

# 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)

**ParaTips** (Guidance/advice on specific issues)

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**ParaFreebies** (Giveaways)

**ParaCalendar** (Dan may be coming to visit you)

**ParaHumor** (We saved the fun for last)



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**NEW YEAR'S RESOLUTION--To invest in the future of my book with:**



*Dan Poynter's*  
**Para Promotion Program**  
[ParaPromotion.com](http://ParaPromotion.com)





# ParaNews



## WHO OWNS THE DIGITAL RIGHTS TO OLDER BOOKS?

A legal battle between HarperCollins Publishers Inc. and a company run by one of its former chief executives is putting the spotlight on a key issue in book publishing today: Who owns the ebook rights to decades-old titles?

HarperCollins filed a copyright-infringement suit against Open Road Integrated Media Inc. in federal court in New York, seeking to block Open Road from selling an ebook edition of Jean Craighead George's 1972 children's novel "Julie of the Wolves."

<http://on.wsj.com/zNeT7U>



### OVERHEARD:

The author is the brand, never the publisher.

--Jerry D. Simmons.

## AMAZON CLOUD SKIRTS APPLE'S EBOOK RULES

Amazon introduced a touch-optimized Kindle Store for iPad that will allow readers to purchase or read Kindle ebook selections via Safari.

To access, navigate to [amazon.com/iPadKindleStore](http://amazon.com/iPadKindleStore) via the iPad's Safari browser. You can then purchase a book via Kindle Cloud Reader and start reading immediately or open your choice with the Amazon Kindle app.



The feature is available via [amazon.com/cloudreader](http://amazon.com/cloudreader) and provides access to ebooks through the browser, offline and online, with no downloading or installation required. Cloud Reader automatically syncs with other Kindle apps, allowing you to start reading on the Web and pick up on an iPhone or Kindle, for example. Books that you are reading are automatically made available for offline use.

<http://www.pcmag.com/article2/0,2817,2398701,00.asp>

## CANADIAN PARLIAMENT RECOGNIZES EBOOKS

The month of March has been declared Read an EBook Month.

The Motion reads: That, in the opinion of the House, the government should: (a) recognize that the ePublishing industry has created economic opportunities for entrepreneurs, authors, publishers and ereader manufacturers; (b) recognize that ebooks present significant benefits for seniors and children; (c) recognize that ebooks are an environmentally-friendly alternative to books; (d) declare the month of March as "Read an Ebook Month"; (e) support the goals and ideals of "Read an Ebook Month"; and (f) encourage Canadians to observe "Read an E-book Month".

Read an EBook Week's was started by Rita Toews in 2004. It has now been expanded to a month. See [www.ebookweek.com](http://www.ebookweek.com)

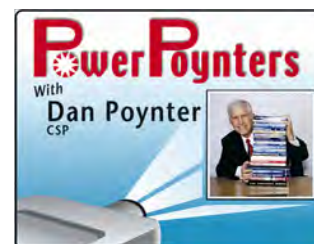


More than 80% of Kindle Fire owners have purchased an ebook.  
58% purchased more than three ebooks within 15-60 days of purchase.

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

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>  
<http://www.youtube.com/user/PoynterDan#p/u/6/mWl0fnBu7bs>



## MATCHING YOUR BOOKS WITH BUYERS



The *Para Promotion Program* is a series of book promotion projects the author can accomplish without leaving home. The weekly assignments show the author what to do to reach his or her audience.

Each assignment takes five to 120 minutes to complete. The program not only shows the author how to promote his or her current book, it is a crash course in book promotion that can be applied to future books.

And authors who understand how to reach their audience tend to write books their readers want.

