



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

ParaNews (What's happening)

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ParaHumor (We saved the fun for last)



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I am off for STAR MEGA DO 2. A mileage run for Star Alliance frequent flyers.

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



Happy Halloween



ParaNews



B&N ANNOUNCES NOOK COLOR

With a 7" color touch-screen, the \$249 eReader will give Amazon some competition during the holiday season.



http://www.barnesandnoble.com/nook/index.asp?r=1&video=features&cm_em=danpoynter@parapublishing.com&cm_mmc=Non-Member--Misc--101026_NF01_ENCORE--nookvideo

PEARSON LIFTED BY eBOOKS DEMAND

Surging demand for eBooks is helping drive a better-than-expected performance at Penguin and Financial Times publisher Pearson. Its Penguin book publishing arm saw sales rise 5% thanks to a three-fold hike in sales of eBooks, with the division now offering 16,500 digital titles.



<http://www.google.com/hostednews/ukpress/article/ALeqM5hGXe9EroXzy-xZ8ovIUqVvorLUIA?docId=N0075211287988787340A>

USING SPEECHES TO DRIVE BOOK SALES

Mitt Romney helped his book sail to the top of the New York Times bestseller list by taking his speaking fees in book sales. According to the *Boston Herald*, Romney's speaking fee is \$50,000 and the publisher asked meeting planners to pay in bulk-purchases of his book. With a 40 percent discount on the book, hosts could be buying as many as 3,000 books.



This practice is not uncommon. The increased book sales lead to bestseller lists which brings more attention to the author and allow him or her to raise speaking fees.

<http://news.bostonherald.com/news/politics/view.bg?&articleid=1289390&format=&page=1&listingType=MA2004#articleFull>

HARRIS POLL

eReader Users Reading More and Purchasing More Books

Those who have eReaders do, in fact, read more. Overall, two in five Americans (40%) read 11 or more books a year with one in five reading 21 or more books in a year (19%). But among those who have an eReader, over one-third read 11-20 books a year (36%) and over one-quarter read 21 or more books in an average year (26%).

Harris Poll Online™

Over half of people with eReaders (53%) say they read more now than they did 6 months ago compared to 18% of non-eReader users. Over half (51%) of non-users say they read the same as they did 6 months ago compared to one-quarter (25%) of eReader users.

<http://www.harrisinteractive.com/NewsRoom/HarrisPolls/tabid/447/ctl/ReadCustom%20Default/mid/1508/ArticleId/568/Default.aspx>

LITERATURE'S 10 BEST-DRESSED AUTHORS



When it comes to writers' fashion choices, most people know better than to judge a book by its cover. Although most authors are more closely associated with recluse-chic than aesthetic edge, there are those few who have become almost as recognizable for their stylistic sensibilities as for their literary skills. Check out ten great authors with equally distinctive personal styles.

<http://flavorwire.com/123825/literatures-10-best-dressed-authors>

KIDS WILL BE CASH COW FOR eBOOK AND READER GROWTH

Barnes & Noble to launch collection of 12,000 kids' eBooks



Barnes & Noble has shown its intent to appeal to a younger generation of eBook readers with the announcement that it will be releasing a collection of children's books, Nook Kids. The app will be aimed at 3-8 year olds and will feature 12,000 books. It is a clear indication of how important eBook technology is becoming for publishers looking to ensure that they are part of the burgeoning market.

Barnes & Noble announce a new incarnation of the Nook reader, to be named Nook Color - which will, like the iPad, support the child-orientated collection of books.

<http://www.techeye.net/business/kids-will-be-cash-cow-for-e-book-and-reader-growth#ixzz130FKVM5K>

eBOOK SALES CONTINUE TO RISE



For the year-to-date, eBook sales were up 192.9%, to \$263 million. AAP said that of the approximately 19 publishers that report trade sales, revenue in the January to August period was \$2.91 billion, making the \$263 million eBook sales 9.0% of trade sales. At the end of 2009, e-book sales comprised 3.3% of trade sales.

http://www.publishersweekly.com/pw/by-topic/digital/content-and-e-books/article/44836-e-book-sales-jump-172-in-august.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=e03bb6766a-UA-15906914-1&utm_medium=email

