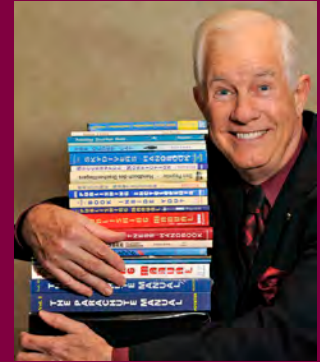




# Publishing Poynters Marketplace

*A Publishing Poynters supplement about  
Buying, Selling and Reviewing.  
Authors and publishers helping each other.*



May 2011. Copyright © Para Publishing LLC. ISSN: 1530-5694.  
Published monthly since 2005. Circulation more than 40,200. F-R-E-E  
We don't accept advertising. We don't share your email address.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com); <http://ParaPub.com>; 1-800-PARAPUB  
For the Small Print, scroll to end.

## IN THIS ISSUE OF THE MARKETPLACE

- A. ParaStories**-Stories/Information Wanted
- B. ParaWants**-Publishing Items, Services & Help Wanted
- C. ParaSales**-Companies/Properties/Jobs/Rights to buy or for sale/Remainders
- D. ParaReviews**-Reviews on Amazon and B&N wanted
- E. ParaCoop**-Co-operative marketing programs. Offer/Join.



=====

## News

**These are exciting times in the book business.** There are changes, growth, and opportunities. Authors have the most valuable part: content. Read, learn, and get out in front. Spend your time on where publishing is going not on where it is.



## A. ParaStories



### STORIES/INTERVIEWS/INFORMATION WANTED

**NEED STORIES** to flesh-out your book? List your wants here. Focus on a single topic and provide your contact information. Write tight: limit your listing to 100 words. Conform to the format so we can Copy\Paste and do not have to edit. Send your listing to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) Put "Stories Wanted" in the Subject line of your email. There is no charge for listings.

**WANT TO CONTRIBUTE YOUR STORY?** Contact requesters directly. Do not send stories, etc. to Dan.

### STORIES REQUESTED:

**1.** Do you live in a **retirement community**? What do you like most and least about it? Has it affected your personality and health for better or worse? Is it a good environment for a single woman? If you are a woman, what issues, if any, do you have with other women in the community? How does the promotional "fun and games forever" lifestyle square with reality? If you had it to do over, would you choose to live where you live now, or stay in the "larger world" with people of all ages?

Barbara Morris, R.Ph.

P.O. Box 937, Escondido, CA 92033-0937, 760-480-2710

<http://www.NoMoreLittleOldLadies.com>

<http://www.PutOldonHold.com>

YouTube: <http://www.youtube.com/watch?v=LdOkkqpiWJU>

[Barbara@PutOldonHold.com](mailto:Barbara@PutOldonHold.com)

Barbara's Video for Oprah:

<http://theycallmemovies.com/newwave/MEDIA/Barbara/FLVPlayer/deploy/videoPlayer.html>

(Your story request could be listed here--at no charge.)

Please help us help our readers.  
Forward this Marketplace newsletter to your colleagues in publishing.



## B. ParaWants



**ITEMS/SERVICES/HELP WANTED.** This is a new section where book- and publishing-related items and services may be posted. Send your wants to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) Put "Item/Service Wanted" in the subject line.

If you supply a solicited item, contact the poster directly. Do NOT write Dan Poynter. If you know of a supplier, please help the poster by writing him or her.

If you are a supplier looking for customers, see <http://parapublishing.com/sites/para/resources/supplier.cfm>

### **ITEMS/SERVICES/HELP WANTED:**

1. The author of a book on **tax planning for medical professionals** needs an editor. Previous experience with similar projects required. Contact [Malik@DoctorsFinanceLLC.com](mailto:Malik@DoctorsFinanceLLC.com) or 610-258-9550

--

Jay Malik, EA, ABA  
We save you more in taxes than you invest in our fees!  
Certified Tax Coach™  
Certified QuickBooks® ProAdvisor  
Doctors' Finance, LLC  
3570 Hamilton Blvd. Suite 301  
Allentown, PA 18103

2. I am the author of 4 excellent non-fiction books and clearly, at age 86, am "The World's Oldest Most Unsuccessful Author"! A fifth equally excellent book "*Catch a Rocket Plane*" is almost ready for publication. You can 'read' three of the published books as well as look at my Author's Page via [Amazon.com/books](https://www.amazon.com/books) under Robert F. Brodsky.

