

Publishing  
Poynters



Book & information marketing news & ideas  
from Dan Poynter

July-September 1996

Global Priority Mail is now available to Canada, 16 western European countries and 10 countries in the Pacific Rim. Flat-rate (Air Mail) envelopes are \$6.95 to Europe and \$8.95 to the Pacific. As with domestic Priority Mail, we have been able to stuff more than 4 lbs. of books into the envelope. For a supply of free envelopes, call (800) 222-1811.

Send review copies to talk radio hosts. Don Imus read *I Was Amelia Earhart* (his wife bought it) and loved it. He talked about it on his radio show and the Knopf book shot up to #8 on The Wall Street Journal's fiction bestseller list and made the New York Times list.

Paste relevant reviews to the inside-cover of display copies of your books at book fairs. A review is a high-impact endorsement. Thanks to Eric Gelb, author of *The Personal Budget Planner*, for this tip.

Bookstores are not worth robbing according to a security research study by the University of Florida. For every 1,000 convenience stores, 169 have been held up; the number is just 2.5 for bookstores.

Ordering from a web site with a credit card is about as risky as giving your credit card over the telephone—and most of us do that every day. It is certainly safer than giving your credit card to an itinerant waiter in a restaurant.

Recently, The Wall Street Journal had a front-page article on amazon.com an on-line bookstore. The paper said books are one of the few products people want to buy on line. We disagree. The web is new. Books are simply leading the way. Nearly anything can be sold on-line. Microsoft and Wal-Mart re-

cently entered a web joint venture. And we know, they know what they are doing.

The prices of computer parts have decreased tremendously. Now is the time to upgrade your machine. It costs very little to add memory and plug in a Pentium chip. Large hard drives are cheap too.

Selected suppliers to the publishing industry are listed on the Para Publishing web site. You will find everything from proof-readers to printers along with their telephone numbers, e-mail addresses and web site URLs. Log on to <http://www.ParaPublishing.com/books/para/271>

Hinged wire bookstands fold for shipping. The best deal we have found is from Barr Displays. Stand #47 folds out to 9.5" high and 5.24" wide. They run just \$15.00/dozen. Call Barr at (800) 222-2702.

The 21 Most Powerful Copywriting Rules of All Time will show you how to write flyers and brochures that really sell books. Send .96 in US stamps to Joe "Mr. Fire!" Vitale, PO Box 300792-A, Houston TX 77230-0792.

Recycled laser printer toner cartridges may be remanufactured or recharged. "Remanufactured" means it was cleaned, the worn out parts were replaced and the toner was replaced. "Recharged" means only the toner was replaced. Specify and be sure. Thanks to John Cali and Skinflint Entrepreneur for this warning.

All of our Special Reports (paper) and Instant Reports (electronic) have been updated. Most of our fax-on-demand Documents have been added to our web site. Our Web site has been completely revamped.

Books for printers wanted for catalog. Send examples to PTN Publishing-West, Cy Stapleton, PO Box 151107-A, Lufkin, TX 75915-1107. Tel: (409) 637-7475.

Discount postage. Costco sells ten \$3 Priority Mail stamps for \$29. Thanks to Jan Zobel, author of *Minding Her Own Business*; *The Self-Employed Woman's Guide to Taxes and Recordkeeping* for this tip.

The Self-Publishing Manual has just been released in an all new, 9th revised edition. It is still just \$19.95.

Starting a Business & Keeping Records is free from the IRS. Request Publication 583.

Mail volume declined by 730 million letters in the final four months of 1995. Could it be that people are finding that e-mail and faxes are faster and cheaper?

Is There a Book Inside You?; A Step-By-Step Plan For Writing Your Book is being used as a prop in a forthcoming Paramount Pictures film with Debbie Reynolds titled Mother. Look for it in her bedroom. And, the book has just been released in an all new fourth revised edition.

Maybe you saw Dan Poynter on the History channel talking about parachutes. It has shown several times.

Textbooks in Spanish wanted for review (preschool through grade 12.) Send to Center for the Study of Books in Spanish for Children and Adolescents, Isabel Schon, Ph.D., CSU San Marcos, San Marcos, CA 92096-0001; Tel: (619) 750-4070; e-mail: ischon@mailhost1.csusm.edu

Editorial: Save the Trees.

When you fulfill orders via fax-on-demand or your web site, your overhead drops dramatically. So why are we still offering our information in printed book form? Because a book still provides the author with more credibility than any other form of publishing. The answer is to publish in book form and then to publish electronically: audio, FOD, Web, etc. Times change—so do we.

Is this any way to run a publishing company? We think it is and we have been doing it for over 25 years.

The Skinflint Entrepreneur is full of small business tips. For a free sample copy, send a SASE to Great Western Publishing, John Cali, 21244 Millwood Square, Sterling, VA 20165. Tel: (703) 404-0093; Fax: (703) 421-9542.

The Irwin Book Awards are open for nomination. For an application call Ernie Weckbaugh (818) 842-4278.

