



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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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)

SEE THE PARASITE
<http://ParaPublishing.com>



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GREETINGS FROM HALIFAX, NOVA SCOTIA.

I am on my 18th round-the-world speaking itinerary.
Had a great time in Auckland, New Zealand, Singapore, and
Noordwĳk near Amsterdam. Next week I return home for a few
daze . . . then on to my 19th Round-the-world speaking itinerary.

There is a growing thirst for information on book writing, publishing
and promoting.

Speaking is a privilege and I am honored by the agents who bring



me in and the audiences that turn out.

--Dan Poynter, The Book Futurist.
Guiding Publishers to the Next Level in Book Promotion

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A. ParaNews



1. IS TWITTER WORKING OR DYING?

Only 21% of Twitter users are active users. Only 26% of Twitter users had 10 followers or more by December 2009, while only 40% were following 10 people or more (in fact, a majority of Twitter users, 51%, were following fewer than five people). See the study and the stats.

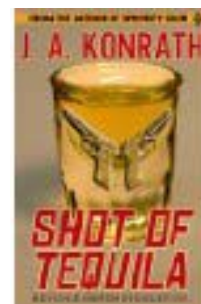
[http://mashable.com/2010/03/10/twitter-follow-stats/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Mashable+\(Mashable\)](http://mashable.com/2010/03/10/twitter-follow-stats/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Mashable+(Mashable))



2. SELF-PUBLISHING SUCCESS STORY: JA KONRATH SELLS 30K KINDLE eBooks IN 11 MONTHS

Read how he did it

<http://bookbee.posterous.com/self-publishing-success-story-ja-konrath-sell>



3. FIRST GLIMPSE OF THE iPad BOOKSTORE

http://www.mediabistro.com/galleycat/ebooks/first_glimpse_of_the_ipad_bookstore_154788.asp

4. FLIP BOOK VIEWER HAS REAL PAGES

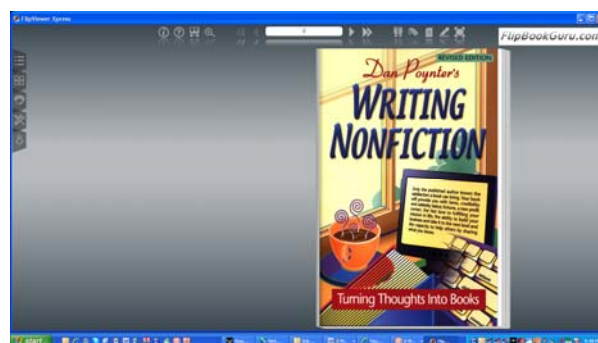
For an example, see chapters one to three of Dan Poynter's *Writing Nonfiction*. Turn the pages with a mouse click or drag them to the side. Explore all the buttons on the page.

Easy to use, just load the PDF of your book into it.

<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerxpress.html>

(May take several seconds to load)

For more info on this eBook System, see <http://www.FlipViewer.com>



5. PROMOTING YOUR BOOK WITH A SNAPPY, SHORT VIDEO CLIP

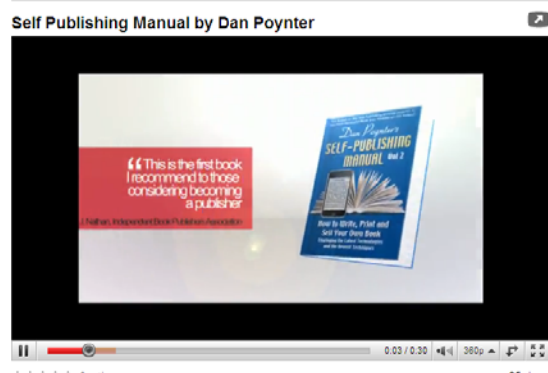
Imagine, a 30-second promotional video on your book. Videos are a great way to communicate with your audience, convert customers and have a showpiece for your book.

The short video can be attached to your emails, posted at YouTube and referenced by social media.