For details, see <http://ParaPromotion.com>

Para Publishing LLC, +1-805-968-7277, PO Box 8206, Santa Barbara, CA 93118 USA

# Don't miss: A bookstore comes alive [video]

January 10, 2012 | 9:49 am

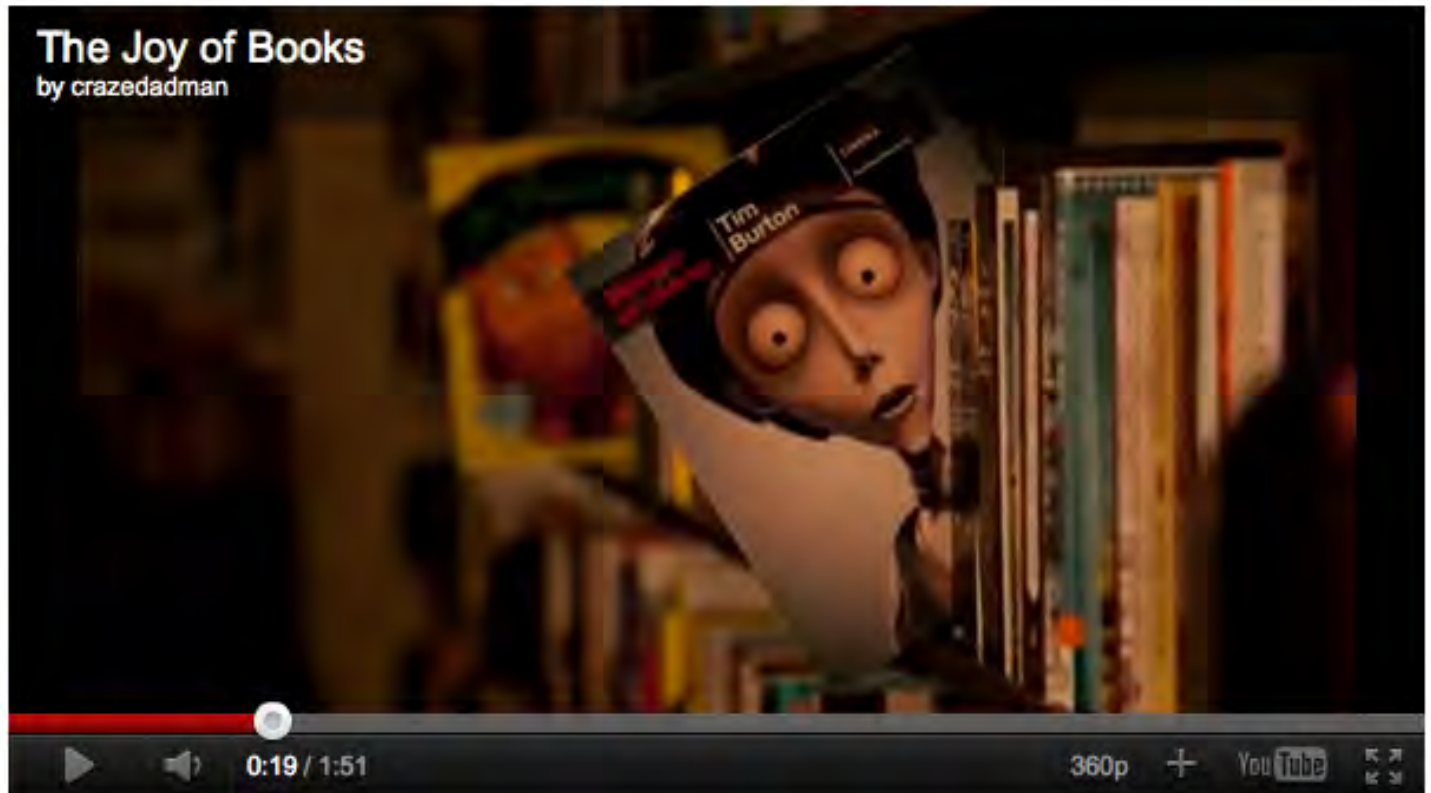


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If you had been walking through the streets of Toronto late at night not too long ago, you might have seen sleepy volunteers in a brightly-lighted bookstore. In the video, the books in the bookstore come alive: they move, turn themselves upside-down, rearrange by color, circulate, stack, even read. And dance.

<http://bit.ly/yUqT7X>

<http://lat.ms/ziWiqb>



## OVERHEARD:

The road to success is always under construction.

-- Lily Tomlin

## EBOOK LENDING IS STRAINING LIBRARIES

Checking out ebooks without having to leave home — just as you would buy a title online: click and boom, there it is — might be the fastest-growing segment in the library business these days. But the experience is often far from the on-demand satisfaction people have come to expect from their laptops, tablets and smartphones.