BUILD YOUR OWN WEBSITE—QUICK, EASY AND WELL PRICED

--Dan Poynter



POYNTER PAGES

Home | Take a Tour | Features + Tools | Connect with Resources

You know how I continually preach the need for a great website if you are going to be a successful author. Well, NO MORE EXCUSES for not having one yourself! Over the past few months we have been working hard with WritersPortal, the preeminent writer and

author personal website developer in the US, to create **POYNTER PAGES**, a powerful website builder that I believe you should be using to create your own potent, professional, custom website that is designed specifically by you and for you. You can create your own website in about an hour. An hour? Take a look at my sample ParaPublishing website, designed on our new easy-to-use platform as an example.

<http://www.poynterpages.com/parapublishing>
<<http://www.poynterpages.com/parapublishing>>

Add as many pages as you want. Add your pictures, add your books, samples of your writing, your bio, your story, link to Amazon, PayPal and others retailers for sales, **get our extensive enhanced database of writer resources that only you have access to**, and make changes to your website any time in moments. And the best part of all, you don't need any help. Your success is now in your hands.

You know you need a website to communicate, spread the word about your work, attract attention to Facebook, your blogs and tweets, and of course, sell books. Up to now, you have had to spend hundreds, if not thousands of dollars, to develop the kind of site that you need to succeed. No more. For no money up front, and then only \$9.95 per month thereafter, you can have the website of your dreams.

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DAN POYNTER WRITES BOOK ON AIR TRAVEL

Air Travel Handbook: Tips, Tricks, and Secrets on Flying.

Dan Poynter has collected travel tips from colleagues and from his own journeys. Travel can be easier and more fun if you know the inside secrets of the hospitality industries.

The eBook is just \$4.97; in paper it would be much more expensive.

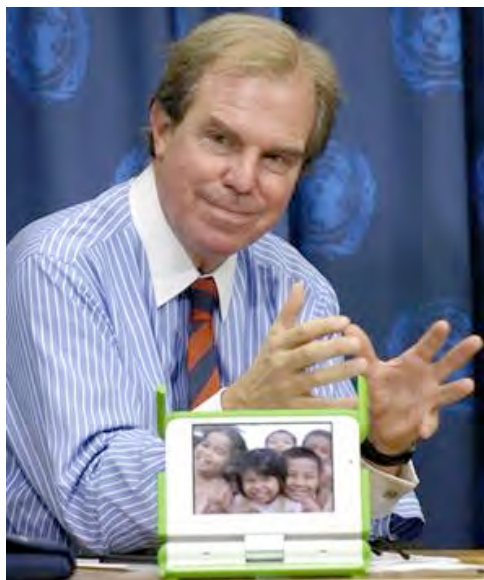
Available from

<http://www.smashwords.com/books/view/24746>

<http://smashwords.com/books/search?query=dan+poynter>



PAPER BOOKS GONE IN 5 YEARS?



Nicolas Negroponte sees the eBook taking over sooner than previously thought. eReaders are selling very well. The iPad has sold more than 7-million units so far.

Explosive eBook growth will be in third-world countries just as it was for the mobile phone. The cell phone took over quickly in emerging areas because there was so little infrastructure. And it would take a long time to string copper wire.

People in these countries have a great thirst for fiction and nonfiction and it costs too much to ship them a sufficient quantity of books. The solution is well-stocked eBook readers. See the interview at

<http://edition.cnn.com/2010/TECH/innovation/10/17/negroponte.ebooks/>

CONSULTING WITH DAN POYNTER

Dan Poynter is available to help you in all phases of book publishing from filling-in unfamiliar forms to complete marketing plans.

Dan can help you by telephone or he will come to you. Most consulting is by telephone as Dan is constantly traveling.

For details and pricing, see

<http://parapub.com/sites/para/speaking/edutrain.cfm>



KEY WEST ADVANCED SPEAKER-CONSULTANT MASTERMIND EVENT

Learn and get a jump-start on professional speaking.

If you have been on the fence about my Advanced Speaker/Consultant Event in Key West, **now just might be the time to act!**

Two important things Expire on November 1, 2010; the event room block price guarantee at the Key West Westin and the "Get 2 & U Go 2" promotion.

