



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

- A. **ParaNews** (What's happening)
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- G. **ParaHumor** (We saved the fun for last)



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I am about to depart on my 18th round-the-world speaking itinerary.

Lengthy stops will be in Auckland, New Zealand, Singapore, Noordwijk near Amsterdam and Halifax, Nova Scotia.

There is a growing, world-wide thirst for information on book writing, publishing and promoting. Speaking is a privilege and I am honored by the agents who bring me in and the audiences that turn out.

--Dan Poynter



A. ParaNews



1. HAS YOUR PHONE COMPANY LOWERED RATES WITHOUT NOTIFYING YOU?

Telephone carriers are often lowering rates without telling existing subscribers. For example, on January 18, ATT lowered the cell phone unlimited rate from \$99.99/month to \$69.99/month. Subscribers will not get the lower rate unless they request it. The phone company will add the new rate info to the small print in your bill but will not reduce the rate until asked.

We should call the carriers for both our landline and cell services every six month. Ask the Customer Service rep: "Please check my account and let me know if you have any new product." If you have an iPhone, you could save \$30/month.

2. PUBLISHED AUTHOR'S PROMOTION WORKSHOPS ANNOUNCED

The Masters of Book Marketing have joined to host workshops for published authors. Judith Briles, Brian Jud and Dan Poynter will coach attendees on book marketing, promoting and, distributing as well as expanding into additional editions. They will show you how to wring more value out of your written Work.

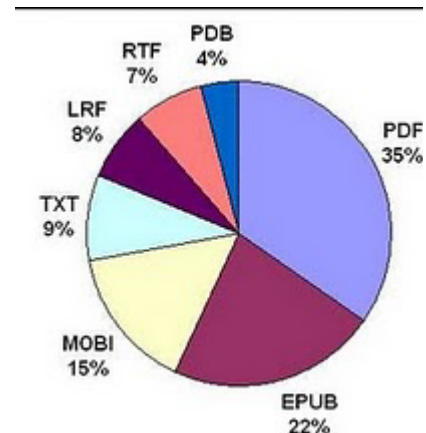


Events are scheduled for
 July 24 in Newark,
 July 31 in Dallas,
 August 21 in Denver,
 November 6 in Chicago and
 November 13 in Phoenix.

Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

3. PDF STILL MOST POPULAR EBOOK FORMAT AT SMASHWORDS.

See the discussion at
<http://blog.smashwords.com/2010/02/most-popular-ebook-formats-revealed.html>



4. REACH BUYERS IN NON-BOOKSTORE MARKETS

Brian Jud has 1,800 commission-only sales reps to sell quantities of your book outside the Book Trade. See

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



5. AMAZON ADDS LANGUAGES TO KINDLE PUBLISHING PROGRAM

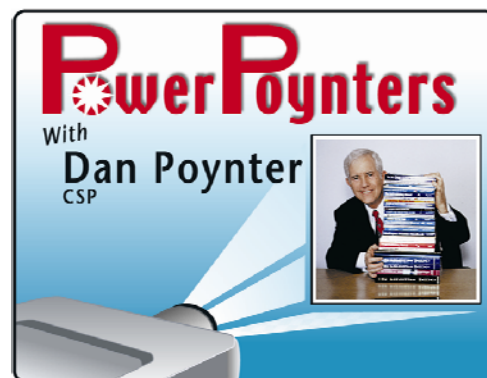
Amazon has added support for Spanish, Portuguese, and Italian to the Kindle reader. These are in addition to existing English, French, and German support.

<http://www.nwinnovation.com/story/0026959.html>

6. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Anaheim, Atlanta, Auckland, Chicago, Cologne/Köln, Dallas, Denver, Durban, Gold Coast, Halifax, Indianapolis, Johannesburg, London (UK), Los Angeles, Midlands area, Montreal, New York, Newark, Noordwĳk, Orlando, Paris, Phoenix, San Francisco, St Louis, Singapore, Valley Forge, Washington, White Plains, Radio/Teleseminars/Webinars (everywhere).
(MORE to be announced soon).



See the ParaCalendar on these content-filled seminars, below. See ALL the listings. Dan will visit some states/provinces/countries several times.