My trouble is that **I don't know how to properly market my books** and don't have the desire to invest a lot of money or personal energy to do so; nor do I need the potential income; ergo –

**If someone who has the capabilities necessary to make best sellers out of at least two of them** that are of general interest (the other two books, on Music, are of limited interest) and who is not a charlatan wants to take on the job in exchange for a 50-50 split in royalties, or make me another type of proposition, have at it, at [rfoxbro@aol.com](mailto:rfoxbro@aol.com). But first, at least skim through "*On the Cutting Edge*" and "*A Pilgrim Muddles Through*".3.

3. I'm looking for a **fellow thriller novel writer to co-author some ebooks** with me...look at [www.terminalpolicy.com](http://www.terminalpolicy.com). I'd like to take segments of my hard cover book and expand the terrorist events/characters into shorter separate ebooks...but I don't have time to do it. Possible? let me know if you're interested...here, or at [mccurrygroup@comcast.net](mailto:mccurrygroup@comcast.net). Thanks! Liam McCurry

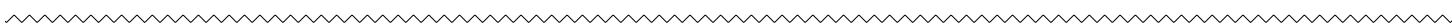
**The McCurry Group: Liam & Margie** 5 Linda Vista Drive, Monterey, CA 93940 Home: 831-657-0973 Fax: 831-333-1154 Cell: 831-601-5243 Toll-free 800-763-7851

#### **4. Copy editor for book and educational materials targeted at senior executives in the finance field.**

Experience in similar field. Reasonable rates and attitude. Contact Warwick at [connect@warwickjohnfahy.com](mailto:connect@warwickjohnfahy.com) with a link to your portfolio or experience.

(Your request could be here)

This newsletter has a circulation of 41,000+.  
You must know several authors and publishers who don't receive it.  
Why not forward it to them?





## C. ParaSales



**SELLING OUT/PARTNER WANTED/POSITIONS OPEN/TITLE CLOSEOUTS/  
PUBLISHER SOLICITED/RIGHTS.** Send your selling-out company or inventory items to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com). Put "ParaSales-Selling Out" in the subject line.

### SELLING

1.

(Your request could be here)

You are in the information business.  
This newsletter is information.  
Forward it to your publishing colleagues now.





## D. ParaReviews



**REVIEWS SELL BOOKS.** Reviews make a book stand out. We can help each other by posting (five star) reviews at Amazon.com, B&N.com, BooksAMillion.com and other web sites.

**IF YOU WOULD LIKE TO REVIEW BOOKS** in your area of interest/expertise, contact the listing publisher directly with your Postal address. Do not send your request to Para Publishing. Please award the book at least four stars or decline to review it. A review with fewer stars is harmful to sales. The book you receive is yours to keep. If you agree to review a book and receive it from the author, please let him/her know that you have and that you will contact them again after you complete your review.

**IF YOU WANT YOUR BOOK REVIEWED** on Amazon.com, B&N.com, etc, list it here in Publishing Poynters Marketplace (no charge). You must be willing to send a book and promotional materials (review-book package) to readers of Publishing Poynters Marketplace who contact you (usually 5 to 10 copies). Include the number of pages in your description and for children's books, list the age level for which the book is written. Make sure the book is already listed at Amazon.com.

Just send your request and description to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)  
Draft your request so that I do not have to edit it. Make it SHORT (100 words max), no italics or bold type. Just describe the book in a few words; don't send a lengthy review of it. Lengthy submissions will be returned for rewriting or ruthlessly cut. Reviewers only need enough information to see if they have expertise and an interest in your category. Supply full contact information including your email address. Write the draft as it should appear so that I do not have to do more than Copy\Paste. Put "Review Wanted" in the subject line.

### OFFERED FOR REVIEW:

#### 1. AWARDS FOR YOUR eBook

eBooks have reached the tipping point. It is time to recognize them with their own awards. The Global eBook Awards are designed to bring attention to the best eBooks in several different categories.

This award program was designed by Dan Poynter and his fabulous team. Entrants



are not just awarded a “sticker” for their eBook, they are also enrolled in a proven eBook promotion program—at no additional cost.

