17: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

May 19: LOUISVILLE. Dan Poynter on book writing; every speaker needs a book. Kentucky chapter of the National Speakers Association (NSA/KY). Evening, Brownboro Inn, Brownsboro Road. Fmi: Bob Farmer, [Bob@BobFarmer.com](mailto:Bob@BobFarmer.com) <http://www.nsakentucky.org/>

May 21: INDIANAPOLIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Indiana chapter of the National Speakers Association. FMI: Larry Holycross, 317-891-0158, [Larry@LarryHolycross.com](mailto:Larry@LarryHolycross.com)

May 31-June 2: NEW YORK. PMA Publishing University. Dan Poynter on book promotion. New York Marriott. Fmi: Publishers Marketing Association, <http://www.PMAonline.org>.

June 3-5: NEW YORK Book Expo America. Javitts Center, New York City. See

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

June 6: NEW YORK. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. Fmi: 212-371-0280. Register on line and save. <http://www.LearningAnnex.com>

June 7: ALBANY, NY. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Network. Books 101: The full New Book Model program. 6:30 to 10:00 PM. Fmi: David Gill, 518-452-2675, [Gill@KnowledgeNetwork.org](mailto:Gill@KnowledgeNetwork.org) <http://www.KnowledgeNetwork.org>

June 13: TELECONFERENCE on Writing Your Book. International Coach Federation (ICF). 6:30-8 pm Eastern Time/3:30 Pacific. Global Virtual Community meeting. The bridgeline for members and guests on the call is: 646-519-5883, Callers Pin No.: 0684#. Go to [http://parapub.com/getpage.cfm?file=/speaking/forms\\_bank.html](http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html) before the teleconference to get the following handouts.  
--Handout. Books 101, P-31: The New Book Model  
--P-47 Book Writing Layout Template. 33 pages.  
Fmi: Robin Retherford, 541-686-2720, [Robin@ActionCoaching.info](mailto:Robin@ActionCoaching.info)

June 17: CALGARY. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi 416-591-5293. Register on line and save. <http://www.LearningAnnex.com>

June 18: CALGARY. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Calgary chapter of the Canadian Association of Professional Speakers. FMI: Natasha Halikowski, [Natashia@mksLearn.com](mailto:Natashia@mksLearn.com), (403) 238-5424, [http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticle\\_nbr=51](http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticle_nbr=51)

June 23: SANTA BARBARA. Dan Poynter on books. 32<sup>nd</sup> annual Santa Barbara Writers Conference. Westmont College, Montecito, 4 pm. Fmi: Marcia Meier, [sbwritersconference@cox.net](mailto:sbwritersconference@cox.net) <http://www.sbwc.org/>

July 9-12: ATLANTA. National Speakers Association. Convention. Dates Blocked. See <http://www.NSAspeaker.org>

July 23-24: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See

<http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

July 26: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

August 12: VANCOUVER, BC. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi 416-591-5293. Register on line and save. <http://www.LearningAnnex.com>

August 13: VANCOUVER, BC. Canadian Association of Professional Speakers. Dan Poynter on How to Write Your Book. Terminal City Club, 837 West Hastings Street, Vancouver. No cell phones; no recording. FMI: Kathy Lynn, 604-258-9074, [Kathy@ParentingToday.ca](mailto:Kathy@ParentingToday.ca), <http://www.CapsVancouver.org>

August 26—28: CHICAGO. Parachute Industry Association. Dan Poynter on an aviation subject. <http://www.PIA.com>

October 7-9: LA JOLLA, CA. La Jolla Writers Conference. Fmi: Antoinette Kuritz, [jkuritz@san.rr.com](mailto:jkuritz@san.rr.com), 858-467-1971. <http://www.lajollawritersconference.com/main.html>

October 21: ORLANDO, FL. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. [bemis@nnba.net](mailto:bemis@nnba.net), <http://www.nnba.net> \$69. Open to the public.

October 24-26: SALT LAKE CITY. The Caterpillar Club; an historical aviation multimedia presentation for the Survival And Flight Equipment Association (SAFE). Fmi: Jeani Benton, 541-895-3012, [safe@peak.org](mailto:safe@peak.org), <http://www.SafeAssociation.com>

November 17-20: FOSTER CITY, CA. Cat Writers Association. Dan Poynter on publishing. Fmi: Fran Shaw, (717) 397-9531, [franshaw1@juno.com](mailto:franshaw1@juno.com), <http://www.CatWriters.org>

December 1-3: OTTAWA. Canadian Association of Professional Speakers annual convention. Hilton Lac-Leamy, Ottawa-Gatineau. Fmi: <http://www.canadianspeakers.org/>

February 10-12: ARLINGTON, VA. National Speakers Association Winter Workshop. Fmi: <http://www.NSAspeaker.org>

<9-----ParaHumor-----<

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

CONFLICTING ADVICE FROM THE PROVERBS.

--Shel Horowitz

It is very difficult to impart universal insights from humanity's accumulated wisdom in the English language because every proverb, aphorism or saying is contradicted by a different one, as if every proverb has an equal and opposite proverb.

So what can be expressed by simple rules will often be wrong and therefore must be qualified in many ways to be useful

To illustrate, consider the following "proverbial" advice as a guide to life after graduation.

All things come to him who waits, and look before you leap; but he who hesitates is lost.

Haste makes waste, and fools rush in where angels fear to tread; but time waits for no man, seize the day, and strike while the iron is hot...

Nothing ventured, nothing gained; isn't it better to be safe than sorry, and a bird in the hand is worth two in the bush..

If at first you don't succeed, try, try again; when the going gets tough, the tough get going; and where there's a will there's a way. But don't keep beating your head against a wall; and where there's a will there's a won't.

Beware of Greeks bearing gifts; but don't look a gift horse in the mouth.

Two heads are better than one, and many hands make light work; but too many cooks spoil the broth.

Absence makes the heart grow fonder; but familiarity breeds contempt, and out of sight out of mind

Never judge a book by its cover; but the clothes make the man.

Better the devil you know than the devil you don't know; but variety is the spice of life.

The pen is mightier than the sword; but actions speak louder than words.

When in Rome, do as the Romans do, and if you can't beat them, join them; but to thine own self be true.

Better late than never; but don't shut the barn door after the horse is gone.

Opportunity knocks but once; but when one door shuts, another opens.

Never put off until tomorrow what you can you can today, an ounce of prevention is worth a pound of cure, and there's no time like the present; but don't cross the bridge until you come to it.

A word to the wise is sufficient; but talk is cheap.

A man's reach should exceed his grasp; but don't bite off more than you can chew.

You are never too old to learn; but a little knowledge is a dangerous thing, and you can't teach an old dog new tricks.

Silence is golden; but the squeaky wheel gets the grease.

Birds of a feather flock together; but opposites attract.

Two's company, three's a crowd; but the more the merrier.

The bigger the better; but the best things come in small packages.

One man's meat is another man's poison; but what's good for the goose is sauce for the gander.

The best things in life are free; but no pain, no gain, and count the cost.

A jack of all trades is a master of none; but if you want a thing done well, do it yourself.

What goes around comes around, and one good turn deserves another; but no good deed ever goes unpunished.

If something is worth doing, it is worth doing well; but half a loaf is better than none.

A penny saved is a penny earned; but penny-wise, pound-foolish, and if you buy cheaply, you pay dearly.

Honesty is the best policy; but rules are made to be broken.

Do as you would be done by; but every rule has its exception.

(Generic Smiley)

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THE SMALL PRINT

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