As an example, see what Mike Volkin did for Dan Poynter's *The Self-Publishing Manual*, Vol 2.

<http://www.youtube.com/watch?v=EkIlr-hM42w>

Then contact him at mikevolkin@gmail.com, <http://bit.ly/9LDEFx>



6. A WRITER'S CONFERENCE WITHOUT TRAVEL

The traditional writers' conference goes virtual at the Nonfiction Writers Conference. This one-of-a-kind event includes sessions led by top industry experts. You will learn how to choose between self-publishing and traditional publishing, mistakes to avoid, online marketing strategies for maximum visibility, how to profit from eBooks and information products, and much more!

As an added bonus, All-Access pass holders can participate in the Literary Agent Pitch-Fest, which guarantees that your pitch will be reviewed by an agent. Attendees also receive 9 bonus eBooks and reports, all available for immediate download as soon as you register.

If you want to shorten your learning curve dramatically, this event will put you on the fast track to write, publish, and promote your books. This is a unique opportunity to gain the knowledge and skills needed to propel your author career—and profits—to all new levels of success.

Event Dates: April 28 – 30, 2010, Seats are going FAST! Reserve yours today!

Register at <http://NonfictionWritersConference.com> and save 40% by entering this discount code: poynter

7. THE PARA PUBLISHING BLOG

See

<http://blog.parapublishing.com/>

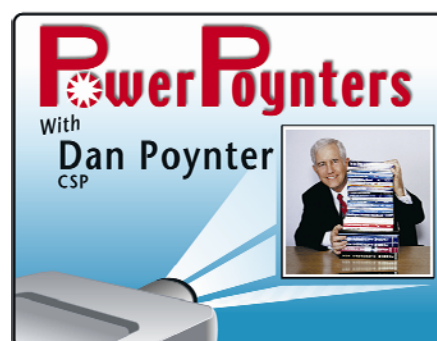
8. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

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

<http://www.youtube.com/user/PoynterDan#p/u>

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. U.S. USERS DON'T MIND ADS, DON'T CLICK ON THEM EITHER.

81 percent of online news users "do not mind" online advertising. However, 77 percent of respondents also said they tend to ignore those ads, with 42 percent claiming they "never" click on them, and 35 percent claiming to do so "hardly ever."

<http://www.clickz.com/3639797>

11. FACTOID

Of the 160 billion emails that are sent each day, 97% are spam.



12. eBook SALES CONTINUE TO GROW

http://idpf.org/doc_library/industrystats.htm

>SEND YOUR NEWS ITEMS to 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.

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B. ParaTips



1. ONE BIG HIT WON'T MAKE YOU FAMOUS

--Pam Lontos is the author of " *I See Your Name Everywhere*" and president of PR/PR, a public relations firm that specializes in experts. www.prpr.net.



Getting mentioned in or interviewed by a major national publication only once with a circulation of over one million readers is certainly impressive. However, will such a stroke of luck make your business a household name? Not likely. The only way to get top of mind awareness (to become a household name) is through constant exposure in a variety of publications, not just one big placement.

2. IF RICK CAN BE AN AUTHOR - YOU CAN TOO

Tip from Rick Frishman, Publisher Morgan James Publishing www.morganjamespublishing.com



After two years in the theater department at Ithaca College, aspiring actor Rick Frishman '76 was told by one of his professors a couple of things that might have sent a lesser man running off to join the circus: one, that his short stature would never land him a leading role, and two, that he just wasn't good enough in general.

Or at least that's how Frishman remembers it. Not one to give up on his theatrical dreams, the young man walked down the Dillingham Hall stairs to the television-radio department and started his own radio show. The show was all about theater, and he called it The Best of Broadway. For the next two years, he played different musicals on air, discussed their plots, producers, and stars, and hosted a trivia game. This entrepreneurial spirit helped him continue his career in radio after his graduation from IC (where he finished his B.F.A. in theater and earned a B.S. in communications).

