



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)

ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



THE FUTURE OF "BOOKS"

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

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 eBooks: both type and illustrations.
The costs of printing are no longer holding you back.





ParaNews

ONLY eBooks NEED APPLY: GLOBAL eBook AWARDS ANNOUNCED



eBooks have reached the tipping point. It is time to recognize them with their own awards. The Global eBook Awards are designed to bring attention to the best eBooks in several different categories.

This award program was designed by Dan Poynter and his fabulous team. Entrants are not just awarded a winner "sticker" for their eBook, they are also enrolled in a proven eBook promotion program.

"eBooks deserve recognition according to their category or genre not as a single format."
--Dan Poynter, The Book Futurist.

See <http://AwardsForEbooks.com>

WHY DID THE NEW YORK TIMES ADD eBooks TO THE BESTSELLER LIST?

The New York Times started working on the ebook bestseller list when they realized that eBooks would have an impact on the book market and on what people read.

<http://bit.ly/ePdina>

ON eBooks: A PUBLISHER'S VIEW OF THE DIGITAL TRANSFORMATION

--Dominique Raccah
Publisher and CEO, Sourcebooks

<http://bit.ly/hACyDg>



"What will be published in the future will have less to do with what bookstores carry and more to do with what readers tell each other about new books."

--Seth Godin, author.

OJAI WRITERS CONFERENCE PRESENTS

Master Classes for Writers

MARCH 19-27, 2011

OJAI, CALIFORNIA



Dan Poynter

“

WHETHER YOU SELL OUT
TO A NEW YORK PUBLISHER
OR PUBLISH YOURSELF, THE
AUTHOR MUST DO THE
PROMOTION.

Dan Poynter, *The Self-Publishing Manual*

”

Reserve Your Seat with Dan Poynter

Best-selling Author and Publishing Expert

Saturday, March 19 - The New “Book” Model: Writing, Producing and Promoting Your Book.

In this dynamic and comprehensive full-day intensive, you will discover how to write, publish and promote your book. Find out why Dan Poynter is THE godfather to thousands of successfully-published books.
10am-4pm.



Master Teachers. Master Classes. For Serious Writers of All Levels.

SEATS ARE LIMITED. (805) 669-7373 OjaiWritersConference.com

eBOOKS OUTSELLING pBOOKS AT O'REILLY

Technology and computer book publisher O'Reilly has revealed that 88 per cent of its unit sales in 2010 were ebooks, with print editions and paid-for video taking up the other 12 per cent combined. In addition, 79 per cent of its dollar revenue was generated by digital versions of its titles.

However, statistics also show that the rapid rise in popularity of ebooks and digital editions is faster than the decline in sales of print titles, thereby suggesting that both can co-exist.

<http://www.pocket-lint.com/news/38752/ebooks-outsell-print-8-to-1>

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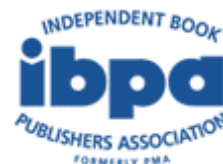
Ever wished you had your own personal publishing consultant to call on any time?

Ever wished you had your own personal rep selling your books at trade shows?

Ever wished you could afford customized direct mailings to your target market?

Ever wished that you could get your title accepted into Ingram Content Group's wholesale database available to 25,000+ book buying customers?

Ever wished you could....sell more books?



Make those wishes come true by joining the not-for-profit, Independent Book Publishers Association (IBPA). Offering members access to cost-effective cooperative direct mail programs, discounts on goods and services, an industry advocate for publishers' rights, continuing education on every aspect of publishing, and a friendly staff always willing to find the answers to your questions, IBPA has been helping publishers succeed since 1983.

Join IBPA now and as a subscriber to this newsletter and you will receive TWO gifts:

- Your choice of two IBPA Publishing University Online educational webinars at no charge—a \$78 value.
- A complimentary copy of "Digital Printing For Dummies"—a \$15 value.

Simply visit www.ibpa-online.org/Welcome.aspx and enter the code PARA in your Shopping Cart to receive all the benefits of membership plus your two gifts. Or call the IBPA office at 310-372-2732. Last year IBPA members saved an average of more than \$200 on shipping discounts alone—learn more about IBPA's complete list of benefits and marketing programs by visiting the IBPA website <http://www.ibpa-online.org/>. Join now!