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

7. READ AMAZON KINDLE BOOKS ON YOUR BLACKBERRY

People have been reading Kindle books on their iPhones for a year. Now Amazon has made them available for the Blackberry. Millions are carrying these multifunction devices that feature email, texting, Apps, telephone and now eBook readers.

See

<http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000468551>

8. 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>

9. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

DanPoynter@ParaPublishing.com

Your address book may show

dpoynter@impulse.net or another old address.

Please make the change now.

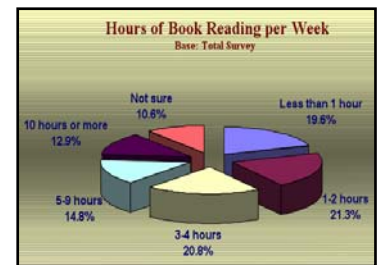
URGENT

10. 2009 SURVEY RESULTS ON BOOK-BUYING BEHAVIOR

--Verso Digital

Demographics of "avid readers." See the slide show.

<http://online.versoadvertising.com/verso/VersoSurveyDBWPresentation.html>



11. FEWER BOOK PUBLISHERS EXHIBITING AT TOY FAIR

How does this bode for the BEA Book Fair?

http://www.publishersweekly.com/article/449300-Toy_Fair_Exhibitors_Fewer_in_Number_but_Upbeat.php

12. BARNES & NOBLE LAUNCHES PUBLISHING PLATFORM FOR CHILDREN.

The site, which serves parents with children between the ages of 5 and 12, offers a safe studio environment for budding child authors, complete with a patent-pending StorySparks system that helps to walk children through the process of creating and writing stories.

<http://bookpublishingnews.blogspot.com/2010/02/barnes-and-noble-to-launch-tikatok.html>

13. BOOK PUBLISHING SUCCESS STORY

Rhino Ulery was living in his car. He attended one of Dan Poynter's four-hour programs on book writing, publishing and promoting in New Orleans.

His resulting book was so successful, he was able to buy—a better car. (See photographic proof.)

(:

Encouraged, he is writing more books.

-- rhino.ulery@yahoo.com



14. DAN POYNTER HAS A F-R-E-E iPHONE APP

This App has detailed guidance (InfoKits) on book writing, publishing and marketing. These materials will guide through every step toward your goal to become a successfully-published author.



Read the FAQs. See the Book Research Resources (Sources), Book Publishing Statistics (BookStats), Book Publishing Vendors (Suppliers), Dan on stage (Videos) and Books, Writing Kits & Reports on book writing, publishing and promoting (Products). Subscribe to Dan's free Publishing Poynters newsletter. Attend Dan's programs (Speeches). See the Events (Dan's Calendar).

The most expensive parts of book writing and publishing are the mistakes. You do not have to make them.

Search the App store for Dan Poynter. **Now the App is F-R-E-E**

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

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Do you have friends in the book business? Think how appreciative they will be if you forward this newsletter to them. Go on. Do it now.

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B. ParaTips



1. ONLINE NEWSLETTERS

--Pam Lontos is the author of " *I See Your Name Everywhere*" and president of PR/PR, a public relations firm that specializes in experts. www.prpr.net.



There are a plethora of online newsletters these days, but to those interested in a specific topic, niche newsletters are highly read. Know your target audience and what they like to read. Then, pitch your articles to these online newsletters to be published free of charge. This will result in a higher flow of traffic to your desired online destination whether it is your personal blog or Web site, ultimately meaning more potential business for you.

2. EARLY EARLY EARLY

Tip from Rick Frishman..... Publisher Morgan James Publishing www.morganjamespublishing.com



I have been promoting books for over 33 years. Every week without fail an author calls me up and says he needs publicity right now! His book is coming out next week and he had better get on Oprah or he will die.

I usually ask if he knew his book was coming out next week- He he says sure- Well what the heck have you been doing for the past 6 months?

You need to start your publicity campaign 6 months before your book comes out.

You need to reserve the url for the title of your book, you need your web site, your social media- Facebook, Linked in, Twitter, Utube and Filedby- You need to plan for radio, TV and print on pub date. And this all takes time- Plan early- Bring in experts, do local media first- and for God's sake- don't flip out if you don't get on Oprah!