After November 1, everything is top dollar.

You can call the Westin Key West directly for your reservation at 303-294-4000 and identify yourself as an attendee at "Ed Rigsbee's Advanced Speaker Event" -- \$205 single/double for pool view and \$245 single/double for Ocean Front.



We already have a very high-level group registered and there are a few remaining seats available. In addition to our absolutely fabulous faculty (Alan Weiss, Ford Saeks & Sam Horn), the quality of the registrants is amazing.

This event is structured for accelerated learning and immediate implementation assistance. All this in an ***away-from-it-all*** environment that will nourish your brain and soothe your soul.

If you are truly ready for a career changing experience, plan now to be in Key West December 1-3, 2010. All the info you need to make your decision is at: http://www.rigsbee.com/key_west_2010.htm

Don't be left behind...

"Get 2 & U Go 2" promotion registration form attached. (Get two people to register, at the event price of \$2,500 and you get a complementary registration or three can register for the cost of two; that's only \$1,666.66 per person. Details on the special registration form.)

Mark your calendar: December 1-3, 2010

What better way to start off December than to invest your time and money in a valuable retreat in Key West? http://www.rigsbee.com/key_west_2010.htm



ParaTips

NEGATIVE RESPONSES

by Rick Frishman- Publisher Morgan James Publishing
<http://www.morganjamespublishing.com>



If your contact isn't responsive, try to preserve the connection. Things always change and today's rejections could be tomorrow's acceptances so don't abandon the contact. Be patient, but be persistent. **Gently remind your contact about yourself without being a pain.**

- Send articles or information that might interest your contact and include brief notes that say, "I thought this might interest you. Hope all is well. My best. Phil." Don't overdo it or you will be considered a pest and your communiqués will be avoided. Send only truly relevant information and set the standards for what you send extremely highly.
- If you get an outright rejection, ask, "Who else can you recommend that I can call?" If you receive a name or names, obtain permission to use your contact's name. If he/she agrees, call and say, "Don Martin of the Times suggested that I call you."
- Keep your contacts in the loop. Report on how your dealings with his/her referrals went and clearly express your thanks. Report back whenever you reach a major plateau.
- If you finalize a deal through your contact's referral, send a gift to show your appreciation. You don't have to break the bank or buy a lavish gift, but send something, even a plant, flowers or candy.

Following up is not simply a short-term strategy, it's a critical discipline that is essential in networking. Following up is how you convert leads into lasting network relationships. It's a time-tested method that is critical in building and maintaining productive networks. Following up broadens your contact base; sharpens your skills and impresses others by demonstrating your professionalism, reliability and dedication.

In following up, a delicate balance must be maintained between persistence and pushiness. Although you frequently have to be persistent, be persistent with a light and gentle touch. When you email or call contacts, be warm, friendly, fun and grateful. Don't be pushy, overly forceful or aggressive. Approach contacts with soft, little nudges, not atomic warheads. Be patient because if you're too pushy, you may give you the book to get you off their backs, which is the last thing that you want.

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

USE SOCIAL MEDIA MARKETING (SMM)

--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.



Use social media marketing (SMM) to promote your business online. These days, SMM is a vital and inexpensive part of any marketing campaign. SMM helps you get your business' name out to the masses quicker and easier than ever before. Create profiles for your business on sites like Facebook, Twitter

BOOK DESIGN: Everyone needs a Photo... Right?

Headshots and other Photo Tips.

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Book Design, Consulting, Coaching, Marketing & Branding



Know, like and trust. This is what we build with our books, services and website. Visuals play a big part in creating this trust. And we all know we need a photo. Just how important that photo quality is depends on how you will be using it.

If you plan to use it for web use, the resolution doesn't have to be very high, 72dpi will work fine. But anytime you plan to use a photo for print work you need to be sure the resolution is as high as you can get for best quality reproduction. Professional photographers will make your files high resolution. You'll also need to think about the style you want them to be. Be sure to cover all looks, suit, jacket, dress, sweater, scarf, tie, accessories or not. Do a variety for best use of time and try not to do all the photos as planned poses.