WHAT WE CAN LEARN FROM THE BORDERS' COLLAPSE

<http://accrispin.blogspot.com/>

EBOOKFLING TAKES BOOK LENDING ANOTHER STEP

Users of Amazon's Kindle and Barnes & Noble's nook digital book readers can "lend" copies of the books they've purchased to friends. Ebookfling lets you lend books to many more friends.

Here's how it works. Users can list any digital book they've purchased. When another member requests to borrow it, EBookFling sends the book owner a message with step-by-step instructions for lending it. Each time the user lends a book, they earn a credit, which can be used to borrow other members' books. Each lending period lasts 14 days.



<http://ebookfling.com/>



Publishing University 2011 - May 22-23, 2011 in New York City

Location Javitz Center
 Level 1 Hall 1A

Schedule General Session,	May 22	11:30-3:30	Registration, followed by Keynote,
		3:45-6:15	Break Out sessions
		6:30-7:30	Opening reception
	May 23	7:00-8:00	Continental breakfast + Attendee networking
		8:00-9:00	General session
		9:15-11:45	Breakout sessions + Ask the Experts
		12-1:30	Keynote luncheon
		1:45-4:30	Breakout sessions + Ask the Experts
		5:00-8:30	Benjamin Franklin Awards

Exhibits will be open from from 12:00-7:30 Sunday and 7:00-6:00 Monday.
This is a tentative schedule and will be refined.

FMI: <http://thepublishinguniversity.com/>

CAN PUBLISHERS EVER FACT-CHECK LIKE THE NEW YORKER? NO, BUT THEY CAN BOOST CREDIBILITY

In the wake of James Frey's spurious memoir *A Million Little Pieces* and other fictions packaged as fact, the publishing industry has become keenly aware of the importance of maintaining credibility in nonfiction. However, while publishers are looking more carefully, they'll never have the responsibility, time, or money to perform *New Yorker*-style fact-checking,

<http://bit.ly/ikopTX>

→ 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 NETWORKING IS NOT

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



"Networking isn't sales and sales isn't networking. They're interrelated, but they're not the same," best-selling networking author Susan RoAne advises. "It's a lifestyle, not a work style. The best networkers don't know that they're networking because for them it's a way of life." Top networkers repeatedly stress that they don't network for the financial rewards, they network because they love helping people and playing matchmaker.

Networking is a marketing tool, a valuable marketing tool that successful people rely upon heavily. However, if you want long-term success, understand that networking requires a sincere desire to help others. You may be personable, you may be clever, you may have exceptional matchmaking skill, but if you're only in it for the money or for yourself, it ultimately won't work. Sure, you might be successful for a while, you might even have a good run, but over the long run, people will catch on and the roof will collapse. So instead of concentrating on increasing your profits, put your efforts into helping others. If you do, the sales will follow as will some other pleasant surprises.

"Sadly, most of us practice transactional networking and we only interact with those who we think we have to in order to complete the transaction," networking coach Sara Michel observes. "We engage our network only when we need to make a sale, find a job or get a lead. As soon as we get what we want, we drop those people off our radar screens and don't talk to them until we need to make another transaction. We become "network users" or engage in, as I like to call it, 'network drive-bys.'"

That said, part of the networking magic is it's creation of converts: individuals who started networking for purely selfish, self-serving reasons often become addicted to performing selfless acts. Although they began networking in order to boost their careers or to further some personal agenda, they're often surprised to find that building relationships, forging friendships, making connections and helping others is infinitely more satisfying. They learn to understand that life is a process and start to place a higher premium on how they live rather than on what they receive.

Networking is not just about you, it's about the group, the network, the collective. It's not about pestering people, manipulating or using them. It's not keeping score, it's not a tit-for-tat or an equal relationship. Networking values effort, it prizes sincere attempts even when they don't achieve what everyone sought.

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

BOOK DESIGN: Using Your Website For Promotion....

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



Don't forget to put up a website.

I know, you're thinking "... of course I'll have a website!"

BUT

Will that site be working for you... or will you be working for it?

--- Will you be able to maintain the site yourself...or need to hire someone to maintain it? Will it have bells and whistles that are supposed to make it easy to use or will it be easy to use?