<http://wapo.st/xqJGLC>

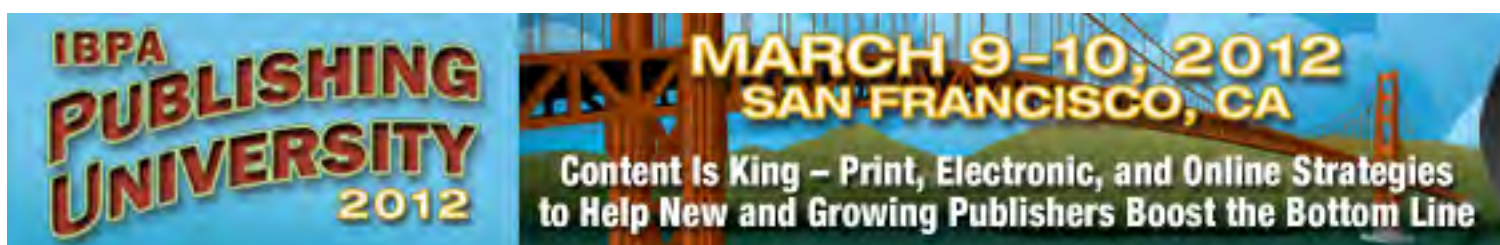


More than a sticker, you get feedback from judges and reviews as well as a page dedicated to your ebook.



Dan Poynter's  
Global eBook Awards

There are 238 judges (so far) evaluating 101 categories of ebooks. The Global Ebook Awards comes with a publicity program. Submitting your eBook for a Global Ebook Award is a publicity investment. Deadline for entry: March 12, 2012. See <http://globalebookawards.com/>



A recent IBPA survey revealed that our members wanted the next Publishing University to be in the *Spring on the West Coast*. So, for the first time since 2008, IBPA is bringing Publishing University back to the West Coast!

**Register now:** <http://ibpapublishinguniversity.com/>

**WHEN:** March 9-10, 2012

**WHERE:** Sheraton Fisherman's Wharf, San Francisco, CA

**Highlights Include:** New Sessions for emerging publishers, author-publishers and more experienced publishers, the return of Ask the Experts, Amazon, Google and much more.

**Early bird pricing** is good through February 1st. Click here for more details and to register now: <http://ibpapublishinguniversity.com/>

Join us to learn from our industry's top professionals and network with your publishing peers (and future mentors and friends).

San Francisco is a great location for a *one-of-a-kind learning experience* and getaway. Session details and speakers will be available soon so bookmark

<http://ibpapublishinguniversity.com/> and check back often.



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## APPLE STRIKES BACK AT AMAZON

Apple's most direct competitor in the future won't be Microsoft or Google, but [Amazon.com](http://Amazon.com).

With the release of the [Amazon Kindle Fire](http://Amazon.com), [Amazon.com](http://Amazon.com) declared war directly on Apple's core business model, which is to sell integrated solutions for the consumption and creation of digital content.

Now, Apple strikes back.

<http://bit.ly/yJkDS>



New York is the center of the media universe. Headquarters for 29 of global media companies--New York is 2.4x larger than the next 'HQ' city (Paris with 12 HQ's). NYC has the largest share of US media jobs. NY has 20.4% of magazine publisher employment, 15.4% of book publishing jobs, 11.5% of motion picture jobs, and 11.2% of advertising jobs (19.6% of ad agency employment).

## APPLE UNVEILS *iBOOKS AUTHOR*

*iBooks Author* is a tool for building interactive textbooks, although it can be used to create other ebooks as well. Download free at

<http://bit.ly/AcvI9G>

*iBooks Author* includes templates for ebook layout, offers a WYSIWYG-style editor, supports adding multimedia content and interactive features, and imports from Word and Pages.



Books can be previewed in iBooks on the iPad, exported directly to Apple's iBookstore, saved in iBooks format for sharing, or exported to PDF. Apple is restricting sales of books created with its app to the iBookstore.

*iBook Author* is available as a free download at Apple's Mac **App Store**.

<http://bit.ly/xZiqco>

<http://bit.ly/AjN0r3>

<http://bit.ly/wESv9M>

<http://bit.ly/wnIGm2>

## 77% OF ROMANCE EBOOKS BEING PURCHASED ON LAPTOP

Someone buys a romance novel every five seconds. This \$1.6 billion business is one of the leading genres for eBook sales. So how do romance readers like their eBooks? On Kindles, then Nooks, then Sony eReaders.