Today, Frishman is a publisher of nonfiction books with the New York-based Morgan James Publishing and the founder of the public relations firm Planned Television Arts. He has amassed a wealth of knowledge during his career, and in April he came back to campus to share some of his tips on how to publish a book successfully. Avoiding standing behind the podium — because “then you wouldn't be able to see me,” he joked — the experienced public speaker regaled the audience with stories about some of the best-selling authors he has worked with, including Stephen King, John Grisham, and Caroline Kennedy, and gave tips to the aspiring authors in the audience.

“I realized I wanted to be an author,” Frishman told the audience, “but I had one problem: I am the crappiest writer on earth.” Despite his self-deprecating humor, Frishman has actually cowritten nine successful books, including Author 101, a four-book instructional series for writers on how to get one's work published. “I know how to get books published,” Frishman said, and then couldn't resist adding, “and I have excellent ghostwriters.”

In addition to Frishman's 30 years inside the publishing industry, he is a traveling lecturer and cohosts a weekly radio show out of WCWP in Brookville, New York, called Taking Care of Business.

Frishman was happy to share his expertise with the Ithaca audience on such topics as how to find a literary agent and how to promote your book for free. He also stressed the importance of the Internet and advised writers to purchase the URLs of their yet-to-be-published (or, for that matter, yet-to-be-written) book titles.

More tips at <http://www.rickfrishman.com>

3. BOOK DESIGN: PHOTO SCANS FOR THE INTERIOR OF YOUR BOOK

--- Karrie Ross Be It Now! 310-397-3408 <http://www.BookCoverDesigner.com> - covers@KarrieRoss.com Book Design, Consulting, Coaching, Marketing & Branding



I can't encourage you enough to contact a knowledgeable professional if you are planning on having one or hundreds of photo/illustration images on the inside of your book. There are so many "if's" involved and the wrong road could cost not only money but quality in the end product. Be sure that your images are scanned at least 300 dpi, color or grayscale (color can be converted to B&W), jpg, or preferably tiff and at least 5'x7' in size. Do not scan already printed images unless that is the only image available and then you might want to invest in a service to do it for you; 72dpi images won't work unless they begin as a large file in size ie: 22" so when they are downsized to 5x7 & 300dpi the quality will still be there; don't scan directly into MS Word, the printer needs individual digital files.

Remember, do something every day toward your book and promotion.
Karrie Ross, [Book Designer](#) & Coach.

4. WORD TRIPPER

--Barbara McNichol, 520-615-7910, editor@barbaramcnichol.com.

Expert nonfiction editor and ghostwriter specializing in business, self-help, health books. Offers Word Tripper of Week ezine at www.BarbaraMcNichol.com



Cavalry, Calvary, – "Cavalry" refers to mounted soldiers or a highly mobile army unit using vehicular transport such as light armor and helicopters; the lowercase "calvary" refers to either a sculpture representing the crucifixion or an experience of extreme suffering. "In one battle of the Franco-Prussian War, the French *cavalry* fought German infantry on a height by the *calvary* of Illy."

5. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

6. KEY PUBLISHING DECISIONS – TIME, MONEY, RIGHTS

Mindy Gibbins-Klein – The Book Midwife™ www.bookmidwife.com
Author of *24 Carat Bold – The Standard for REAL Thought Leaders*



Before you choose a publishing option, ask yourself what is most important to you. Is it the timescale? Do you have a deadline? Because if you are working towards a specific date, that may limit your options. Self-publishing and cooperative publishing are the most attractive options if you want to see your book in print quickly. Are you prepared to invest any of your own money to see the book in print? If so, how much? Once you have a figure in mind, try to stick to that. I have seen many authors persuaded to invest much more than they had originally planned, on production and marketing, and then it takes more book sales to see a return on their investment.

And finally, are you willing to give up any of your rights, or control over the way the book is produced? If you sign a book deal, you will most likely hand over your rights to your publisher for the duration of the contract. These are all key decisions and you need to think through them all clearly before you hand over your baby to any printer or publisher. Good luck!