--- Will you offer your book for sale either by your own fulfillment or send them to Amazon to purchase? Be sure your sell copy is selling your benefits. Is it easy? Is it obvious?

--- Will you blog about your subject? Will you be sure to use keywords and other SEO tactics for the search engines to like your site? Will it be interesting?

Just because websites are a given, norm, understood... doesn't mean it will work for you...so be sure you work for it...and give it the life you want for you, your book and your stories.

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

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

THE POWER OF A SOCIALLY CONSCIOUS MARKETING CAMPAIGN

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



A positive trend is affecting book marketing. Authors are partnering with worthy causes in order to build awareness, promote volunteerism, and drive donations for charities—all of which also helps to build the author's platform. Authors are taking after "socialpreneurs"—socially conscious entrepreneurs—and aligning their book sales and marketing efforts with worthy causes that are either related to their book or that personally appeal to the author. Not only is it a great way to boost their platform, but authors also feel good knowing that their promotional efforts are having a positive impact in the world.

Authors can build a socially responsible book marketing campaign in numerous ways:

- **Donate a portion of book sales:** You can donate a portion of your profits to a charity of your choosing. Place stickers or include a blurb about the donation on your book and promote it across your marketing materials.
- **Do a joint charity event:** Plan a race, charity dinner, benefit concert, or some other fundraising event. Oftentimes you will be allowed to speak to attendees and sell your book during the event.

- **Start a foundation:** Continue to build your personal brand and use your sphere of influence by establishing your own foundation or charity.
- **Build awareness:** Offer to speak and write on behalf of the cause of your choice and share those activities across your media and platform. Individuals and organizations searching for information about that cause will come across you and your book. As with all of your marketing efforts, keep self-promotion minimal. It's not about you. It's about the cause and how your efforts help.

WORD TRIPPER

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

Ensure, assure, insure

Ensure – To make sure something happens. “I will research your audience thoroughly to *ensure* a customized presentation.”

Assure – To make someone feel sure about something. “I want to *assure* you I will customize the presentation so it fits your audience.”

Insure – To buy an insurance policy for financial protection in case something happens. “I *insure* my business against liability and theft.”



HOW TO KNOW WHEN REPORTERS ARE WORKING ON A STORY THAT MATCHES YOUR BOOK

-- Elaine, See Ya in the Media.

Taken from the ebook, ***How to Get Your Books Everywhere Course***

Here are some **free** services that'll get your book promoted in the media (magazines, newspapers, even TV). You receive daily leads from reporters working on stories. These services can get you *major* publicity!

- <http://www.HelpAReporterOut.com>
- <http://www.ReporterConnection.com>
- <http://www.PitchRate.com>

Here's the formula to use for your email. Keep it brief.

First paragraph of the pitch: State what you do (why you're credible) and why it's important to the reporter.

2nd paragraph. Your pitch.

3rd paragraph: Your contact information.

To learn more about how you can get your books distributed everywhere, Go to <http://www.getyourbookintostores.com/>

IF YOU'VE BEEN SELF-PUBLISHED, MENTION IT IN YOUR QUERY LETTER

--Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

If you have been self-published in the past, you should definitely mention it in your query letter, but there are ways to do it and reasons to not do it that are very important to note.

Was your self-published book a success, meaning you sold a few thousand copies? Or did you only sell a couple of copies?

I sometimes recommend to my clients that they mention in their query letter that if they've only sold a few hundred copies or less that they mention that they "test-marketed" their book.



Another option is to turn the book into an e-book prior to the query letter and sell, practically give away thousands of copies of your e-book so that by the time you write your query letter you already have verifiable proof that your book has done well.

You want your self-published book to be as successfully positioned as possible. Above all else, though, you have to be honest. Never mislead the agent. With just a few strokes of the keyboard they can find out exactly how well you've done and you never want to start out your relationship with an agent based on a lie.

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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.

## **BACK COVER SALES COPY**

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

Most people will need reading glasses at age 40, and eyesight will continue to deteriorate until age 50 and beyond. Make sure your book text, cover, advertisements and posters aren't making it difficult for millions of people to read your message.



For larger printed matter (such as book show signs), The Society for Environmental Graphic Design suggests each glyph should have a body width between 60% and 100% of the height and that each stroke weight should be between 10% and 20% of the height.