<http://bit.ly/xIYkaq>



Ereader device owners intend to buy almost as many printed books as ebooks

## KNOCK, KNOCK, IT'S THE FUTURE (BUILDING 59)

--Seth Godin

The destruction of the music business had no impact at all on the amount of music available, and little that I can see on the quality of that music either. Musicians just want to make music, thanks very much, and they'll find a way to make a living gigging in order to do so.

The destruction of the New York publishing establishment will make me sad, and they/we should hustle, but it's not going to have much impact on the number of books that are written.

<http://bit.ly/yRRwPC>



Since the advent of audio books more than three decades ago, they have consistently accounted for about 15% of a title's revenues, on average.

## TABLET AND EBOOK OWNERSHIP DOUBLES

The share of adults in the United States who own tablet computers nearly doubled from 10% to 19% between mid-December and early January and the same surge in growth also applied to e-book readers, which also jumped from 10% to 19% over the same time period.

<http://pewinternet.org/Reports/2012/E-readers-and-tablets.aspx>

## KINDLE PUBLISHER TOOLS WITH KF8 AVAILABLE FOR DOWNLOAD NOW

Kindle Publisher Tools - [KindleGen](#) and [Kindle Previewer](#) with Kindle Format 8 (KF8) support are now available for download. Kindle Format 8 is Amazon's next generation file format offering a wide range of new features and enhancements – including HTML5 and CSS3 support that publishers can use to create all types of books. KF8 adds over 150 new formatting capabilities, including drop caps, numbered lists, fixed layouts, nested tables, callouts, sidebars and Scalable Vector Graphics - opening up more opportunities to create Kindle books that readers will love. Kindle Fire is the first Kindle device to support KF8 - in the coming months KF8 will be rolled out to the latest generation Kindle e-ink devices as well as the free Kindle reading apps.

<http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000729511>



### **OVERHEARD:**

While many book experts like to proclaim the end of the book industry the fact remains that book publishing is not dead and certainly not dying; it is evolving into a much better and more competitive marketplace for quality writers and writing.

--Jerry D. Simmonds.

→ **SEND YOUR NEWS ITEMS** to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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.



# ParaTips



## WHICH IS YOU?

--Rick Frishman, publisher Morgan James Publishing  
<http://www.MorganJamesPublishing.com>



As a publisher, which general category do you land in? Are you a hobbyist or casual author/publisher? Meaning that you will have minimal moneys to front various components of the publishing process—you are in the “do-it-yourself” side of publishing. As the cook and dish washer, you do much of the design work yourself and rope in others to do big expense items like editing via bartering or getting your friend who teaches English to do the honors. Your choice of printing will be digital and print-on-demand. You may opt to print one book at a time, in batches of less than 100 copies or go for a short run, usually less than 500 copies.

Online publishing may be your Siren. If it is, you have to invest in an infrastructure to support online sales—meaning websites, credit card processing and a marketing campaign. Cover and interior design costs are minimal and printing costs are not on your menu. The buyer downloads to his reader device or computer and if a hard copy is desired, the “print” command is clicked on. Physical book publishing requires you to step up to the plate. Your product should be quality on the interior as well as the exterior. It’s been professionally edited; you’ve put together a plan to create book sales and established a relationship with a distributor. Unless you are doing a short run for printing to “test” your market or seed reviews, your printing run will be 1,000 plus. The first real print break comes at 1,000 copies and numbers per unit start falling in larger print runs.



44.9% of all readers live or work within 10 miles of an indie bookstore compared to 56% who live or work within 10 miles of a chain bookstore.

## **BOOK DESIGN: Promoting Your Book with Articles.**

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No matter what your subject, writing articles will help you take the first step to promoting your book.

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Ebook available through a public library has 20 holds on it at any given time.

## **MICROBLOGGING FOR SOCIAL MEDIA MARKETING**

Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630;  
PamLontos@gmail.com; [www.PamLontos.com](http://www.PamLontos.com)



Make your microblog:

- 140 characters (including letters, punctuation and spaces)
- Useful
- Easy to read
- Informative
- Positive
- Consistent with your brand



Among ereader device and tablet owners, 29.6% plan to buy 10 or more ebooks in the next year

## HOW TO LAND AN AGENT WITH YOUR MULTICULTURAL NOVEL

By Jeff Rivera, founder of [www.HowtoWriteaQueryLetter.com](http://www.HowtoWriteaQueryLetter.com)

Dr. Martin Luther King's dream comes alive better at no other place in the book publishing industry than at a literary agency. It seems that just about every single agency is encouraging writers to submit multicultural projects, especially those with multicultural main characters. Why is that? Because that's what editors are constantly asking for.