If you want to take your own photos, I suggest you consider the following:

When taking shots with your own camera be sure it is at least 7 or more mega pixels and is set at the highest resolution it will go, or ask around at your local professional photo store to see if they rent hi-res, quality lens cameras, then you can plan for a day or two to shoot and the quality will be clearer and higher resolution.

There are a few things to keep in mind when you use your own photos:

1. the camera mega pixel count and quality of lens, use a tripod for more formal still shots
2. framing: be sure there are no unwanted items in the background
3. lighting: be sure you can be seen clearly without hot spots or red eyes
4. plan using different camera angles depending on where you are shooting. Use nature to help you by choosing locations with trees and flowers to add color.
5. be sure the setting, background is in proper taste for the clothes you are wearing.

What's important is that the photo you use represents the YOU you want to be seen as. We all wear different faces, photos, for different purposes. For social networking sites, for back of books, for Press Releases, for website, for seminar sales. Each should offer a different look building the know, like and trust aspect of your platform.

Remember, do something every day toward your book and promotion.

Karrie Ross, [Book Designer](#) , Coach and Consulting

WORD TRIPPER

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

In this hyper sports season with baseball, football, hockey, and other sport schedules overlapping, writers have lots of opportunities to misspell today's Word Tripper—because whenever one team wins, another **loses** (not **looses**). Don't **lose** sight of the correct spelling by playing it **loose**!



Lose, loose – The verb “lose” is the opposite of the verb “win.” “Do you usually win or lose when you play sports?” The adjective “loose” means not fastened or fitted tightly while the verb “loose” means to free something. “This loose blouse looks comfortable.” “Loose (or loosen) your tie and relax!”

Confusion occurs because the pronunciation differs from what's expected: “lose” with one “o” has a longer “ooh” sound than “loose” with two “o”s.

BOOK-BUYING STATISTICS GALORE

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



For those of you who like statistics and pie charts, we wanted to share the results of a [recent survey](#) about reading and book-buying habits. Conducted by [Verso Advertising](#) and presented at last month's [Digital Book World](#) conference in New York, the survey covers the demographics of “avid readers,” the types of online marketing that consumers deem most effective, and readers' views on some hot topics in the ebook space, like pricing, bundling, and piracy. See the slides from the presentation [here](#).

<http://www.versoadvertising.com/beasurvey/>

YOUR PUBLISHING DICTIONARY

--Peter Beren, 510-821-5539, peterberen@aol.com. Publishing Consultant and Literary Agent w/30 years experience will help you reach your goals. www.PeterBeren.com

PP&B, acronym. An acronym for the unit cost of “paper, printing and binding” or “manufacturing unit cost”. This acronym is used in accounting, profit and loss projections (P&Ls) and price quotes.

Example in context: Our PP&B will go down, if we get that book club run-on.

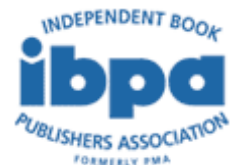


WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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



WRITING A BOOK CAN REWRITE YOUR LIFE

--Naomi Rose

A book has chapters, and so does a life. Sometimes, you keep "writing" the same chapter of your life over and over. And sometimes you find yourself moving on to a new chapter. Sometimes your life completes the "writing" of a certain book, and begins another book altogether. When you write a book with an awareness that it will also rewrite your life, this helps you choose a subject that's really close to your heart. After all, if you're going to put time, effort, and even soul into writing and self-publishing a book, you want it to "pay off"—not only in terms of readership and sales, but in terms of who you become as a result of writing it. So think about what chapter in your life you are wanting to conclude, or what new chapter you're wanting to begin, and let that inform your choice of what you write. The more conscious you are of the book(s) your own life is writing, the more you can appreciate and be healed by how the book you are writing can help heal your life.



Naomi Rose is an award-winning writer, a Book Developer, and the creator of "Writing from the Deeper Self." She works with both first-time and experienced book writers, nurturing the writers as well as their work. www.essentialwriting.com.



THE SEVEN SECRETS OF eBook-PUBLISHING FAILURE

--Mark Coker, Founder of Smashwords.

