



# 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)

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## A. ParaNews



1. **10.7% OF IPHONE APPS ARE DOWNLOADED eBooks**

<http://radar.oreilly.com/2009/04/itunes-app-store-billionth-download.html>

## 2. GROWING OPPOSITION TO GOOGLE BOOK SEARCH SETTLEMENT

<http://searchengineland.com/growing-opposition-to-google-book-search-settlement-17790#>

## 3. ESPRESSO BOOK MACHINE

Books could be manufactured in stores. See the video.

<http://www.youtube.com/watch?v=OIq0VqF0MnA>

## 4. GET THE LOWDOWN ON BECOMING A PUBLISHED AUTHOR

I'm speaking at the Self Publishers Online Conference, which will be held May 13-15. You can find out more and register to attend this virtual conference here.

<http://www.SelfPublishersOnlineConference.com>

### What's it all about?

The virtual conference brings together book publishing, promotion and other professionals who will share their expertise about how you can write and publish your book to:

- Establish expertise and build credibility
- Find out what self-publishing options are the perfect fit for you
- Discover what additional book distribution channels are available
- Hear about methods to build a business with your book
- Generate multiple income streams and passive revenue from your work

At the Self-Publishers Online Conference (SPOC), you will be able to make direct contact with publishing experts and vendors who can show you how to make your book a reality. You can register free of charge and you don't have to leave the comfort of your home or office.

### Join me!

Register to hear me and 14 other publishing experts speak here:

<http://SelfPublishersOnlineConference.com>

## 5. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

Your address book may show

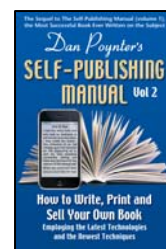
[dpoynter@impulse.net](mailto:dpoynter@impulse.net) or another old address.

Please make the change now.

## 6. 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.

Discover 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.

**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.

## 7. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

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

## 8. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Auckland, Calgary, Columbus, Ft Lauderdale, London (ON), London (UK), Los Angeles, Mannheim, Marquette, Miami, Missoula, Nashville, New York, Orlando, Pewaukee, Phoenix, Pittsburgh, Singapore, Tampa, Valley Forge, Vancouver, Washington, White Plains, 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>

## 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. POSTAL RATES RISE AGAIN ON MAY 11

First class will be 44 cents. Prices of many services increase.

<http://www.usps.com/prices/pricechanges.htm>

<http://support.pb.com/ekip/index?page=home&type=faq&id=FA2150&actp=search>

## 11. PROCESS CREDIT CARDS WITH YOUR IPHONE

With your iPhone in your pocket, you're ready to accept payment anywhere, any time. No extra hardware to rent, pack, or forget. Compare the processing charges. See the App Store and <http://www.innerfence.com/>



## 12. FOLLOW DAN POYNTER ON TWITTER AND GET THE LATEST BOOK INDUSTRY DISCOVERIES

(in fewer than 140 characters).

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

Just click the Follow button under Dan's photo.

If you are not signed up for Twitter, you will have to register first.

Discover the power of Twitter.

## 13. KINDLE eBook SALES RISE

For books that are available on the Kindle, sales are already 35 percent of the same books in print, up from 13 percent just a few months ago. In other words, if a paper book sells 10,000 copies on Amazon, it will sell an additional 3,500 digital copies on the Kindle.

<http://www.techcrunch.com/2009/05/06/for-books-available-on-kindle-sales-are-now-tracking-at-35-percent-of-print-sales/>

## 14. NEW YORK BOOK FESTIVAL AND AWARDS COMING SOON!

--Clint Greenleaf

The New York Book Festival <<http://www.newyorkbookfestival.com/>> is accepting entries until May 25, 2009 to its third annual competition celebrating books worthy of further recognition from the world's publishing capital. The 2009 festival will consider published, self-published, and independently published works in these categories: nonfiction, fiction, children's, young adult, how-to, audio/spoken word, comics/zines, e-books, poetry, wild card (anything goes!), science fiction, horror, photography/art, romance, and biography/autobiography. Entries can be in English, German, Portuguese, Spanish, French, or Italian and must be published on or after January 1, 2001. The grand prize for the 2009 New York Book Festival Author of the Year is \$1,500 and a flight to New York to attend the awards ceremony on June 5. Visit their website <<http://www.newyorkbookfestival.com/>> for more information and instructions on how to enter your book.