I'll tell you another reason. There are many advocates, both of color and not, who are adamant about increasing literacy for multicultural communities, and what better way to do that than to have novels starring multicultural stories.

That being said, you should keep a few things in mind. One is, if you've written what many would classify as the "urban novel," beware. There are only certain agencies that are looking for such novel, whereas five years ago, nothing was hotter. Since then, the market has become oversaturated with self-published, sloppily edited & written versions of those bad direct-to-video ghetto movies that they couldn't give way at Blockbuster.

What agents are looking for now, more than ever, are mainstream novels that happen to have people of color as the protagonist. A witty sidekick is nice, but a strong lead character, like Lauren in Alisa Valdes-Rodriquez's *Dirty Girls Social Club*, is even better.

Create a strong plot with strong characters who happen to be of color, and you'll be one step closer to landing a literary agent with your Multicultural novel.

**Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals.**



Book buyers buy their books, in order, online (49%), at chain bookstores (42.7%), local indies (36%) and big box retailers (24.3%).



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*Dan Poynter's*  
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## BOOK EDITING: Don't Pass on Editing Your Ebook

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Book Editing, Ghostwriting, Copywriting & Book Coaching



**The buzz is that one of the major missteps ebook authors are making is avoiding professional editing.** I noticed that Mark Coker, Founder of the ebook publisher Smashwords, is among those pointing this out. In a recent article on author mistakes, Coker notes, "Many indie authors rush their books to market before the book has been properly edited or proofread... Every book benefits from the unforgiving eye of an independent editor and proofreader."

Think again if you believe that readers are more accepting of errors and sloppy writing in ebooks. On Amazon, readers are complaining about such frustrations in Kindle ebooks, and some are even demanding refunds. Readers say that grammatical mistakes, punctuation errors, and other blunders are annoying, take away from the writer's credibility, and can make them stop reading the book. Some are becoming jaded about ebooks altogether, and choosing to stay away.

The eyes of a professional editor are trained to see the mistakes your eyes overlook. For instance, I recently did an edit of a novel that the author believed to be ready for publishing. In the subsequent edit, I was able to eliminate his redundancies, point out unclear sections, spot embarrassing misspellings in his field of expertise, and fix or query questionable "facts." This was in addition to addressing basics, like punctuation, grammar and typos.

Beyond a lack of editorial attention, one way errors slip into ebooks is in the production process. To avoid issues during the conversion to multiple formats, keep the formatting of your ebook manuscript minimal. Unless you'll only be producing PDFs, it can be helpful to avoid tables and charts, and stick with plain text and a couple header levels. Also, I recommend working with designers with experience in laying out ebooks, as well as dealing with the various ebook outlets.

If you have any questions about editing or ebooks, feel free to [contact](#) me. Bottom line: Take pride in your book, hire a good editor, and give yourself and your book the best chances for success.

## WORD TRIPPER

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

### Altogether, all together

The adverb "altogether" means entirely, completely, utterly.

"That commute was *altogether* too long and boring."

The adjective phrase "all together" refers to a combination or group.

"Those new factors **taken** *all together* reveal a different conclusion."



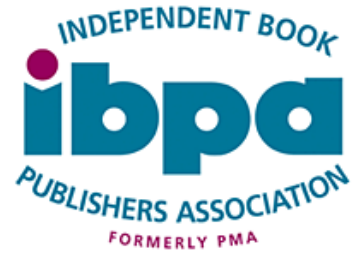
## WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

<http://www.pma-online.org/memben.cfm>

and

<http://www.pma-online.org/membonly.cfm>

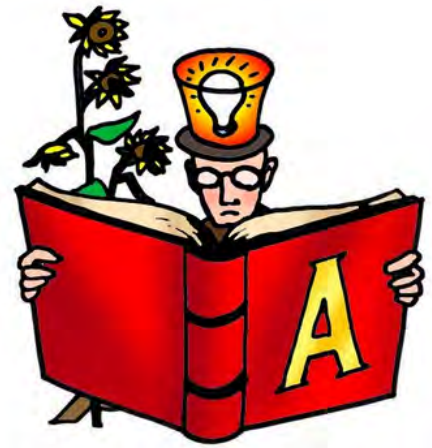


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# ParaResources



## GLOBAL EBOOK AWARD CERTIFICATES

Display the honor your book achieved.  
Post the award certificate on your wall.