[More 24 Carat Bold Tips](#)

7. GET TO KNOW YOUR BOOKSELLING TWEEPLE

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



By the end of 2009, we hope you've heard about the multipurpose power of Twitter. Tweens can keep tabs on Miley Cyrus; huge corporations can interact with their customers; authors can get visibility with readers. But besides reaching out directly to their target audience of readers, authors can use Twitter to access communities that can be crucial to the success of their book—like booksellers. Generally passionate about their work, booksellers have a large and vocal presence on Twitter, and the Twitter-savvy author would do well to befriend them.

John Kremer has a long list of [booksellers on Twitter](#), and Jennifer Tribe of Highspot Inc. has compiled an amazing directory of book industry people [here](#). In addition to booksellers, Tribe's list also includes publishers, agents, publicist, author services, and more. As you follow people you'd like to know on Twitter, remember that it's as useful a listening tool as it is a broadcasting tool. Get to know what each specific bookseller uses Twitter for, and join the conversation respectfully, waiting for a while before you start pushing your book on anyone. Once you've followed and gotten to know the bookselling community on Twitter, we're pretty sure you'll want to stick around: they're smart, helpful, and a lot of fun.

8. CREATING BOOK TITLES AND SUBTITLES THAT STILL WORK IN THE SMALLEST ONLINE FORMATS

--Susan Kendrick, www.WriteToYourMarket.com

See this complete article at: <http://bookcovercoaching.blogspot.com/2010/03/create-book-cover-brands-that-look.html>



Think about it. A book cover used to be written and designed primarily as a physical billboard for your book. The book needed to create interest when seen on the shelf at the bookstore or anywhere else it was displayed for sale. Then came those small thumbnail versions on amazon and other online retailers. Your book cover still has to draw people in, even in its reduced size. But, now that miniaturization goes one step further as book covers make their appearance on Kindle, ipad, and smart phones.

One author of two published books recently questioned whether or not her third book even needed a subtitle, since it would hardly be visible online. We strongly encouraged her to keep her subtitle for the reasons a subtitle has always been, and continues to be, pivotal to the branding and marketing of your book. (See previous article link online).

Plus, your subtitle will show up in search results for your topic, in the product text on Amazon.com, and any other place your book appears online. Don't waste this opportunity. Click on this full article to see experimental exceptions to the rule and if they work, sample covers, and why to treat your book like it's going on a job interview. Go to:

<http://bookcovercoaching.blogspot.com/2010/03/create-book-cover-brands-that-look.html>.

9. WHEN ONE THING AT A TIME ISN'T A GOOD IDEA

Promote while you write

--Roy Sheppard, Roy@RoySpeaks.com



Devote one day out of every five days promoting and marketing your book, while you are still writing it. You absolutely will not have the time after the book has been written to do all the marketing and the planning needed to make all your writing pay off. By doing it alongside, you will also discover angles to help sell the book, which you can incorporate as you write. It also increases your passion for the book. We all know people who finish writing, are so exhausted, they abandon their new 'baby' and then blame the

publisher. Except when it's them of course!

Roy Sheppard's forthcoming book is "How to be The One" – for men and women who want to keep The One they have, and for all singles who want to ensure they're READY when The One shows up. Sample chapter, no sign up www.BeTheOneBook.com/download

10. 20 INSPIRING QUOTATIONS TO HELP YOU FINISH WRITING YOUR BOOK THIS YEAR

--Sam Horn, book coach and author of *POP!* <http://www.SamHorn.com>



I've collected 20 inspiring quotations to help you finish that book you've been talking about. Post these where you see them throughout the day. Keeping your intentions *in sight, in mind* can hold you accountable for writing every day . . . even if it's a single page.

I promise you when you hold your completed book in your hands and hear from people how it influenced them; it will be one of the most tangibly satisfying achievements of your life. It will be a legacy that outlives you – a contribution no one can take away.

