



Your Publishing Poynters Newsletter: June 15, 2006

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.

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[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com); <http://ParaPub.com>; 1-800-PARAPUB

For the Small Print, scroll to end.

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IN THIS ISSUE FROM PARA PUBLISHING  
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- A. ParaNews (What's happening)
- B. ParaTips (Guidance/advice on specific issues)
- C. ParaResources (Sources of helpful information)
- D. ParaThoughts (Editorial)
- E. ParaFreebies (Giveaways)
- F. ParaCalendar (Dan may be coming to visit you)
- G. ParaHumor (We saved the fun for last)

<A-----ParaNews----->

1. CIP SURVEY FOR PUBLISHERS. The CIP program needs your help. Since 1971, the CIP program has provided libraries, publishers, booksellers, and the information community over a million catalog records. While the CIP program has grown significantly over the years, the resources that support it have not. Given limited resources and dramatic changes in information technology, it is essential that we appraise the program to determine its future. To do this we need your input. See

<http://www.surveymonkey.com/Users/53711847/Surveys/45132176719/72F14004-5A79-4BAC-AD6D-34B6C5A28635.asp?U=45132176719>

2. AMAZON WANTS TO BE YOUR PRINTER TOO. See [http://www.ids-publishing.com/publishing/us/print\\_on\\_demand/95/pressrelease\\_content.html](http://www.ids-publishing.com/publishing/us/print_on_demand/95/pressrelease_content.html)

3. GOOGLE'S CLICK SETTLEMENT: SHOULD YOU OPT IN OR OUT? If you have a Google AdWords account or purchased Google advertising through an ad agency, see

<http://www.clickz.com/experts/search/strat/article.php/3609081>

4. COME TO SANTA BARBARA on July 8-9 for a life-changing, business-expanding Book Promotion Workshop. Just you and 22 others will be treated to two days of intense coaching on book marketing, promoting and distributing. Held at Para Publishing, high on a hill, overlooking the Pacific.

For more information on investing in this \$995 event (\$795 for the second person from the same company), see

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

or

<http://parapublishing.com/sites/para/information/access.cfm?isbn=Document%20167&qty=1&isdl=1>

or call 800-PARAPUB.

5. GET THE SELF-PUBLISHING MANUAL FOR \$12.97. Yes, the all-new, completely revised 15<sup>th</sup> edition can be your for much less than the cover price of \$19.95. See

<http://www.amazon.com/gp/product/1568601344/>

You save 35%. Act now.

6. EMAIL CAUTION. The Enron execs are officially guilty, and maybe one of the most important lessons learned from this scandal is how e-mail can come back to bite you. See

<http://www.eweek.com/article2/0,1895,1967845,00.asp?kc=ewnws052606dtx1k0000599>

7. GOOGLE CONTINUES TO SCAN BOOKS. See

<http://www.chinapost.com.tw/business/detail.asp?ID=82672&GRP=E>

Is Google Print good or bad for publishers? Publishing Poynters Radio features comments by industry leaders. These ten-minute updates can be heard at Episode 3:: [Is Google Threatening Self-publishers?](#)

at

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

8. BEA BOOK FAIR REPORT by Al Canton. See

<http://www.adams-blake.com/rantlist.php?pagestyle=rantlist>

or

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

9. WRITING NONFICTION WINS AUDIO AWARD from the Audio Book News Service. See <http://AudioColumn.com>.

On CD or download. MP3 or uncompressed. The voice talent is Dan Snow of Unlimited Publishing. See <http://www.lulu.com/danpoynter>

See how audios are made. Document 635 at

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

10. ATTENTION INTROVERTED WRITERS. Teleclass: "Book Promotion for the Introvert or Reluctant Marketer". June 28 at 5PM-6:30PM pdt, 8PM-9:30PM edt.

Want to know about how to multiply book sales? Yes, use rational low-cost ways and yes, allow the internet door to open new opportunities for your book's expanded sales. Dan Poynter and Judy Cullins, book coaches, will present this teleclass on Five Ways to Get your Book to Top-Selling Status!