1. Failing to respect the reader
2. Limiting your distribution
3. Limiting your sampling
4. Laziness
5. False expectations and Impatience
6. Playing the blame game
7. Failing to trust your partners

Read the details/explanations at
<http://blog.smashwords.com/2010/09/seven-secrets-to-ebook-publishing.html>



BTW, The 20,000 titles so far published with Smashwords are by 8,798 authors and publishers.

→**SHARE YOUR TIP.** Send it to DanPoynter@ParaPublishing.com

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ParaResources



WHERE TO GET WHAT YOU NEED RECOMMENDED SUPPLIERS FROM DAN POYNTER

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site.

<http://parapub.com/sites/para/resources/supplier.cfm>

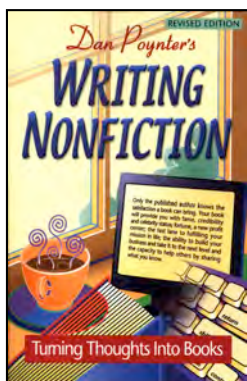


THE PARA PUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his findings every day. Discover where the book industry is going.

See

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



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Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?

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You can also get this \$14.95 paper book for just \$10.17 at Amazon. You save 32%.
<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

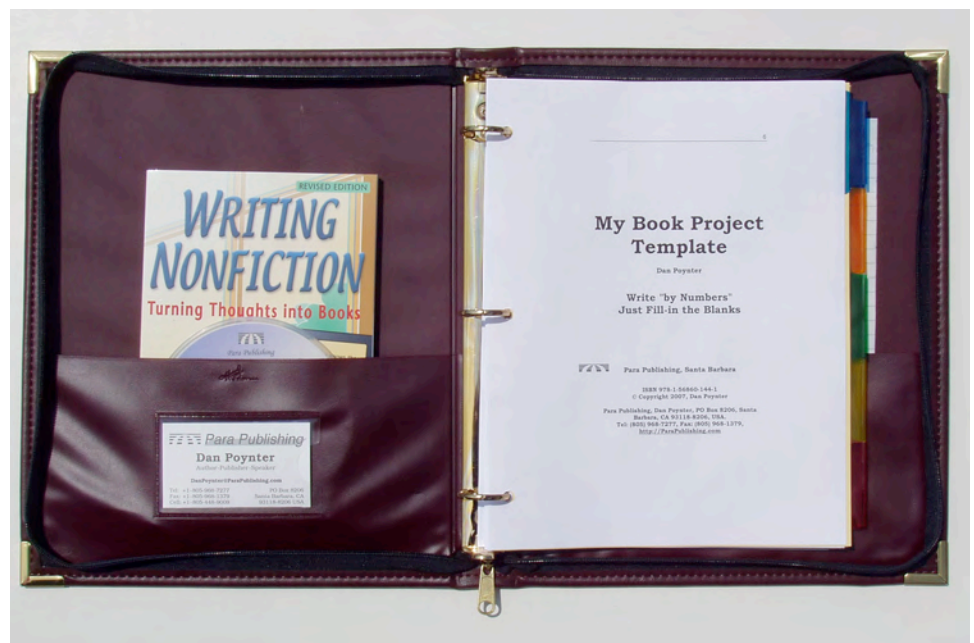
F-R-E-E SAMPLE of chapters one to three:

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

WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum. Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.



Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author. This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process. This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at
<http://parapub.com/sites/para/information/writing.cfm#mbp>



Marketing & Educational Opportunities

From the Leader in Independent Publishing



OCTOBER 31ST IS THE DEADLINE FOR SOME GREAT MARKETING AND EDUCATIONAL OPPORTUNITIES HERE AT IBPA.

