

Your Publishing Poynters Newsletter: June 15, 2005

PUBLISHING POYNTERS

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

June 15, 2005. Copyright Para Publishing. ISSN: 1530-5694.

Published continually since 1986. Circ: more than 23,000. F-R-E-E

We don't accept advertising. We don't share your email address.

DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB

For the Small Print, scroll to end.

=====

IN THIS ISSUE FROM PARA PUBLISHING

=====

1. ParaNews
2. ParaWants (Stories/Information Wanted)
3. ParaSale (Companies/Properties for Sale)
4. ParaTips
5. ParaResources
6. ParaThoughts (Editorial)
7. ParaFreebies
8. ParaCalendar (Dan may be coming to visit you)
9. ParaHumor

<1-----ParaNews----->

A. E-BOOK SYSTEMS ANNOUNCES MAC VERSION OF FLIPVIEWER

See

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

B. DISTRIBUTORS PGW/AMS IN CLASS ACTION SUIT. See

http://www.blbglaw.com/cases/advanced_marketing_securities.html

and the better news, see

<http://biz.yahoo.com/bw/050516/166252.html?v=1>

C. AAUP QUESTIONS GOOGLE'S LIBRARY PROJECT. Others comment.

See

http://aaupnet.org/aboutup/issues/0865_001.pdf

http://www.businessweek.com/bwdaily/dnflash/may2005/nf20050523_9039.htm

<http://hasbrouck.org/blog/archives/000587.html>

<http://www.pcworld.com/news/article/0,aid,121247,00.asp>

D. USA BOOK NEWS "BEST BOOKS" 2005 AWARDS. Last call for entries! Enter your 2005 or late 2004 title into this incredible awards program! ALL entries receive a 2-month listing on USABookNews.com. Winners and finalists receive national media exposure! Entry fee only

\$49.00. Deadline June 30, 2005. Details at
<http://www.usabooknews.com/call-for-entries.htm>

E. PESTERED BY NEWBIES ABOUT PUBLISHING? As authors and publishers we often attract a lot of questions about breaking into print. One quick, easy solution is to direct them to our InfoKits for help. There are three: on writing, publishing and promoting; they get precisely what they need. Just send the newbies to
<http://parapub.com/getpage.cfm?file=/infokit.html>
Some savvy authors and publishers even put this item on their web sites. WANT TO GET PUBLISHED? For complete details, see
<http://parapub.com/getpage.cfm?file=/infokit.html>

F. QUEST FOR BEST SELLER CREATES A PILEUP OF RETURNED BOOKS, Wall Street Journal. See
http://online.wsj.com/article_email/0,,SB111775439006449853-IJjf4Nolal4npuqZ3SGaKiAm5,00.html

G. DAN POYNTER IS COMING TO VISIT. Please alert your colleagues. Albany, Burlington, Calgary, Carson, Chicago, Costa Mesa, Denver, Everywhere (teleconference), Foster City, Goleta, La Jolla, Los Angeles, Montecito, Orange, CA, Orlando, Ottawa, Philadelphia, Salt Lake City, San Diego, Santa Barbara, Santa Monica, Valley Forge, Vancouver, BC,
(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://parapub.com/calendar.cfm?>

H. WRITE MORE BOOKS; MAKE MORE MONEY, a seminar with Sam Horn and Dan Poynter the day before the National Speakers Association convention. Get the inside secrets. How to write your book and make the choice: Find an agent, locate a publisher or publish yourself. 12:50 – 5:30, Hilton Atlanta, 255 Courtland Street. 1.5 blocks from the Hyatt (NSA Convention hotel). \$149; \$199 after June 30). FMI: Action Seminars, 805-528-4351, info@SamHorn.com,
<http://www.samhorn.com/>

I. BOOK FAIRS ARE BACK IN BUSINESS. While book fairs used to be all about authors and the latest releases from major publishers, it now seems to be all about celebrities. The only one who seemed to be missing this year was Paris Hilton and perhaps one of her PR people was in the aisles finding out what she needs to do to be in next year's show. Billy Crystal did the opening program, Bill Marr played to the same crowd on Saturday night. The signings were mostly big names: Barbara Boxer, Tab

Hunter, Louis Auchincloss, Kim Cattrall, Michael Eisner, Mike Wallace, Chuck Barris, Spike Lee, Peter Bogdanovich, and more. New York also celebrated the revival of the novel and the retreat of the political expose.

