



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

ParaNews (What's happening)

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ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



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WHO IS DAN POYNTER?

See

<http://www.youtube.com/watch?v=mWI0fnBu7bs>

Book publishing is changing.
Read on.

--Dan Poynter, **The Book Futurist.**





ParaNews



WHY THE LARGE PUBLISHERS ARE IN TROUBLE

--Simba Information

Recent revenue declines in trade book publishing and retailing may be due to industry giants jumping into new tech platforms and e-reading devices without considering the consequences. This includes releasing e-books alongside hardcover books, introducing lending features and shedding the book identity, according to "**Book Publishing Report**," the monthly newsletter from media and publishing forecast firm Simba Information.

http://pr-usa.net/index.php?option=com_content&task=view&id=586244&Itemid=33

AMAZON AIMING TO REPLACE PUBLISHERS?

It's not that Amazon set out to destroy small book stores. They just offered a better option for a large number of people. Now, Amazon is increasingly offering small features here and there that taken together may start to make a traditional publisher a lot less necessary for authors. Amazon has quietly been doing small things on Author Central to help authors take more control.

<http://tcrn.ch/ijgUAg>



"The strength of the independent publisher has always been the ability to "turn on a dime" to meet changing markets. As traditional bookselling outlets transform themselves on what seems like a daily basis, so must publishers move beyond their traditional selling options."

--Florrie Binford Kichler President, Independent Book Publishers Asspcoation.

florrie@ibpa-online.org

USE BORDERS CARDS NOW

Now that [borders group](#) inc. Has confirmed hiring a law firm to protect it from being forced into bankruptcy, it's time to dig through the pile of holiday cards, reach down to the toes of the christmas stockings and paw through your sock drawer for any unused borders gift cards.

The reason is that, should the cash-strapped bookseller succumb to bankruptcy, anyone with a [borders](#) gift card lying around could see the value wiped out.

<http://www.detnews.com/article/20110125/biz01/101250329/1010>

BORDERS: WILL THE FINAL CHAPTER BE #11?

So when will the story end? Whether or not Borders is bankruptcy-bound is almost irrelevant, as its history makes it painstakingly clear that regardless the company is in drastic need of a complete overhaul. Yes, Borders may have been a few chapters behind its competitors, but the book is certainly not closed yet.

<http://www.newsweek.com/2011/01/20/the-borders-story-is-this-the-final-chapter.html>

Borders' share of physical book sales slipped to 8.7 percent in 2010 from 11.4 percent in 2006. Meanwhile Amazon's share rose to 17.5 percent in 2010 from 11 percent in 2006.

-- Goldman Sachs

BRICK AND MORTAR STORES ARE SELLING GOOGLE eBooks

Customers can shop the printed books in the store, read the shelf-talker signs and use the code to order the eBook from Google. The store gets a commission as a reward for showcasing the books.

<http://news.bookweb.org/news/blending-online-and-bricks-and-mortar-shopping>

eBOOK SALES CONTINUE TO CLIMB.

For the third week in a row, more than a third of the top 50 books on USA TODAY's Best-Selling Books list sold more eBook copies than print versions.

http://www.usatoday.com/life/books/news/2011-01-20-buzz20_ST_N.htm



In the UK, eBook versions of romance novels are outselling pBook romances by seven to one

--Noel Griese, *Southern Review of Books*.

FEDEX VS UPS: BY THE NUMBERS



Until someone comes up with a way to email packages or Tweet deliveries, we're going to rely on FedEx, UPS, and USPS to send anything that can't be translated into ones and zeros. How do the two private shipping companies stack up

against each other?

<http://www.fastcompany.com/1716317/fedex-vs-ups-by-the-numbers>

eBooks accounted for about nine percent of sales for the major publishers.

--Association of American Publishers

FREE: EXPOSURE FOR YOUR BOOKS AT THE JERUSALEM BOOK FAIR

The U.S. Commerce Department is pleased to offer an opportunity to exhibit in our first U.S. Pavilion at the Jerusalem International Book Fair, which takes place **February 20-25, 2011**. The U.S. Commerce Department will help match your titles to publishers and distributors interested in purchasing U.S. rights and titles in Israel. By participating in this pavilion, publishers gain exposure and direct access to key contacts in the region.

<http://www.export.gov/industry/paper/>

KINDLE SALES

Amazon sold about 7.1 million Kindle e-readers last year and will sell 12.3 million this year. Kindle sales (devices and eBooks) will reach \$3.3 billion this year, almost 8% of Amazon's revenue

<http://www.businessinsider.com/amazon-could-sell-12-million-kindles-this-year-2011-1>

eBOOKS AFFECT THE CHAIN BOOKSTORES

One embraces new technologies; one does not.