See <http://GlobalEbookAwards.com>

## **2. COMMON CHOICES FOR UNCOMMON PEOPLE:** Going From Ordinary to EXTRAordinary Begins With a Single Choice

Common Choices for Uncommon People is a devotional with 53 Common Choices presented to each of us on a daily basis. As we make the correct Common Choices, we become Uncommon People with a platform to share our faith.

From reading and following this devotional, you will acquire:

1. Daily practical and spiritual application
2. The reasoning behind not settling for mediocrity
3. Learning a way to live life and make a difference as an Uncommon Person

I am seeking reviews. For a review copy, please e-mail me at [injoylife@gmail.com](mailto:injoylife@gmail.com) or visit:

[www.outskirtspress.com/commonchoices](http://www.outskirtspress.com/commonchoices).

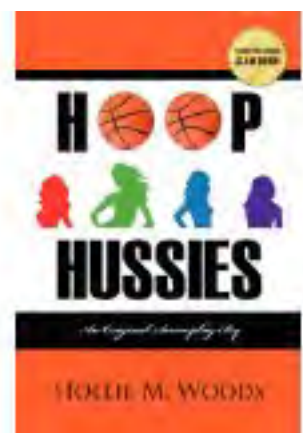
Sincerely,  
Barbie Johnson

## **3. Hoop Hussies**

Let the games begin... off the basketball court. When Jackson Midas, the NBA's 100 million dollar man, arrives in Chicago to play for the fictional Chicago Stags, NBA fans are hyped. Especially pleased are Princess and her cohort of girlfriends who execute off-court moves on the ballplayers they covet. Follow this fascinating ensemble of wannabee basketball wives in the original unfilmed screenplay, Hoop Hussies.

Note: This is a screenplay, written in 6x9 format with the intention of encouraging larger readership of screenplays. For more information, visit the website: [www.hoophussies.vpweb.com](http://www.hoophussies.vpweb.com) to access the 'Contact' feature and request a review copy.

Hollie M. Woods  
Author of Hoop Hussies  
Email: [holliewoods@aol.com](mailto:holliewoods@aol.com)  
Web: [www.hoophussies.vpweb.com](http://www.hoophussies.vpweb.com)



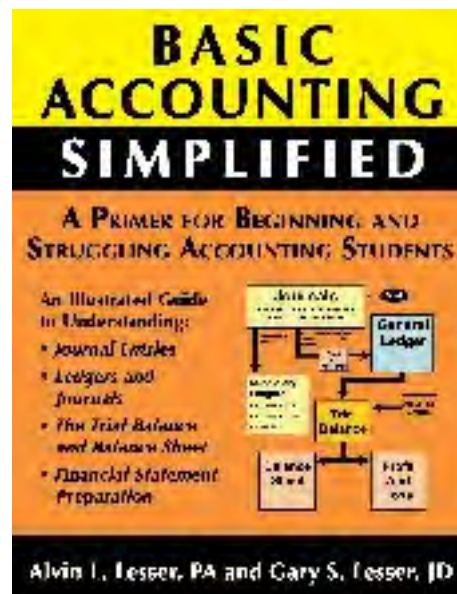
4. **Offering review copies** to other authors, reviewers, and publishers willing to post a review at Amazon.com and B&N.com. Will send pdf file or hard copy.

**Basic Accounting Simplified, a primer for beginning or struggling accounting students, bookkeepers, and business owners.** When the basics are understood, the more advanced aspects of accounting are easier to understand. By simplifying complex concepts, *Basic Accounting Simplified* helps students of accounting to think through, understand, and master the more difficult issues that will be taught as their accounting education progresses. Straightforward instructions and numerous illustrations guide the student through this process and engage the student every step of the way. The objective of this book is to impart *an in-depth understanding of the fundamentals of accounting* to the beginning or struggling accounting student. It presents an easy-to-grasp technique that can be mastered in a short time. This book:

- Ø Uses a unique teaching method (it really does) that takes the stress out of learning the basics in order to make it easier to learn more complex accounting principles
- Ø Explains journal entries and their relation to the trial balance
- Ø Displays and explains the journals and ledgers and all postings
- Ø Exhibits a full set of accounting books
- Ø Covers the steps necessary to make financial statements

Additional information is available [Basic Accounting Simplified.com](http://BasicAccountingSimplified.com).