Some fonts that fit this criteria include: Futura, Futura Condensed Bold, Futura Book, Frutiger Light, Frutiger, Frutiger Bold, Gill Sans, Gill Sans Bold, Optima, Bodoni, Bodoni Book, Century Schoolbook, Garamond, Garamond Semibold, Palatino and Palatino Bold.

## WHICH eBook FORMATS?

--Walt Shiel, Publisher, Slipdown Mountain Publications LLC

<http://SlipdownMountain.com>

Five Rainbows Services - <http://FiveRainbows.com>



The two primary eBook formats if you want to sell on the many eBook retail sites are Kindle and ePub. The latter is the format mandated/preferred by most major eBook retail sites, including B&N and Apple iBooks. Personally, we won't waste our time on any of the other formats, the ROI is just too small. We do offer PDF versions, too, but don't sell very many in that format (compared to other eBook formats).

FYI

For 2010, 73% of our eBook sales (for 8 titles) were through the Kindle Store, with another 15% or so through B&N. So far, sales through Apple iBooks have been just under 10%. Most of the remainder was sold through Kobo Books, with a smattering of sales at other sites. Also for 2010, our eBook sales accounted for just a touch over 50% of total book sales with the quantity of print books (for the same titles) sold holding relatively steady compared to 2009.

## FOREIGN RIGHTS REVIEWING PROCESS: OFFER OR NO OFFER

--Bob Erdmann, President-Columbine Communications & Publications

*A Foreign Rights Publishing Consultancy With 50 Years' Experience*

[bob@bob-erdmann.com](mailto:bob@bob-erdmann.com), Ph: 209-586-1566, [www.columbinecommunications.com](http://www.columbinecommunications.com)

Authors and publishers are often surprised at how long it can take a foreign publisher to review a book and make a final decision whether or not to make an offer for rights for their country. The answer is really pretty simple. It's a business decision to them that is not taken lightly. Just as with an American publisher, the book is looked at from every perspective to see if acquiring rights would be a smart way to invest their money.



Usually a foreign publisher will request a review copy and ask for a 90-day option. Unless they are really on a fast track for a book, it will take all of the 90 days to make their decision. It can take even longer! We received an offer from a Japanese publisher just last week who has had one of our books under review for four or five years.

Of course, it doesn't always take that long, but seldom is it fast! First in the process is someone in an "acquisitions" function who will take a cursory look at a book to see if it fits their publishing program needs in terms of subject, page count, sales statistics, etc.

From there it will make several other stops along the review process:

- (1) Editorial; Will the content have interest to their readership, does it have specificity, is it a "me too" book, is it too American, etc.?
- (2) Sales; Sales department members will be asked if they think they can sell it to their markets,
- (3) Manufacturing; Production people will be asked if the book can be produced efficiently in their country. Considerations regarding trim size, covers, color, photos, illustrations, etc. will be looked at.
- (4) Marketing; How can this book be most effectively marketed in their country? Direct Mail, Internet, Social Media, Print Advertising?
- (5) Financial; The final decision will come down to whether or not items 1 through 4 can be done in a cost effective manner in which to assure acceptable profitability. If it can, an offer based on their initial printing, retail price, and royalty percentages will be presented.

## CONVENTIONAL PUBLISHING & HOW IT WORKS

-- Kathleen at Parlez-Moi Press

The ideal for most aspiring authors is to sell their manuscript to a big publisher, get a hefty advance, and have their book edited, designed, printed and distributed. Once the book is in print authors dream of book signing tours set up and paid for by their publisher where they are wined and dined, meet their fans, sell and sign lots of books, and the money starts rolling in. The ultimate ideal is for the book to be optioned by Hollywood, a movie made with top name stars, and merchandising rights for everything from t-shirts to video games. This is a nice dream and it does happen for some lucky people but they are very much in the minority.



The truth is a publisher has to consider a lot of factors before even considering to publish a book, the top ones being a.) how much will they have to invest to produce it, and b.) how much market appeal does it have. Producing a book is very, very costly. The process of editing, working with the author through rewrites, designing, printing, distributing and promoting is expensive and publishers have to make sure their investment will yield a profit to justify their expenses. One of the things they need to consider is how marketable the author is, as well as the book. Like it or not, we live in a personality-driven society. New authors are tough to promote and an author who has a certain measure of "star" power has an advantage. Sad to say, but a lot of readers are more interested in the authors than in their books.