<http://personalfinancebulletin.com/barnes-noble-nook-key-to-book-retailer's-success/5978/>

ONLINE PIRACY WEB TRAFFIC REACHES BILLIONS

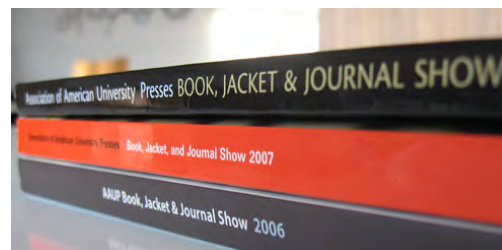
During 2010, the top three Websites classified as 'digital piracy' sites - rapidshare.com, megavideo.com, and megaupload.com - collectively generate more than 21 billion visits per year. The traffic numbers for the 48 sites selling counterfeit goods were sky-high as well, reaching a combined total of more than 240,000 visits per day on average.

<http://bit.ly/fiwOJR>

TOP TEN TYPEFACES USED BY BOOK DESIGN WINNERS

See the fonts used in winning books.

<http://fontfeed.com/archives/top-ten-typefaces-used-by-book-design-winners/>



eBOOK SALES SURGE

eBooks had another great week after up to 5 million digital reading devices were unwrapped for the holidays. Last week, the eBook outsold the print version for 18 of the top 50 books on USA TODAY's Best-Selling Books list, including all three Stieg Larsson novels.

http://www.usatoday.com/life/books/news/2011-01-13-buzz13_ST_N.htm



DAN POYNTER CAN SHARE A **SPEECH** WITH YOUR GROUP

There are many presentations on book writing, publishing and promoting to choose from.

A. Writing Books



📖 SO YOU WANT TO WRITE A BOOK

An Introduction to Writing, Publishing and Promoting

📖 THE NEW "BOOK" MODEL

How to write, publish & promote your nonfiction book

📖 WRITING YOUR NONFICTION BOOK

Converting Your Knowledge & Research into the Written Word

📖 CHILDREN'S BOOKS:

On the *move*.

📖 YOUNG AUTHORS

How They are Writing and Reading

📖 WRITEAHOLISM - Humor

Just say NO to keyboards

B. Publishing Books

📖 BOOK PRODUCTION

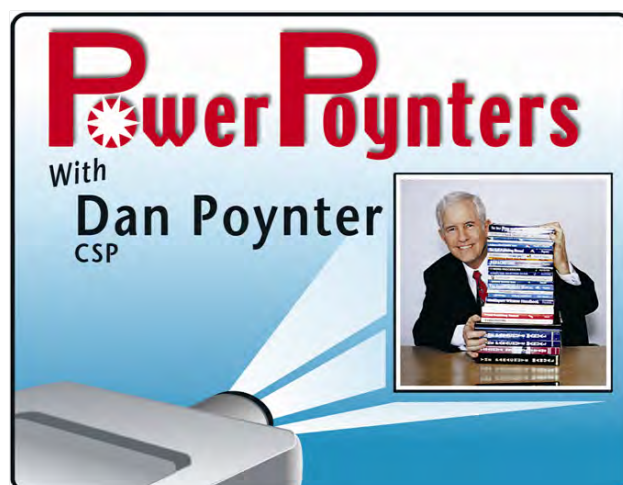
Printing eBooks, Audiobooks, Apps & More

📖 PACKAGING

Great Titles Sell More Books

C. Book Promoting, Marketing & Distributing

📖 BOOK PROMOTION



For Writers, Introverts & Other Reluctant Marketers

📖 SOCIAL NETWORKING FOR BOOKS
Confirming Subjects and Finding Markets

📖 SELLING BOOKS ABROAD
Through Remote Marketing

D. The Book Publishing Industry

📖 PUBLISHING INDUSTRY OPPORTUNITIES
Book Publishing: Past, Present & Future

📖 I LEARNED FROM THAT

📖 THE ADVANTAGES OF BEING A SMALLER PUBLISHER.

See **Speech Descriptions** for detail

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

BUILD YOUR OWN WEBSITE—QUICK, EASY AND WELL PRICED

--Dan Poynter



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

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

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

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

You know you need a website to communicate, spread the word about your work, attract attention to Facebook, your blogs and tweets, and of course, sell books. Up to now, you have had to spend hundreds, if not thousands of dollars, to develop the kind of site that

you need to succeed. No more. For no money up front, and then only \$9.95 per month thereafter, you can have the website of your dreams.

Be my guest. Try it for 30 days FREE, and then if you don't agree with me that this could be your best author/publisher investment of the year, cancel for no charge.

CHECK IT OUT AND SIGN UP HERE:

<http://www.poynterpages.com/promo-newsletter>
<<http://www.poynterpages.com/promo-newsletter>>

CONSULTING WITH DAN POYNTER

Dan Poynter is available to help you in all phases of book publishing from filling-in unfamiliar forms to complete marketing plans. Dan can help you by telephone or he will come to you. Most consulting is by telephone as Dan is constantly traveling.