Dan and Judy Will Help you Get Answers For These Questions:

A. How can I market my book on the internet-primarily through articles and excerpts that I submit to article directories and top web sites in my book's subject?

B. How can I get my book's back cover to work for me?

C. Why should I know more about my book's benefits? And how should I write them to attract buyers?

D. Why is my email signature file so important to selling my book? How can I improve it to compel many sales?

E. How will review copies help sell my book? What's the process so it's targeted and within my budget?

When you graduate, you'll know five, and will probably choose 2-3 of these great ways to get more of your books sold.

Both Dan and Judy are authors' advocates. We want you to succeed.

Investment: \$44.95 that includes two special reports valued at \$30. That's 74.95 value for only \$44.95 and you get two coach's valuable information instead of one! Only way to register: Call either tollfree 866-200-9743 or 619-466-0622 from 9-6 pacific daylight times.

See more information and benefits at

<http://bookcoaching.com/teleclasses.shtml>

Questions? email [Judy@bookcoaching.com](mailto:Judy@bookcoaching.com) or call 866-200-9743 (9-6 pt)

11. SOME PUBLISHERS GOING STRAIGHT TO PAPERBACK. See

[http://online.wsj.com/article\\_email/SB114928358915770180-1MyQjAxMDE2NDA5MzIwODMzWj.html](http://online.wsj.com/article_email/SB114928358915770180-1MyQjAxMDE2NDA5MzIwODMzWj.html)

12. DAN POYNTER'S BOOK PUBLISHING ENCYCLOPEDIA is the "Book Publishing Answer Book." It has thousands of tips and references in an easy-to use alphabetical encyclopedia. Each fact, figure, resource or reference, links to a specific page on a web site for more information.

Keep this reference within easy reach; you will refer to it often. When you have questions, this book will supply the answers and they will be easy to find. See the various editions at

<http://www.amazon.com/gp/product/1568601271/> Softcover

<http://www.amazon.com/gp/product/156860128X/> LARGE print (see cover).

<http://www.amazon.com/gp/product/B000F2C9HA/> LIT for MS-Reader

<http://www.amazon.com/gp/product/B000F2C9LG/> PDF  
<http://www.mobipocket.com/en/eBooks/BookDetails.asp?BookID=28909>  
Mobipocket

13. YOU CAN GET IT ALL. Now you can get all of the Para Publishing books and reports on one CD and our four books on writing and publishing are included in the package at no extra charge. See  
<http://dansentme.com/sites/para/information/business.cfm#pwrpk1>

14. NEWSLETTER SPIN-OFF: PUBLISHING POYNTERS MARKETPLACE will arrive early each month. Last November, we started a new section in Publishing Poynters: ParaWants-Reviews (on Amazon and B&N wanted). Apparently readers liked the idea; we received more than 80 listings. The overwhelming response would double the length of this newsletter so we created a bonus ezine.

Look for the monthly Publishing Poynters Marketplace early each month. And think how you can put it to work for you. See  
<http://parapublishing.com/sites/para/resources/newsletter.cfm>

15. DAN POYNTER IS COMING TO VISIT. Please alert your writing and publishing colleagues.

Everywhere (teleconferences), Arlington, Atlanta, Birmingham, UK, Dayton, Fort Lauderdale, Foster City, Fredericksburg, Goleta, Henderson, Las Vegas, Los Angeles, Las Vegas, New York, Nürnberg, Orlando, Plant City, Portland, Reno, Roanoke, San Francisco, Santa Barbara, Santa Monica, Seattle, Singapore, Surfers Paradise, Valley Forge, Vancouver, Washington, DC. (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>

16. WILL eBOOKS FOLLOW MUSIC? Total music album sales are down 19 percent since 2001, while CD sales have dropped 16 percent during the same period, according to Nielsen BookScan. Sales of single digital music tracks have jumped more than 1,700 percent in just two years. See  
[http://www.nytimes.com/2006/06/05/books/05digi.html?\\_r=2&oref=slogin&oref=slogin](http://www.nytimes.com/2006/06/05/books/05digi.html?_r=2&oref=slogin&oref=slogin)

17. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to <http://parapublishing.com/sites/para/resources/newsletter.cfm>. Unsubscribe your old address and subscribe your new one.  
To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

17. COPYRIGHT FEES TO INCREASE. See  
<http://www.copyright.gov/fedreg/2006/71fr15368.pdf>

18. POD PUBLISHERS CLAIM PROFITABILITY; FACE NEW COMPETITION. See

<http://www.newsobserver.com/104/story/446562.html>

And f-ree InfoKit #2 at

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

19. MARK VICTOR HANSEN WILL HOST HIS LEGENDARY MEGA BOOK MARKETING UNIVERSITY AGAIN. While most of the speakers will cover book promotion, Dan will show how to create the product (book). July 13-16 in Orlando. For more information on this incredible event, see <http://www.megabookmarketing.com/cmd.php?af=413065>

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

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Do you have any 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. THE VALUE OF ARTICLES  
--Pam Lontos, <http://www.PRPR.net>

- If you're trying for publicity, but not getting "hits," think about how you can work differently. Ask yourself:
- Do you not believe you can get into a large publication? You can!
  - Do you think the small publications don't matter? They do! You never know who reads what!
  - Are you pitching yourself instead of the story for the readers? They care about their audience, not you.
  - Do you pitch the editor when you should pitch a writer? Remember: If you want to be interviewed for a story they're doing, it's the writer. If you want your article to be published, pitch the editor.
  - Do you ask reporters what they want? Befriend them; make their job easier. It will pay off.
  - Did you gear your pitch to the specific publication? Give them what they need! Fit into their audience's desires.
  - Did you only pitch the top twenty publications? You should be pitching to hundreds, not just the top twenty. You're going for "top of the mind" recognition. You want people to say "I see your name everywhere!"

## 2. SPECIAL EFFECTS ON YOUR COVER

--Kathi Dunn, Dunn+Associates Design, <http://www.dunn-design.com>

Special effects - the added wow factor. Talk with your professional book cover designer about special effects that can turn your book into an attention grabber. Designers and publishers have gotten much more sophisticated with foil stamping, embossing and diecutting on book jackets. If you are printing digitally, you will not have these opportunities since digital printing is currently limited to standard 4-color process printing. But, if your book runs on a conventional press, the sky is the limit. In this case, your book cover will most likely run on a 6-color press: 4-color process plus lamination.

This allows you to add a custom fifth color rather economically. That fifth color - one you rarely see on other books - can be the one thing that makes your book stand out. If you've got a little wiggle room in your budget, ask your professional book cover designer about special effects for your cover.

## 3. MATCH YOUR BOOK TO THE STORE

--Fran Grumble, [fran@lavoltapress.com](mailto:fran@lavoltapress.com)

If you want to find out which bookstores are likely to carry your book, without sending to every one in the American Book Trade Directory (though that's a great tool too), do Google searches on the titles of the books most competitive with yours. Not just Amazon, but smaller stores who carry that title on their websites will pop up. Contact those stores about your book.

## 4. WHAT CAN THE PMA, THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU? See

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

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

## 5. ONYX WILL HELP YOU SELL MORE BOOKS.

--Steve Carlson

ONIX is the new standard for organizing all the information needed to sell your books. Ignore it at your peril. For more information,

<http://www.upperaccess.com/onix.html>.

## 6. MAKING THE MOST OF MEETINGS-NETWORKING. See

<http://www.news.frankfurness.com/salestips/networking/> or

[http://tinyurl.com/qe\\_euz](http://tinyurl.com/qe_euz)

## 7. REPRINTS AND ISBNs

-Clint Greenleaf, Greenleaf Book Group LP,

[www.greenleafbookgroup.com](http://www.greenleafbookgroup.com)

Reprints should maintain the same carton quantity, trim size, and paper stock as the original printing whenever possible to avoid distribution obstacles. Since the reprint will carry the same ISBN as the original printing and most distribution and inventory systems are ISBN-driven, attention to consistency is key to avoid inefficiencies. For example, a change in paper stock may affect the

weight of the book, which will throw off systems calculating shipping costs based on weight. A carton quantity change will complicate both inventory systems and retail ordering systems that are case-driven.