If you would like a free copy to do an Amazon.com (or other) review, please email your name and address to [gary@basicaccountingsimplified.com](mailto:gary@basicaccountingsimplified.com) or contact Gary Lesser, GSL Galactic Publishing at (317) 254-0385. ISBN: 9780578076324, published February 1, 2011, 188 pages, perfect bound.



5. "I work with high-potential senior executives who struggle to get their point across and influence their key stakeholders. I help the executive gain respect by quickly and powerfully expressing their opinions - even when under pressure."

Warwick is the author of "**The One Minute Presenter: 8 steps to successful business presentations in a short attention span world.**"

Now available on [Amazon.com](http://Amazon.com): <http://tinyurl.com/ylzx3dc>  
Book information and blog at [www.oneminutepresenter.com](http://www.oneminutepresenter.com)

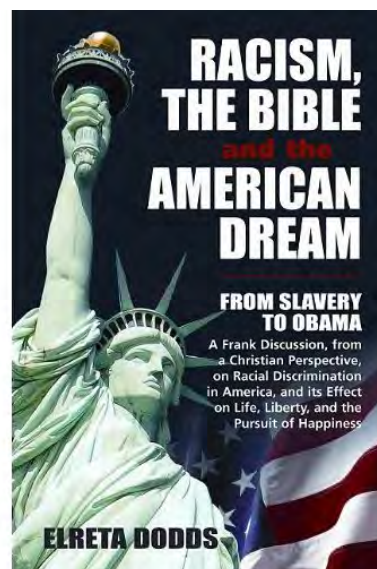
Sign up to "52 Tips to more confident public speaking" newsletter at [www.warwickjohnfahy.com](http://www.warwickjohnfahy.com)

-- Warwick J Fahy

## 6. Racism, The Bible, and The American Dream.

This book asserts that institutional racism is not only a social issue but that it is also a moral issue and aims to better enlighten the public about the seriousness of institutional racism that exists in America today, to reveal how the Bible actually speaks *against* racism in any form, and to redirect, as many as possible, those who erroneously misuse the Bible as a weapon to justify racial hatred. The book encourages people to stand up or speak out against racism whenever they see it happening within their own circles.

ISBN & count: 978-09660390-4-7 380 pages  
Available: All online bookstores (Amazon, Barnesandnoble, etc). Wherever books are sold  
Distributor: BookMasters / Atlas Books



### For a Review Copy contact:

[presstowardthemark@netscape.com](mailto:presstowardthemark@netscape.com) (subject line: Review Copy Request)  
<http://www.presstowardthemark.com> (313)-527-0068

## 7. A Good Goodbye: Funeral Planning for Those Who Don't Plan to Die

Just as talking about sex won't make you pregnant, talking about funerals won't make you dead - and the family benefits from the conversation. This book brings a light touch to a dark subject and helps families avoid financial and emotional disaster. Author Gail Rubin, "The Doyenne of Death," uses gentle humor to convey the vital information about funeral arrangements that most people don't learn about until faced with a death in the family.

My contact information is below, and a jpg file of the cover is attached for your use. Please let me know if you need anything else. Thanks, Dan!

Gail Rubin  
505-265-7215  
[Gail\\_Rubin@comcast.net](mailto:Gail_Rubin@comcast.net)

Author of  
The Family Plot Blog and A Good Goodbye:  
Funeral Planning for Those Who Don't Plan to Die  
<http://TheFamilyPlot.wordpress.com>  
[www.AGoodGoodbye.com](http://www.AGoodGoodbye.com)



**8. GETTING LUCKY AT EIGHTY** is the true story of an Oklahoma farmer's daughter of the Greatest Generation. She becomes a then rare, single parent of four with the ensuing struggles and victories; she is persistent in her search for a God she can believe in; and when she achieves 80 years of age she has cause to celebrate a life of over all satisfaction. This book is an inspiration to anyone dreading old age. 326 pages.

For a review copy, please contact Mavis Mathews at [mavis@mcn.org](mailto:mavis@mcn.org) or P.O. Box 1463, Fort Bragg, CA 95437.