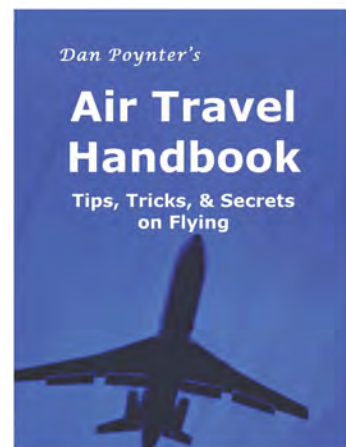
For details and pricing, see <http://parapub.com/sites/para/speaking/edutrain.cfm>

AIR TRAVEL SECRETS

by Dan Poynter.

Now an eBook and Apple App, readable on the, iPad, iPhone, iPod Touch, , Mac, etc. See the Apple App Store.

The *Air Travel Handbook* is about flying as a passenger in commercial aviation. It is not a broad how-to and where-to travel book, it is specific to air travel. It is for the frequent flyer. <http://airtravelhandbook.com/>



Air Travel is easier and more fun when you know the inside secrets.

→ **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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ParaTips



WHAT IS NETWORKING

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



Networking is the process of building and maintaining relationships. It's the development of a team that will support your efforts and the efforts of your network teammates to reach your and their goals. In practice, networking is the establishment of multiple informal, loosely-knit, mutual support alliances.

Networking is about forging bonds and sharing. It's connecting with to people who have common interests and objectives and generously giving to one another other. Networking extends into every aspect of your life; it's something you've been doing all of your life. When you recommend a movie, a housecleaner or a personal trainer, you're networking.

We network as soon as we start making our own decisions. As kids, our friends introduce us to the latest and greatest; they turn us on to a constant flow of new friends and information. Rick Frishman's 17 year-old daughter Rachel, said she and her friends use networking with "basically everything we do." Rachel was recommended for her job, found a SAT tutor, met guys who she dated and even arranged vacation plans through networking.

Good will is the foundation of networking, it supports and underlies all of your networking efforts. To successfully network you must constantly create good will and then build upon that good will to forge bonds that develop into close, meaningful relationships. Networking applies to all areas of life including:

* Friendships * Romance * Finances * Career * Personal development * Health and fitness * Physical environment * Recreation * Hobbies and interests

Implicit in networking is the understanding that there will be a giving back, an exchange, "if you do for me, I'll do for you." This unspoken swap of mutual promises underlies networks and keeps them together. Ironically; however, the best networkers are those who give to others because they sincerely love to give and not in order to receive something in return. But that doesn't mean that you don't have to give because even the most giving and generous networkers will eventually stop giving when they repeatedly receive nothing in return.

Networks are not built overnight, they take time, patience and nurturing. Time to meet new contacts, cultivate them and build relationships. Time to discover what your network partners need and to continually try to find opportunities to fully satisfy those needs.

Networking is a microcosm of life. It's more about how you live your life than what you receive. It's developing expertise, giving, sharing and building relationships. It's the realization that people and generosity are the most important things in life, nothing else comes close, and it's making a dedicated and concerted effort to steer your life in that direction.

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

BOOK DESIGN: INTERIOR: What Information goes in the back pages of a Book after the chapters?

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



As a book designer, part of my job is to be sure you consider having the following content at the end of your book. However, not all books need anything after the final chapter. As you write your book, you may find the need for one or more of the following depending on the subject matter of your book and your personal preferences.

Back pages of the book Interior:

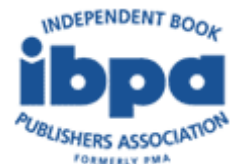
- About the Author (optional)
- Epilogue (optional)
- Afterword (optional)
- Glossary (optional)
- Bibliography (optional)
- Index (optional)

To get the full list and descriptions go <http://www.bookcoverdesigner.com/book-interior-content.html>

IF you need more [book design information](#) call me or visit my website. Remember, do something every day toward your book and promotion. Karrie Ross, [Book Designer](#) , Coach & Consultant

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>



TAME THE SOCIAL MEDIA FRENZY

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

With the growing number of social media tools available to authors, trying to manage an effective social media campaign while still growing your career (and having a life) can be quite overwhelming. A successful social media campaign doesn't require you to participate in every outlet full throttle, 24/7. Instead, focus on a few, and do them well.