8. WHAT IS A USED BOOK WORTH? See

[http://www.amazon.com/gp/pdp/profile/A1N7U5MH4J38MP/ref=cm\\_pdp\\_friends/002-2406495-5731216](http://www.amazon.com/gp/pdp/profile/A1N7U5MH4J38MP/ref=cm_pdp_friends/002-2406495-5731216)

9. DECIPHERING AMAZON SALES RANKS. How many book are being sold?

See

[http://www.amazon.com/gp/pdp/profile/A1N7U5MH4J38MP/ref=cm\\_pdp\\_friends/002-2406495-5731216](http://www.amazon.com/gp/pdp/profile/A1N7U5MH4J38MP/ref=cm_pdp_friends/002-2406495-5731216)

10. BLINDLY SENDING REVIEW COPIES

--Marika Flatt, PR by the Book, [www.prbythebook.com](http://www.prbythebook.com)

Don't always assume that it's the right path to blindly mail out review copies to book editors. Occasionally, this is helpful, especially to trade magazines. However, other times, it only proves to be a waste of time, energy and expenses. Consider mailing copies (or emailing a PDF) to a short list of reviewers and then send all other copies to media outlets that actually request it.

11. LARGE PUBLISHERS DEMAND A FOLLOWING; ONLY WANT AUTHORS WITH A PLATFORM. See

[http://www.observer.com/20060605/20060605\\_Sheelah\\_Kolhatkar\\_media\\_newsstory3.asp](http://www.observer.com/20060605/20060605_Sheelah_Kolhatkar_media_newsstory3.asp)

12. SOMETIMES "OK" IS NOT THE ANSWER YOU NEED

-- Michele DeFilippo, [www.1106design.com](http://www.1106design.com)

Before showing cover concepts, designers carefully balance the size, style, color and composition of elements to create an effective cover. When you request changes, general comments rather than specific orders are most helpful to your designer. For example: if you say, "It looks too conservative," or "I'd like the cover to look more cheerful," your designer can make different judgments to move the concept closer to your goal. Designers understand that you are trying to help, but comments such as, "Make this bigger, make this smaller, use this photo, change the color, move this over, and use this font," can unravel any design. Designers want happy clients, and want to deliver a cover that will sell your book. Overruling every decision made by your designer can result in a cover that pleases you, but is completely ineffective in the marketplace.

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

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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. FINDING OUT-OF-PRINT BOOKS. See <http://marylaine.com/bookbyte/getbooks.html>
2. dotREADER. A new e-book reader and documentation platform. See <http://www.dotreader.com/site/>  
Might reduce textbook prices by including ads.  
<http://www.dotreader.com/site/?q=node/48>
3. GUINNESS BOOK OF WORLD RECORDS ONLINE from Jim Zinger. See <http://www.guinnessworldrecords.com/>
4. NEWSPAPER & JOURNALISM SITES from Jim Zinger. See <http://ojr.org/ojr/business/future.php>  
<http://www.editorandpublisher.com/>  
<http://www.cjr.org/>  
<http://www.poynter.org/>  
<http://www.ajr.org/>  
<http://www.ire.org/>
5. BOOK-RELATED WEB SITES. Great list. See <http://www.teleread.org/bookrelatedsitesonthenet.htm>
6. WHERE TO SEND NEWS RELEASES. Nice list. See <http://www.articlesontheweb.com/>  
How to write a news release. See <http://DanSentMe.com/sites/para/resources/allproducts.cfm>
7. ONLINE LIBRARY  
-Charles Boyle, [tripub@comcast.net](mailto:tripub@comcast.net)  
<http://www.booksfree.com/>
8. AUTHORS AND BOOZE: the link between writing and creativity. See <http://www.unhooked.com/sep/writers.htm>
9. COMPARE THE PRICES OF TEXTBOOKS. What are your book selling for on the Web? See <http://www.directtextbook.com/>
10. WRITER'S AND AUTHOR'S BLOGS. See [http://www.findblogs.com/authors\\_writers\\_blogs/](http://www.findblogs.com/authors_writers_blogs/)