From an international perspective, BookExpo America 2005 reclaimed its status as a place to sell foreign rights, make distribution arrangements, and meet foreign representatives. Maybe it was the fact that the fair was held in New York. We talked to people from South America, Africa, Asia, and Europe. We were wall-to-wall with bodies that augurs well for Frankfurt. For more information about the least expensive, most effective way to achieve an important presence at Frankfurt in October, contact Godfrey Harris, International Publishers Alliance: hrmg@aol.com.

J. PROMOTE YOUR BOOK NATURALLY--FOR INTROVERTS AND RELUCTANT MARKETERS with Judy Cullins & Dan Poynter. Discover how to promote your book without leaving home. In this 90-Minute Teleclass you will get these results:

- Reach thousands, even tens of thousands via the Internet
- Get targeted Web traffic for your book
- Discover the # one free book promotion on the Internet
- Leverage what you have to get the word out
- Share your book with your targeted audience--your style

July 14, 4:30-6:00 Pacific 7:30-9:00 Eastern time (1 1/2 hrs).

\$45 includes \$29 bonus reports. To register and for the Five Questions Dan and Judy will help you get answers for, go to

<http://www.bookcoaching.com/teleclasses.shtml>

--Judy Cullins, <mailto:judy@bookcoaching.com>, 866-200-9743

K. BOOK MARKETING/PROMOTING/DISTRIBUTING WORKSHOP. Dan Poynter has been hosting weekend retreats at his place in Santa Barbara for more than 20 years. Thousands have graduated from his intense two-day course. The next one will be on July 23-24, 2005. The venue is Dan's home/office overlooking the Pacific. The setting is intimate; space allows for just 23 participants and all of the seats are already taken; the waitlist is growing. Invest in the future of your company now.

For more information on this \$695 event (\$495 for the second person from the same company), see

https://parapublishing.com/dls/yimnydov/R-167_WSBrochure_4.pdf

Or call Becky at +1-800-PARAPUB.

L. WHAT'S ON YOUR DESK? Dan Poynter is interviewed. See

<http://www.readingwriters.com/TheVERBhotp.htm>

M. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, go to

<http://parapublishing.com/getpage.cfm?file=/news.html>. 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.

==>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»  
~~~~~

The best TV book shows to be on have long been Don Imus, Charlie Rose, C-Span, Tim Russert on CNBC, "Today," Oprah and selected programs on CNN, Fox and MSNBC.
--Thomas L. Friedman, author.

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»  
~~~~~

<2-----ParaWants-----<
STORIES/INFORMATION WANTED
Please forward these requests to appropriate colleagues.

A. I'm looking for stories relating to MENOPAUSE AND/OR ANDROPAUSE. If you are going through this transition, or have been through it, and are willing to tell your story, please let me know. I produce a monthly newsletter from my website www.menopauseinfo.org, and I need lots of stories to help others.
--Cathy Taylor

B. FOREIGN RIGHTS. I want Indian rights for Children books, general books (other than fiction), Science and Technology, Management, etc. Send expected royalty and other terms.
--Amit Mujumdar, Dennet & Co. info@dennet.in

C. WE ARE PUBLISHING A BOOK ABOUT LAWN ART. Please let us know about the art you have on your front lawn. If you don't personally have an exhibit on your own property, but know of someone who does, please pass this along to them or let us know where it's located. Please email or mail your submissions to Lee Crowe & Barbara Donahue, P.O. Box 11134, Beverly Hills, California 90213, (310) 889-9310 or lawn_art@yahoo.com

D. I am preparing a book, "Coffee Shop Religion", I would like to know WHAT YOU BELIEVE ABOUT GOD. Do you believe there is a God? What do you believe God is like? I would like to hear from anyone of any religion or no religion at all. What you say will be kept confidential.