In order to make the most of social media without going insane, follow these guidelines:



- Set realistic limits on the amount of time you can spend every week on social media. If it's one hour, then keep it at one hour. The key is not the amount of time, but consistency.
- Ask yourself, "Where is my audience most likely to be?" If it's LinkedIn, then focus your efforts there and don't worry about the other outlets, at least in the beginning. As you become more comfortable and as time allows, add new outlets to penetrate new markets.
- Focus on value rather than volume. Remember, they are always asking "What's in it for me?" Be sure you are answering that question.
- Be authentic. People want to engage with others who are genuine and consistent in their message. If your persona feels contrived or too "salesy," they will tune out.
- Be social. Social media is a communication tool, and communication is a two-way street. Focus on dialogue, promoting others, and being open to feedback at all times.

WORD TRIPPER

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

Censor, censure – A "censor" is an official who examines literature, TV programs, movies, etc., for the purpose of **documenting, rating or** deleting objectionable parts. It also means to act as a censor. "Censure" is a strong expression of disapproval, a reprimand. As a verb, it means to criticize in a harsh manner. "The official *censor* not only censored the scene in the film but also *censured* its director for including vulgar language."



Censure, censorious – "Censure" as a verb means to blame, disapprove, officially rebuke. As a noun, it means the expression of blame, disapproval, and rebuke. "Censorious" is an adjective describing a tendency to criticize or find fault. "The *censorious* school board issued yet another *censure* of the high school teacher's use of expletives in the classroom."

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>

YOUR PUBLISHING DICTIONARY

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



Positioning, gerund. Strategic placement to maximize opportunities and minimize risk.

Positioning compares a book to its competition and crafts a unique aspect. This can be with respect to price point, cover art, trim size, contents or any other significant feature or features of a particular book.

Example in context: Let's make this book a dollar less than the competition and put in a higher page count as well.

AMAZON DOES NOT 'DELIVER CUSTOMER SERVICE', they build powerful partnerships

--Ron Kaufman, Singapore.



Amazon's customer service has always been recognized and applauded as world-class. This is remarkable, especially since it is a purely online-retailer. Amazon has hardly any 'human' interactions – often considered crucial perception points for increasing customer satisfaction and loyalty – in the value delivery chain. Many companies try to emulate Amazon and cost-effectively provide higher levels of service through leveraging technology. But Amazon does not only 'deliver customer service' – they build powerful partnerships with their customers.

<http://bit.ly/gpqbDP>

THE IMPORTANCE OF FOREIGN RIGHTS TO THE BOTTOM LINE OF AN INDEPENDENT PUBLISHER Maximizing Your Number One Asset

The most successful publishers and self-published authors are those who understand that (1) publishing is a business, not a hobby; (2) have been tireless promoters of their books; and (3) fully realize that a book should be considered a financial "asset" and as such it should gain the largest return on investment as possible. Number 3 means fully maximizing multiple revenue streams from that asset and a very meaningful revenue stream, and one that is minimally cost intensive, is foreign rights.



That's right, *minimally cost intensive!* The foreign publisher bears all the costs involved and pays you for the right to translate and publish your book in their country. That's a pretty good deal, a "no-brainer", right?

Book publishing veteran and foreign rights expert Bob Erdmann (Columbine Communications & Publications) has announced his five foreign rights programs for 2011. Contact him at: bob@bob-erdmann.com, or 209/586-1566.

BACK COVER SALES COPY

-- Cathi Stevenson, <http://www.bookcoverexpress.com>

1. Have your front cover design available as soon as possible. Traditional publishers often have the front covers ready six months in advance for several reasons: so sales reps can have a copy of the cover to show bookstore owners; for advanced advertising; for published reviews. This doesn't mean a design might not change before going to press, sometimes they do, but a visual used in advanced advertising materials is always better than "cover not available." You can complete the spine and back once you have the printer's specs.



2. If you're printing with a digital press (POD) it's not always possible to have the printer send you an actual hard-copy of the printed cover for approval. Most printers send you a digital copy of the cover to view on screen, usually in PDF. Your designer will also do this in many cases. I always recommend clients take the high-resolution files formatted for print and have them printed from a commercial laser printer at a Quick Copy, Kinkos or Staples. This gives you a good idea (although not exact) of what the cover will look like in the real world. It's ridiculously inexpensive, usually only around a dollar or two, and many places allow you to upload the file online and have it ready for you to pick up on your way home from work.

3. If at all possible have your book's cover and interior co-ordinate. Use the same fonts and the same style. This gives the book a more polished, cohesive look and doesn't add any expense to the project.

YOU KNOW YOUR QUERY LETTER SUCKS WHEN ...

"You Haven't Begun with a Bang!"

by: Jeff Rivera, founder of <http://www.HowtoWriteaQueryLetter.com>

"How come Daddy? How come?" That's probably a three-year-old's favorite question and it forces the parent in the crutch of their busy day to stop what they're doing and think for a second. "Hmmm ... Yeah, why is that dogs bark and cats meow?"