More tips at www.rickfrishman.com

3. BOOK DESIGN: REPRODUCING CHARTS AND GRAPHS AND TABLES IN YOUR INTERIOR

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



Most manuscripts I receive have the charts, graphs, tables already made exactly the way the author wants them so some times redoing them can be costly. Most of the time they are able to be exported from MS Word exactly the way they were created and look good in reproduction. Be sure to consult with your book designer when the time comes... they can really help you with the process

Remember, do something every day toward your book and promotion.

Karrie Ross, [Book Designer](#) & Coach

4. WORD TRIPPER

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

Expert nonfiction editor and ghostwriter specializing in business, self-help, health books. Offers Word Tripper of Week ezine at www.BarbaraMcNichol.com



Elicit, illicit – To “elicit” (a verb) is to draw something out or bring it forth while “illicit” (an adjective) means something illegal or forbidden. “The police want to *elicit* a confession from the robber for his *illicit* behavior.”

5. 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>

6. RE-LAUNCHING YOUR BOOK OR BRINGING OUT A NEW EDITION

Mindy Gibbins-Klein – The Book Midwife™ www.bookmidwife.com

Author of *24 Carat Bold – The Standard for REAL Thought Leaders*



Has your book been out for a while? Do you wish you had put some extra ideas in it, or has some of the information changed since it was first published? It may be time to consider a new revised edition or even just a dusting-off and relaunch. Your message may have changed and there may be new material you can add.

Additionally, you can create a big promotion around the new version, and capture the attention of people who may not have seen the first one. Breathing new life into your existing book is sometimes a good alternative to creating something brand new.

And having ‘2nd edition’ on the book really makes it look successful. Take some advice from friends, customers, peers and possibly a coach and then decide.

7. 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>



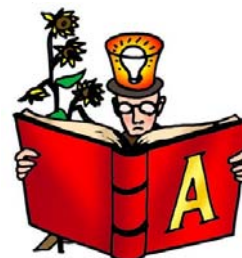
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Your colleagues in publishing would love to know about this newsletter.
Why not forward it to them now?

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C. ParaResources

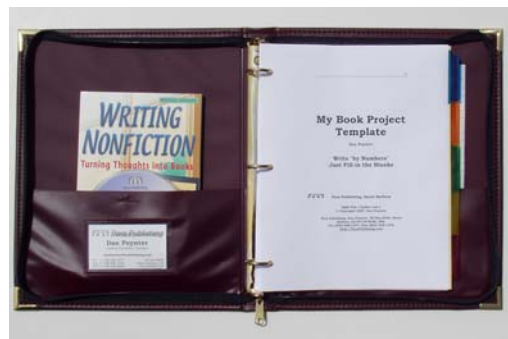


1. WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

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://DanSentMe.com/sites/para/resources/allproducts.cfm>

2.

PUBLIC LIBRARY ASSOCIATION (PLA) SHOW

Get your own booth or display your book(s) at this every-other-year show, which attracts public librarians and support staff. This is one of the best shows for the library market. \$95 per title or \$2,300 for your own booth. This year's show will be in Portland, OR. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

AUTOBIOGRAPHY/BIOGRAPHY/MEMOIRS TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: autobiography, biography, memoirs, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

BOOKS FOR REVIEW CATALOG MAILING

This catalog produced by IBPA mails to 3,500 book reviewers at newspapers, magazines, websites blogs, radio shows, etc. \$210 per title. Click here: http://www.ibpa-online.org/programs/coopcats_bfr.aspx

VENDOR MAILING

Send your flyers to the members of IBPA. This semi-annual mailing is designed for suppliers to the industry who want to let our publisher members know about their services. \$395 per flyer. Click here for details: <http://www.ibpa-online.org/vendors/suppliers.aspx>

K-12 LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at Elementary, Middle, Jr. High and High School libraries. \$215 per flyer. If you are interested in participating in this recently closed mailing, there is still time. Please send an e-mail to terry@ibpa-online.org for more details.

COLLEGE LIBRARY MAILING

Send your flyers to 3,200 acquisition librarians at College, Jr. College and University libraries. \$215 per flyer. If you are interested in participating in this recently closed mailing, there is still time. Please send an e-mail to terry@ibpa-online.org for more details.

BUSINESS/FINANCE/PERSONAL FINANCE TARGET MAILING

If you are interested in participating in this recently closed mailing, there is still time. Please send an e-mail to terry@ibpa-online.org for more details.

