



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)



A. ParaNews











1. 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:

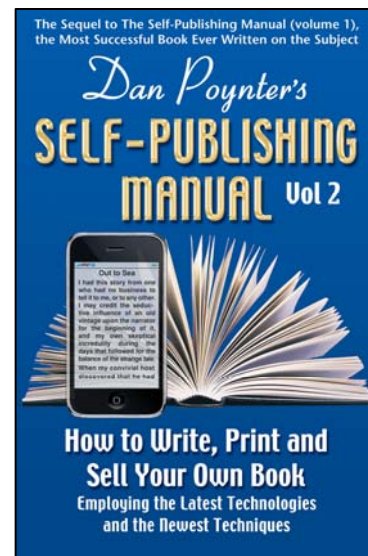
-  Build your book rather than just *write* it—and copyright it in your name.
-  Print a small quantity and keep a small inventory.
-  Multipurpose your “book” into downloadable, CD, and eBook versions and others.
-  Wring maximum value out of your “book” by spinning off audios, videos, magazine excerpts, 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.

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2. WASHINGTON POST CLOSES BOOK WORLD SUPPLEMENT

The last issue of Book World will appear in its tabloid print version on Feb. 15 but will continue to be published online as a distinct entity.

http://www.mediabistro.com/galleycat/lit_crit/book_world_to_cease_standalone_publication_107088.asp

<http://www.nytimes.com/2009/01/29/books/29post.html?emc=eta1>



3. AMAZON RELEASES NEW KINDLE

http://www.amazon.com/dp/B00154JDAI/?tag=googhydr-20&hvadid=3185079807&ref=pd_sl_6zms7hiea_p

http://www.ft.com/cms/s/0/51695b92-f6db-11dd-8a1f-0000779fd2ac.html?nclick_check=1

Kindle sales figures

http://www.mediabistro.com/galleycat/publishing/clarifying_amazon_kindle_sales_figures_108164.asp

4. PROFESSIONAL BOOK REVIEWERS ARE HISTORY

Reviewers are being replaced by real people who read the books first. To have your book reviewed, place an insertion order (at no charge) in

Publishing Poynters Marketplace. Post requests for stories for the book you are writing, request help wanted for specific projects, list companies or rights you want to buy or sell and offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com.

<http://parapublishing.com/sites/para/resources/newsletter.cfm>

5. THE BOOK PUBLISHING INDUSTRY IS CHANGING

The larger publishers are eyeing and imitating the smaller publishers. Their challenge is that they are not as close to their readers as we are.

6. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

DanPoynter@ParaPublishing.com

Your address book may show

dpoynter@impulse.net or another old address.

Please make the change now.

7. CPSIA CHILDREN'S BOOK REPRIEVE

The Feb. 10 deadline for lead testing and certification of children's books has been postponed for a year. The commission has acknowledged that it hasn't had time to deal with all the essential issues, including requests for exemption.

<http://www.cpsc.gov/cpsc/pub/prerel/prhtml09/09115.html>

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

See

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

9. BOOKS WORTH STEALING

An estimated 100 million books - a black market worth about £750 million - are stolen from bookshops in the UK every year. London A-Z is the most often stolen title.

http://entertainment.timesonline.co.uk/tol/arts_and_entertainment/books/article5670983.ece

10. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.



Amsterdam, Anaheim, Antwerp, Bloemfontein, Calgary, Cape Town, Las Vegas, London (ON), London (UK), Los Angeles, Mannheim, Marquette, Miami, Missoula, Nashville, New York, Orlando, Paris, Pewaukee, Phoenix, Pittsburgh, Singapore, Sydney, Tampa, Valley Forge, Vancouver, Washington, Radio/Teleseminars/Webinars (everywhere).
(MORE to be announced soon).

See the ParaCalendar on these content-filled seminars, below. See ALL the listings. Dan will visit some states/provinces/countries several times.
<http://parapublishing.com/sites/para/speaking/calendar.cfm>

11. 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.