Questions are such a powerful tool when beginning your query letter because it forces the agent to stop for a moment and not use their



clicker tool (aka the deleting finger of death). They have to pause and it prompts them to read the next sentence.

I once wrote a query letter for a project called, "IF I COULD DO IT ALL OVER AGAIN" and the question was, "if you knew you were going to die tomorrow, what would you do all over again?" Interesting question, eh? Makes you think and it made enough editors think that a editors by the truck load requested to read the book proposal. You can see the actual query letter I wrote here: <http://tinyurl.com/25t2mkj>

Questions work and they're a great way to hold the all important attention of the agent. Start your query letter out with a question and you'll be one step closer to landing an agent.

If you would like to see an example of query letters that worked, visit: <http://www.HowtoWriteaQueryLetter.com>

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Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. He and his works have been featured or mentioned in Publishers Weekly, GalleyCat, Mediabistro, Los Angeles Times, New York Observer, NPR and many other media outlets.

**➔SHARE YOUR TIP.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Do you regularly forward this newsletter to friends, family members and associates?

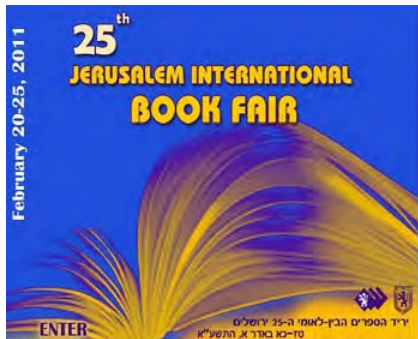
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# ParaResources



## DISPLAY FREE: 2011 JERUSALEM INTERNATIONAL BOOK FAIR



The U.S. Commerce Department is pleased to offer an opportunity to exhibit in our **first U.S. Pavilion at the Jerusalem International Book Fair, which takes place February 20-25, 2011.** The U.S. Commerce Department will help match your titles to publishers and distributors interested in purchasing U.S. rights and titles in Israel. By participating in this pavilion, publishers gain exposure and direct access to key contacts in the region.

We are offering this opportunity to **exhibit free of charge** but space is limited. Each publisher can showcase up to five titles, and we can only accept books from publishers, not authors. **The deadline to register for this event is February 9 and our office must have the catalogs in hand by February 14.**

<http://www.buyusa.gov/publishing/jerusalembookfair.html?contactid=8be049fb-33f0-482a-8038-1e5488114468&campaignid=0513a11f-abfc-4b6f-b529-9f365617199e>

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

## THE RIDICULOUS BUSINESS JARGON DICTIONARY

Do you wonder where your colleagues picked up all the ridiculous things they say? From fresh-faced interns to top management, everyone drops one of these gems occasionally. We can only hope that you're not here to actually *add* these buzzwords to your vocabulary.

<http://www.theofficelife.com/business-jargon-dictionary-A.html>



## WHAT RHYMES WITH . . . ?

Type in a word and press Enter.

<http://rhymebrain.com/>



**RhymeBrain**  
rhyme any word

## GET YOUR BOOK REVIEWED

You may request reviews at ***Publishing Poynters Marketplace***.

Offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com.

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

## WHERE TO GET WHAT?

### RECOMMENDED SUPPLIERS FROM DAN POYNTER

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



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

## THE 5TH ANNUAL NATIONAL INDIE EXCELLENCE BOOK AWARDS ARE OPEN FOR SUBMISSIONS!



<http://www.indieexcellence.com>

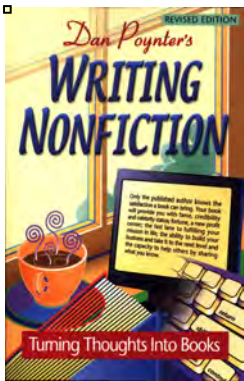
## THE PARAPUBLISHING BLOG

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

See

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





## WRITING NONFICTION NOW AVAILABLE AS AN eBOOK

Select from ten different formats. Just \$7.97. See <https://www.smashwords.com/books/view/2722>

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

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

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*Writing Nonfiction: Turning Thoughts into Books.*