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Your complete guide to navigating the world of digital printing and print on demand. Click here: <https://www.ibpa-online.org/digitalfordummies.aspx>

HEALTH/WELLNESS TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: health; wellness; diet; beauty; body, mind & spirit;, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

PUBLIC LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at public libraries. \$215 per flyer. Click here for details: <http://www.ibpa-online.org/programs/library.aspx>

CRAFTS/HOBBY/HOW-TO TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: arts & crafts; hobbies, gardening, how-to, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

BOOKEXPO AMERICA (BEA) SHOW

Get your own booth or display your book(s) at this annual show attracting everyone involved in the world of publishing. This is the largest show in the US each year and this year's show will take place in New York City. \$95 per title or \$3,500 for your own booth. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

AMERICAN LIBRARY ASSOCIATION (ALA) SHOW

Get your own booth or display your book(s) at this annual show attracting librarians from around the country. This is the annual show of the American Library Association and this year's show will take place in Washington, DC. \$95 per title or \$2,200 for your own booth. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

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Your complete guide to navigating the world of digital printing and print on demand. Click here: <https://www.ibpa-online.org/digitalfordummies.aspx>

3. DIFFERENCE BETWEEN AN AUTOBIOGRAPHY AND A MEMOIR

See

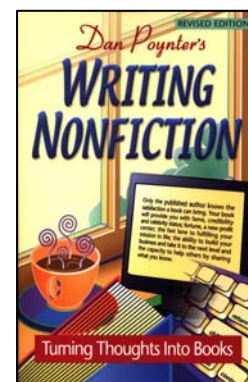
<http://www.believerspress.com/blog/memoir-vs-autobiography/>

4. 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? Imagine being a published author



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/>

5. GET HELP WITH YOUR PROJECT

BOOK SHEPHERDS are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book Shepherds are:

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 Barbara Florio Graham (Canada), simon@storm.ca
 Barbara Kimmel, barbara@nextdecade.com
 Bob Goodman, rg@silvercat.com
 Bobbie Christmas, bobbie@zebraeditor.com
 Brenda Broster (Singapore) brenda.broster@yahoo.com
 Brian Jud, iMarketBooks@aol.com
 Cynthia Frank, Cynthia@CypressHouse.com
 Ellen Reid, BookShep@mac.com
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 Mary Embree, maryembree@sbcglobal.net
 Mike Vezo, mvezo@mac.com
 Mindy Gibbins-Klein (UK), info@bookmidwife.com
 Rita Mills, rmills@ghg.net
 Serena Williamson Andrew Ph.D (Canada), sw@serenawilliamson.com
 Sharon Goldinger, pplspeak@att.net;
 Sharon Lindenburger (Canada), Sharon@WriteAWiseBook.com
 Shel Horowitz, shel@frugalfun.com
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 Val Waldeck (South Africa). vwaldeck@telkomsa.net



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

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

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

6. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

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

[602](#) Interviews, How Authors Get On Radio & TV

[603](#) Book Printing. At the Best Price

[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

[606](#) Publishing Fiction & Poetry

[607](#) Publishing Contract: Author-Publisher

[608](#) Your Publication Date

[609](#) Blurbs For Your Books, Testimonials, endorsements & quotations

[610](#) Children's Books, Resources for Writing, Producing and Promoting Juveniles

[611](#) Newsletter Publishing; A Resource Guide

[612](#) Bestsellers, What They Are & How To Make Them

[613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food

[614](#) Selling Books Through The Gift Trade

[615](#) eBooks to eBooks, Creating Digital Reading

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[617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking

[618](#) Religious Books

[619](#) Write It Once - Sell it Forever, How to Update Your Books

[620](#) Your Book Writing & Publishing Calendar

[622](#) Cooperative Book Promotion

[623](#) Questions and Answers on Book Publishing

[624](#) How to Set up & Run a Successful Book Publishing Business

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[626](#) Raising Money to Publish Books

[628](#) Canadian Book Publishing

[629](#) Making The Web Pay

[630](#) Selecting a Book Title That Sells.