12. HEAR COMES THE EBOOK REVOLUTION
<http://sethkaufman.posterous.com/here-comes-the-e-book-revoluti>

13. NEWSTAND DISTRIBUTOR FOLDS
Anderson, the Knoxville, Tenn.-based distributor, which services 40,000 outlets, announced that it had suspended normal business activity,
<http://www.publishersweekly.com/article/CA6635912.html?nid=2286&source=link&rid=>

>**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. KEEP IT SHORT

--Rick Frishman- Publisher-Morgan James Publishing

<http://www.morganjamespublishing.com>



I don't care who you are talking tokeep it short. The media has ADD. Keep all answers to 60 seconds or under.

No one has time for a long story- we want the facts and we want you to teach us things that can change our lives today.

The first part of the answer starts with a 10 second grabber- then you go to the action steps-

Whether you are talking to radio hosts, TV hosts, newspaper reporters- or just about anyone in the media Remember these two rules.. KEEP IT SHORT and TAKE CONTROL

MORE ON THAT NEXT TIME

MORE TIPS AT www.rickfrishman.com

2. DON'T USE A PRESS RELEASE AS AN AD FOR YOURSELF

-- 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.



A press release is not an advertisement. In the first paragraph, state your "hook." In the second, develop your angle by stating benefits. In the third paragraph reveal your credentials and then do a wrap up in the fourth. The final paragraph should be a call to action and an offer for an interview such as "For more information or to interview John Smith, please call 1-800-555-5555 or e-mail myemail@address.com."

3. BOOK DESIGN: Book Cover and Interior Design --

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

MORE THAN MEETS THE EYE!!

Your book cover is more than you see...it's what you think as well. More than once a new publisher has come to me with a cartoon for their cover 'because all the other books in the category' had used a similar image so it must work. Not necessarily true. Cartoons. Is your book funny? Does it need to be introduced in a non-threatening way? Leave your options open to other possibilities when you hire a designer. I usually give at least two cover layouts one the way the customer has requested and one or more of



my take on it. Knowing the right questions to ask make all the difference in the final result. Remember, do something every day toward your book and promotion.

4. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES?

The book trade is only interested in new books. Special-interest magazines are concerned on the value of the (nonfiction) information. Of course, it is best to send out review copies as soon as the books arrive from the printer but it is never too late as long as the book is not out of date. For a list of special-interest magazines, see

<http://parapublishing.com/sites/para/resources/maillist.cfm>

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. THE ULTIMATE RESOURCE EMAIL NEWSLETTER FOR WRITERS

-- Meryl K. Evans, Content Maven for Hire, <http://www.meryl.net/>

Twitter: <http://www.twitter.com/merylkevans>



Struggling to find the right experts for a topic? Post your query on Help a Reporter Out (affectionately known as HARO) <http://helpareporter.com/press/>. Peter Shankman will post your query in his newsletter which goes out Monday through Friday and several times a day. Unless your topic is very unusual, you can usually count on a flood of replies. It costs nothing.

7. FINDING TIME TO WRITE

--Mindy Gibbins-Klein, www.bookmidwife.com



Are you finding enough time to write? Most people don't. Over many years of coaching aspiring authors, I have heard all kinds of excuses, but it all boils down to one idea: you need to make time for your writing. Notice that I said *make* time, not *find* time. You won't *find* any time anywhere. You need to consciously carve that time out of your busy schedule to ensure you deliver your book.

Successful authors treat their writing seriously, like the business project it is. They make sacrifices and make it a priority so that it actually happens. You may need to get up early or stay up later for the duration of your book project. You may do well setting aside 3-hour chunks of time before, during or after the business day and even at weekends. I don't recommend spending more than 3-4 hours at a time on the writing because you will become less effective and all the other things you have to do will be mounting up the whole time. But do put the exact times in your calendar. Don't leave it to chance and don't add "write book" to an already full "to do" list. That will just create pressure and stress which won't help your flow.