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

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

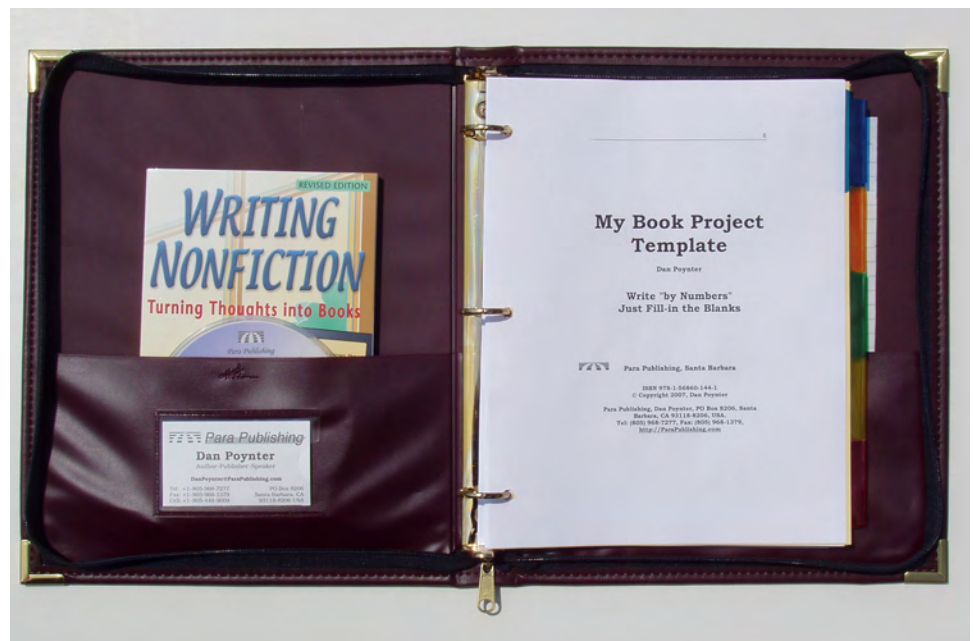
F-R-E-E SAMPLE of chapters one to three:

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

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

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

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



Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at

<http://parapub.com/sites/para/information/writing.cfm#mbp>



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The purpose of this Instant Report is to give you an instant report on the current market. It is not the last word, it is only the last word to date. It will be revised as new information is pertinent to this latest report. Please send new suggestions for corrections and additions.

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13 pages—Document 603—page 1

**Book Printing at the Best Price**  
By Dan Poynter

**T**he only way you will ever know if you are getting the best price for printing is to get bids from all the well-established book printers. This Instant Report not only provides a list of printers, it also shows you how to make up a Request for Quotation (RFQ).

**Types of printers.** For our particular discussion, printers may be divided into three groups: full-service, specialty and limited. Full-service job printers do a little bit of everything and instant printers operate very much like Kinko's. You, however, want a specialty printer who primarily prints books. There are more than 10,000 independent commercial printing companies in the U.S. but fewer than 25 print nothing but books. And most of them are fewer than 25 that do digital book printing. Bid with specialists.

In this age of specialization some printers concentrate on books, while others do business cards, magazines or brochures. General (full-service) job printers cannot compete with the specialists who are set up for the type of work, may run three shifts on the same presses and buy from a few kinds of paper in custom lots. Many of the more competitive book printers are located in Michigan. They manufacture their own and each specializes in certain uses, specialties and budgets. Book loss equipment set up for one style. Any variation costs more. This is why a printer will bid lower on one type of book and higher on another.

**Get bids.** Send several printing quotes. You will find some bids to be three times higher than others. These price differences are starting to be paid in sleep-aided. Some printers are too large for you, some specialize in something other than books and some are too busy. You need a good one who wants the work and specializes in short run book printing.

**Want to deal with a printer nearby?** Your quotes will be as close as your telephone, email and fax machine. The job will probably be sent to the middle of the night so you won't be there to see it. Many printers have local rigs, though their plants are far away. Even if you select a book printer within driving distance, you may find they have decided to print your book in another plant on the other side of the country. You want the best price on the book and tracking delivered to your door. It does not matter where the printer is located.

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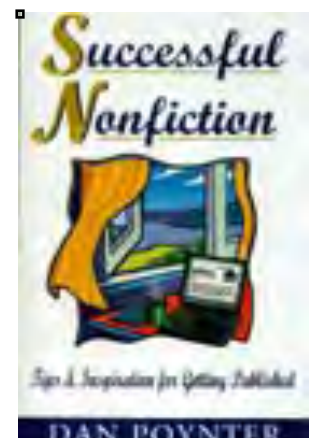
## **SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBook**

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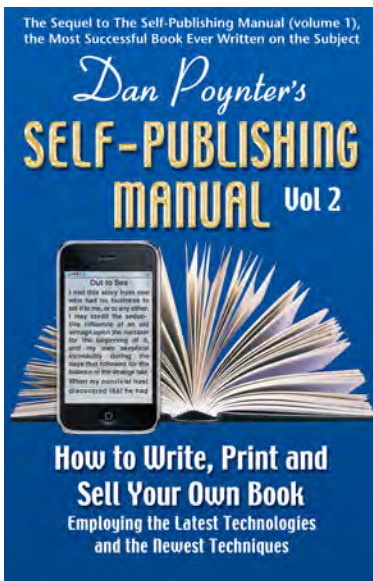
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# ParaThoughts



## JUMPSTARTING BOOK SALES

### Learning from history

--Dan Poynter, the Book Futurist, <http://ParaPub.com>

Following World War 2, book publishers visited the famous product promoter Edward Bernays. How could he help them revive the war-torn book publishing business?