The conventional route to getting your book in front of a publisher is to find an agent who a.) thinks your book has potential, and b.) has the necessary contacts within the industry. In my career as a writer I have been through three agents, all of whom LOVED my book and none of whom were able to sell it. This is to be expected but the problem was that in each case I signed a contract with the agent which gave them a year within which to sell the book. So, during that year I had no control over the book. This meant I

waited three years to find out my book was not going to be published. All three of the agents said the book was excellent but the reasons they gave for it failing to sell were more complex. The most common one was that, at 130,000 words, it was too long. The second most common was that, though it would be marketed as a "historical romance", the period (the early 1960s) and the location (a seaport town on the Great Lakes) were not attractive to a wide audience.

I fully understand the need of a book to be able to support a lot of people. Every book that gets published has to provide revenue for 1.) the bookstore owners (usually 55% of the cover price), 2.) the publisher, 3.) the agent, 4.) the publicists, 5.) the editors and designers, 6.) the distributors, and 7.) the author. On average the author makes 75 cents on every paperback sold.

Also, remember, that if you get lucky and the book is bought by a publisher they will then own it. They have the right to ask that it be changed according to their wishes, to delay publication depending on their publication schedule, and to not publish it, if they decide it no longer meets their promotional abilities/desires.

So, the advantages of publishing with a big publisher are: you will get an advance up front (which will be deducted from your profits); someone else will handle the process of getting it in to print; and someone will be there to help with the marketing. The disadvantages are: it is a very, very long process with no guarantees; your return per unit could be very low; and, depending on the terms of your contract, you could not have much in the way of rights for your book -- including the sale to media and merchandising.



At Bertelsmann AG's Random House Inc., digital titles already account for nearly 50% of revenue for some fiction best sellers.

### **DO COLLEAGUES ASK YOU FOR BOOK ADVICE?**

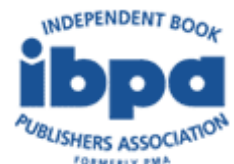
Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

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

See

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

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







# ParaResources



IBPA Member Benefits...  
From the Leader in Independent Publishing



## **NEW IBPA MEMBER BENEFIT! Discounts from Lightning Source**

IBPA publisher members now qualify for a 50% discount (\$37.50) on standard digital title set-up fee of \$75 per title, and a 25% discount on scanned title set-up fee of \$75 (\$56.25) plus \$.25/page (actual discount depends on number of pages).

IBPA members also receive increased volume discounts on their initial and reprint orders for new titles: 25-99 units, 10%; 100-249, 20%; 249-499, 25%; 500-999, 30%; and 1000+ a 35% discount.

IBPA members **with an existing LSI account** who want to use the IBPA volume discount will need to contact their sales rep **before** placing an order and request IBPA pricing. Their sales rep will have the discount code activated for the member and then give it to them. IBPA members with an existing LSI account may apply discounts to new titles going forward.

IBPA members who sign up for a new account with LSI must let their sales rep know they are an IBPA member to receive preferred pricing. Part of the process of setting up an account includes a phone call between the sales rep and the publisher-during that phone call, let your sales rep know that you are an IBPA member and you will receive a discount code for your use. To learn more about LSI and to register for a new account, visit [www.lightningsource.com](http://www.lightningsource.com)

Lightning Source Inc. (US) 1246 Heil Quaker Blvd. La Vergne, TN USA 37086 Email: [inquiry@lightningsource.com](mailto:inquiry@lightningsource.com) Voice: (615) 213-5815 Fax: (615) 213-4725 [www.lightningsource.com](http://www.lightningsource.com)

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Tel: 310.372.2732 Fax: 310.374.3342

[terry@ibpa-online.org](mailto:terry@ibpa-online.org) <http://www.ibpa-online.org>

## HOW DO GET YOUR BOOK DISTRIBUTED TO RETAIL, BOOK AND WEB STORES?

If you don't know the book business you'll probably make a lot of mistakes and waste a lot of time and money.