You may find you need to skip business or social gatherings that are not absolutely critical. You may need to explain to family and friends that your book is a top priority and other things have to go on the back-burner.

Books don't write themselves. In my experience, with the right level of planning and focus, you can write a full-length non-fiction book in about 100 hours. The problem is most people do not set aside the 100 hours to make it happen.

Mindy Gibbins-Klein, *The Book Midwife*, is founder/director of Ecademy Press business publishing. She works with aspiring authors to guide them all the way through the planning and writing process, ideally starting before they even write one word.

8. TEN TIPS TO BECOMING AN AUTHOR

-- Brian Feinblum, Planned Television Arts, Chief Marketing Officer feinblumb@plannedtvarts.com
212-583-2718



More than 412,000 books were published in the past 12 months according to *Books In Print*, an authoritative publishing database. That means over 1,100 new books are flooding the marketplace every single day – or almost one per every minute. So how is one to break through the clutter to get their books published, promoted, and sold?

"The good news, is there is no better time in the history of publishing, for individuals seeking access to the marketplace," says publishing veteran Brian Feinblum. "You're no longer at the mercy of the big publishing houses. You can get a book published on your own with a minimal financial investment – and you can reap a greater percentage of the profits from what you sell."

Feinblum, a former book editor and publicist, is the chief marketing officer of Planned Television Arts, the nation's largest and oldest book promotions firm, often helps self-published or first time authors promote their books. PTA has helped many authors become best-sellers, as well as nurture thousands of unknowns to become household names. Their clients include: Wiley & Sons, Simon & Schuster, Harper Collins, Random House, Penguin Putnam and McGraw-Hill.

His 10 tips to get published include the following:

1. If you want a traditional publisher to publish your book you usually need to first find a literary agent to represent you. An agent will take 15% of whatever money you make on the book-for-life. Once a literary agent agrees to represent you and finds a publisher for you, it can take another 12-18 months to publish the book. To locate an agent, consult the *Literary Market Place*, a directory available at most library reference desks.
2. You can choose to self-publish. This means you invest money to print your books. But you also get to keep 100% of the profits this way and retain 100% control of the editing, cover, and content. To self-publish, it's best to find a distributor, someone who can sell your book to bookstores and libraries, and to generate special sales to corporations, associations, and organizations. A distributor typically takes about 25-30% of the proceeds.

3. If you want to get published quickly, and keep most of your profits, and layout very little money, consider using print-on-demand publishers such as *iUniverse.com*, *Trafford*, or *Blurb.com*. Instead of printing thousands of books ahead of time, they only print a book when a consumer orders a copy.
4. Another way to get published is by doing an e-book. No printing is involved. People just order your book online and it's downloaded or emailed to them.
5. To convince a literary agent to represent you or a publisher to publish you, a book proposal needs to be created. In this document you must identify, succinctly, what your book is about, why you're qualified to write it, how big the marketplace is, what your competing titles are, how you plan to promote and market the book. It's not enough to just have a good idea for a book or to have a well-written tome.
6. Publishers are looking for authors with a platform or following. So create a website, blog regularly, build up an e-zine mailing list, podcast, speak at local groups, and network at linked in .com and other social networking sites.
7. Study the news media. See if they're covering the topic your book covers. If it's fiction, check out other novels to see if you find books of a similar nature. You want to follow a trend and tie into it. However, uniqueness counts. If yours is the only book of its kind, you may have found an underserved niche that is ready to be exploited.
8. Attend *Book Expo America*, the annual publishing event that features publishers, literary agents, editors, book sellers and publishing industry pros. The best way to float your ideas and test the waters is to come to *BEA*. Consult www.bookexpoamerica.com.
9. Read up on the publishing industry. *Publishers Weekly* is the magazine that covers book publishing. They also have a free daily ezine, *PW Daily*. Consult www.publishersweekly.com.
10. Tell everyone you know that you're trying to get published. Send sample chapters to friends, co-workers, family, etc. You may just get lucky and get discovered. At the very least, you'll get useful feedback.