Bernays studied books and people. He discovered that books were found in libraries and that a primary motivation for visiting libraries was that it made people feel smarter.

So, Bernays visited major homebuilders such as Levitt and sons. He suggested that homebuilders add bookshelves to the new homes to make buyers feel smart and enhance their pride of home ownership. As new buyers moved into the Levittowns across the U.S., they saw the empty shelves and soon visited bookstores to fill the vacancies.

Edward Bernays came through for the (printed) book industry.

During the holiday season of 2009, Amazon (Kindle) and Sony (Sony Reader) promoted and sold a lot of eBook readers. Soon these companies were joined by Barnes & Noble (Nook), Apple (iPhone and iPad), and others. Many people received eBook readers for Christmas. People became aware of eBooks and sales of eBook soared following the two holiday seasons.

Online booksellers came through for the (electronic) book industry.

For example, following Christmas 2010, Knopf sold about 165,000 eBook versions of the *Millennium Trilogy* by Stieg Larsson compared to 155,000 print copies. eBooks had reached the tipping point.

During the last nine weeks of 2010, Barnes & Noble store sales increased 8% while BarnesAndNoble.com sales were up 67 percent.

pBook (printed) sales are flat-to-declining due to the expense of paper making, printing, and trucking.

And, each day, there are fewer brick-and-mortar stores to display printed books.

eBook sales are increasing exponentially due to the growth in eReader ownership and lower cost of content.

Also, online stores have much lower rents compared with downtown stores.

Are people reading on Kindles, Nooks, and iPads smarter?

Or do they just feel they are?

→ **SHARE YOUR EDITORIAL THOUGHT.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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# ParaFreebies



## BAKER & TAYLOR NEWSLETTER

A quarterly newsletter, Publishers' Advantage, offers insider tips and highlights programs and vehicles – many of them free – that you can leverage to reach your goals and sell more books.

Sunscribe: <http://www.baker-taylor.com/pasubscribe.cfm>

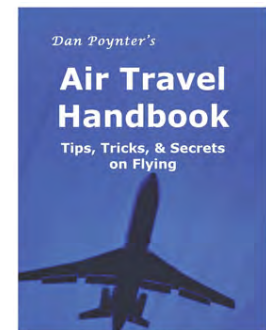


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Your publishing colleagues may be thinking about you.  
They will think about you more often if you forward this ezine to them.

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# 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.

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>



## **2011**

February 11-18. RENO. Parachute Industry Association.

FMI: <http://PIA.com>



February 19. SAN FRANCISCO. San Francisco Writers Conference.

Mark Hopkins Hotel. Dan Poynter on Book Promotion for Writers.

Fmi: <http://www.sfWriters.org>



February 18-20. ATLANTA. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia.

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

March 12. CAPE TOWN, South Africa. Book Camp with Val Waldeck of Durban.

FMI: +27 (0) 83 273 4700, [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net), <http://www.ValWaldeck.com>

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

March 25-26. OJAI. Ojai Writers Conference.

Dan Poynter speaking Friday on the New Book Model: Writing, Publishing and Promoting Your Book. A full six-hour program. On Saturday, he will cover Getting Published: The Faster, Surer Way to Publication. Fmi: Karly Young, [kkyoung@roadrunner.com](mailto:kkyoung@roadrunner.com), 805-493-4716 office, 805-906-0658 mobile, <http://ojaiwordfest.wordpress.com/writers-conference/>

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



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



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



April 14, 15 and 16. NOORDWIJK, Netherlands.

Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.

<http://www.pсахolland.org/>

**SOUTH AFRICA.** April 29 - May 1. CAPE TOWN.

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



Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: [nikki@psasouthernafrica.co.za](mailto:nikki@psasouthernafrica.co.za) Web: <http://www.psasouthernafrica.co.za>

**USA.** ONLINE. May 10-12. Self-Publishers Online Conference. Ventura, CA.

Fmi: Susan Daffron, (208) 265-3646, [sdaffron@logicaexpressions.com](mailto:sdaffron@logicaexpressions.com), <http://www.SPAWN.org>.

**USA.** May 21-23. NEW YORK. IBPA Publishing University

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

**USA.** May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center.

Fmi: <http://www.bookexpoamerica.com/>

**MALAYSIA.** May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention. [http://www.maps.org.my/events\\_up.asp](http://www.maps.org.my/events_up.asp)

**SINGAPORE.** May 28.



Asian Professional Speakers-Singapore. Annual convention.