Please remember this is the registration deadline only. For most programs, materials will need to be here by November 10th. Listed below are opportunities with immediate and upcoming deadlines:

OCTOBER 31ST DEADLINES

BOOKSTORE CATALOG MAILING This catalog produced by IBPA mails to 3,500 independent bookstore and chain buyers across the U.S. \$230 per title. Click here: http://www.ibpa-online.org/programs/coopcats_bksllr.aspx

FICTION/POETRY CATALOG MAILING This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: Fiction, Mystery, Suspense, Thriller, Historical Fiction, Literature, Essays, Poetry, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

PUBLIC LIBRARY MAILING Send your flyers to 4,000 acquisition librarians at public libraries. \$215 per flyer. Click here for details: <http://www.ibpa-online.org/programs/library.aspx>

BOOKS FOR REVIEW CATALOG MAILING If you are interested in participating in this recently closed mailing, there is still time. Please send an e-mail to terry@ibpa-online.org for more details.

BODY, MIND & SPIRIT TARGET MAILING If you are interested in participating in this recently closed mailing, there is still time. Please send an e-mail to terry@ibpa-online.org for more details.

NATURE/ENVIRONMENT and ART/PHOTOGRAPHY MAILING If you are interested in participating in this recently closed mailing, there is still time. Please send an e-mail to terry@ibpa-online.org for more details.

PSYCHOLOGY/SELF-HELP TARGET MAILING If you are interested in participating in this recently closed mailing, there is still time. Please send an e-mail to terry@ibpa-online.org for more details.

OTHER UPCOMING OPPORTUNITIES

THE 23RD ANNUAL BENJAMIN FRANKLIN AWARDS - FIRST CALL DEADLINE EXTENDED Recognizing excellence in both editorial and design, this award is regarded as one of the highest national honors in book publishing. Books with a copyright of 2010

are eligible to enter. Click here for more details:

<http://ibpabenjaminfranklinawards.com/>

CHILDREN'S/YOUNG ADULT CATALOG MAILING This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: Children's Picture Books, Young Reader Books; Juvenile Fiction, Juvenile Non-Fiction, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

PUBLIC LIBRARY MAILING Send your flyers to 4,000 acquisition librarians at public libraries. \$215 per flyer. Click here for details: <http://www.ibpa-online.org/programs/library.aspx>

FROM OUR FRIENDS AT THE U.S. DEPARTMENT OF COMMERCE - Exhibit your titles at the Doha International Bookfair for Free The U.S. Embassy is staging a US Catalog Pavilion at Doha International Book Fair, the largest book fair in Qatar bringing thousands of local buyers and hundreds of sellers. This event takes place November 25 - December 5. To apply, please visit <http://www.buyusa.gov/qatar/en/128.html> and fill out the questionnaire. NOT ALL TITLES ARE ACCEPTED.. For any questions, contact Dao Le at Dao.Le@trade.gov or Suzette Nickle at Suzette.Nickle@trade.gov. They reserve the right to deny any titles for inclusion in this Pavilion and will review all potential titles before accepting registrations.

EDUCATIONAL OPPORTUNITIES

COMPLETE AUDIO PACKAGE FROM THE 2010 IBPA PUBLISHING UNIVERSITY - ONLY \$99 Do you feel like your publishing program needs a shot in the arm? We have just what the you need. Order before October 31st and receive a bonus: the entire 2009 event (more than 50 sessions) for free! Include discount code **IBPA Member**. Click here: <http://content.yudu.com/A1o2t2/IBPAPublishingU.2010/>

IBPA MEMBERS SAVE \$400 ON DIGITAL BOOK WORLD 2011 REGISTRATION Digital Book World 2011 is the only conference of its kind, specifically for trade publishers. Other conferences focus on new technologies as they relate to content creation, but only Digital Book World speaks directly to book publishers-addressing their immediate needs and future goals to not only survive, but thrive in the changing world of book publishing. Join your colleagues January 24-26, 2011 at the Sheraton New York Hotel, where the industry's top insiders will explore themes like content strategy, eBook distribution for small to midsize publishers, metadata, and new business models that are helping book publishers manage risks and seize new opportunities. *Save \$400 off full registration when you register before November 1st.* Link: <http://dbw2011.com/>

AND MORE. . .

WHAT'S NEW WITH YOU? October 15th is the deadline for consideration for the 'Members in the Spotlight' column in the December issue of the *Independent*. Submit your news directly to linda@ibpa-online.org

WE WANT YOUR PICTURES AND EVENT NEWS!