11. FINDING SALES FIGURES FOR BOOKS. See

<http://www.slate.com/id/2142810/>

and

InfoKit #1 on Writing at

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

12. BOOK CATEGORIES. It is imperative that you place a book category in the upper, left-hand corner of your back cover to ensure that your book is displayed on the proper shelf in the book store. If your book is not shelved with similar books, it will not be found or discovered by a browser looking for books of that subject-matter. See

[http://www.bisg.org/standards/bisac\\_subject/index.html](http://www.bisg.org/standards/bisac_subject/index.html)

and then visit a couple of stores to verify that you have selected the right category for your book.

13. F-FREE eBooks in JULY. Project Gutenberg and World eBook Library plan to make "a third of a million" e-books available f-free for a month at the first World eBook Fair. Downloads will be available at the fair's Web site from July 4, the 35th anniversary of Project Gutenberg's founding, through Aug. 4. See

[http://www.nytimes.com/aponline/technology/AP-Books-Online.html?\\_r=2&oref=slogin&oref=slogin](http://www.nytimes.com/aponline/technology/AP-Books-Online.html?_r=2&oref=slogin&oref=slogin)

<http://gutenberg.org>

<http://worldebookfair.com>

To convert your books to eBooks and get them onto some 15 dealer sites such as Amazon.com, see <http://www.RosettaMachine.com> and get Document 615 at

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

14. SELLING TO CATALOGS. 7,000 catalogs are published in the U.S. and 1,000 more are available in Canada. Each year they mail 11.8-billion catalogs to recipients. Catalogs move lots of books. You can get your book into several category-specific catalogs. See Document 625 at

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

15. GETTING COVERAGE IN MAGAZINES, newspapers and newsletters for your books. News releases and article. See

<http://parapublishing.com/sites/para/information/promote.cfm#bknr>

For a list of periodicals, see

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

For an example and a paint-by-the-numbers outline on how to construct a dynamite news release, see

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

16. Our revamped web site has a dynamite search engine. It can even locate tips, resources and information in our newsletters over the past 10 years. This is an infinitely-valuable research tool. Try it

<http://ParaPub.com>. See the Search box at the top of the page.



==>SHARE YOUR THOUGHT. Send it to [DanPoynter@ParaPublishing.com](mailto: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. **MARKETING ON A BUDGET.** I would like to invite you, your co-workers, clients, prospects etc. to join me for my Microsoft Leadership Forum on June 13, 2006. For more information and to register please go to:  
[http://placeware.viewcentral.com/events/cust/single\\_event.aspx?cid=placeware&pid=2&cbClass=8436&signupkey=2659](http://placeware.viewcentral.com/events/cust/single_event.aspx?cid=placeware&pid=2&cbClass=8436&signupkey=2659)  
--Roger C. Parker

2. **FIND YOUR BOOK'S HOOK.** What makes you unique? What is your hook for various media? Email me at [Pam@prpr.net](mailto:Pam@prpr.net) or call me at 407-299-6128, and I'll be glad to give you a form I've designed to calculate your hook. Say you've written a health book. If you were to go on Oprah, you'd pitch "What's a healthy lifestyle? Not just a fad diet." Pitch Larry King Live: "What is the truth about yo-yo dieting?" The Today Show: "Nutritional supplements that can boost your health." The View: "Breathing tips for reducing stress anywhere." Can't you just see all those ladies on The View doing the breathing exercises with you? Forbes: "How to stay healthy while stressed out at work." Cosmopolitan: "Tired all the time?" Wall Street Journal: "How to reduce stress at work for more productivity."