[http://www.asiaspeakers.org/apss/component/option,com\\_joomevents/Itemid,83/func,shcatev1/categid,4/](http://www.asiaspeakers.org/apss/component/option,com_joomevents/Itemid,83/func,shcatev1/categid,4/)

June 22. SANTA BARBARA. Santa Barbara Writers Conference. Dan Poynter speaks on the present state of and the future of publishing. 4 PM. Fmi: Nicole Starczak, 805-568-1516, [info@Sbwriters.com](mailto:info@Sbwriters.com), <http://www.Sbwriters.com>



**USA.** July 16. LOS ANGELES. Greater Los Angeles Writers Society. Dan Poynter speaking on the *New Wild West of Self-Publishing*. 2:45 – 5:30. **Palms-Rancho Park Library, Ray Bradbury Room**, 2920 Overland Ave., Los Angeles, CA 90064  
FMI: Tony N. Todaro, President, GLAWS, PO Box 2267, Redondo Beach, CA 90278.  
Studio (weekdays 10-6) 310-379-2650  
Mobile (weekends): 310-621-3530  
<http://www.glaws.org>

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



NSA/US Convention.

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

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

**GERMANY.** GSA Sept 9-10, München/Munich.

(GSA) convention at the Hilton hotel.



<http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>

**UNITED KINGDOM.** October 6-9. Midlands area.

Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.  
Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,



[http://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=1318&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming)



**CANADA.** November 27-29. Toronto.

Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

## 2012

### USA



February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

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

**FRANCE.** March 22-23, 2012. Paris



l'Association Française des Conférenciers Professionnels (AFCP).  
Annual convention.

<http://www.association-conferenciers.com/>

### HOLLAND/BELGIUM



March 31- April 1???. GHENT, Belgium. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

**UNITED KINGDOM.** April 14, 2012. London Venue.



PSA/UK Spring Convention.

[admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,

[http://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=986&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=986&show=upcoming)





# ParaHumor



## **PARAPROSDOKIAN SENTENCES.**

**A figure of speech that uses an unexpected ending to a series or phrase.**

--Shel Horowitz

I asked God for a bike, but I know God doesn't work that way. So I stole a bike and asked for forgiveness.

Do not argue with an idiot. He will drag you down to his level and beat you with experience.

Going to church doesn't make you a Christian any more than standing in a garage makes you a car.

The last thing I want to do is hurt you. But it's still on the list.

Light travels faster than sound. This is why some people appear bright until you hear them speak.

If I agreed with you we'd both be wrong.

We never really grow up, we only learn how to act in public.

War does not determine who is right - only who is left.

Knowledge is knowing a tomato is a fruit; Wisdom is not putting it in a fruit salad.

The early bird might get the worm, but the second mouse gets the cheese.

Evening news is where they begin with 'Good evening', and then proceed to tell you why it isn't.

To steal ideas from one person is plagiarism. To steal from many is research.

A bus station is where a bus stops. A train station is where a train stops. On my desk, I have a workstation.

How is it one careless match can start a forest fire, but it takes a whole box to start a campfire?

Dolphins are so smart that within a few weeks of captivity, they can train people to stand on the very edge of the pool and throw them fish.

I thought I wanted a career, turns out I just wanted pay checks.

A bank is a place that will lend you money, if you can prove that you don't need it.

Whenever I fill out an application, in the part that says "If an emergency, notify:" I put "DOCTOR".

I didn't say it was your fault, I said I was blaming you.

I saw a woman wearing a sweatshirt with "Guess" on it...so I said "Implants?"

Why does someone believe you when you say there are tens of billions stars, but check when you say the paint is wet?

Women will never be equal to men until they can walk down the street with a baldhead and a beer gut, and still think they are sexy.

Why do Americans choose from just two people to run for president and 50 for Miss America?

Behind every successful man is his woman. Behind the fall of a successful man is usually another woman.

A clear conscience is usually the sign of a bad memory.

You do not need a parachute to skydive. You only need a parachute to skydive twice.

The voices in my head may not be real, but they have some good ideas!

Always borrow money from a pessimist. He won't expect it back.

Hospitality: making your guests feel like they're at home, even if you wish they were.

Money can't buy happiness, but it sure makes misery easier to live with.

I discovered I scream the same way whether I'm about to be devoured by a great white shark or if a piece of seaweed touches my foot.

Some cause happiness wherever they go. Others whenever they go.

There's a fine line between cuddling and holding someone down so they can't get away.

I used to be indecisive. Now I'm not sure.

I always take life with a grain of salt, plus a slice of lemon, and a shot of tequila.

When tempted to fight fire with fire, remember that the Fire Department usually uses water.

You're never too old to learn something stupid.

To be sure of hitting the target, shoot first and call whatever you hit the target.

Nostalgia isn't what it used to be.



(Generic Smiley)



Publishing Poynters: The chronicle of the future of our business.



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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.

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