## 15. BE CAREFUL HOW YOU SIGN REVIEWS AT AMAZON

Amazon deletes reviews written by people who self-promote too much.

<http://www.teleread.org/2009/05/11/amazon-deletes-reviews-written-by-people-who-self-promote-too-much/>

## 16. AMAZON OPTIMIZES KINDLE STORE FOR SAFARI ON IPHONES

<http://www.publishersweekly.com/article/CA6657383.html?nid=2286&source=link&rid=>

>SEND YOUR NEWS ITEMS to [DanPoynter@ParaPublishing.com](mailto: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. GET OUT OF THE CLOUDS

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



You are smart- I get it. You wrote a book. You are the #1 expert in the world on your subject. That's nice. BUT when you are doing an interview stop talking in what I call 'ESOTERIC LAND". You have to make it simple. You have to talk to me- down here- on earth!

I don't care how smart you are... I care how much you care about me- the audience- and that means- don't talk down to me, don't use big words just for the sake of using big words, give me something concrete I can use today. Here is a tip for you Give the audience 3 things to do that will change their life TODAY.

3 SIMPLE ACTION STEPS that everyone can do NOW- today.... Remember the KISS rule. "KEEP IT SIMPLE STUPID"

Simple is good- easy to remember is good-short is good. Remember you are talking in headlines- Grab the audience- teach them and they will love you back.

For more tips go to [www.rickfrishman.com](http://www.rickfrishman.com)

### 2. CREATE AND USE BETTER BUSINESS CARDS

-- 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](http://www.prpr.net).



Make sure you have your business cards on hand wherever you go. You never know when a networking opportunity might present itself. Make sure you have all your

contact information written on the card, as well as the best times to get in touch with you. Don't just give your card away, exchange cards with the person you are speaking to. Make sure to write any important key words and information about the person and your conversation with them on the back of their card, so when you are referring back to it or if they get in touch with you, you are not at a lost for words.

### 3. BOOK DESIGN & WRITING: USING STORIES TO ENHANCE YOUR WRITING

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

When you are in the process of collecting resources and data, don't forget to write about yours or others experiences, stories leave a profound impression on your readers minds. Your stories will influence them more because they are able to relate to them. Some ways to use stories: open the chapter with one that best illustrates the point of the chapter; insert within the chapter a story as a teaching aspect. You might even solicit stories from friends to use, be sure to have them sign a rights to use statement for you.



When you get the hang of using stories you won't want to be without them, they will move your book along in ways that you'll never believe until you write it.

Remember, do something every day toward your book and promotion.  
Karrie Ross, Book Design

### 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. HAPPY EARTH DAY!

A New Way to Target Readers

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

In the spirit of Earth Day, we thought we would bring your attention to Greenwala.com <<http://www.greenwala.com/>>, the "green social network." Not only is it a great site for reaching out to environmentally conscious consumers, but it also has a great cause. In an effort to combat deforestation, Greenwala will plant a tree for every member who joins its network this year. Greenwala's goal is to plant one million trees and create a million-member community engaged in the green revolution. If your book is green in nature, then you might want to join the Greenwala Book of The Month Club <<http://www.greenwala.com/community/groups/all/83-Greenwala-Book-of-The-Month-Club>> and start a new discussion related to topics from your book.



h-Club> Who knows, maybe they'll choose to showcase your book!

Also, be sure to check out Tree Neutral <<http://www.treeneutral.com/>> , Greenleaf's own green partner. For each book printed with Greenleaf, Tree Neutral replants all trees consumed, reducing the net effect of paper consumption on the environment.

## 6. WORD TRIPPER

--Barbara McNichol, [www.barbaramcnichol.com](http://www.barbaramcnichol.com)

**Sheer, shear** – As a verb, “sheer” means to swerve from a course; as an adjective, it means transparently thin; unmixed with anything else; utter; very steep or almost completely vertical. To “shear” is to cut through something with a sharp instrument, especially to cut or clip hair, fleece or wool; to travel through (air, water) as if by cutting. “There was a look of *sheer* terror in the eyes of the young sheep as the rancher approached, clippers in hand, to *shear* it.”



