



Your Publishing Poynters Newsletter: July 1, 2007

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.

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For the Small Print, scroll to end.

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- 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. JAN NATHAN PASSES AWAY. The executive director of the Publishers Marketing Association had been undergoing treatment for cancer and was recently in hospice care. She was 68. There will be a private funeral.

Soon after the PMA was founded in 1983, as a Publishers Association of Southern California (PASCAL), the directors hired full-time help. Jan guided the association from its beginning. PMA's membership of more than 4,000 publishers, continues to grow.

PMA serves book, audio, and video publishers worldwide. Its mission is to advance the professional interests of independent publishers. To this end, PMA provides cooperative marketing programs, education and advocacy within the publishing industry. See

<http://www.pma-online.org/scripts/shownews.cfm?id=792>

2. THE FIRST ESPRESSO BOOK MACHINE Installed and Demonstrated at the New York Public Library's Science, Industry and Business Library. An ATM for books that prints and binds any title on the spot within minutes from a digital file. See

<http://www.ondemandbooks.com/>

3. BOOK SUMMIT 200& TO RETURN TO NYC. See <http://www.BookSummit.com>

The next Summit will be held on Wednesday, September 26, 2007, at the Small Press Center, 20 W. 44th St, New York City. Mark your calendar now.

4. DAN POYNTER IS COMING TO VISIT. Please alert your writing and publishing colleagues.

Barcelona, Dallas, Detroit, Durban-SA, Goleta, Halifax-NS, Johannesburg, Las Vegas, London, UK, Los Angeles, Millbrae, Munich, Nashville, New Orleans, New York, Norfolk, Puerto Vallarta, Sacramento, Shanghai, Valley Forge.
(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>

5. DAN POYNTER'S SEMINAR WITHOUT YOUR TRAVEL.

You can get Internet access to his 3+-hour New Book Model video program. You will see & hear him in action with more than 150 PowerPoint slides. It will be just like attending one of Dan's seminars without the travel and parking. Dan will take you through writing your book, publishing it and promoting the book. Nothing is left out. And you can go back to review any part or the entire show anytime you'd like, as many times as you'd like. This is his complete program—the one he has been doing all over the world as he flies more than 4,000 miles/week. See the 39-second description at

<http://northstarm2s.com/m2sv2/Dan1promo.html> (Need high-speed Internet access) and

<http://www.selfpublishing-biz.com/>

6. 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.

7. GET THE SELF-PUBLISHING MANUAL FOR \$13.57. Yes, the all-new, completely revised 16th edition can be yours for much less than the cover price of \$19.95. See http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-16th/dp/1568601425/ref=sr_1_1/002-1944765-4811212?ie=UTF8&s=books&qid=1177864204&sr=1-1

You save 32%. Act now.

8. WOMEN AND THE BOOKS THEY BUY-2007. Find out what they are buying. See <http://www.womenandbooks2007.com/>

9. SEVEN-SEVEN-SEVEN (7-7-7). Feeling lucky? The sevens line up on July 7, 2007.

>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

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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. TIMING IS EVERYTHING

--Ron "Hobie" Hobart, Dunn+Associates Design, <http://www.dunn-design.com>

Your hard work and study may give you an accurate understanding of the steps involved in the book publishing process ... but do you fully understand the timing involved? If you don't know how long steps will take, you may end up missing prime bookselling opportunities. For example, a shocking number of authors think they can go to press in November to bring out a book in time for Christmas sales. To avoid this kiss-of-death mistake, hire a design firm who knows the book industry opportunities and the critical timing of each phase of your book's production.

2. LIST YOUR BOOK on the Para Publishing web site along with your URL. There is no charge. See <http://parapublishing.com/sites/para/resources/successtories.cfm>

3. WHAT CAN THE PMA, THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU? See <http://www.pma-online.org/memben.cfm>
<http://www.pma-online.org/membonly.cfm>

4. DO COLLEAGUES ASK YOU FOR BOOK ADVICE? Tell them about our f.ree InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

5. TITLEZ.COM

--Clint Greenleaf, Greenleaf Book Group, clint@greenleafbookgroup.com.

A while back, we told you about titlez.com, a site that monitors the undulations of the Amazon sales rank of a given book. Charteo.us is a similar site that has some cool new features. For one, it's free, and as far as we know it plans to stay that way. Users can also easily and instantly add a title for tracking by ASIN (ten-digit ISBN), create

colleagues in publishing. They will appreciate you.