Certificates may be ordered for books placing as Finalists and Winners of a category in the Global Ebook Awards. Examples of the certificate are shown here.



The Global Ebook Awards paper certificates measure a standard 8.5 x 11"/ 215.9 mm x 279.4 mm. The borders are in reflective metallic gold. The print on the certificates is in color.

See <http://globalebookawards.com/award-certificates/>



Friendship is a pretty full-time occupation if you really are friendly with somebody. You can't have too many friends because then you're just not really friends.

--Truman Capote

## AMAZON'S NEW FICTION CONTEST

[https://www.createspace.com/abna?ref=416792&utm\\_id=5968](https://www.createspace.com/abna?ref=416792&utm_id=5968)

## GLOBAL EBOOK AWARDS STICKERS

When book buyers are presented with two comparable books, they are more likely to select the award-winning book over a book without a sticker.



Stickers may be ordered for books placing as Finalists and Winners of a category in the Global Ebook Awards.

Examples of the Finalist and Winner stickers are shown here.

### For ebooks

“Sticker” files for use on ebooks, websites, blogs, email messages, etc. are available at no charge.

For the low resolution graphics, click one of the links below:

[Low-Resolution Finalist Sticker](#)

[Low-Resolution Winner Sticker](#)

If you want a free higher resolution sticker graphic for printing or for your ebook graphic designer, write to us at Submissions at AwardsForEBooks.com

### For paper books

Most ebooks are also available in a paper edition. So we are making paper stickers available to honor other editions beside the ebook edition.

The Global Ebook Awards paper stickers are gold, shiny and round, measuring approximately 1.5”/38 mm in diameter. The print on the stickers is in color. The stickers have an adhesive and they can be easily (peel & stick) applied to the cover of your paper books.

The paper stickers are available in rolls of 100 each.

**Stickers and certificates are only available to Finalists and Winners.**

Prices

1-2 rolls: \$25.00 each plus \$5.00 for air shipping. 3 or more rolls: \$20.00 each plus \$5.00 each for air shipping.

[Click Here To Buy Finalist Sticker](#)

[Click Here To Buy Winner Sticker](#)

# AUTHOR 101 UNIVERSITY

A Crash Course in MarketPlace Success

March 1-4, Westin LAX, Los Angeles  
<http://www.author101university.com/>



## OVERHEARD:

People seek out two things: information and entertainment. Offer them freely, and they'll come to you.  
 --Joe Konrath, Successful Author.

## 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://bit.ly/fpp9kC>



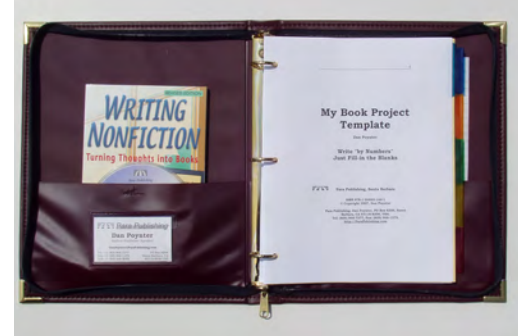
One in five U.S. adults are reading ebooks on a variety of devices

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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.



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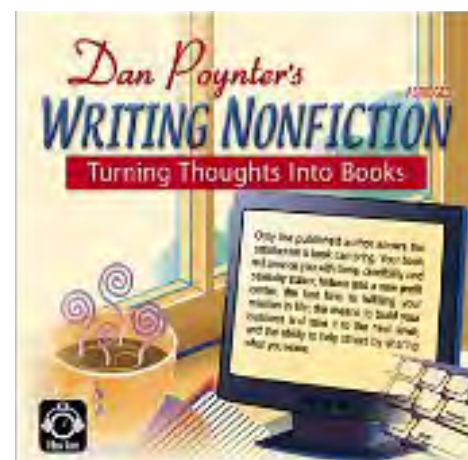


### OVERHEARD:

For ebooks, the two weeks after Christmas is what the two weeks before Halloween is to pumpkins.  
--Michael Norris, Simba Information.