[631](#) Covers That Sell Books

[632](#) Bookshelf, Selling Books From Other Publishers

[633](#) Beyond Remainders

[634](#) Selling Books In The United States

[635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products

[636](#) Insurance for Publishers; Protecting Your Book Company



[637](#) Selling Books To The Military Market

[638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)

[639](#) Autograph Parties & Signing Books

[640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing

[641](#) Merchant Status: Credit Cards for Publishers

[642](#) Large Print Books: Making your Work Easier to Read.

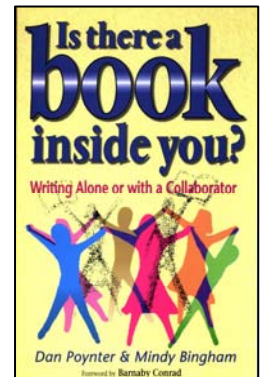
7. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See <http://parapublishing.com/sites/para/resources/allproducts.cfm>

8. WRITING YOUR BOOK WITH A COLLABORATOR

You can be the author without being the writer. Dan Poynter gives you permission to work with a co-author, editor or ghostwriter.

But, if you hire out the writing portion of your book, come to an understanding with your collaborator before either of you writes one word. The risk is that one of the parties will feel that he or she is doing the majority of the work. The result is that the project screeches to a halt while an argument ensues.

Is There a Book Inside You?: Writing Alone or with a Collaborator supplies a responsibility chart and a contract. Don't lose momentum on your book project.



You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%. <http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

9. SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBOOK

Select from ten different formats. See <https://www.smashwords.com/books/view/2730>

Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.

Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.

This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.

You can also get this \$14.95 paper book at Amazon. [HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR_1_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1](http://www.amazon.com/successful-nonfiction-inspiration-getting-published/dp/1568600615/ref=SR_1_1?ie=UTF8&s=books&qid=1246915530&sr=1-1)

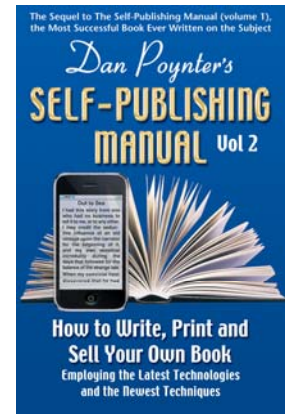
10. THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.

You will discover how easy it is to:

- 📖 *Build* your book rather than just *write* it—and copyright it in your name.
- 📖 Print a small quantity and keep a small inventory.
- 📖 Multipurpose your “book” into downloadable, CD, and eBook versions and others.
- 📖 Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.
- 📖 Bypass the publishers and go directly to a short-run book printer.
- 📖 Set up your own publishing company and take the tax breaks.
- 📖 Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
- 📖 Promote your book for virtually no costs via social media.



Available as an eBook in ten different formats. \$7.97

<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

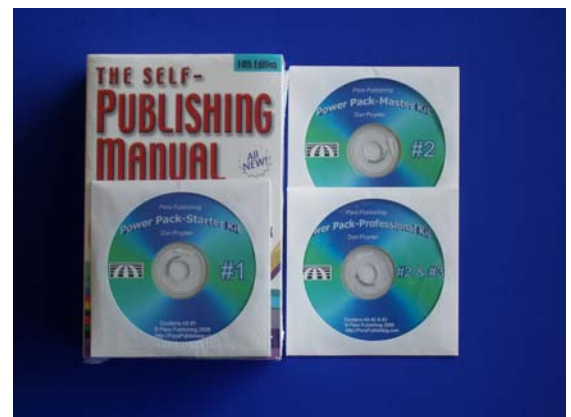
Save 32%, now just \$10.17.

11. Starter Kit, #1: Value \$560.35 , Your Price \$297.

Includes everything you need, and nearly everything we have, to lead you through your project:

4 “pBooks” -- Books on paper:

- “The Self-Publishing Manual: How To Write, Print & Sell Your Own Book” Volumes 1 & 2.
- “Writing Nonfiction: Turning Thoughts Into Books”
- “Is There a Book Inside You?: Writing Alone Or With A Collaborator”
- “The Book Publishing Encyclopedia: Tips & Resources for Authors & Publishers”



3 “dBooks” -- Books on disc -- for easy searching:

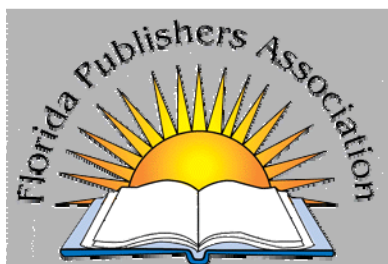
- “The Self-Publishing Manual: How To Write, Print & Sell Your Own Book”