9. We're looking for more reviews of our self-help book, "Balancing the Beast". The author, Helena Smole, presents her own successful path out of her daily struggle against extreme **mood swings, suicidal thoughts, paranoia**, and other delusions. The book describes a unique combination of humor and hard work along with psychiatric medication. The mental exercises, lifestyle choices, and other alternative medicine approaches that she combined with clinically-prescribed medication eventually led to the alleviation of her illness. Please send your inquiries to: [info@bubinabaita.com](mailto:info@bubinabaita.com) .

Domen Smole, Director of Bubina Baita (Publishing Company);  
<http://www.helenasmole.com/>  
 Phone: + 386 41 209 325

9. LinkedIn seems to be becoming the "go to" place for people we might like to do business with.

Is anyone **interested in writing reviews for each other** on there? I think if we start now, a year or so down the road, they will make a difference. Just another rambling, "where did THAT come from" thought. You're all used to me by now, LOL.

Send me a link to your Linked if you want to exchange reviews.

Cathi Stevenson, [www.BookCoverExpress.com](http://www.BookCoverExpress.com)

11. Harry S. Pariser, author of the **travel guide Explore the Virgin Islands**, solicits reviewers for his new travel app Explore St. John which covers St. John, USVI.

<http://itunes.apple.com/us/app/explore-st-john/id428169483?mt=8>  
 Harry S. Pariser [editorial@savethemanatee.com](mailto:editorial@savethemanatee.com)

#### **4. Reviewers Wanted for my new historical novel, Giorgi's Greek Tragedy.**

Pauline Hager

e-mail: [Pauline@thehagers.org](mailto:Pauline@thehagers.org)

website: [www.ilovetoreadbooks.com](http://www.ilovetoreadbooks.com)

Available at [www.amazon.com](http://www.amazon.com) www.barnes& noble, [www.buybooksontheweb.com](http://www.buybooksontheweb.com)

ISBN # 978=0=7414-6034-9

317 pages

Saga of a Greek family during the Greek War of Independence (1821-1829) from the Turkish Ottoman Empire. Set in the mountains of the Peloponnese peninsula in Southern Greece. Under Turkish rule, Greece was mired in poverty. Turkish pashas ruled with a combination of laxity (change your Christian religion and pay no taxes) or by extortion (pay the right person and you are left alone.) Love of family, man & woman, and country recurring themes.

Pauline Hager

Author of Giorgi's Greek Tragedy

Memoirs of an American Housewife in Japan

e-mail: [pauline@thehagers.org](mailto:pauline@thehagers.org)

website: [www.ilovetoreadbooks.com](http://www.ilovetoreadbooks.com)

Be a Hero!

Your publishing colleagues will think you are thoughtful and generous if you forward this ezine to them.



## E. ParaCoop



**CO-OPERATIVE MARKETING PROGRAMS.** Want other authors or publishers to join you in a mailing or share a booth at a fair? Whether you are buying or selling, list your wants here. Note your book genre/category.

### CO-OP PROGRAMS:

**1. CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.** The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See <http://www.ibpa-online.org/programs/programs.aspx>

Friends help friends.  
Publishing friends forward this ezine to their publishing friends.





# Announcements

**1. YOUR (FRÉE) LISTINGS** should be tight and complete. We do a minimum of editing; what you send is what we'll print. Remember to include your email address.

**2. WE WILL NOT REPEAT LISTINGS** within a six-month period. If you want an item to appear more often, send your CC# and we will charge you \$29 for each repeat.

**3. THIS ISSUE OF THE MARKETPLACE CAN BE FOUND AT**  
<http://parapublishing.com/sites/para/resources/newsletter.cfm>

**4. 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.

=====

**The Small Print**

YOU ARE RECEIVING this F-R-E-E newsletter because you are on Dan Poynter's option-in Publishing Poynters mailing list.

PLEASE RECOMMEND THIS NEWSLETTER to your book colleagues. Just click on "Forward" in your email program.

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

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

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

TIME TO SHARE. Please send your items for listing to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)



~~~~~

**Para Publishing LLC. Dan Poynter:** Author (120+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
PO Box 8206, Santa Barbara, CA 93118-8206 USA. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009. 530 Ellwood Ridge.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) More than 500 pages of helpful information: <http://ParaPublishing.com>