--Everett Anson, e_anson@msn.com

E. Looking for stories about your adventures with BACKING UP YOUR COMPUTER--or NOT backing it up. If you've got data loss horror stories or "this was my salvation" tales, I'd like to include them in my forthcoming series of e-books based on the FileSlinger(TM) Backup Blog (www.fileslinger.com/blog/). Send to sallie@fileslinger.com

F. I would like to have the experiences of STRAIGHT WOMEN MARRIED TO GAY MALES to be a part of an upcoming book. No names used; presented as part of a pattern. Want info about habits, attitude in every area, personality, temperament, aversion to having sex, hugging, kissing, cuddling and in general, things a wife would expect from a husband.

Alura72@aol.com

G. AN ART AND LITERARY JOURNAL FOR GAY MEN. Gay male writers are invited to submit their original works. General information and Submission Guidelines can be found at <http://www.creamdrops.com>

--David Tullis, david-tullis@earthlink.net

H. DEALING WITH "MEAN GIRLS." We're looking for teenage girls to write one or two paragraphs about a time they had to deal with a "mean girl" and how they handled the situation. We'll send a copy of the completed book to any girl that gets her story included in the book. Entries can be submitted to silvanac@msn.com by June 18th.

--Silvana Clark, www.silvanaclark.com

I. I would like some original articles for my website on the topic of "MOBILE HOMES". They can be factual, research type articles or personal stories of individuals experiences. Approximately 300 - 500 words. Not too technical. Magazine style aimed at the average reader. Full credit and link will be given.

--David Chandler, david@manifestmarketing.com.au

J. Award-winning author and journalist Diana Saenger is writing an article on DRUG TESTING CANDIDATES and their after effects if any. She is looking for stories of anyone who has participated in a drug research with either no after affects or with them. Contact her at dsaenger@adnc.com

L. I'm writing an article for The Toastmaster magazine on "PRESENTING YOURSELF AS A PUBLIC SPEAKER." The article will cover the how to's

of "advertising" ones speaking skill such as listing it on resumes, business cards, in the tag-line of an e-mail, etc. My premise is that presenting oneself as a public speaker can lead to new opportunities, promotions, or even new job offers. I'm interested in hearing from anyone who has used their public speaking ability to further their career and especially want to hear from those of you who have innovative ideas on how to advertise yourself as a speaker within your company.

NOTE: I'm not looking to hear from professional speakers. Rather, I want everyday individuals who have used their public speaking skills to further their careers. Contact Dena Harris at ddharris@triad.rr.com or through www.denaharris.com.

M. Tell us about your experiences making THE DECISION TO HAVE KIDS OR NOT. Approximately 1000- 3000 words due by Nov. 1, 2005. If we use your submission for our book, we will edit for length and clarity and get your approval for edit changes. We are still searching for a publisher and cannot make any promises about future publication dates.
--Joan Oswald, Phil23joan@aol.com

N. I'm looking for any stories about HOW MUSIC HAS AFFECTED PEOPLE DEEPLY, whether by connecting them to their feelings that they didn't know were there, comforting them in times of loss, soothing them in times of stress or illness or any such story. People always tell me their stories when I'm out speaking so I know there are lots of wonderful and amazing stories!
--Alice H. Cash, Ph.D., LCSW, chantdoc@insightbb.com
www.HealingMusicEnterprises.com

O. I am working on an anniversary book. I am looking for stories of fabulous, fun, fantastic ANNIVERSARY GIFTS That you have given or received. All submissions used will be given full credit. Please send submissions to LovingYears@cs.com

P. I'm looking for entertaining, romantic antics; PASSIONATE LOVE STORIES; love poems; romance boosters, and busters. Whether your story tells of 50 years ago, 5 months ago or whether you're even with the person anymore, it doesn't matter. What matters is the experience and the pleasant feelings that experience still brings. All stories must be previously unpublished, original, written by you, and not violate any copyrights. No CAPS and no attachments please. Please send your stories to yourstory@romanceunlimited.com. Romance boosters and busters can be a maximum of 250 words; stories and poems 750 words.