What great things have happened for you (awards, TV appearances, radio, special mentions, great reviews, podcasts, YouTube, etc.)? Send in those pictures of signings, events, and other happenings for the e-newsletter to Lisa@ibpa-online.org. The link to the e-newsletter is <http://conta.cc/dCgPAM>



FOLLOW DAN POYNTER ON TWITTER

<http://www.twitter.com/DanPoynter>

GET HELP WITH YOUR PROJECT



BOOK SHEPHERDS are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book

Shepherds are:

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06001	Brian Jud	brianjud@bookmarketing.com;	www.bookmarketingworks.com
	Barbara		
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	Sam		
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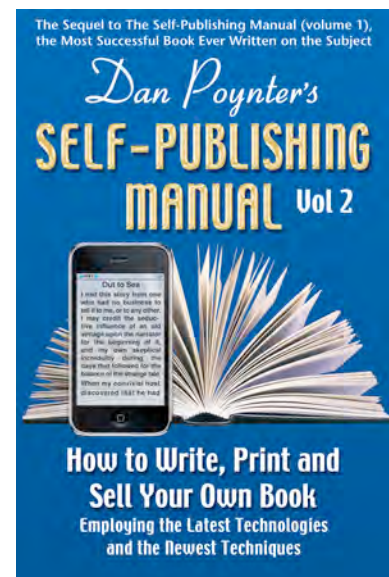
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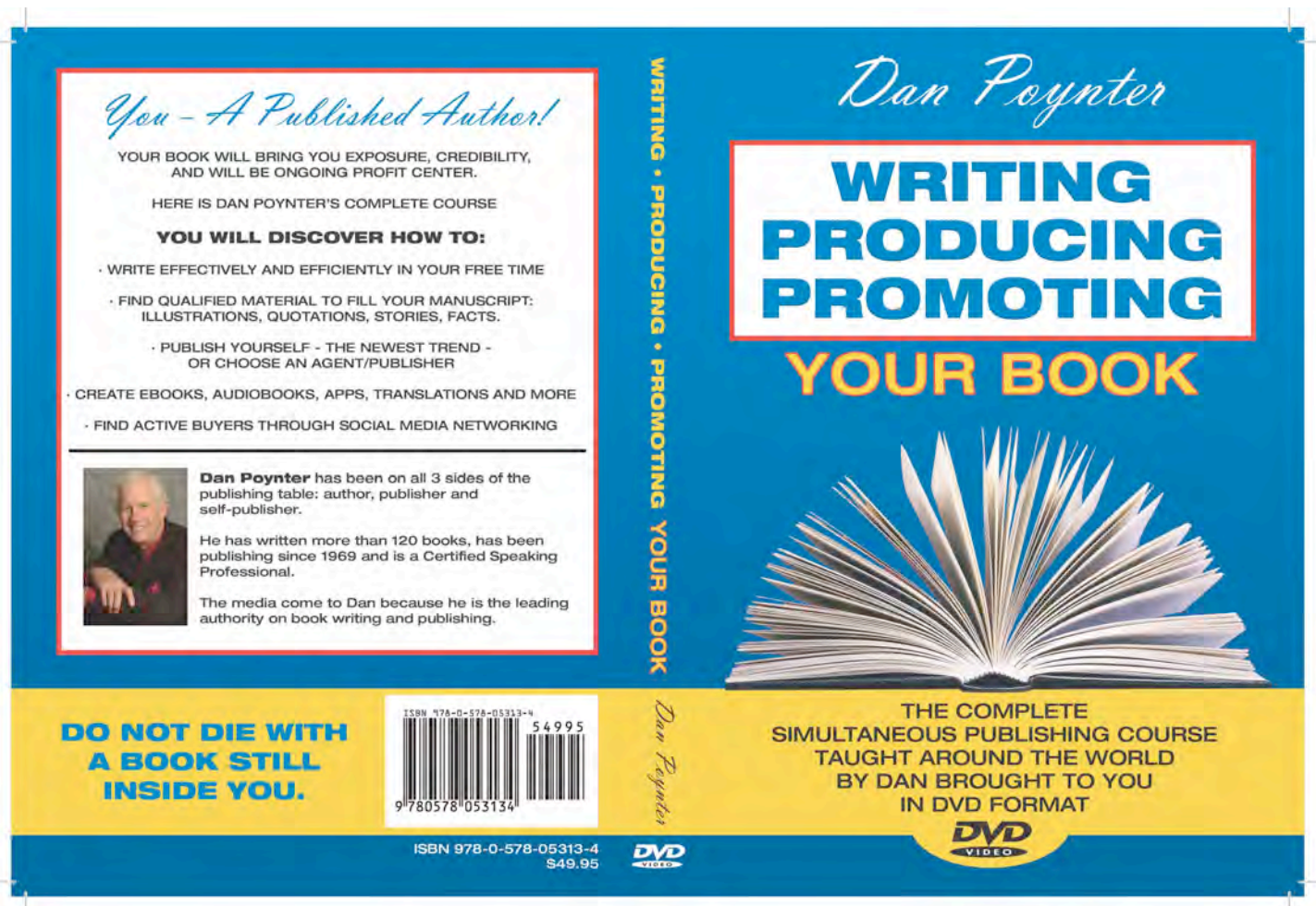
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WHY VIDEO TRAILERS RARELY SELL BOOKS