For additional tips on how to get your book published or promoted, email feinblumb@plannedtvarts.com. To learn more about book publicity, please consult www.plannedtvarts.com.

9. 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>



10. WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com



Arcane, archaic –

"Arcane" refers to knowledge that is secret, mysterious, and known by few.

"Archaic" means characteristic of an earlier time, antiquated. "The ability to use a slide rule is an *arcane* skill; electronic calculators have completely replaced such *archaic* devices."

11. WHAT WILL HAPPEN TO THE BOOK INDUSTRY?

--Jacqueline Carlin

I enjoyed reading your article **WHAT WILL HAPPEN TO THE BOOK INDUSTRY?** , and then reflected on your last line, "The future of book publishing in the digital age is bright--but it will be different."

It points to the path of ebook publishing, something that you've suggested doing even before the demise of bookstores, I mean bookstores.

I doubt that the publishing world will die out completely. There are those of us who like the touch of books and pages; but in order to survive, we have to accept the trends that challenge us now.



As self-publishers, we can embrace the future of books since we already have some things in common.

1. We have the creative ability to write books in any form.
2. We know how to market ourselves.
3. We saved our manuscripts.

The biggest challenge I found was surrendering to the computer. Knowing that I will be spending more time as a desktop self-publisher, I invested on another computer and better software. A wireless laptop is wonderful.

In the meantime, I still have copies from the second printing of my book that I continually have to promote. Here are some tips to promote your copies:

1. Go to the bookstore that carries your books and sign them. They tell me that signed books seem to sell faster.
2. Join a self-publishing group in your area and hold book signings at boutique shops, or anywhere that will publicize a public event.
3. Give workshops on publishing ebooks.
4. Ask advice from your children or grandchildren as to how they connect with their friends in the digital world.
5. Promote reading.

In closing, I want to reiterate that you suggested ebooks a long time ago. This trend should not surprise us.

 Jackie Pias Carlin is author of "Spirit of the Village A Maui Memoir", and gives workshops on autobiography and memoir for Senior Citizens (56+ years) at the Kaunoa Senior Centers on Maui, Hawaii. She also assists other writers with self-publishing. Visit her websites at writeonmaui.com, jackiepiascarlin.maui.net. You can also ask to be her friend on Facebook.

12. EVERYONE'S A-TWITTER ABOUT TWITTERING

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



We think Twitter <<http://www.twitter.com>> is a great tool for connecting with potential readers. Twitter is a micro-blogging platform, which means you have 140 characters (roughly 2 sentences or less) to share a quick insight—or a link to your latest blog post or information about an upcoming book signing.

If you don't have an account on Twitter, it's easy to set one up. You just need your email address and you're all set to go. We recommend you use your real name as your username, and make sure your profile includes your Web address and a short one-sentence bio.

Once you're set up on Twitter, you can import contacts from your email, search for people using Twitter's search tool, or use Google to find folks by typing in Twitter and the name of the person you want to follow. After you've made a few connections, you can find more people to follow by looking through their follower lists.

Then you need to get people to follow you. Here's a great resource <<http://www.searchengineguide.com/mack-collier/how-do-you-get-more-followers-on-twitter.php>> by social media strategist Mack Collier on how to build your follower list. Typically if you follow ten folks you'll have at least four follow you back. So open your Twitter account, post your first "tweet," which can be as simple as "Hi, I just started Twittering," and then start following!

If you harness the power of Twitter you can reach a vast audience—author Paulo Coelho has 5,000-plus followers. (His Twitter ID is paulocoelho <<http://twitter.com/paulocoelho>> , in case you want to follow him.)

==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. BE AN AUTHOR'S ASSISTANT.