-- Leona Hamel, Romance Agent™, Author, Speaker, and Coach

Q. I am looking for extraordinary stories of HOW PEOPLE HAVE USED TRAUMATIC AND TREMENDOUSLY NEGATIVE SITUATIONS TO COME OUT A CHANGED AND IMPROVED PERSON. We are most interested in how overcoming those difficult situations meant learning and growing for you and the positive long term effect that has had on your life and those around you. Send a very brief summary to john@edwardsmotivational.com.

R. CHILDREN'S BIRTH STORIES. Looking for stories from children that talk about having been born and lived before or their soul experiences prior to birth, in the womb, and during birth. No story is too incredible, and you don't need to believe in their experience. Send stories to email: bonnieanton@msn.com more info on book and your participation available.

S. RAT RACE RELAXER SERIES. I am looking for stories from the rat race! Do you have a story from the rat race that may help or inspire others? Are you or someone you know not only surviving but thriving as you navigate the maze of life? Submit your ideas to j.carey@att.net subject line should read "Story From The Rat Race". Please include name, address, phone, email and your website address (if applicable) in the body of the email along with the submission. No attachments please.

Visit <http://www.joannacarey.com/TheBook.html> to review a chapter from the first book in the series. Story topics should focus on one of the 52 categories listed in the Table of Contents. Chosen stories will receive by-line and bio if desired.

-- JoAnna Carey. Website: <http://www.joannacarey.com>.

Blog: <http://ratracerelexer.blogspot.com>.

ParaWants are posted/archived for two months at <http://www.u-publish.com/invite.htm>