-Dan Poynter, The Book Futurist.



There are readers and there are viewers and there are listeners. According to a survey of 7,561 book buyers by the Codex Group, only 0.2 percent of the printed book-buying respondents discovered their last book through a video book trailer, and only 0.1 percent were persuaded to buy their last book that way.

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2010

November 3-6. STARMEGADO2. Mileage run for Star Alliance frequent flyers. Dates blocked.

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

January 15. SUNNYVALE. California Writers Club, Santa Clara Valley Branch/South Bay Writers. 9-1 PM. Dan Poynter on How to Write, Publish and Promote your book. FMI: Nina Amir, 408-353-1943, cpywrtcom@aol.com, <http://www.southbaywriters.com/>

February 11-18. RENO. Parachute Industry Association.
FMI: <http://PIA.com>

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

March 12. CAPE TOWN, South Africa. Book Camp with Val Waldeck of Durban.
FMI: +27 (0) 83 273 4700, vwaldeck@telkomsa.net, <http://www.ValWaldeck.com>

March 14, CAPE TOWN, South Africa. Dan Poynter on *PowerPoint Tips & Tricks* and *Speaking Disasters*. Professional Speakers Association of Southern Africa (PSASA), Cape Town Chapter. 19:00 – 21:00 hours. FMI: Mark Berger, Mark@MarkBerger.co.za



April 1-4. MELBOURNE, Australia. National Speakers Association/Australia, annual convention.

<http://www.speakersconvention2011.com.au/>



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



April 14, 15 and 16. NOORDWIJK, Netherlands.
Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.

<http://www.psaholland.org/>

SOUTH AFRICA. APRIL 29 – MAY 1. CAPE TOWN.

Annual convention of the Professional Speakers Association of Southern Africa. FMI:



Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: nikki@psasouthernafrica.co.za Web:

<http://www.psasouthernafrica.co.za>

May 21-23. NEW YORK. IBPA Publishing University

Fmi: <http://www.PMA-online.org>

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:
<http://www.bookexpoamerica.com/>

MALAYSIA. May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention.
http://www.maps.org.my/events_up.asp

SINGAPORE. May 28.



Asian Professional Speakers-Singapore. Annual convention.
http://www.asiaspeakers.org/apss/component/option,com_joomevents/Itemid,83/func,shcatev1/categid,4/

USA. July 30-August 2. Anaheim, CA.



NSA/US Convention.
[Marriott Anaheim](#). Location Phone: +1-714-750-8000

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

GERMANY. GSA Sept 2011. Munich.



(GSA) convention. <http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>



UNITED KINGDOM. October 6-9. Midlands area.
 Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
 Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming

2012

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.
admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=986&show=upcoming

USA. July 14-17. Indianapolis.



NSA/US Convention.
Marriott Hotel.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

UNITED KINGDOM. October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
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ParaHumor



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A thief broke into the local police station and stole all the toilets and urinals, leaving no clues. A spokesperson was quoted as saying, "We have absolutely nothing to go on."

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