--Jan B King

Imagine earning great money helping authors prepare manuscripts, get their books published and go on virtual book tours, while learning the insider secrets of the publishing world. Welcome to the world of the Virtual Author's Assistant. Do a job you love from home, be your own boss and set your own hours. Imagine creating a second income building real financial security by investing in yourself. Great for freelance writers, aspiring authors, and anyone who loves books. We will teach you how to provide the 24 services authors ask for most and give you everything you need to create your business, attract author clients, and build your web presence. We list you in our exclusive online directory and much, much more. Enjoy online classes with continuing lifetime support at www.VirtualAuthorsAssistants.com <<http://www.VirtualAuthorsAssistants.com>> . If you need a Professional Virtual Author's Assistant, certified professionals throughout the US and Canada are listed for you on our exclusive directory at www.AuthorsAssistants.com <<http://www.AuthorsAssistants.com>>.

2. HOW TO DOWNLOAD YOUTUBE VIDEOS TO AN IPOD

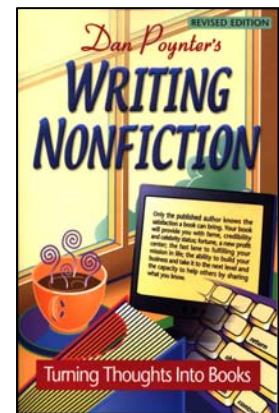
http://www.youtube.com/watch?v=H-x6-TM_zfU

3. IMAGINE BEING A PUBLISHED AUTHOR

Writing Nonfiction: Turning Thoughts into Books.

Your book will bring you fame, credibility and celebrity status; fortune, a new profit center; the fast lane to fulfilling your mission in life; the ability to build your business and take it to the next level and the capacity to help others by sharing what you know. This New Model will accelerate your book writing, producing, selling and promoting.

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?



You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

4. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

<http://dansentme.com/sites/para/resources/allproducts.cfm>

[602](#) Interviews, How Authors Get On Radio & TV

[603](#) Book Printing. At the Best Price

[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

[606](#) Publishing Fiction & Poetry

[607](#) Publishing Contract: Author-Publisher

[608](#) Your Publication Date

[609](#) Blurbs For Your Books, Testimonials, endorsements & quotations

[610](#) Children's Books, Resources for Writing, Producing and Promoting

Juveniles

[611](#) Newsletter Publishing; A Resource Guide

[612](#) Bestsellers, What They Are & How To Make Them

[613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food

[614](#) Selling Books Through The Gift Trade

[615](#) eBooks to eBooks, Creating Digital Reading

[616](#) Travel Books, Resources for Writing, Producing & Promoting Guidebooks

[617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking

[618](#) Religious Books

[619](#) Write It Once - Sell it Forever, How to Update Your Books

[620](#) Your Book Writing & Publishing Calendar

[622](#) Cooperative Book Promotion

[623](#) Questions and Answers on Book Publishing

[624](#) How to Set up & Run a Successful Book Publishing Business

[625](#) Selling Books to Catalogs

[626](#) Raising Money to Publish Books

[628](#) Canadian Book Publishing

[629](#) Making The Web Pay

[630](#) Selecting a Book Title That Sells.

[631](#) Covers That Sell Books

[632](#) Bookshelf, Selling Books From Other Publishers

[633](#) Beyond Remainders

[634](#) Selling Books In The United States

[635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products

[636](#) Insurance for Publishers; Protecting Your Book Company

[637](#) Selling Books To The Military Market

[638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)

[639](#) Autograph Parties & Signing Books

[640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing

[641](#) Merchant Status: Credit Cards for Publishers

[642](#) Large Print Books: Making your Work Easier to Read.



5. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See

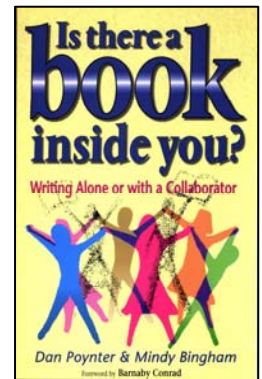
<http://parapublishing.com/sites/para/resources/allproducts.cfm>

6. WRITING YOUR BOOK WITH A COLLABORATOR

You can be the author without being the writer. Dan Poynter gives you permission to work with a co-author, editor or ghostwriter.