- "Writing Nonfiction: Turning Thoughts Into Books"
- "Successful Nonfiction: Tips & Inspiration For Getting Published"

Plus:

- **9** Special Reports on production and marketing.
- **39** Instant Reports on production and marketing.
- Subscription to the *Publishing Poynters* newsletter.
- 3 Book writing, producing and publishing information kits. (Autobots)
- Poynter's Secret List of Book Promotion Contacts, Document 112.
- Your books' back cover layout form, Document 116.
- Telephone Order Form, Document 147
- The New Book Model diagram.

12. DISPLAY OPPORTUNITY at THE FLORIDA LIBRARY ASSOCIATION



The Florida Publishers Association is offering display of books/catalogs/products in its booth at the Florida Library Association's Annual Conference & Exhibition April 7-9 in Orlando. More than 600 public, academic, school and specialty librarians are expected to attend. To receive a brochure with display details, email Betsy Lampe at FPAbooks@aol.com. Deadline for receipt of display materials is Wednesday, March 31.

14. DAN POYNTER'S YOUTUBE CHANNEL

<http://www.youtube.com/user/PoynterDan#p/u>



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I dare you to forward this ezine to writers and publishers.

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D. ParaThoughts



THE FUTURE OF "BOOKS"

The future of nonfiction publishing is eBooks.
The future of eBooks is color.

Fiction will be acceptable in black/white for a while.

Add color to books: both type and illustrations.
The costs of printing are no longer holding you back.

==>**SHARE YOUR editorial thought.** Send it to DanPoynter@ParaPublishing.com

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

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E. ParaFreebies

1. HESHIE SEGAL INTERVIEWS DAN POYNTER

All about networking. See http://blogtalk.vo.llnwd.net/o23/shows/show_837448.mp3

2. FREE VIDEO WITH TOP LITERARY AGENTS -- Four top literary agents share how to get your book published by major publisher

<http://www.HowToGetALiteraryAgent.com/?11555>

3. THE eBook REVOLUTION

See the complete slide show and hear the speeches by Mark Coker and Dan Poynter at the San Francisco Writers Conference. Many new, inside statistics on eBooks. Click to listen to an audio recording of the presentation (will open a new browser window, then click on the "Download File" link). Get the latest info on eBooks at no charge.

<http://blog.smashwords.com/2010/02/how-to-publish-and-price-ebook-san.html>

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

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Writers and publishers love this newsletter. Why not forward it to them?

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F. ParaCalendar



AUTHOR ON A SPEAKING TOUR.

Where in the world is Dan?
Showing people how to write, publish and promote their books
One presentation at a time.

Dan Poynter is circling the world to show people how to make a difference and make a living through their books. He shares two major programs and many specific ones.

See him in action:
<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>



Dan also speaks on aviation, parachutes and skydiving. See
<http://parapublishing.com/sites/para/speaking/index.cfm>

For more information, get in touch with the Contact person listed below and see the host's Website.

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

2010**March 2 – 28. Round the World Speaking Itinerary # 18**

AKL, SIN, AMS, YHZ.,

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

March 6. AUCKLAND. Publishing Day. Five speakers on books. Fmi: Maria Carlton, Maruki Books, +64-7-8539001, Maria@PhantomPublishing.co.nz,

<http://www.marukibooks.com/shop/Events/ONE+DAY+PUBLISHING+SEMINAR.html>

March 9. SINGAPORE. So you Want to be a Published Author? Targeted mainly at writers and wannabe writers NuSavers office 7.00-10.00 pm. FMI: Patrick Ang, +65 (9853) 1380,

patrick.anglh@yahoo.com.sg

March 11. SINGAPORE. Introduction to Book Writing, Publishing and Promoting. 7.00-10.00 pm. FMI: Patrick Ang, +65 (9853) 1380, patrick.anglh@yahoo.com.sg

March 13. SINGAPORE. Young Authors event. Media Development Authority of Singapore's Media Fiesta 2010, Aileen Kong, Public Relations & Editorial Executive, Janus Education Services Pte Ltd, Phone: +65-6336 0832, editor@catherinekhoo.sg

March 18 - 22. Noordwĳk. PSA/HOLLAND. Noordwĳk. Southwest of Amsterdam near the coast.