1. "If you wait for inspiration to write; you're not a writer, you're a waiter." – Dan Poynter (Let's hear it for Dan - the world's most proactive visionary about the power of getting your book into the world)
2. When asked the secret to finishing his 500 page masterpiece *The Power of One*, author Bryce Courtenay growled, "**Bum glue!**"
3. "If my doctor told me I had only 6 months to live, I'd type a little faster." – Isaac Asimov
4. "Inspiration usually comes during work, not before it." – Madeleine L'Engle

5. "I write when I'm inspired, and I see to it that I'm inspired at 9 am every morning." – Peter DeVries
6. "I think I did pretty well, considering I started out with nothing but a bunch of blank paper." – Steve Martin
7. "I made a startling discovery. Time spent writing = output of work. Amazing." – Ann Pachett
8. "Writing a novel is like driving a car at night. You can only see to the end of your headlights; but you can make the whole trip that way." – E. L. Doctorow
9. "Ever tried and failed? No matter. Try again and fail better." – Samuel Beckett
10. "It's never too late – in fiction or in life – to revise." – Nancy Thayer
11. "The way to resume is to resume. It is the only way. To resume." – Gertrude Stein
12. "Best advice on writing I've ever received. Finish." – Peter Mayle
13. "When I am writing, I am doing the thing I was meant to do." – Anne Sexton
14. "You can sit there, tense and worried, freezing the creative energies, or you can start writing *something*. It doesn't matter what. In five or ten minutes, the imagination will heat, the tightness will fade, and a certain spirit and rhythm will take over." – Leonard Bernstein
15. "I went for years not finishing anything. Because, of course, when you finish something you can be judged. I had pieces that were re-written so many times I suspect it was just a way of avoiding sending them out." – Erica Jong
16. "Once you've done the mental work, there comes a point you have to throw yourself into action and put your heart on the line." – Lakers basketball coach Phil Jackson
17. "The faster I write, the better my output. If I'm going slow, I'm in trouble. It means I'm pushing the words instead of being pulled by them." – Raymond Chandler
18. "When you speak, your words echo across the room. When you write, your words echo across the ages." – Chicken Soup for the Writers Soul author Bud Gardner
19. "Time is the coin of your life. It is the only coin you have and only you can determine how it will be spent. Be careful lest you let other people spend it for you." – Carl Sandburg
20. "I don't wait for moods. You accomplish nothing if you do that. Your mind must know it has got to get down to work." – Pearl S. Buck

Bonus Quotations

21. "If you want to write, you can. Fear stops most people from writing, not lack of talent. Who am I? What right have I to speak? Who will listen to me? You are a human being with a unique story to tell. You have every right." – Richard Rhodes

22. "A great deal of talent is lost to the world for want of a little courage." – Sydney Smith

Make this the year you have the courage of your convictions that you have an intriguing story to tell, a worthwhile message to share. Take responsibility for getting your ideas out of your head and into the world. I guarantee, you'll never regret writing your book; you'll only regret not writing it. . . sooner. Best wishes and . . . *write on.*

==SHARE YOUR TIP. Send it to DanPoynter@ParaPublishing.com

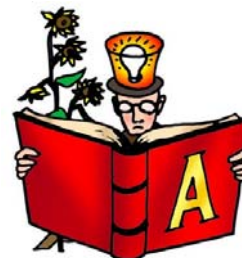
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Your colleagues in publishing would love to know about this newsletter.
Why not forward it to them now?

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C. ParaResources



1. WANTED BY THE AUTHORities

The Masters of Book Marketing have joined to host workshops for published authors--only.
(Note that the word "AUTHORity" contains the word "AUTHOR.")



Judith Briles, Brian Jud and Dan Poynter will coach attendees on book marketing, promoting and, distributing as well as expanding into additional editions. They will show you how to wring more value out of your written Work.

Events are scheduled for July 24 in Newark, July 31 in Dallas, August 21 in Denver, November 6 in Chicago and November 13 in Phoenix.

Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

2.