In the *How To Get Your Books Everywhere Course* you'll receive these one-of-a-kind goodies and more:

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- A list of the top 100 book reviewers
- A step-by-step video on how to turn your book into an Amazon Kindle
- A video on how to turn your book into a Barnes and Noble Nook format
- A video on how to become an Amazon best seller
- A list of contact info for many book buyers from all types of stores
- 14 Audio interviews of book marketing experts
- A Powerpoint presentation on the do's and don't of writing emails.



Note: This course is especially helpful to people still writing their books.

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

## HOW TO FIND THE RIGHT BOOK EDITOR

See

**Supplier List.** Find typesetters, editors, cover artists, book promoters and much more.

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

Interview several editors. Ask

When they can do it, what they charge and if they have worked on your category of book.

You want someone who understands and loves the subject.

<http://bit.ly/gZEUkE>

## 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>



## 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.

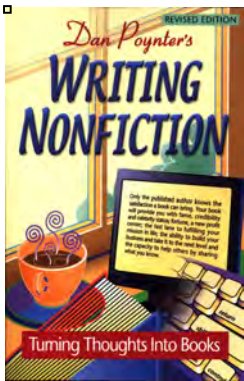
See

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



**CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.** The Publishers Marketing 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://www.ibpa-online.org/programs/programs.aspx>



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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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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/>

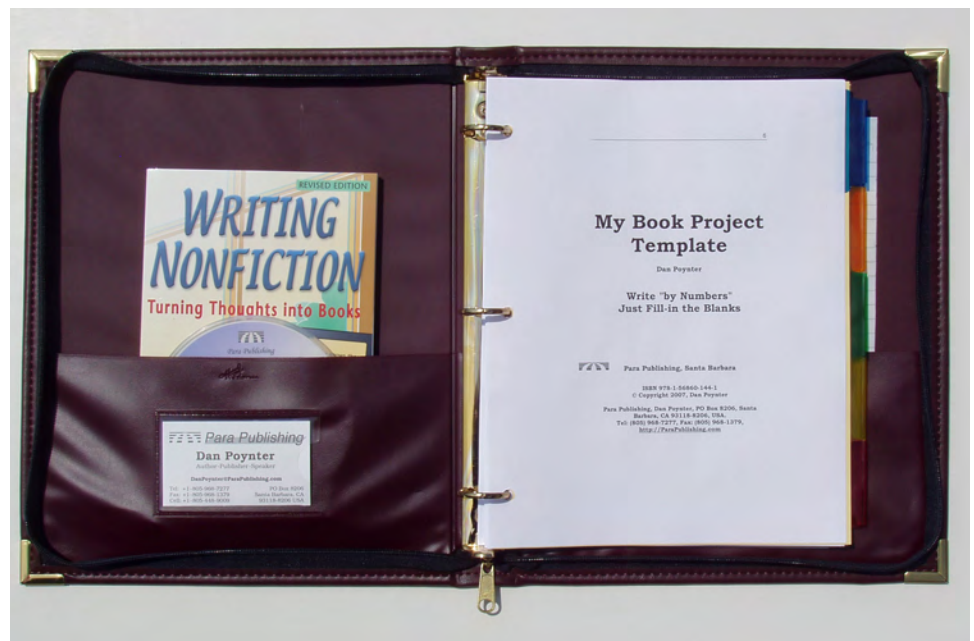
F-R-E-E SAMPLE of chapters one to three:

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

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## Book Printing at the Best Price

by Dan Poirier

**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 form for Quotation (RFQ).

**Types of printers.** For our particular discussion, printers may be divided into three groups: full-service, specialty and instant print services. Full-service do a little bit of everything and instant print services specialize in one thing like books. You, however, want a specialty printer who primarily prints books. There are more than 40,000 independent commercial printing companies in the U.S. but fewer than 25 print nothing but books. And now there are fewer than 20 that do digital book printing. Bid to 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 one type of work, may run their shops on the same process and buy just a few kinds of paper in various lots. Many of the more competitive book printers are located in Michigan. They manufacture their own and stock specialists in certain sizes, quantities and bindings. Each has equipment set up for one work. Add business cards then. This is why a printer will not take on one type of work and higher on another.

**Get bids.** Send several printing orders. You will find some bids to be three times higher than others. These price differences are startling as it goes to sleep around. Some printers are too busy for you, some specialize in something other than books and some are too busy. You need a good one who starts the work and specializes in what you need. 10,000 book printing.