==>SEND YOUR STORIES WANTED ITEMS to DanPoynter@ParaPublishing.com

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»  
~~~~~

"Desire is the key to motivation, but it's the determination and commitment to an unrelenting pursuit of your goal - a commitment to

<http://www.skuflow.com/ssl/myremainders/>

<4-----ParaTips-----<

A. MAKE IT PERSONAL (c)

--Brian Feinblum, www.plannedtvarts.com,
feinblumb@plannedtvarts.com

YOUR 80,000-WORD BOOK NEEDS TO BE A 15-SECOND SOUND BITE. Writing a 250-page book is not as hard as reducing all of that to a 15-second sound bite, but that's exactly what you need to do when promoting and marketing your book. When you meet a stranger or even when you want to explain to a friend what your book is about, you need to do it in a concise and interesting way so that by the end of your description they will want to buy it or ask more questions. A good PR campaign doesn't tell people what's in the book: it makes people want to know more!

You're not here to educate people while doing your radio interviews or television appearances. No, you're here to be a tease. When you want someone to date you, you don't just stand in the street naked. You instead put on the outfit that reveals just enough and covers up just enough to make people want more. Works the same way with the news media.

To get someone interested in you just give away a few pieces of information. Once you schedule a media interview, you can reveal a little more, but not much more. Convince people with your energy and enthusiasm and perhaps a catchy phrase that what you have is unique, new, different and better than what's out there. Convince them with your inviting voice and a look of confidence that you will address their needs. And remember: the less you say, the more likely people will want to buy your book.

B. NEWSLETTER AND ELECTRONIC PUBLISHING. The best way to keep in contact with the consumer market is by sending an electronic or print newsletter on a regular basis. You supply free information, and it serves as a constant reminder for your name or product.

Newsletters are great tools for any author, publisher, publicist or book reviewer. Sent consistently -- whether weekly, monthly or quarterly -- a newsletter keeps the readers in your genre informed with recent events and current knowledge.

--Judine Slaughter, <http://class.universalclass.com/newsfun>

C. SECRETS OF SUCCESSFUL AUTHORS

--Judy Cullins, <http://www.BookCoaching.com>

INVEST SOME MONEY IN BOOK MARKETING.

Contact a bookcoach and schedule a low-cost introductory session to see if you are a match and will get what you need. Many authors print too many copies or use an expensive service to get a book finished instead of putting aside an equal amount to market it.

Take a teleclass on how to market your book.

These low cost and low time investments can make your book the great seller it should be. Discover inexpensive ways to market via the phone and email. How convenient!

D. PROMOTION TIP.

--Henry Ayala, Tu-Vets Corporation, www.tu-vets.com

Recycle your best art. People do judge your book by its cover. You've probably invested a fair sum in time and money to have the best cover you can have. Get more marketing return on your investment by using your cover art to make full color banners or posters. Use them at book signings, book fairs or back of room sales. Using digital technology can give you a vibrant, full color, reusable product that helps you promote directly to your customers. The newest digital printers use new dyes that are able to print directly on a wide variety of materials, even boards and rigid plastics, thus eliminating the need for laminating a soft sheet to the board.

E. DISTRIBUTION TIP

--Clint Greenleaf, CEO of Greenleaf Book Group, LP
www.greenleafbookgroup.com or 512-891-6100

Always be sure to keep your distributor in the loop regarding your marketing efforts; if not, there is a good chance the wholesalers warehouses will not have enough copies of your book to meet an unexpected surge in demand, and many bookstores are resistant to backorder. Most distributors ask that you give three weeks notice of any promotional or marketing updates. This provides a safe window for the buyer to review the marketing update and place an appropriate purchase order, transit time for the books, and a little pad for the time it takes for the books to be received into the wholesaler's warehouse.

F. LEGAL TIP

--Rich Schell, JD, 847-404-2950, schell@wagneruslaw.com.

If you plan on publishing other people's materials you will have to set up a system to track royalties. Ask yourself as a publisher what is the best time for you in your fiscal year for you to pay out royalties? Hint—it's a bad idea as a publisher to pay out the royalties until the last returned book has made its dreary way back to you. As an author it never seems too early to get the royalty check—in fact an advance is truly a good idea.

G. BOOK COVER TIP

--Robert Howard. www.bookgraphics.com

Type selection. Use cursive type fonts with care. As decorative as cursive fonts are, they can be hard to read. If you just have to use cursive text make it big.

H. PUBLIC RELATIONS TIP

--Pam Lontos, <http://www.PRPR.net>

Develop your networking skills. Be friendly and talkative with people. Introduce yourself and start conversations at parties, at conferences, and even on your commute. Keep a few of your business cards on hand. You never know who you'll run into and what connections they might have.

I. I'VE FOUND A WAY TO USE A PAYPAL SCRIPT with an eBook created using eBook Edit Pro that allows me to give the book away for free on a website and on mini-CD's. It allows a reader to read the first five chapters at no cost. After that, they have to go to PayPal, pay for the book and then PayPal gives them the unlocking "key." There is literally no work on my part. The script and eBook Edit Pro package (<http://www.ebookedit.com/features.html>) together cost well under \$50.

Your readers can try it out by downloading the free eBook at:

<http://www.findingloveonpurpose.com>

--Earl Hipp

J. READ THE NEW THOMAS FRIEDMAN BOOK, THE WORLD IS FLAT.

Highly recommended.

--Dan Poynter

K. LIST YOUR BOOK on the Para Publishing web site along with your URL. There is no charge. See

<http://parapub.com/successstories.cfm>

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

