



# Introduction for Dan Poynter

Bringing a **book** into the world is like bringing a **child** into the world. If you do not raise it **thoroughly**, it becomes an "**orphan**."

Publishers do **not** promote books. Letting the world know about your book is up to **you**.

Since 1969, Dan Poynter has written and published more than **120** books including *Writing Nonfiction*, *The Self-Publishing Manual*, *The Skydiver's Handbook* and *The Expert Witness Handbook*.

Dan is an author **and** he is a publisher. One of the pioneers of modern self-publishing, he has experienced **every** phase of the book publishing process.

He has **sold** his manuscripts to other publishers,  
he has published **other** authors,  
he has published his **own** books and  
his books have been **translated** and published in six other languages.

Dan does not just **work** in the book publishing business,  
he **studies** the book publishing business.  
He doesn't just **talk** about book promotion,  
he **teaches** book promotion.

Dan is going to share with us a new book promotion plan.

It gives me great pleasure to introduce  
"Mr. Publishing" . . . **Dan Poynter**.