But, if you hire out the writing portion of your book, come to an understanding with your collaborator before either of you writes one word. The risk is that one of the parties will feel that he or she is doing the majority of the work. The result is that the project screeches to a halt while an argument ensues.

Is There a Book Inside You?: Writing Alone or with a Collaborator supplies a responsibility chart and a contract. Don't lose momentum on your book project.



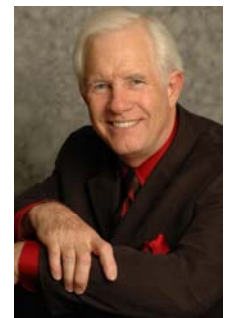
You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

7. DINNERS WITH DAN

Dan Poynter is traveling the world to share his knowledge on book writing, publishing and promoting. He is probably headed for your area. See his Calendar at <http://parapublishing.com/sites/para/speaking/calendar.cfm>

This is your opportunity to discuss your book project with Dan over dinner (or sometimes a lunch). The agenda is to go around the table. Each participant describes who they are, what they do, what they want from their book and asks specific questions. Then Dan contributes ideas, sources and answers. Often other table-participants chime in.



Since each book is unique, they do not compete. That is why authors and publishers are so open, helpful, friendly and supporting. We are not competitors, we are conspirators. Discussing each others' projects over Dinners with Dan, becomes a great learning experience for all; many of the ideas can be applied to one's own project.

Your only cost will be your own meal.

Seating is limited to one table of nine eager participants plus Dan.

You must register and be confirmed ahead of time. Contact Becky@ParaPublishing.com. +1-805-968-7277.

Most of these Dinners with Dan are program-connected events. Dan is usually speaking on the subject the day after the Dinner. These Dinners help Dan to get to know you and your book project; they help him to prepare for the main program. These pre-event programs are valuable, fascinating and fun.

Scheduled Dinners with Dan events are posted in the ParaCalendar, below.

8. BRICKS AND MORTAR vs VIRTUAL CLASSROOMS

--Susan A. Jennings- Author/Facilitator

There is nothing like a dramatic drop in income to make you pay attention. Declining workshop enrolment was the culprit. How could this be--great evaluations; everyone loved the writers workshop--so why were the classes not full to capacity? The answer is very simple--time and convenience. People with busy life styles require activities to fit into their schedule and not the other way around. Bricks-and-mortar classrooms with scheduled dates are no match for the freedom of Virtual classrooms. It's a no brainer and I am wondering why it took me so long. For more info <http://www.justforwriters.ca>

9. SECOND CALL FOR ENTRIES!



The 2009 National Indie Excellence Book Awards
Deadline: march 31, 2009

The National Indie Excellence 2009 competition presents a wonderful opportunity for all authors and independent publishers seeking more recognition within the publishing industry.

International publishers and authors are also welcome to submit their books.
Winners and finalists will receive National Media & Industry exposure!
All winners and finalists are eligible for the new 2009 Editors Choice Prizes!
Please visit www.indieexcellence.com for a list of categories, and submission information.

10. DAILY BLOG TIPS.

<http://www.DailyBlogTips.com>

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I dare you to forward this ezine to writers and publishers.

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D. ParaThoughts



QUOTATION OF THE MONTH

--Foster Winans, Forbes.com

‘Independent financial advisers know that a book is the ultimate marketing tool, the brochure that no one throws out. Without their books: Suze Orman would be just another financial planner; Jim Cramer would be just another gonzo hedge fund manager; and Robert Kiyosaki (of *Rich Dad, Poor Dad* fame) would be just another marketing huckster.’

http://www.forbes.com/business/energy/2008/10/29/cramer-orman-kiyosake-fan-in_fw_1029financialadviser.html

==>**SHARE YOUR editorial thought.** Send it to DanPoynter@ParaPublishing.com

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Please Copy\Paste this newsletter into your email program and then send it to your colleagues in publishing. They will appreciate you.