## 7. 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>

## 8. 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>



## 9. HOW TO WRITE BULLET POINTS

3 Tips to Get You Started, Do's and Don'ts, and More

--Susan Kendrick, Co-Founder of Write To Your Market, Inc, specializing in book cover branding, copywriting, and coaching, <http://www.WriteToYourMarket.com>

### Why Bullet Points Work

There's never any guarantee that people will read all of your book marketing copy, or read it from top to bottom. They may look at your headline, your endorsements, your call-to-action, or your bio. But, bullet points, because they stand out from everything around them, tend to pull people in first.

Exposure to decades of advertising copy—in print ads, on TV, online—has conditioned consumers to react to bullet points this way. That's where they expect to find the real reason to buy a product or service and what they will get out of it. Capitalize on their expectations!

Make your bullets tight, punchy statements that instantly bring out the benefits of your book to the reader. Note, this is not about all the great things you and your book have to offer—the features of



the book. It's about describing those features as mouth-watering, benefit-rich, sound bites.

**One disclaimer:** Not every book needs bullet points. Using or not using them depends on what kind of copy is going to work best to attract your target audience. A gift book for new mothers, for example, may deserve more of a narrative style, a "dialogue" with the reader. But, most non-fiction books will get exponential marketing power with a few well-crafted bullet points.

### Three Tips for Writing Powerful Bullet Points

Plus ...

#### A Couple of Do's and Don'ts

To see the rest of this article, including more resources about how to write bullet points for your book marketing copy, please go to <http://www.bookcovercoaching.blogspot.com/2009/04/bullet-points-getting-started.html>.

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

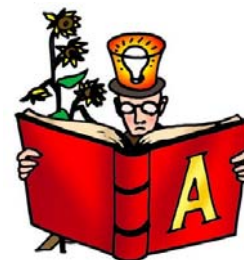
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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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## C. ParaResources



### 1. SELLING TO CATALOGS.

7,000 catalogs are published in the U.S. and 1,00 more are available in Canada. Each year they mail 11.8-billion catalogs to recipients. Catalogs move lots of books. You can get your book into several category-specific catalogs. See Document 625 at

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

### 2. LET PMA/IBPA TAKE YOUR BOOKS TO THE BOOK FAIRS

Trade Shows...  
From the Leader in Independent Publishing

INDEPENDENT BOOK PUBLISHERS ASSOCIATION  
ibpa  
Celebrating 25 YEARS

### BOOKEXPO AMERICA - MAY 29-31, 2009 - NEW YORK, NY

Two booths have just become available in our area on the floor at BEA 2009: A 10x20 on the aisle and a 10x10. Let me know if you would like details. In addition to the booth space listed above, we are offering individual title display at \$85 each. Register now: [http://www.ibpa-online.org/pubresources/exhibits\\_PMA.aspx](http://www.ibpa-online.org/pubresources/exhibits_PMA.aspx)

This is a great opportunity for you to display your book and network with publishing industry professionals from all over the country. BEA is the largest publishing industry event in the U.S. today

### AMERICAN LIBRARY ASSOCIATION - July 11-14, 2009 - CHICAGO, IL

We have a few 10x10 booth spaces left in our area at the annual convention of the American Library Association. We will be returning unsold space next week so please let me know right away if you would like details.

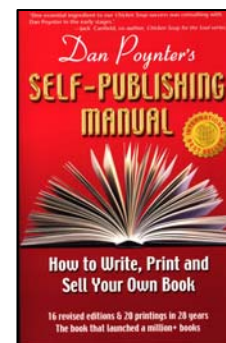
In addition to the booth space listed above, we are offering individual title display at \$85 each. Register now: [http://www.ibpa-online.org/pubresources/exhibits\\_PMA.aspx](http://www.ibpa-online.org/pubresources/exhibits_PMA.aspx)

If I can help in any way, please feel free to call on me directly.