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<http://amzn.to/kxVAxf>



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Malaysia	F.P.	shumfp@pd.jaring.my;	
Australia/ NZ	Maria Carlton	maria@marukibooks.com;	www.marukibooks.com
	Patrick		
Singapore	Ang	patrick.anglh@yahoo.com.sg;	<a href="http://www.bookmanna.com">www.bookmanna.com</a>

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# Publishing Poynters Marketplace

A *Publishing Poynters* supplement about  
Buying, Selling and Reviewing.  
Authors and publishers helping each other.



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For the Small Print, scroll to end.

## IN THIS ISSUE OF THE MARKETPLACE

- A. ParaStories**-Stories/Information Wanted
- B. ParaWants**-Publishing Items, Services & Help Wanted
- C. ParaSales**-Companies/Properties/Jobs/Rights to buy or for sale/Remainders
- D. ParaReviews**-Reviews on Amazon and B&N wanted
- E. ParaCoop**-Co-operative marketing programs. Offer/Join.



## 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.

No charge for the listing. See a sample copy for details.  
<http://parapub.com/files/newsletter/PPM-Feb%202012.pdf>

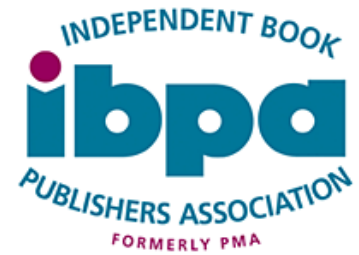


The USA TODAY's Best-Selling Books list from Jan. 2 to Jan. 8, 2012  
show that for 35 of the top 50 books, the ebook editions outsold the  
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**CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.**

The Independent Book Publishers Association (PMA /IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc.

See <http://bit.ly/eE1DQo>



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# ParaThoughts



## WRITING BOOKS ON THE IPAD?

--Dan Poynter.

Authors computerized in the early 80s. They realized that creative craftspeople should have the best tools and the computer eliminated retyping.

Over the years, the computers improved with spelling, a thesaurus, more capacity, typesetting, and more. In fact, toward the end of the 80s, we called the new technology "Desktop Publishing."

After the huge desk model computers came the more-portable laptops.

But one problem remained: boot-up time.

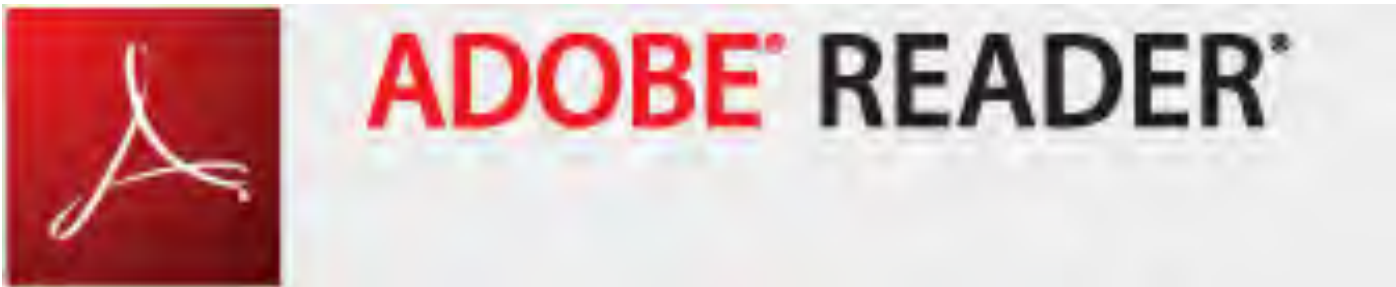
By the time you pulled out the computer and booted it up, you often lost your inspiring thought. It was still safer to write some notes on paper and then to commit them to the computer later.

Now we have the iPad with its instant-on feature. It takes about the same amount of time to get out the iPad as it does to get out a pad of paper.

Will the iPad revolutionize book writing too?

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

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**OVERHEARD:**

Publishers should be looking at the consumers as their main customers, instead of retailers.

--Jürgen Snoeren, Future eBook.