~~~~~

«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»»  
~~~~~

"No book is for 'everybody'".
--Judith Appelbaum, WIW Panel, May 14, 2005.

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»»  
~~~~~

<5-----ParaResources-----<

A. NATIONAL DIRECTORY OF EDITORS & WRITERS, published by M. Evans & Company, features profiles of 530 freelancers located in 48 states. The reader--individual writers, publishers, companies, agencies, and nonprofits--may compare the specialties, services, fees, education, and successes of these freelance editors and ghost, ad, or copywriters.
<http://www.elizabethlyon.com/>
--Elizabeth Lyon

B. SELF-PUBLISHING FICTION by Gavin Sinclair. See
<http://www.selfpublishingfiction.com/>

C. RESEARCH TOOL. Google print search service can be used to find what authors are saying about any subject. Just type in a key word. See
<http://print.google.com>

D. FINALLY! A BOOK FESTIVAL FOR AUTHORS HOSTED BY PUBLISHED AUTHORS! St. Louis Book Festival & Craft Art Fair hosted by the St. Louis Publishers Association. Oct 21-23, Worlds Fair Pavilion, Forest Park, St. Louis MO.
--Barbara Davis, www.stlouisbookfest.org

E. HOLLYWOOD MARKETING SYSTEM. Discover how to:
Write a news release, Contact the media, Find out who the right person is at the media outlet, follow up with the media, prepare for an interview, do the interview, and re-purpose the media coverage received into more media coverage.

The HMS product also tell the customer how to work with radio stations to get no-cost, low-cost promotions on air and how to turn a small budget into a huge marketing success.
--Randall Blaum, randall@marketingexpertsinternational.com

F. BOOK PROMOTION MAILING LISTS. Magazines, newsletters and other places to send review copies and news releases. See <http://parapub.com/maillist.cfm>

G. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION? See our Supplier List. Find typesetters, cover artists, Book Promoters and much more. <http://parapub.com/supplier.cfm>

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

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»  
~~~~~

Every book deserves to be written; but
Only a few deserve to be published.
--Godfrey Harris, <http://www.harrisragan.com>

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»  
~~~~~

<6-----ParaThoughts-----<

THE COSTS OF FOUR-COLOR PRINTING.
--Bill Frank, Book Printing Consultant.
blog: <http://bookprint.blogspot.com>

The two most costly components of any 4-color printing job are the paper and the labor. Together, they can account for more than 50% of the cost of printing.

Four-color printing requires using the four primary printing colors (cyan, magenta, yellow and black; sometimes also called CYMK printing where K stands for black) to create all other colors visible to the eye. You may remember from school that cyan plus yellow equals green. Did you ever stop to think how to get a lime green or a sea green? To achieve these colors, the printer must manage the balance of the CYMK. This is done through two means: adjusting the plates on the printing press and the ink fountains at each color. The correct combination of these variables creates the shade of green required for the job.

Adjusting the plates is a complicated process of aligning the dots etched into each of the four plates, CYMK, so they align perfectly to create the color desired. This alignment, called register, takes skill and precision. Adjusting the ink flow is also an art form that takes practice and experience. Adjusting the two together is called bringing the press "up to color" and takes both time and sheets of paper. This process is called "make ready." A printer may use as much as 10% of the paper required for the job to make the press ready.

As you see from my explanation, running a 4-color press is as much art as it is science. Skilled press operators are invaluable to a book printer (or any printer, for that matter). They also command a high salary for their years of experience and knowledge.

When you consider all the issues mentioned above, you begin to see why 4-color printing is more expensive than 1- or 2-color. In a perfect world, 4-color printing would be four times as expensive as black & white, as you suggested in your e-mail. Until presses become as dependable and fast starting as copiers, however, color printing will always be a higher multiple than four times the black & white price.