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E. ParaFreebies



1. "WORDS TO INSPIRE WRITERS" by Greg Babic has been released under a Creative Commons licence (due to the inspiring example of Cory Doctorow) and can be obtained FREE from:
<<http://fcsachandsonspublishers.com/sampler/>>

2. FRÉE BOOK DRAWING
<http://www.writersjournal.com/freebookgiveaway.htm>

3. INTERVIEW WITH DAN POYNTER ON THE FUTURE OF BOOKS
See
<http://blog.smashwords.com>

==>**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 the host's Website.



see

ALSO SEE THE CALENDAR ON OUR WEBSITE:
<http://parapublishing.com/sites/para/speaking/calendar.cfm>

2009

February 4-13. RENO. Parachute Industry Association Symposium. Fmi: Patricia Thomas, (813) 782-9242, pat@sunpath.com, <http://www.PIA.com>

February 14. San Francisco. Dinner with Dan. During the San Francisco Writers Conference. Mark Hopkins hotel. 6:00 PM. Limited to 9. Contact to register” Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your own dinner.

February 14-15. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, Sfwriterscon@aol.com, <http://www.sfwriters.org/>

March 8 – March 30 AROUND-THE-WORLD SPEAKING ITINERARY

March 11-12. PARIS. The Association Française des Conférences Professionnels (AFCP). Dan Poynter to provide a keynote address. <http://www.association-conferenciers.com/>

March 13–14 ANTWERP. Professional Speakers Association of Holland. (PSA-Holland) Antwerp, Belgium. <http://www.psaholland.org>

March 19. SINGAPORE. Dinner with Dan. Royal Plaza on Scotts. Discuss your book project with Dan. Limited to nine. Register with Patrick Ang, +65 (6443) 9404 (Off), +65 (9853) 1380 (mob), patrick.anglh@gmail.com
Only cost is your dinner. 6:00 PM

March 21-22. SINGAPORE. Book Camp. 9-5. Fmi: Dr Mel Gill and Patrick Ang. Fmi: +65 (6846) 6168, drmelgill@gmail.com.

March 26. SYDNEY, Dinner with Dan. Sheraton on the Park. Limited to nine. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. 6:00 PM.

March 27-29. SYDNEY. 19th National Speakers Association/Australia convention. Fmi: 1-800-090-024, Secretariat@NationalSpeakers.asn.au, <http://www.NationalSpeakers.asn.au>

April 5 – April 23. AROUND-THE-WORLD SPEAKING ITINERARY

April 10. BLOEMFONTEIN, South Africa. Bloemfontein Flying Clubs. Fmi: Johan Naude, johan.naude@mangaung.co.za, (083) 492-8300.

April 11. BLOEMFONTEIN, South Africa. Bloemfontein Skydiving Centre. Fmi: Johan Naude, johan.naude@mangaung.co.za, (083) 492-8300.

April 16-19. CAPE TOWN, South Africa. 3rd Global Speakers Summit. South Africa. Fmi: Richard Mulvey, 0861 – 444888, richard@richardmulvey.com, <http://www.nsasouthafrica.co.za/>, <http://www.iffps.org/>

April 19. CAPE TOWN, South Africa. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Register with Val Waldeck, +27 (0) 83 273 4700, <http://www.ValWaldeck.com>
3:00 PM. (Tea).

April 20. CAPE TOWN, South Africa. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model programme. Evening. Fmi: Val Waldeck, +27 (0) 83 273 4700, vWaldeck@telkomsa.net

May 6. MILWAUKEE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Site TBD. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner. 6:30 pm.

May 7. PEWAUKEE, Wisconsin. Turning Speeches into Books. National Speakers Association, Wisconsin Chapter (NSA/WI). Fmi: Robert Ian, (608) 523-4208, robertian@robertian.com, <http://www.wisconsinspeakers.com/>

May 8. NASHVILLE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner.