**RESOURCES FOR AUTHORS AND PUBLISHERS**

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

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# ParaCalendar



25

## **AUTHOR ON A SPEAKING TOUR.**

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



## **2012**

### **USA**



January 30. Culver City, CA.  
IWOSC. Independent Writers of Southern California  
Veterans Memorial Building, Culver & Overland, Culver City.  
7:30 – 9:15.  
Gary Young, [artsy12@earthlink.net](mailto:artsy12@earthlink.net), 818-222-5554,

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

### **USA**



February 3-5. Dallas. National Speakers Association 2012 Winter  
Conference. Dallas/Plano Marriott at Legacy Town Center.  
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

### **USA**



February 9. Daytona Beach, FL. National Skydivers Museum Trustee  
Meeting.  
Hilton Hotel. <http://SkydivingMuseum.org>

**USA**

February 10-12, Daytona Beach, Florida.  
Parachute Industry Association winter meeting.  
Hilton Daytona Beach Oceanfront Resort  
<http://www.pia.com/MEETINGSCHEDULE.htm>

**USA**

February 16-19. San Francisco Writers Conference. Mark Hopkins hotel.  
Dan speaking on book publishing.  
<http://SFwriters.org>

**USA**

February 23-25. Davis, CA.  
Dates Blocked.

**USA**

March 9-10. San Francisco.  
IBPA Publishing University. Sheraton Fisherman's Wharf.  
The hotel is located at: 2500 Mason Street San Francisco, CO 94133  
(415) 362-5500

<http://www.sheratonatthewharf.com/>  
<http://www.ibpa-online.org/pubresources/events.aspx>

**FRANCE.** March 22-23, 2012. Paris (May be moved to Fall)  
French Speakers Association annual convention (AFCP).  
Annual convention.



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

**AUSTRALIA**


March 30 – April 1. National Speakers Association of Australia (NSAA)  
annual convention. Hilton hotel, Gold Coast. FMI:  
<http://www.NationalSpeakers.com.au/convention>

**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://bit.ly/gREshz>

**SOUTH AFRICA.** April 27-29 - Durban

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>

**MALAYSIA.** May 4-5

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 8. Preceding the HR Summit, May 9-10.  
 Dinner event on May 7.  
 Asia Professional Speakers-Singapore. Annual convention.  
<http://bit.ly/hz539k>

**USA.**

June 5-7. Book Expo America, New York.  
<http://www.bookexpoamerica.com/>

**USA.**

June 9-14. Santa Barbara.  
 40<sup>th</sup> Annual, Santa Barbara Writers Conference. Hyatt Hotel (Formerly  
 Hotel Mar Monte).  
<http://SBwriters.com>

**USA.** July 14-17. Indianapolis.

NSA/US Convention.  
 Marriott Hotel.  
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

**USA.** August 9-12. Boiling Springs.

Veteran Speakers Retreat  
 Ed Helvey. Allenberry Resort in Boiling Springs, PA  
 near Harrisburg.  
<http://veteranspeakersretreat.org/>

**GERMANY.** GSA Sept 7-8, Düsseldorf  
(GSA) convention at the Hilton hotel.



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

**UNITED KINGDOM.** October 4-7. LONDON 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://bit.ly/gREshz>

**USA.**



October 19-21. Eloy, Arizona.  
National Skydiving Museum/ Hall of Fame celebration.  
<http://skydivingmuseum.org/>

## 2013

**USA**



March 21-29, Daytona Beach, Florida.  
Parachute Industry Association meeting and symposium.  
Hilton Daytona Beach Oceanfront Resort  
<http://www.pia.com/MEETINGSCHEDULE.htm>

**USA.** July 27-30. Philadelphia, PA.



NSA/US Convention.  
Marriott Hotel, Downtown.  
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

**CANADA.**



December 8-10. Global Speakers Summit.  
Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

## 2014

**USA.** June 29 – July 2. San Diego.



NSA/US Convention.  
Marriott Hotel & Marina.

Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

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

Prove your love for this newsletter by forwarding it to your book colleagues.



## DEFINITION

# calories

*(noun)*

Tiny creatures that live in your closet and sew your clothes a little bit tighter every night.

(Generic Smiley)



### **OVERHEARD:**

What are the last ten books you bought, and what made you buy them? Use those techniques to sell your books to other people. Do what works on you.

--Joe Konrath, Successful Author.

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

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

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