3. **INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - F-R-E-E.** See <http://parapublishing.com/sites/para/information/business.cfm>

4. **TURN YOUR BOOK INTO AN AUDIO EDITION.** Up-and-coming Audio-Media production company currently accepting manuscripts for a preliminary "trial" run of our services. Our staff has voiced and produced segments for United Airlines, Regal Cinemas, McDonald's, Subway sandwiches, etc, and wishes to break into the books-on-tape market. Let our test phase supply your product! We'll provide the talent, studio time, and production personnel. Manuscripts of interest are fiction and non-fiction novels. No charge.

Contact: Danny Gorden; [dgdrummerboy@aol.com](mailto:dgdrummerboy@aol.com) and 818\*749\*5869

==>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-----<

WHERE IN THE WORLD IS DAN?  
SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS  
ONE PRESENTATION AT A TIME.

A. 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.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to use innovative techniques and leading-edge technology to write your books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at <http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 28-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See <http://parapublishing.com/sites/para/speaking/index.cfm>

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News &

World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on 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>

2006

June 14: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

June 28. TELESEMINAR. Book Promotion for Writers, Introverts and Other Reluctant Marketers with Judy Cullins and Dan Poynter. 5 pm Pacific/8 pm Eastern. FMI: [Judy@BookCoaching.com](mailto:Judy@BookCoaching.com), 619-466-0622, 866-200-9743.

July 8-9: SANTA BARBARA. Book marketing/promotion/distribution retreat in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapublishing.com/sites/para/speaking/edutrain.cfm>

July 13. ORLANDO. A pre-convention event to Mark Victor Hansen's MEGA Book Marketing University. Dan Poynter on book writing. See <http://www.megabookmarketing.com/cmd.php?af=413065>

July 14-16. ORLANDO. Mark Victor Hansen will host his legendary MEGA Book Marketing University again. While most of the speakers will cover book promotion, Dan will show how to create the product (book). For more information on this incredible event, see <http://www.megabookmarketing.com/cmd.php?af=413065>

July 18: ORLANDO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Shop. Books 101: The full New Book Model program. 6:27 to 10:00 PM. fmi Heidi Walker, 407-671-9505, <http://www.TheKnowledgeShop.us>

July 19: ORLANDO. So You Want to Write seminar. Dan Poynter on writing. 1 pm. Fmi: Ann McIndoo, 760-771-8940, [AnnMcIndoo@aol.com](mailto:AnnMcIndoo@aol.com), <http://SoYouWantToWrite.com>

July 22-25. ORLANDO. National Speakers Association annual convention. Dates blocked. <http://www.NSAspeaker.org>

August 2: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

August 19: PLANT CITY, FL. Central Florida chapter of the National Speakers Association. Turning Speeches into Books. Books 101: The full New Book Model program. Fmi: Dave Timmons, (813) 948-6709, [Dave@DaveTimmons.com](mailto:Dave@DaveTimmons.com), <http://www.nsacentralflorida.com/>

August 24-27. ARLINGTON, VA. Parachute Industry Association. Dan Poynter on an aviation subject. FMI: <http://PIA.com>

September 3. NEW YORK. Date blocked.

September 7: PORTLAND, OR. Oregon chapter of the National Speakers Association. Turning Speeches into Books. Books 101: The full New Book Model program. 6:00-9:30 PM. Fmi: Gail Hand, (503) 284-2342, [gail@gailhand.com](mailto:gail@gailhand.com), <http://www.nsaoregon.net/>

September 9: SEATTLE. Northwest chapter of the National Speakers Association. Turning Speeches into Books. Books 101: The full New Book Model program. Fmi: Jocelyn "Toolie" Garner, (425) 830-0740, [tooliepress@isomedia.com](mailto:tooliepress@isomedia.com), <http://www.nsanorthwest.org/>

September 12-19. GERMANY. September 15 – 16. Nürnberg. German Speakers Association (GSA). <http://www.GermanSpeakers.org>

September 27: NEW YORK CITY. Book Summit. Book Summit: Industry Leaders Discussing the Future of Publishing in a Flat world. Small Press Center. See <http://www.BookSummit.com>

September 29-October 1: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500. <http://www.infinitypublishing.com>