--Terry Nathan, Tel: 310.372.2732, [terry@ibpa-online.org](mailto:terry@ibpa-online.org)  
<http://www.ibpa-online.org>

### 3. 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:



Alan Gadney, [OneBookPro@aol.com](mailto:OneBookPro@aol.com)  
 Barbara Florio Graham (Canada), [simon@storm.ca](mailto:simon@storm.ca)  
 Barbara Kimmel, [barbara@nextdecade.com](mailto:barbara@nextdecade.com)  
 Bob Goodman, [rg@silvercat.com](mailto:rg@silvercat.com)  
 Bobbie Christmas, [bobbie@zebraeditor.com](mailto:bobbie@zebraeditor.com)  
 Brian Jud, [iMarketBooks@aol.com](mailto:iMarketBooks@aol.com)  
 Cynthia Frank, [Cynthia@CypressHouse.com](mailto:Cynthia@CypressHouse.com)  
 Ellen Reid, [BookShep@mac.com](mailto:BookShep@mac.com)  
 Ernie Weckbaugh, [CasaG@wgn.net](mailto:CasaG@wgn.net)  
 Gail Kearns/Penny Paine, [Gmkea@aol.com](mailto:Gmkea@aol.com)  
 Jacqueline Simonds, [jcsimonds@beaglebay.com](mailto:jcsimonds@beaglebay.com)  
 Jan King, [jan@eWomenPublishingNetwork.com](mailto:jan@eWomenPublishingNetwork.com)  
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 Mary Embree, [maryembree@sbcglobal.net](mailto:maryembree@sbcglobal.net)  
 Mike Vezo, [mvezo@mac.com](mailto:mvezo@mac.com)  
 Mindy Gibbins-Klein (UK), [info@bookmidwife.com](mailto:info@bookmidwife.com)  
 Patrick Ang (Singapore), [PatAngLH@singnet.com.sg](mailto:PatAngLH@singnet.com.sg)  
 Rita Mills, [rita.mills@comcast.net](mailto:rita.mills@comcast.net)  
 Serena Williamson Andrew Ph.D (Canada), [sw@serenawilliamson.com](mailto:sw@serenawilliamson.com)  
 Sharon Goldinger, [pplspeak@norcov.com](mailto:pplspeak@norcov.com);  
 Shel Horowitz, [shel@frugalfun.com](mailto:shel@frugalfun.com)  
 Shum F.P. (Malaysia), [shumfp@pd.jaring.my](mailto:shumfp@pd.jaring.my)  
 Simon Warwick-Smith, [sws@vom.com](mailto:sws@vom.com)  
 Sylvia Hemmerly, [PubProf@TampaBay.rr.com](mailto:PubProf@TampaBay.rr.com)  
 Tanya Hall, [tanya@greenleafbookgroup.com](mailto:tanya@greenleafbookgroup.com)  
 Val Waldeck (South Africa). [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net)

The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.

Interview several to see what each one can do for you.

If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://parapublishing.com/sites/para/resources/supplier.cfm>

#### 4. BOOK PROMOTION PROGRAMS FROM PMA/IBPA

Joan Baird, Programs Manager, IBPA, the Independent Book Publishers Association,  
 Tel: 310.372.2732, [Joan@ibpa-online.org](mailto:Joan@ibpa-online.org), <http://www.ibpa-online.org>



Here are the upcoming April deadlines for some great marketing opportunities at IBPA. Please remember this is the registration deadline only. For most programs, materials will need to be in 10 days after the registration date.

#### May 15th Deadlines:

##### CHILDREN'S/YOUNG ADULT TARGET MAILING

This catalog produced by IBPA is one of our most popular of the year. It mails to 3,500 bookstore buyers, 3,500 reviewers, and 3,900 acquisition librarians. We will be featuring books in the following categories: Children's Picture Books, Juvenile/Young Adult Fiction, Juvenile/Young Adult Non-Fiction, etc. \$350 per title. Click here:

[http://www.ibpa-online.org/programs/coopcats\\_target.aspx](http://www.ibpa-online.org/programs/coopcats_target.aspx)