May 9. NASHVILLE. National Speakers Association/Tennessee chapter. Fmi: Raeus Cannon, raeus@CannonSystems.com, <http://www.nsatennessee.com/>, (615) 378-0120

May 15. MARQUETTE, MI. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Site TBD. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 16. MARQUETTE, MI. Upper Peninsula Publishers & Authors Association (UPPAA). 2009 Annual Conference. Fmi: Walt Shiel, 906-523-4118, WShiel@SlipdownMountain.com, <http://www.uppaa.org/>

May 22. LONDON, ON. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Oscar Taylor's Restaurant. To register, contact Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 23. LONDON, ON. Canadian Association of Professional Speakers/SW Ontario chapter. Dan Poynter on book writing, publishing and promoting.

Fmi: Greg Schinkel (519) 685-2116, gschinkel@uniquedevelopment.com, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=276>

May 25-27. NEW YORK. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

May 28-31. NEW YORK. Book Expo America (BEA Book Fair), Javits Center. Fmi: <http://www.bookexpoamerica.com/>

July 17. PHOENIX, Arizona. Global Speakers Network meeting, prior to the NSA convention. <http://iffps.org/meetings.html>

July 18-21. PHOENIX. National Speakers Association (NSA/US) Convention. Phoenix, Marriott Desert Ridge. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

August 15. TAMPA. Dan Poynter on book writing, publishing and promoting. NSA/Central Florida. Fmi: <http://www.NSAcentralFlorida.com>

August 28-30. MISSOULA, MT. Parachute Industry Association. Holiday Inn, Downtown. Fmi: <http://www.PIA.com>

September 11-12. MANNHEIM. German Speakers Association (GSA).
<http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

September 13. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention.
<http://iffps.org/meetings.html>

September 19. VANCOUVER, BC. Turning Speeches into Books. Vancouver chapter of the Canadian Association of Professional Speakers (CAPS). Fmi: Ron Grender, ron.greender@gmail.com, 778-688-7065
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:30 PM.

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500.
<http://www.authorsconference.com/>

November 9. AMSTERDAM. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, victor@acquirol.nl

November 12. LONDON, UK. "Turning Experts into Published Authors" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, mindy@bookmidwife.com, www.bookmidwife.com/november10, <http://www.BookMidwife.com>.

November 13-15. LONDON (area). Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504,
<http://www.professionalspeakers.org/events>

November 19-22. PHOENIX. National Speakers Association (NSA/US) Fall Conference. Arizona Grand Resort. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

December 6-8. CALGARY. Canadian Association of Professional Speakers (CAPS) national convention.
<http://www.CanadianSpeakers.org>

December 11-13. UAE. PSA/ME. Professional Speakers Association/Middle East University/convention. <http://www.PSAme.org>

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](#). Location phone: +1-615-889-9300. Fmi: http://www.nsaspeaker.org/nsa_events/default.asp

May 31-June 2. WASHINGTON. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

June 3-June 6. WASHINGTON. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 17-20. ORLANDO. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

November 12-14. MIDLANDS area, UK. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

2011

June 6-8. LAS VEGAS. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

June 9-12. LAS VEGAS. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

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This ezine relies on subscribers to send in tips and resources.
So, it stands to reason, the more subscribers, the more tips.
You can expand the circulation by telling your book colleagues about Publishing Poynters--and collecting business cards.
Then mail the cards to us.
Your writing & publishing colleagues will thank you for being so thoughtful.

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G. ParaHumor



Duel Personalities

-- Shel Horowitz

A duel was fought between Alexander Shott and John Nott in June 1849.

Nott was shot and Shott was not.

In this case it is better to be Shott than Nott!

Some said that Nott was not shot. But Shott says that he shot Nott.

It may be that the shot Shott shot, shot Nott, or it may be possible that the shot Shott shot, shot Shott himself.

We think, however, that the shot Shott shot, shot not Shott, but Nott. Anyway it is hard to tell which was shot and which was not.

(Generic Smiley)

The Small Print

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

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.

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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP).  
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<http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)