



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)

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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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Coming to you from New York.

I am here for the IBPA Publishing University and the
BEA Book Fair.

--Dan Poynter, **The Book Futurist.**
Guiding Publishers to the Next Level in Book
Promotion





ParaNews



SETH GODIN ON WHAT PUBLISHERS ARE DOING WRONG



(The larger) publishers have traditionally had zero contact with readers, and in fact often publish a range of books that no single reader could be interested in--their customer was the bookstore, not the reader.

http://www.mediabistro.com/galleycat/publishing/seth_godin_on_what_book_publishers_are_doing_wrong_160771.asp

DISCOVER WHAT THE MASTERS KNOW ABOUT BOOK MARKETING



The Masters of Book Marketing have joined to host workshops **for published authors--only.**

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 Philadelphia, July 31 in Dallas, August 21 in Denver, November 6 in Chicago and November 13 in Phoenix.

For details, see www.MastersOfBookMarketing.com

FACTOID

120,000 people attended the two-day Los Angeles Times Book Festival in 2010.



DAN POYNTER CAN SHARE A SPEECH WITH YOUR GROUP

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

A. Writing Books



📖 SO YOU WANT TO WRITE A BOOK
An Introduction to Writing, Publishing and Promoting

📖 THE NEW "BOOK" MODEL
How to write, publish & promote your nonfiction book

📖 WRITING YOUR NONFICTION BOOK
Converting Your Knowledge & Research into the Written Word

📖 CHILDREN'S BOOKS:
On the *move*.

📖 YOUNG AUTHORS
How They are Writing and Reading

📖 WRITEAHOLISM - Humor
Just say NO to keyboards

B. Publishing Books

📖 BOOK PRODUCTION
Printing eBooks, Audiobooks, Apps & More

📖 PACKAGING
Great Titles Sell More Books

C. Book Promoting, Marketing & Distributing

📖 BOOK PROMOTION
For Writers, Introverts & Other Reluctant Marketers

📖 SOCIAL NETWORKING FOR BOOKS
Confirming Subjects and Finding Markets

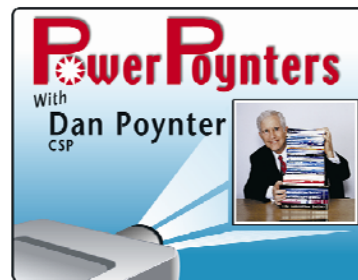
📖 SELLING BOOKS ABROAD
Through Remote Marketing

D. The Book Publishing Industry

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

📖 I LEARNED FROM THAT

📖 THE ADVANTAGES OF BEING A SMALLER PUBLISHER.



See **Speech Descriptions** for detail
<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>

➔ 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

BE UNIQUE

--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.



No one wants to hear the same old message over and over again. So develop a hook, or unique angle that sets your business apart from others. For example, if you own a restaurant, consider what's unique about it. What's unique about your menu? Has the restaurant been family-owned and operated for generations? Do you offer vegetarian cuisine? The more you can make your message unique or different from the "old way," the more attention you'll attract.

BOOK DESIGN: Using an Order Form in Your Book....

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



The question of the book order form is often asked... do I or don't I... and if I do, how many do I put in the back of the book?

I figure if you have the space, the pages based on the signature count from your printer, why not include an Order Form.

The form can help increase visibility in several ways:

1. Can be given to a friend if they are interested in the book.
2. Can list quantity sales costs or at least let the reader know this is an option. Groups might be interested depending on what your subject matter is.
3. If your book is picked up by a Library, the form(s) allow for readers to contact you.

Be sure to include the following on your form.

1. Your company contact information including, website, fax and phone to encourage immediate and extended sales. Also mention who the check needs to be made out to.
2. Email and snail mail addresses
3. Return policy
4. Tax, shipping and handling for one or quantity books

5. Offer information on your other services such as speaking, ebooks, consulting, coaching, mailing lists and other books.

6. Space for customer information: name, address, city, state, zip, phone, email.

7. If you ship international, mention your policy and shipping costs.

AND be sure to use the back of the form for more product and service promotion. In some ways this can be a nice income when your book is widely used.

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

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

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

Disburse, disperse – “Disburse” means to pay out, especially from a fund; to distribute. “Disperse” means to scatter; spread widely; break up and vanish. “As soon as he had *disbursed* all the candy, the crowd of children *dispersed*.”