October 3: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

October 6: DAYTON, OH. Pen to Paper Literary Symposium. Dan Poynter's Books 101: Writing & Publishing Nonfiction. The full New Book Model program plus a keynote. Fmi: Valerie Coleman, 937-307-0760, [Symposium@ButterflyPress.net](mailto:Symposium@ButterflyPress.net)

October 7. HENDERSON, NV. Pioneers of Parachuting Reunion. Gold Strike Hotel. Dan Poynter's multimedia show on aviation statistics; he compares skydiving, snowboarding, motorcycle riding, lightning strikes, home accidents and more (lots of video of accidents). Fascinating and fun. Fmi: Bill McCarthy, D-83, [USPAD83@cs.com](mailto:USPAD83@cs.com), (301) 984-3094

October 10. ATLANTA. Knowledge Shop-Atlanta. A Day with Dan Poynter. Writing & Publishing Nonfiction. Books 101: The full New Book Model program and more. 10 AM to 5 PM. Fmi: Knowledge Shop, 180 Cobb Parkway, Suite C24, Marietta, GA 30060-9307. (678) 766-6666, [theknowledgeshop@aol.com](mailto:theknowledgeshop@aol.com), <http://www.knowledgeshopatlanta.com/index.cfm>

October 11: ATLANTA, GA. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. [bemis@nnba.net](mailto:bemis@nnba.net), <http://www.nnba.net> \$69. Open to the public.

October 19-24. SINGAPORE. Several events with Dan Poynter on books writing, publishing and promoting. Fmi: Patrick Ang, +65-62419769, +65-98531380, [PatAngLHL@singnet.com.sg](mailto:PatAngLHL@singnet.com.sg)

November 10-12. ORLANDO. Disney's Coronado Springs Resort. Dan Poynter on Book Writing. Florida Writers Association. Fmi: Marcia Rankin, +1-407-414-1135, [AnnMar11@msn.com](mailto:AnnMar11@msn.com), <http://www.FloridaWriters.net>

November 17-19. FOSTER CITY, CA. Cat Writers Convention. Dan Poynter on book promotion. Fmi: [FranShaw1@juno.com](mailto:FranShaw1@juno.com), <http://www.CatWriters.org>

November 3-5. Birmingham, UK. Professional Speakers Association. (PSA). <http://www.professionalspeakers.org/events.html>

December 7 - 9. Vancouver. Canadian Association of Professional Speakers (CAPS). Fmi: Elaine Allison, (604) 723-7774, [Info@ElaineAllison.com](mailto:Info@ElaineAllison.com), <http://www.CanadianSpeakers.org>

2007

January 4-7. MARCO ISLAND, FL. NSA-U. National Speakers Association University. <http://www.NSAspeakers.org>. Dates Blocked.

February 1-10. RENO. Parachute Industry Association Symposium. Dan Poynter on parachute subjects. [Http://www.PIA.com](http://www.PIA.com).

March 10. FORT LAUDERDALE. Turning Speeches into Books. The full New Book Model Program. Florida Speakers Association. Westin Hotel. Fmi: George Chismark, +1-561-630-7766, [info@florida-speakers.org](mailto:info@florida-speakers.org), <http://www.florida-speakers.org/>

March 30-April 1. GOLD COAST, AUSTRALIA. National Speakers Association of Australia (NSAA). See <http://www.NationalSpeakers.asn.au>

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<G-----ParaHumor-----<

#### WORDS

Today's mirthful moment comes from Comedy Central in the form of "New Business Terms" that you just may find a way to use.

--Via Terry Paulson, PhD.

1. Idea Hamsters - People who always seem to have their idea generators running.
2. Mouse Potato - The on-line, wired generation's answer to the couch potato.
3. SITCOMs - What yuppies turn into when they have children and one of them stops working to stay home with the kids. Stands for "Single Income, Two Children, and Oppressive Mortgage".
4. Stress Puppy - A person who seems to thrive on being stressed out and whiny.
5. Swiped Out - An ATM or c^redit card that has been rendered useless because the magnetic strip is worn away from extensive use.
6. Alpha Geek - The most knowledgeable, technically proficient person in an office or work group.

(Generic Smiley)

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

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