Home School Market Guide is a directory for selling to this growing field by Jane Wil-

liams. It lists 174 catalogs, 150 conferences, 175 newsletters, 32 magazines, card decks, book clubs and much more. Contact Bluestocking Press, Tel: (800) 959-8586.

Natural/alternative health co-op mailings. Contact New Atlantean Press, Nathan Wright, 625 Galisteo Street, Santa Fe, NM 87501. Tel: (505) 983-1856.

The College Publishing Marketplace by John McHugh tells how to sell to the \$3-billion higher education market. Available from CMG Information Services for \$49.95. Call Hope Mascott (508) 657-7000, ext. 3063.

Turn your book into an interactive CD or disk. Market it yourself or get a royalty. For details and samples, call Catherine Newman at (714) 645-4430.

The Publishers Marketing Association web site is up and running. Log on to <http://www.pma-online.org>

Note our address at the end of this newsletter. We changed it a year and a half ago but most of our mail still comes to the old box. Please update your records.

Per-capita mail-order sales in the US rose 5% to \$539 in 1995.

Financial Feasibility in Book Publishing by Robert Follett presents a step-by-step method for evaluating the financial future of new book projects. Worksheets, guidelines, projection methods, rules of thumb and estimating methods with explanations help you decide whether your book will make money. Highly recommended. Softcover, 8.5 x 11, 64 pages \$12.95

*Dan Poynter will be speaking:* In addition to the Santa Barbara workshops, Dan is taking his book-marketing message on the road. Come and meet Dan or send someone from your staff. Call telephone numbers and/or our Fax-On-Demand machine now for details.

- **July 10:** Consultant's Roundtable of Southern California, Red Lion, Culver City. *How to write and publish your book.* Fmi: Cork Platts, Tel: (818) 222-5111.
- **July 31:** *How to Write and Publish Books*, a seminar by Dan Poynter at the Learning Annex, Los Angeles. 6:30 to 9:30 PM. fmi (310) 478-6677. FOD Document 165
- **August 9-10:** Publishing Summit. Traverse City, Michigan. Fmi: Mark Dressler or Jerrold Jenkins (616) 933-0445.
- **August 11:** Magnificent Marketing Seminar. Publishing for speakers and consultants. Los Angeles. Fmi Barney Zick, Tel: (800) 999-0488.
- **August 24-25:** 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. FOD Document 167.

- ❑ **August 27:** *How to Write and Publish Books*, a seminar by Dan Poynter at the Learning Annex, Los Angeles. 6:30 to 9:30 PM. fmi (310) 478-6677. FOD Document 165
- ❑ **August 30-September 2:** Maui Writer's Conference. Dan Poynter on book publishing. Fmi: John Tullius, PO Box 968, Kihei, HI 96753. Tel: (808) 879-0061. E-mail: mauicon@aol.com
- ❑ **September 6-7:** Reader's Digest Writers Workshop, UNLV, Las Vegas. Dan Poynter on nonfiction book writing. Fmi: Ray Newton (520) 523-3559.
- ❑ **September 19-20:** Mid-America Publishers Association. Toledo, OH. Fmi: Jerry Kromberg (402) 421-9666.
- ❑ **October 8:** *How to Write and Publish Books*, a seminar by Dan Poynter at the Learning Annex, Los Angeles. 6:30 to 9:30 PM. fmi (310) 478-6677. FOD Document 165.
- ❑ **November 9-10:** 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. FOD Document 167.

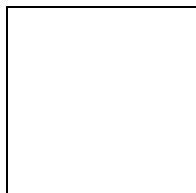
Want Dan to address your group? See FOD 136 for details.

**Book Promotion Professional Development Course in Santa Barbara.** These weekends are so popular, they fill 6-8 weeks in advance. Our seminars are all about nonfiction book publishing, promoting, marketing and distributing. Dates are **August 26-27** and **November 11-12**. Limited to just 18 participants, \$495. Call Para Publishing at (800) PARAPUB toll-free for a brochure with testimonials from some of our more than 800 graduates. (FOD 167)

*It is time to share:* Please send us your book marketing tips for inclusion in *Publishing Poynters*. You will be helping the thousands of publishers who receive this informative newsletter. When sending marketing opportunities, you must include full details and your telephone number.

***Publishing Poynters* distribution:**

- A. Any publisher who contacts Para Publishing or purchases a service or product receives this newsletter via the Postal Service for a year.
- B. Current and past newsletters may be retrieved from our Fax-On-Demand system or web site at any time. New editions appear at least a month sooner than by mail.
- C. You may subscribe for \$10/two years to make sure you get copies by mail.



**Para Publishing,** Dan Poynter, PO Box 8206-271, Santa Barbara, CA 93118-8206 USA. Tel: (805) 968-7277; Fax: (805) 968-1379; e-Mail: DanPoynter@ParaPublishing.com  
Web site: <http://www.ParaPublishing.com/books/para/271>