AMAZON ANNOUNCES NEW VIDEO FEATURE ON AUTHOR PAGES

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



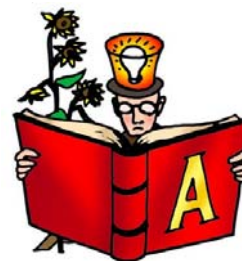
We often hear from authors who would like to add video—book trailers, interviews, etc.—to their Amazon product pages. While Amazon currently does not allow most publishers to add video content to product pages, they announced this week that **authors may now upload video directly to their Amazon Author Page.**

If you don't have an Author Page already, now is a great time to get one by signing up at [Author Central](#). Author Pages gives customers a summary of you and your work, and the new video content makes the pages an even richer way to make yourself visible to readers. If you already have an Author Page, uploading video is simple—just [sign in](#), click the new “Videos” tab at the top of the screen, and upload the file. Videos must be less than 10 minutes and under 500 MB. See additional video content guidelines [here](#).

Along with video, Amazon announced an updated Events section, which you can use to post upcoming signings and other appearances (like [this author](#)); they also announced more links to Author Pages, which will now be linked in search results. Read more about what you can do with Author Central [here](#).



ParaResources



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/>

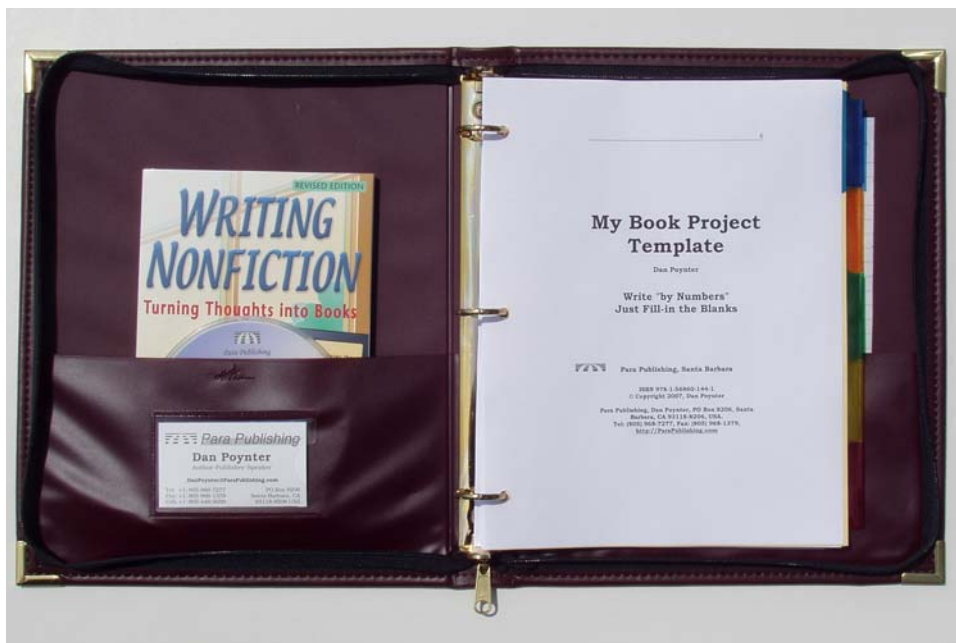


WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

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>



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>



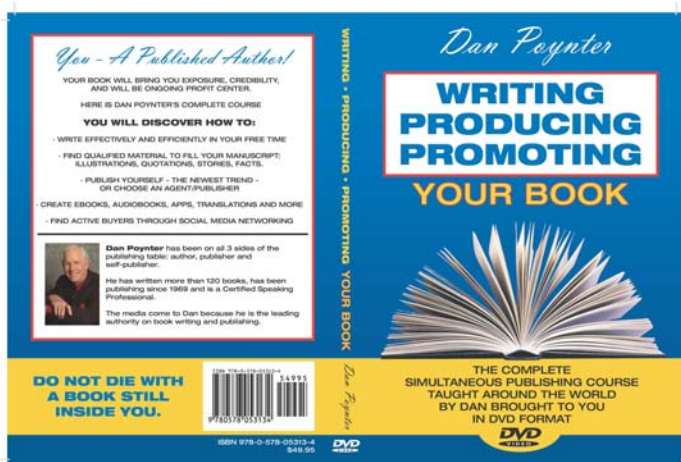
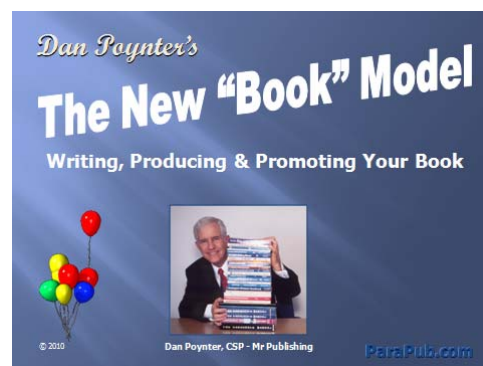
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DAN POYNTER'S MOST POPULAR COURSE NOW ON DVD The New "Book" Model:

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You will discover how to use new techniques and the latest technology to write your book faster, produce your book for less (printed, audiobooks & eBooks) and promote your book more effectively. Dan will share the secrets to finding an agent, contacting a publisher and publishing yourself. He has your step-by-step plan.



This is Dan's most popular presentation and it incorporates timely pieces of his other presentations.

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File: books0603-Printing.doc

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Book Printing at the Best Price

by Dan Poyner

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

Types of printers. For our particular discussion, printers may be divided into three groups: full-service, specialty and instant. Full-service (old) printers do a little bit of everything and instant printers operate copy shops like Kinko's. You, however, want a specialty printer who principally prints books. There are more than 40,000 independent commercial printing companies in the U.S. but fewer than 35 print nothing but books. And now there are fewer than 25 that do digital book printing. Deal with specialists.

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

Get bids. Select several printing quotes. You will find some bids to be three times higher than others. These price differences are startling so it pays to shop around. Some printers are too large for you, some specialize in something other than books and some are too busy. You need a good one who wants the work and specializes in short run (under 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 run in 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 select a book printer within driving distance, you may find they have decided to print your book in another plant on the other side of the country. You want the best price on the books and trucking delivered to your door. It does not matter where the printer is located.

GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES.

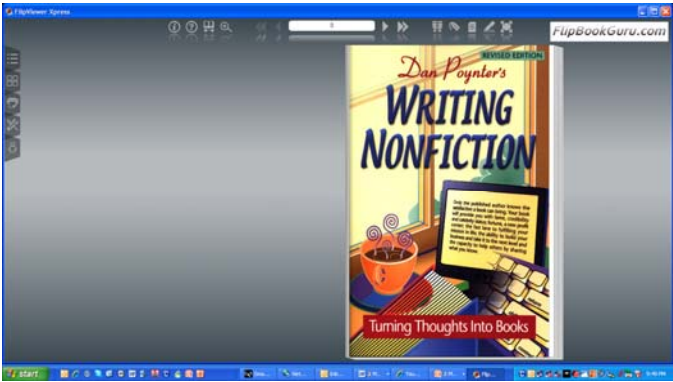
ALL THE BEST!

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

FLIP BOOK VIEWER HAS REAL PAGES

For an example, see chapters one to three of Dan Poynter's *Writing Nonfiction*. Turn the pages with a mouse click or drag them to the side. Explore all the buttons on the page. Easy to use, just load the PDF of your book into it.

<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerexpress.html>
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Think how appreciative they will be if you forward this newsletter to them.
Go on. Do it now.

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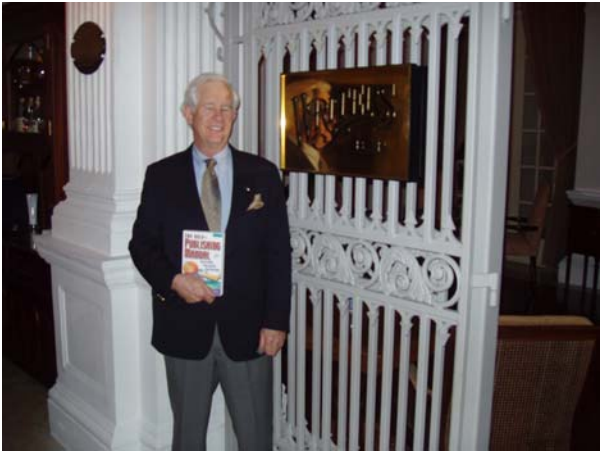
ParaThoughts



AUTHORS NEVER RETIRE

–Dan Poynter, The Book Futurist.