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>

3. DIFFERENCE BETWEEN AN AUTOBIOGRAPHY AND A MEMOIR

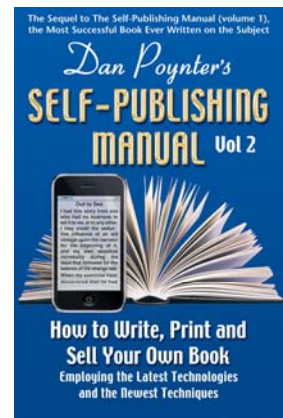
See

<http://www.believerspress.com/blog/memoir-vs-autobiography/>









4. 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.



You will discover how easy it is to:

-  *Build* your book rather than just *write* it—and copyright it in your name.
-  Print a small quantity and keep a small inventory.
-  Multipurpose your “book” into downloadable, CD, and eBook versions and others.
-  Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.
-  Bypass the publishers and go directly to a short-run book printer.
-  Set up your own publishing company and take the tax breaks.
-  Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
-  Promote your book for virtually no costs via social media.

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.



E. ParaFreebies



1. DAN POYNTER HAS A F-R-E-E iPHONE APP

This App has detailed guidance (InfoKits) on book writing, publishing and marketing. These materials will guide through every step toward your goal to become a successfully-published author.

Read the FAQs. See the Book Research Resources (Sources), Book Publishing Statistics (BookStats), Book Publishing Vendors (Suppliers), Dan on stage (Videos) and Books, Writing Kits & Reports on book writing, publishing and promoting (Products). Subscribe to Dan’s free Publishing Poynters newsletter. Attend Dan’s programs (Speeches). See the Events (Dan’s Calendar).



The most expensive parts of book writing and publishing are the mistakes. You do not have to make them.

See <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=352965979&mt=8>

or
Search the App store for Dan Poynter. **Now the App is F-R-E-E**

2. HAVE YOUR BOOKSHELF ANALYZED

You are what you read. Find out who you are by emailing a photo of your bookshelf for a f-r-e-e assessment.

<http://www.newyorker.com/online/blogs/books/2010/03/the-subconscious-shelf-3.html>

3. KINDLE SOFTWARE FOR IPOD, MAC, IPHONE, IPAD, AND PC—NO CHARGE

Download from the Amazon Kindle Store.

==>**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>

2010

March 25-26. HALIFAX. CAPS/Halifax. Dan Poynter on *Turning Speeches into Books*.

Fmi: Jeff Brown, 902-956-2600, info@AlphaComputer.ca,

<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=284>

April 8 – May 9. Round-the-World Itinerary #19

WLG, BNE, JNB, DUR, MCO, DCA.

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

April 13. WELLINGTON, New Zealand. Book Writing for Speakers. NSA/NZ-Wellington. 7:30 – 9:30.

Fmi: John Faisandier, +64 (4) 476 8186, john@faisandier.co.nz,

<http://www.nationalspeakers.org.nz/wellington-chapter.html>

April 16-19. SURFERS PARADISE, Australia. NSAA Convention.

<http://www.speakersconvention2010.com.au/>

April 22. Durban, South Africa. PSA/SA. Titles for Books and Speeches. Fmi: Grant Vernon, +27 (84) 832 0390, grant@grantvernon.com

April 23. DURBAN, South Africa. Dinner with Dan. Fmi Grant Vernon, grant@grantvernon.com, +27 (84) 832 0390.

April 24. DURBAN, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83 273 4700, +27 (0) 83 273 4700

April 27. JOHANNESBURG, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83 273 4700, +27 (0) 83 273 4700

April 28-30. EVERYWHERE. A writer's conference without travel. The traditional writers' conference goes virtual at the Nonfiction Writers Conference. This one-of-a-kind event includes sessions led by top industry experts. You will learn how to choose between self-publishing and traditional publishing, mistakes to avoid, online marketing strategies for maximum visibility, how to profit from eBooks and information products, and much more!