<http://www.pсахolland.org/>http://www.pсахolland.org/event/psa_holland_convention_2010

March 25-26. HALIFAX. CAPS/Halifax. Dan Poynter on *Turning Speeches into Books*.

Fmi: Jeff Brown, 902-956-2600, info@AlphaComputer.ca,<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=284>**April 8 – May 9. Round-the-World Itinerary #19**

WLG, BNE, JNB, DUR, MCO, DCA.

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

April 13. WELLINGTON, New Zealand. Book Writing for Speakers. NSA/NZ-Wellington. 7:30 – 9:30.

Fmi: John Faisandier, +64 (4) 476 8186, john@faisandier.co.nz,<http://www.nationalspeakers.org.nz/wellington-chapter.html>

April 16-19. SURFERS PARADISE, Australia. NSAA Convention.

<http://www.speakersconvention2010.com.au/>

April 22. Durban, South Africa. PSA/SA. Titles for Books and Speeches. Fmi: Grant Vernon, +27 (84) 832 0390, grant@grantvernon.com

April 23. DURBAN, South Africa. Dinner with Dan. Fmi Grant Vernon, grant@grantvernon.com, +27 (84) 832 0390.

April 24. DURBAN, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83 273 4700, +27 (0) 83 273 4700

April 27. JOHANNESBURG, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83 273 4700, +27 (0) 83 273 4700

April 30-May 2. JOHANNESBURG. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114
admin@psasouthernafrica.co.za, <http://www.psasouthernafrica.co.za>

May 7. ORLANDO. Skydiving Museum Trustees' Meeting.

May 12. TELECONFERENCE. The Self-Publishers Online Conference. Dan Poynter gives the opening keynote on the book industry. Hosted by Susan Daffron.
<http://www.selfpublishersonlineconference.com/>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](#). Location Phone: +1-407-239-4200
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

July 23. NEWARK, NJ. Dinner with the Masters. Get personal attention to your book project from Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357,
BrianJud@bookmarketing.com

July 24. NEWARK, NJ. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

July 31. DALLAS. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

August 6-8. LEXINGTON, KY. Parachute Industry Association meeting.

August 13-15. DELAND, FL. National Skydiving Museum Celebration: Joe Kittinger 50th Anniversary. Fmi: Nancy Kemble, +1 (540) 604-9745, nkemble@skydivingmuseum.org,
<http://www.skydivingmuseum.org/>

August 21. DENVER. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

September 9. KÖLN, Germany. Global Speakers Network meeting.
<http://www.germanspeakers-association.de/>

September 10-11. KÖLN. German Speakers Association (GSA). <http://www.english.gsa-convention.org>, <http://www.germanspeakers-association.de/>

September 30 – October 3 UNITED KINGDOM. Crowne Plaza, Marlow. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff,

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

October 14-16. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP)
<http://www.association-conferenciers.com/>

November 6. CHICAGO. . Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 13. PHOENIX. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion.
<http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention.
<http://www.CanadianSpeakers.org>

2011

February 18-20. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia.
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

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

April 14, 15 and 16. NOORDWÿK, Netherlands.
 Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.
<http://www.psaholland.org/>

May 21-24. NEW YORK. IBPA Publishing University
 Fmi: <http://www.PMA-online.org>

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:
<http://www.bookexpoamerica.com/>

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

October 6-9. UK, Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association. At thee brand new Marriott Hotel.

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

October 4-6. UK, London area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

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This ezine relies on subscribers to send in tips and resources.
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Then mail the cards to us.
Your writing & publishing colleagues will thank you for being so thoughtful.

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G. ParaHumor



Pun For the Educated

A marine biologist developed a race of genetically engineered dolphins that could live forever if they were fed a steady diet of seagulls.
One day, his supply of the birds ran out so he had to go out and trap some more.
On the way back, he spied two lions asleep on the road.
Afraid to wake them, he gingerly stepped over them.
Immediately, he was arrested and charged with . . .
transporting gulls across sedate lions for immortal porpoises.

(Generic Smiley)

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The Small Print



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

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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. 530 Ellwood Ridge, 93117. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009 <http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)