Have you ever heard an author who retired? Of course not. People who retire are retiring *from* something. A job they did not enjoy. I always wonder how long they endured a job that wasn't fun. Year after year, they continued in the job they didn't like and wished they could escape.



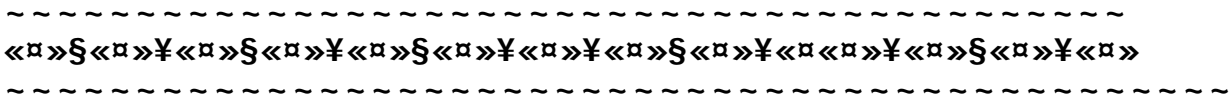
Dan Poynter at the Writers Bar in the Raffles Hotel, Singapore.

Authors have a job they love. If they are introverted, they can stay home and write. If they are extroverted, they can get out and promote their work. They are self-employed and they have a choice.

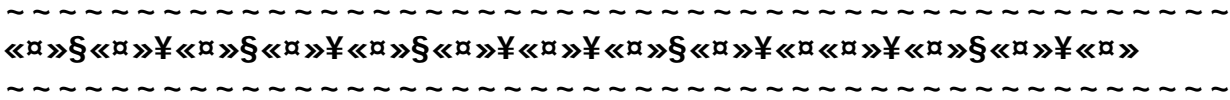
According to *Forbes* magazine 87% of the employed in the United States hate their jobs. http://www.forbes.com/2005/11/30/career-work-employment-cx_sr_1201bizbasics.html

Could it be that the remaining 13% are authors?

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ParaFreebies



FREE



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The Future of Publishing - Dan Poynter
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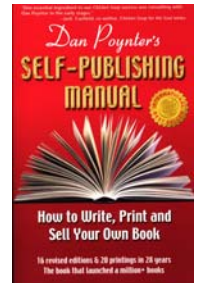
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Read the FAQs. See the Book Research Resources (Sources), Book Publishing Statistics (BookStats), Book Publishing Vendors (Suppliers), Dan on stage (Videos) and Books, Writing Kits & Reports on book writing, publishing and promoting (Products). Subscribe 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.

See

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=352965979&mt=8>

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

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ParaCalendar



AUTHOR ON A SPEAKING TOUR.

Where in the world is Dan?

Showing people how to write, publish and promote their books

One presentation at a time.

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

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<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

May 24-25. NEW YORK. IBPA (PMA) Publishing University. Roosevelt Hotel.

May 26-27. NEW YORK. Book Expo America. Convention Center.

June 1. LANCASTER, CA. Experimental Aircraft Association meeting, Fox Field, 7 PM. Dan to share an aviation subject.

June 20 – July 6 Round-the-World Speaking Itinerary #20



June 24, LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: info@bookmidwife.com, +44 (20) 8364 2884, <http://www.bookmidwife.com/>

June 26. LONDON, UK. PSA/UK, London chapter. Fmi: Chris Roycroft-Davis, chris@crd.me.uk,

July 3-4. SINGAPORE. Book Camp. Fmi: Patrick Ang, patrick.anglh@yahoo.com.sg, +65 (6443) 9404, <http://www.exec-directions.com/index.php>

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

July 23. PHILADELPHIA. 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. PHILADELPHIA. 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 (Cologne), Germany. Global Speakers Network meeting.
<http://www.germanspeakers-association.de/>

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

September 24-26. VALLEY FORGE. 11th annual Express Yourself Published Authors Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500.
<http://www.authorsconference.com/>

September 30 – October 3. MARLOW, UK. Crowne Plaza, 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/>

October 22-24. MYRTLE BEACH. South Carolina Writer's Workshop. Fmi : Carrie McCullough, mcculloughca@bellsouth.net, 706-798-9545. <http://www.myscww.org/conference/> Hilton Myrtle Beach Resort.

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 1-3 DALLAS. CSP/CPAE Summit.

The Joule hotel, located downtown.

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

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

April 14, 15 and 16. NOORDWĳK, Netherlands.

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

<http://www.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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ParaHumor



PUN FOR THE EDUCATED

Back in the 1800's the Tate's Watch Company of Massachusetts wanted to produce other products, and since they already made the cases for watches, they used them to produce compasses. The new compasses were so bad that people often ended up in Canada or Mexico rather than California .

This, of course, is the origin of the expression, ...
"He who has a Tate's is lost!"

(Generic Smiley)

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