Register at <http://NonfictionWritersConference.com> and save 40% by entering this discount code: poynter

April 30-May 2. JOHANNESBURG. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114
admin@psasouthernafrica.co.za, <http://www.psasouthernafrica.co.za>

May 7. ORLANDO. Skydiving Museum Trustees' Meeting.

May 12. TELECONFERENCE. The Self-Publishers Online Conference. Dan Poynter gives the opening keynote on the book industry. Hosted by Susan Daffron.
<http://www.selfpublishersonlineconference.com/>

June 24, LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: info@bookmidwife.com, +44 (20) 8364 2884, <http://www.bookmidwife.com/>

June 26. LONDON, UK. PSA/UK, London chapter. Fmi: Chris Roycroft-Davis, chris@crd.me.uk,

July 3-4. SINGAPORE. Book Camp. Fmi: Patrick Ang, patrick.anglh@yahoo.com.sg, +65 (6443) 9404, <http://www.exec-directions.com/index.php>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](#). Location Phone: +1-407-239-4200
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

July 23. NEWARK, NJ. Dinner with the Masters. Get personal attention to your book project from Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

July 24. NEWARK, NJ. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

July 31. DALLAS. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

August 6-8. LEXINGTON, KY. Parachute Industry Association meeting.

August 13-15. DELAND, FL. National Skydiving Museum Celebration: Joe Kittinger 50th Anniversary. Fmi: Nancy Kemble, +1 (540) 604-9745, nkemble@skydivingmuseum.org, <http://www.skydivingmuseum.org/>

August 21. DENVER. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

September 9. KÖLN, Germany. Global Speakers Network meeting. <http://www.germanspeakers-association.de/>

September 10-11. KÖLN. German Speakers Association (GSA). <http://www.english.gsa-convention.org>, <http://www.germanspeakers-association.de/>

September 30 – October 3 UNITED KINGDOM. Crowne Plaza, Marlow. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

October 14-16. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP) <http://www.association-conferenciers.com/>

October 22-24. MYRTLE BEACH. South Carolina Writer's Workshop. Fmi : Carrie McCullough, mcculloughca@bellsouth.net, 706-798-9545.

November 6. CHICAGO. . Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 13. PHOENIX. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion. <http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

2011

February 18-20. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

April 13. A Global Speakers Network meeting and other events will be held on April 13th. Noordwÿk, near Amsterdam. <http://www.psaholland.org/>

GENTLE THOUGHTS FOR 2010

--Birds of a feather flock togetherand then crap on your car.

--A penny saved is a government oversight.

--The real art of conversation is not only to say the right thing at the right time, but also to leave unsaid the wrong thing at the tempting moment.

--The older you get, the tougher it is to lose weight, because by then your body and your fat have gotten to be really good friends.

--The easiest way to find something lost around the house is to buy a replacement .

--He who hesitates is probably right.

--Did you ever notice: The Roman Numerals for forty (40) are XL.'

--If you think there is good in everybody, you haven't met everybody.

--If you can smile when things go wrong, you have someone in mind to blame.

--The sole purpose of a child's middle name is so he can tell when he's really in trouble..

--There's always a lot to be thankful for if you take time to look for it. For example I am sitting here thinking how nice it is that wrinkles don't hurt.

--Did you ever notice: When you put the 2 words 'The' and 'IRS' together it spells 'Theirs...'

--Aging: Eventually you will reach a point when you stop lying about your age and start bragging about it.

--The older we get, the fewer things seem worth waiting in line for.

--Some people try to turn back their odometers. Not me, I want people to know 'why' I look this way. I've traveled a long way and some of the roads weren't paved.

--When you are dissatisfied and would like to go back to your youth, think of Algebra.

--You know you are getting old when everything either dries up or leaks.

--One of the many things no one tells you about aging is that it is such a nice change from being young. Ah, being young is beautiful, but being old is comfortable.

--Long ago when men cursed and beat the ground with sticks, it was called witchcraft. Today, it's called golf.

--Lord, Keep your arm around my shoulder and your hand over my mouth
AMEN!

(Generic Smiley)

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The Small Print



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