#### May 31st Deadlines:

This catalog produced by IBPA is one of our most popular of the year. It mails to 3,500 bookstore buyers, 3,500 reviewers, and 3,900 acquisition librarians. We will be featuring

all types of books for the holiday buying season. \$350 per title. Click here:

[http://www.ibpa-online.org/programs/coopcats\\_target.aspx](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>

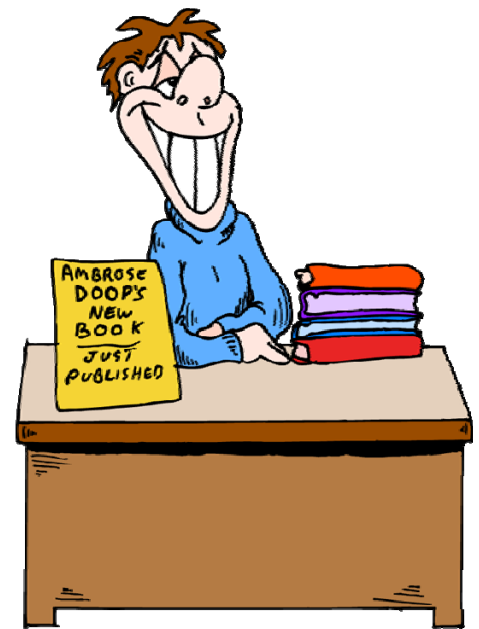
## **5. WHERE TO SEND REVIEW COPIES AND NEWS RELEASES.**

Advertising space is expensive. Editorial space is free. Use these lists to send review copies to magazines, newsletters, ezines, special contacts, and newspapers with subject-specific and book review columns. Review copies and news releases are your least expensive and most effective form of book promotion. For a current list of magazines and counts, see

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

Here is a partial list to show you what is available:

- 20 Accounting magazines
- 33 Advertising magazines
- 47 African American magazines
- 4 Almanacs
- 16 Native American magazines
- 29 Antique magazines
- 28 Architecture magazines
- 342 Arts/literary/poetry
- 110 Automobile magazines
- 290 Aviation magazines (73 foreign)
- 29 Banking magazines
- 28 Boats/boating magazines
- 48 Building/Construction/Home
- 12 Home-business magazines
- 761 Business Magazines (62 foreign)
- 170 Magazines for children
- 65 Book, etc., columnists.
- 264 Computer/Web Magazines and n/l
- 7 Consulting magazines
- 328 Consumer Magazines (24 fgn.)
- 334 Cooking Magazines & columns
- 63 Counter culture, new age
- 26 Disability
- 21 Direct mail advertising Magazines
- 19 Economics magazines
- 310 Education magazines
- 51 Electronics & video
- 25 Energy magazines
- 202 Entertainment magazines
- 158 Environmental Magazines & cols



17	Expert witness/forensics Magazines
199	Farming & Gardening Magazines
55	Fashion magazines
128	Financial magazines
236	Physical Fitness magazines
20	Gambling magazines.
47	Gay & Lesbian magazines
55	Gift magazines
640	Health magazines
35	Health food stores
223	Hobby & crafts magazines
115	Home decorating/remodeling
54	Horse magazines
60	Humor magazines
33	Industrial magazines
25	Insurance magazines
173	Legal magazines for attorneys
44	Magazines for librarians
192	Lifestyle columns
81	Management magazines
99	Magazines for the media
106	Medical magazines
57	Magazines for men
419	Military (Base papers, magazines for retired personnel & mil. Magazines) (168 foreign)
109	Military attaches at foreign Embassies
196	Air Force, Navy, Marine & CG libraries
73	Motorcycle magazines
81	Film/movie magazines
145	Music magazines
283	New age magazines and contacts
6	Magazines-nonprofit organizations
19	Nursing magazines/newsletters
15	Office magazines
117	Outdoor magazines
54	Parachute & skydiving magazines
1507	Newspapers with book review & features columns. (472 foreign.)
72	Alternative newspapers.
138	Parenting magazines
96	Pet magazines
35	Photography magazines
57	Police: Law enforcement & correctional officers
216	Political magazines
248	Magazines for book publishers
57	Real estate magazines
71	Relationship magazines
740	Religious magazines
157	Magazines for salespeople
251	Science magazines (13 foreign)