**Want to deal with a printer nearby?** Your printer 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 reps, though their plants are far away. Even if you order 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. The way the best price on the books and tracking delivered to your door. It does not matter where the printer is located.

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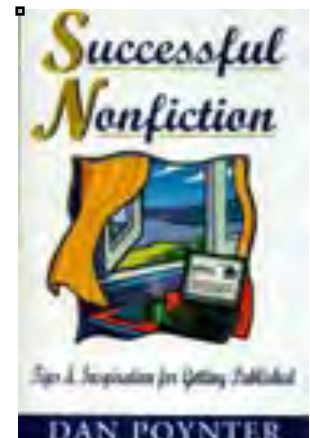
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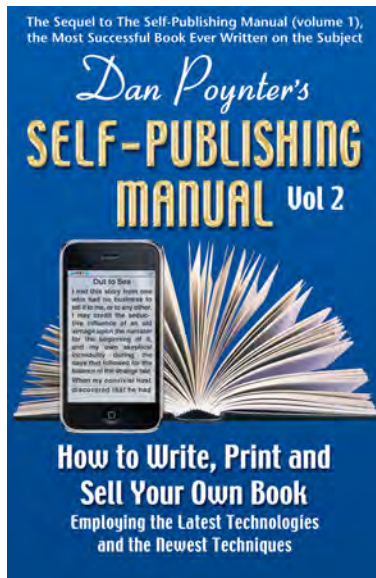
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Go on. Do it now.

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# ParaThoughts



## eBOOKS vs. APPS

--Dan Snow, Unlimited Publishing.

The smartphone camp is also quick to draw a distinction between a standalone app, versus an e-Book that requires intermediary software, such as the Stanza Reader. Unlike generic e-Book formats for the Kindle, Nook, etc. an app can perform more highly specialized functions based on the subject matter. Imagine a travel guide that harnesses a smartphone's GPS capability to notify the reader about specific stores, restaurants, and sites of interest in the exact location where it is read... innovations like



this are already underway in the bustling world of app development, far more than seen in conventional e-Books.

See [smartibooks.com](http://smartibooks.com) as one example of an app-based e-publishing program

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

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# ParaCalendar



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ALSO SEE THE CALENDAR ON OUR WEBSITE:

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



## **2011**

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 19-21. OJAI. Ojai Writers Conference.

Dan Poynter speaking Saturday on the New Book Model: Writing, Publishing and Promoting Your Book. A full six-hour program. Ojai Writers Conference—Master Class Ojai, CA, Mar 19, 2011 - Mar 27, 2011, Contact: Sequoia Hamilton, [staff@ojaiwritersconference.com](mailto:staff@ojaiwritersconference.com), <http://ojaiwritersconference.com>

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  
Fourth



and 16. NOORDWIJK, Netherlands.

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://bit.ly/hz539k>

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](http://www.marriott.com). 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://bit.ly/gREshz>



**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



French Speakers Association annual convention (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://bit.ly/gREshz>

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



NSA/US Convention.  
Marriott Hotel.

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

**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  
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# ParaHumor



## DEFINITIONS

**These fit so well they should be in a dictionary.**

**ADULT:** A person who has stopped growing at both ends and is now growing in the middle.

**BEAUTY PARLOR:** A place where women curl up and dye.

**CHICKENS:** The only animals you eat before they are born and after they are dead.

**COMMITTEE:** A body that keeps minutes and wastes hours.

**DUST:** Mud with the juice squeezed out.

**EGOTIST:** Someone who is usually me-deep in conversation.

**HANDKERCHIEF:** Cold Storage.

**INFLATION:** Cutting money in half without damaging the paper..

**MOSQUITO:** An insect that makes you like flies better.

**RAISIN:** A grape with a sunburn.

**SECRET:** Something you tell to one person at a time.

**SKELETON:** A bunch of bones with the person scraped off.

**TOOTHACHE:** The pain that drives you to extraction.

**TOMORROW:** One of the greatest labor saving devices of today..

**YAWN:** An honest opinion openly expressed. And MY Personal Favorite!!

**WRINKLES:** Something other people have, Similar to my character lines.





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