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

<7-----ParaFreebies-----<

A. BOOK WRITING TIPS - F-R-E-E. See
<http://parapub.com/getpage.cfm?file=resource/writing.html>

B. 20-PAGE HANDOUT FROM DAN'S NEW BOOK MODEL PRESENTATIONS. A \$20.00 value. F-R-E-E. See
http://parapub.com/getpage.cfm?file=/speaking/handout_nbm.html

C. LIST YOUR BOOK(S) F-R-E-E ON THE PARA PUBLISHING WEB SITE.
See
<http://parapub.com/successstories.cfm>

D. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - F-R-E-E. See
<http://parapub.com/getpage.cfm?file=resource/business.html>

E. FOR LOTS OF F-R-E-E STUFF, see Freebies Magazine
<http://www.Freebies.com>

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

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://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

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://parapub.com/calendar.cfm>

2005

June 13: TELECONFERENCE on Writing Your Book. International Coach Federation (ICF). 6:30-8 pm Eastern Time/3:30 Pacific. Global Virtual Community meeting. The bridgeline for members and guests on the call is: 646-519-5883, Callers Pin No.: 0684#. Go to

http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html

before the teleconference to get the following handouts.

--Handout. Books 101, P-31: The New Book Model

--P-47 Book Writing Layout Template. 33 pages.

Fmi: Robin Retherford, 541-686-2720, Robin@ActionCoaching.info

June 17: CALGARY. 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 416-591-5293. Register on line and save. <http://www.LearningAnnex.com>

June 18: CALGARY. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Calgary chapter of the Canadian Association of Professional Speakers.

FMI: Natashia Halikowski, Natashia@mksLearn.com, (403) 238-5424, http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticle_nbr=51

June 23: SANTA BARBARA. Dan Poynter on books. 32nd annual Santa Barbara Writers Conference. Westmont College, Montecito, 4 pm. Fmi: Marcia Meier, sbwritersconference@cox.net <http://www.sbwc.org/>

July 8: ATLANTA. Write More Books; Make More Money, a seminar with Sam Horn and Dan Poynter the day before the NSA convention. How to write your book and make the choice: Find an agent, locate a publisher or publish yourself. 12:50 – 5:30, Hilton Atlanta, 255 Courtland Street. 1.5 blocks from the Hyatt (NSA Convention hotel). \$99 (\$149 after April 29, \$199 after June 30). FMI: Action Seminars, 805-528-4351, info@SamHorn.com, <http://www.SamHorn.com> http://parapub.com/speaking/pdfs/%20WMB_MMM_flyer.pdf

July 9-12: ATLANTA. National Speakers Association. Convention. Dates Blocked. See <http://www.NSAspeaker.org>

July 14 TELECLASS. PROMOTE YOUR BOOK NATURALLY--FOR INTROVERTS AND RELUCTANT MARKETERS with Judy Cullins & Dan Poynter. Discover how to promote your book without leaving home. In this 90-Minute Teleclass you will get these results:

- Reach thousands, even tens of thousands via the Internet
- Get targeted Web traffic for your book
- Discover the # one free book promotion on the Internet
- Leverage what you have to get the word out
- Share your book with your targeted audience--your style

July 14, 4:30-6:00 pac time 7:30-9:00 eastern time (1 1/2 hrs). \$45 includes \$29 bonus reports. To register and for the Five Questions Dan and Judy will help you get answers for, go to <http://www.bookcoaching.com/teleclasses.shtml> --Judy Cullins, <mailto:judy@bookcoaching.com>

July 23-24: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

July 26: 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. <http://www.LearningAnnex.com>

August 12: VANCOUVER, BC. 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 416-591-5293. Register on line and save. <http://www.LearningAnnex.com>

August 13: VANCOUVER, BC. Turning Speeches into Books. Dan Poynter on How to Write Your Book. Calgary chapter of the Canadian Association of Professional Speakers. Terminal City Club, 837 West Hastings Street, Vancouver. No cell phones; no recording. FMI: Kathy Lynn, 604-258-9074, Kathy@ParentingToday.ca, <http://www.CapsVancouver.org>