- 230 Seniors: magazines for older people
- 26 Sewing magazines
- 7 Sex abuse magazines
- 87 Singles magazines & n/l
- 14 Social service magazines
- 456 Sports and leisure magazines
- 90 Magazines for youths/teens
- 434 Travel magazines & travel columns (10 foreign)
- 23 Trucking magazines
- 59 Vocation/Career magazines
- 222 Magazines for women
- 130 Magazines for writers

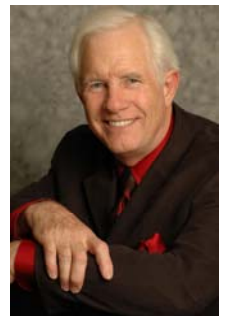
#### Fiction Reviewers

- 8 Mysteries
- 5 Romance novels
- 72 Freelance reviewers
- 450 Book review magazines

(Counts are constantly changing as we add to and correct the lists)

## 6. 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](mailto: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.





# D. ParaThoughts



## MAINTAINING QUALITY

The larger publishers have been lowering their production values for years to save money.

I just bought *Content Nation: Surviving and Thriving as Social Media Changes Our Work, Our Lives, and Our Future* by John Blossom, from Amazon.

The \$24.99 softcover, 6 x 9 book has 348 pages. The typesetting and layout are very nice. The cover isn't bad. The paper is terrible. Bordering on newsprint, the paper makes the book look so cheap, one has to wonder if the information it contains has any value.

When you self-publish, you can spend an extra few pennies to use good materials.

Your book reflects on the author. Maintain quality.

==>**SHARE YOUR editorial thought.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

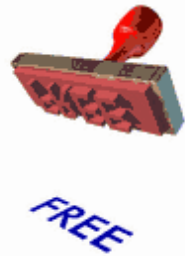
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Please Copy\Paste this newsletter into your email program and then send it to your colleagues in publishing. They will appreciate you.

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# E. ParaFreebies



## 1. FREE BOOK COVER TIMELINE

<http://www.writetoyourmarket.com/submitformfreetimeline.html>

Use this Book Cover Timeline to know what to do, when to do it, and how long each step takes. Includes book cover title and subtitle, back cover copywriting, cover design, interior design, book

production, and printing. A handy tool to help authors and publishers keep the whole process running smoothly and on time. An excerpt from "Cover That Book: Insider Secrets for Writing and Designing a Bestselling Book Cover"--Introduction by Dan Poynter.

**2. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – FREE.**

Each kit consists of more than eight pages of details, tips and resources. Each is geared to a level of The New Book Model.

**3. LIST YOUR BOOK(S) FREE ON THE PARA PUBLISHING WEB SITE.**

See

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

==>**SHARE YOUR FREEBIE.** Send it to [DanPoynter@ParaPublishing.com](mailto: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>

## 2009

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

May 22. LONDON, ON. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Site TBD. Call to register: Para Publishing, +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](mailto:gschinkel@uniquedevelopment.com), <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=276>

May 26-28. NEW YORK. Publishing University by the Publishers Marketing Association (PMA). Fmi: [info@pma-online.org](mailto: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/>

June 2-3. NORTH WILDWOOD, NJ. North Wildwood Writers Conference. Fmi: Carolyn Miller. [nwbwc09@gmail.com](mailto:nwbwc09@gmail.com), [http://nwbwc.com/Home\\_Page.php](http://nwbwc.com/Home_Page.php)

## June 21 – July 4

### AROUND-THE-WORLD SPEAKING ITINERARY #15

June 25. AUCKLAND. National Speakers Association of New Zealand (NSA/NZ), Auckland chapter. Fmi: Yvonne Godfrey, [yvonne@n21.co.nz](mailto:yvonne@n21.co.nz), +649 (413) 9777, <http://www.nationalspeakers.org.nz/comingevents.html>

June 27. AUCKLAND, NZ. Phantom Publishing Seminar. Fmi: Maria Carlton, [maria@PhantomPublishing.co.nz](mailto:maria@PhantomPublishing.co.nz), +64 (7) 853 9001, <http://www.PhantomPublishing.co.nz>