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<E-----ParaFreebies-----<

- 1. ACCOUNTING SOFTWARE from Microsoft. F-R-E-E download.
- Get started quickly with familiar Office look and feel
- Create invoices, track sales and pay vendors
- Sell online with eBay and PayPal sales tools
- Bank online with thousands of financial institutions
- Access integrated services for payroll, credit card processing and more

U.S. version only, Download size: 208MB, Requirements: Windows XP/2003 Server/Vista, License: F.FREE Absolutely no strings attached, Includes f.free phone support for 90 days. See <http://www.ideawins.com/>

- 2. FOR LOTS OF FREE STUFF, see Freebies Magazine <http://www.Freebies.com>

3. 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.

- =Researching and Writing
- =Producing printed books, eBooks & dBooks.
- =Marketing, promoting & distributing.
- See <http://parapublishing.com/sites/para/resources/infokit.cfm>

==>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's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on 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>

2007

July 9-12. SAN DIEGO. National Speakers Association. (NSA). The Book Game for Speakers and Other Extroverts. Dan addresses the NSA Writer-Publisher PEG.

<http://www.NSAspeaker.org>

August 6. LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save.

August 9. FREDERICKSBURG, VA. Parachute Museum Trustees' Meeting. Date Blocked.

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

August 11. NEW ORLEANS. Turning Speeches into Books. NSA/New Orleans. Fmi: Roy Balentine, +1-601-941-5955, +1-601-992-2330, rab@SchoolSafetyConsultants.com

<http://www.nsaneworleans.com/>

August 16-September 16. ROUND-THE-WORLD SPEAKING TOUR

August 17-19. DETROIT. Metro Detroit Literary Collective. Fmi: Sheri Brooks, +1-248-763-2254, MetroDetroitLiteraryCollective@MillbNetwork.com,

<http://www.mllbnetwork.com>

August 22. SHANGHAI, China. Dan Poynter on book writing and publishing. Professional Speakers Association of China. Fmi: Warwick John Fahy, tel: +86 21 6101 0486, Mob: +86 1391 786 7502, Warwick@WarwickJohnFahy.com, Skype: WarwickJohnFahy.

August 27? ADELAIDE, Australia. Dan Poynter on book writing and publishing. National Speakers Association of Australia (NSAA), South Australia chapter. Fmi: Derrick McManus, Derrick@DerrickMcmanus.com, 0414 600069.

September 1. JOHANNESBURG, South Africa. Dan Poynter on book writing and publishing. Fmi: Val Waldeck, vwaldeck@telkomsa.net, +27 (0) 83 273 4700

September 6-8. MUNICH, Germany. Dan Poynter on book writing and publishing; a pre-convention event on the 6th. German Speakers Association (GSA). Fmi: Claudia Haider, +49 (0) 81 41 5 35 98 59, c.haider@germanspeakers.org, <http://www.GermanSpeakers.org>

September 11. ALBANY, NY. Dan Poynter on book writing and publishing. Fmi: The Knowledge Network, 1510 Central Avenue, 12205, 518-452-2675, Learn@KnowledgeNetwork.org

September 14-16. NASHVILLE. Parachute Industry Association. Dan speaks on an aviation topic. See <http://www.PIA.com>

September 21: NORFOLK, VA. Turning Speeches into Books. Virginia chapter of the National Speakers Association (NSA/VA). Fmi: Sandy Dumont, (757) 627-6669, Sandy@TheImageArchitect.com, <http://www.nsavirginia.org/>

September 25: NEW YORK CITY. Turning Speeches into Books. New York City chapter of the National Speakers Association (NSA/NYC). Fmi: Debra Burrell, LCSW, 212 754 6232, DebraBurrellCSW@aol.com. <http://www.nsa-tri-state.org/>

September 26: NEW YORK CITY. Book Summit: Industry Leaders Discussing the Future of Publishing in a Flat world. Small Press Center. See <http://www.BookSummit.com>

September 27: VALLEY FORGE. Writers Conference. Fmi: John Harnish, enjoyoften@comcast.net, 877BUYBOOK. <http://www.authorsconference.com/>

September 28-30: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500. <http://www.authorsconference.com/>

October 2. LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save.

November 2-4. LONDON/Heathrow. Professional Speakers Association. (PSA). <http://www.professionalspeakers.org/events.html>

December 6-8 HALIFAX. Canadian Association of Professional Speakers (CAPS).
Ravi@TeamChrysalis.com, <http://www.CanadianSpeakers.org>

2008

January 12. MILLBRAE, CA. National Speakers Association-Northern California. Dan Poynter on Turning Speeches into Books. A full day on book writing and publishing. Fmi: Cindy Ventrice, 650-871-4220, info@NSAnc.org, <http://nsanc.org/>

February 9-10. PUERTO VALLARTA, Mexico. Puerto Vallarta Writer's Conference. Fmi: David Lyons, rdlyons1@yahoo.com, +1-903-258-9690.