August 24: CHICAGO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. The Discovery Center, 2940 North Lincoln Avenue, Chicago, IL 60657. 6:30 to 10:00 PM. FMI: (773) 348-8120, <http://www.discoverycenter.cc/>

August 26—28: CHICAGO. Parachute Industry Association. Dan Poynter on an aviation subject. <http://www.PIA.com>

September 10: BIRMINGHAM, AL. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Alabama chapter of the National Speakers Association. FMI: Deborah Boswell, 205-987-8080, Deborah@ProfessionalSpeechServices.net , <http://www.nsaalabama.org/>

September 16-18: RANCHO MIRAGE, CA. Greater Los Angeles chapter of the National Speakers Association. Dan Poynter and the Gold Coast Speakers on master=mind groups. See <http://www.nsaglac.org/>

September 20: 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. <http://www.LearningAnnex.com>

September 24-25: BURLINGTON, VT. Burlington Literary Festival. Dan Poynter speaking on Saturday and Sunday. FMI: Andrea Grayson, University of Vermont, Continuing Education, 802-656-0415, Andrea.Grayson@uvm.edu, <http://www.vtchamber.com/events/index.html?event=674>

September 28 – October 2: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500. <http://www.infinitypublishing.com>

October 6: SAN DIEGO. 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 619-544-9700. Register on line and save. <http://www.LearningAnnex.com>

October 7-9: LA JOLLA, CA. La Jolla Writers Conference. Fmi: Antoinette Kuritz, jkuritz@san.rr.com, 858-467-1971. <http://www.lajollawritersconference.com/main.html>

October 21: ORLANDO, FL. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. bemis@nnba.net, <http://www.nnba.net> \$69. Open to the public.

October 24-26: SALT LAKE CITY. The Caterpillar Club; an historical aviation multimedia presentation for the Survival And Flight Equipment Association (SAFE). Fmi: Jeani Benton, 541-895-3012, safe@peak.org, <http://www.SafeAssociation.com>

November 15: 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. <http://www.LearningAnnex.com>

November 18: CHICAGO. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. National Speakers Association/Illinois chapter. Fmi: Jeff Korhan, 630-774-8350, jKorhan@TrueNature.com, <http://www.nsa-il.org/>

November 19-20: FOSTER CITY, CA. Cat Writers Association. Dan Poynter on publishing. Fmi: Fran Shaw, (717) 397-9531, franshaw1@juno.com, <http://www.CatWriters.org>

December 1-3: OTTAWA. Canadian Association of Professional Speakers annual convention. Hilton Lac-Leamy, Ottawa-Gatineau. Fmi: <http://www.canadianspeakers.org/>

2006

February 10-12: ARLINGTON, VA. National Speakers Association Winter Workshop. Fmi: <http://www.NSAspeaker.org>

<9-----ParaHumor-----<

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to DanPoynter@ParaPublishing.com

WHY?

Why are there five syllables in the word "monosyllabic?"

If 4 out of 5 people SUFFER from diarrhea...does that mean that one enjoys it?

Why do we say something is out of whack?
What's a whack?

Do infants enjoy infancy as much as adults enjoy adultery?

Why are a wise man and a wise guy opposite?

Ever wonder about those people who spend \$2.00 apiece on those little bottles of Evian water? Try spelling Evian backwards: NAIVE

From now on, ending a sentence with a preposition is something up with which I will not put.
-- Winston Churchill

--Meryl K Evans

(Generic Smiley)

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

=====
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.

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.

BACK ISSUES are archived at
<http://parapub.com/getpage.cfm?file=/news.html>

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up at
<http://parapub.com/getpage.cfm?file=/news.html>

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

~~~~~  
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.  
PO Box 8206, Santa Barbara, CA 93118-8206 USA. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009  
<http://ParaPublishing.com>: More than 500 pages of helpful information.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)