June 29-30. SINGAPORE. National Book Development Council (NBDCS). Fmi: Patrick Ang, [patanglh@singnet.com.sg](mailto:patanglh@singnet.com.sg), +65 (6443) 9404, <http://www.bookcouncil.sg/>

July 3. LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: [info@bookmidwife.com](mailto:info@bookmidwife.com), +44 (20) 8364 2884, <http://www.bookmidwife.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 4-5. SINGAPORE. Seminar for Young Authors. Fmi: Janus Education, Catherine Khoo, 63368985, [Catherine@CatherineKhoo.sg](mailto:Catherine@CatherineKhoo.sg)

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 18. VANCOUVER, BC. 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.

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](mailto: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](mailto:enjoyoften@comcast.net), (610) 520-2500.  
<http://www.authorsconference.com/>

October 10. FT LAUDERDALE. Turning Speeches into Books. The full New Book Model Program. Florida Speakers Association. Westin Hotel. Fmi: George Chismark, +1-561-630-7766, [info@florida-speakers.org](mailto:info@florida-speakers.org), <http://www.florida-speakers.org/>

October 16. LAS VEGAS. 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.

October 17. LAS VEGAS. National Speakers Association/ Las Vegas (NSA/LV) chapter. FMI: RJ DiDonato, [rjd@nstreams.com](mailto:rjd@nstreams.com), (702) 436-0786, <http://www.NSAlasVegas.com>

October 30-31. SINGAPORE. Seminar for Young Authors. Fmi: Janus Education, Catherine Khoo, 63368985, [Catherine@CatherineKhoo.sg](mailto:Catherine@CatherineKhoo.sg)

November 9. AMSTERDAM. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, [victor@acquirol.nl](mailto: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](mailto:mindy@bookmidwife.com), [www.bookmidwife.com/november10](http://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](mailto: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>

## 2010

January 10. COLUMBUS, OH. Turning Speeches into Books. The full New Book Model Program. National Speakers Association, Ohio Chapter. Crowne Plaza Hotel, 33 E. Nationwide Boulevard, Columbus, Ohio 43215. FMI: 866-900-6446, [lauralee@nsaohio.com](mailto:lauralee@nsaohio.com)  
<http://www.nsaohio.com/calendar/>

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](http://www.nsaspeaker.org/nsa_events/default.asp)

February 12-14. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, [Sfwriterscon@aol.com](mailto:Sfwriterscon@aol.com),  
<http://www.sfwriters.org/>

May 25-27. NEW YORK. 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](mailto:admin@professionalspeakers.org), +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November ?? . WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion.

<http://www.CatWriters.org>

December ?? . MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

**2011**

May 24-26. NEW YORK. 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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HELP PUBLISHING POYNTERS-help your colleagues.

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



## THE FAMILY TREE OF VINCENT VAN GOGH

- The dizzy aunt ----- Verti Gogh
- The brother who ate prunes ----- Gotta Gogh
- The brother who worked at a convenience store - - - - Stop 'n Gogh
- Bob Gwin 'Master of Languages'----- Bi Ling Gogh
- The grandfather from Yugoslavia ----- U Gogh
- The cousin from Illinois ----- Chica Gogh
- His magician uncle ----- Where-diddy Gogh
- His Mexican cousin ----- A mee Gogh



The Mexican cousin's American half-brother	Gring Gogh
The nephew who drove a stage coach-----	Wells-far Gogh
The ballroom dancing aunt-----	Tang Gogh
The bird lover uncle -----	Fla min Gogh
The fruit loving cousin-----	Man Gogh
An aunt who taught positive thinking-----	Way-to-Gogh
The little bouncy nephew-----	Poe Gogh
A sister who loved disco-----	Go Gogh
His niece who travels the country in an RV---	Winnie Bay Gogh
And, there ya Gogh!	

(Generic Smiley)

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**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.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is interested in selling more books or wants to know where the publishing industry is headed. Just click on "Forward" in your email program.

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PRIVACY STATEMENT: We will not distribute your email address to anyone. Period.

TIME TO SHARE. Please send your news items and promotion ideas to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP).  
 Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
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 Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009  
<http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)