February 17-23. BARCELONA, Spain. Parachute Industry Association Symposium. Dan Poynter speaking on an aviation topic. Fmi: <http://www.PIA.com>

March 28-30. MELBOURNE, Australia. National Speakers Association of Australia (NSAA) convention. Fmi: secretariat@nationalspeakers.asn.au, 1800 090 024

April 4-6. DURBAN, South Africa. National Speakers Association of South Africa (NSASA) convention, Sibaya Convention Centre. Fmi: Richard Mulvey, 0861 – 444888, richard@richardmulvey.com, <http://www.nsasouthafrica.co.za/>, <http://www.nsasouthafrica.co.za/convention2008>

April 26. SACRAMENTO. Northern California Publishers & Authors (Formerly the Sacramento Publishers & Authors). Fmi: Jennifer Martin, jenmartin@surewest.net, info@norcalpa.org, <http://www.norcalpa.org>

May 10. DALLAS. The North Texas chapter of the National Speakers Association. Dan Poynter on Turning Speeches into Books. Fmi: Carlos Sanchez, Hsitraining@aol.com, <http://www.speaker.org/>

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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-----<

AS THEY USED TO SAY IN ROME

--Copywriter Jack Forde, signup@jackforde.com, <http://www.jackforde.com>

VAH! DENUONE LATINE LOQUEBAR? ME INEPTUM

Speaking, above, of words ending in "tion" that "shun" away readers, allow me to risk it for a bit. Because I'd like to elaborate.

Back in high school, I studied Latin. For three years, in fact. We conjugated. We memorized declensions. We translated, front to back, Caesar's "Gallic Wars."

You'll use this, they told me. Daily.

Jump ahead a few years and I, armed with Latinate verbosity, stumbled on copywriting. Latinate words? Forget 'em. The words that really pack a punch are actually Germanic.

Both Latin and early German form the base of English. The words with Latin roots are complex, like a glass of Brunello. The Germanic words are simple like a plate of bratwurst.

For the non-gourmands, Germanic words are short and punchy where Latin are long and weighty. And, it turns out, while professors opt for Latinate to sound smart, it's the punchy Germanic words that more bluntly get a point across.

So, for instance, "rain" instead of "precipitation"... "drink," "swill," or "chug," instead of engaging in "libations"... and so on.

Still, those teachers who pushed me to study Latin all those years ago weren't entirely wrong. Latin actually DOES have it's uses. For instance, here are a few phrases I've found especially handy...

"Nescio quid dicas"
(I don't know what you're talking about)

"Ita erat quando hic adveni."
(It was that way when I got here)

"Vescere bracis meis"
(Eat my shorts)

"Noli me vocare. Ego te vocabo."
(Don't call me. I'll call you.)

"Canis meus id comedit"
(My dog ate it)

"Die dulci freure"
(Have a nice day)

"Recedite, plebes! Gero rem imperialem"
(Stand aside, little people! I am here on official business)

"Utinam barbari spatium proprium tuum invadant"
(May barbarians invade your personal space)

"Te audire non possum. Musa sapientum fixa est in aure."
(I can't hear you. I have a banana in my ear.)

"Utinam coniurati te in foro interficiant"
(May conspirators assassinate you in the hall)

"Non sum pisces"
(I am not a fish)

"Senito aliquos togatos contra me conspirare"
(I think some people in togas are plotting against me)

"Perscriptio in manibus tabellariorum est"
(The cheque is in the post)

"Non illigitamus carborundum"
(Don't let the b'stards grind you down)

"Nonne macescis?"
(Have you lost weight?)

"Braccae tuae aperiuntur"
(Your fly is open)

"In dentibus anticis frustum magnum spiniciae habes"
(You have a big piece of spinach in your front teeth)

"Non calor sed umor est qui nobis incommodat."
(It's not the heat, it's the humidity.)

"Mellita, domi adsum."
(Honey, I'm home.)

"Fac ut vivas."
(Get a life.)

==>SHARE YOUR HUMOR. Send it to DanPoynter@ParaPublishing.com

(Generic Smiley)

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THE SMALL PRINT

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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 500 pages of helpful information.

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