



Your Publishing Poynters Newsletter: November 1, 2007

PUBLISHING POYNTERS

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

November 1, 2007. Copyright Para Publishing. ISSN: 1530-5694.

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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-----<

PUBLISHING POYNTERS is coming to you several days early. Dan is speaking in Singapore. From there, he will continue on around the world to speak in Kuala Lumpur, Cape Town, London and Orlando.

1. HOLTZBRINCK AND AUDIO RENAISSANCE BECOME MACMILLAN. See <http://us.macmillan.com/splash/news/news02.html>
<http://www.publishersweekly.com/article/CA6488163.html?nid=2286&source=title&rid=1906489783>

2. NEWSPAPER WEBSITES, DESPERATE FOR READERS AND REVENUE, are increasingly in cahoots with bloggers, posting and plugging them and even sharing advertising revenue. See <http://www.latimes.com/business/la-fi-newsblogs9oct09,1,3678198.story?ctrack=1&cset=true>

3. DORIS LESSING AWARD NOBEL PRIZE FOR LITERATURE. She recalled that, in the 1960s, "they sent one of their minions especially to tell me they didn't like me at the Nobel Prize and I would never get it".

"So now they've decided they're going to give it to me. So why? I mean, why do they like me any better now than they did then?" She is only the 11th woman to get the prize.

See

<http://news.bbc.co.uk/2/hi/entertainment/7039100.stm>

<http://www.thestar.com/entertainment/Books/article/266062>

<http://www.publishersweekly.com/article/CA6488959.html?nid=2286&source=link&rid=1906489783>

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

Albuquerque, Amsterdam, , Barcelona, Cape Town, , Dallas, Denver, Durban, Goleta, Halifax, Las Vegas, London, Los Angeles, Melbourne, Millbrae, Oklahoma City, Orlando, Puerto Vallarta, Sacramento, Salzburg, San Diego, San Francisco, Seattle and Teleseminars/Webinars (everywhere).
(MORE to be announced soon).

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

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

5. GOSSIP FROM THE FRANKFURT BOOK FAIR. See

<http://observer.guardian.co.uk/review/story/0,,2190468,00.html>

6. FRANKFURT BOOK FAIR SURVEY: Digitization Is a Challenge for the Industry. See

http://www.thebookstandard.com/bookstandard/news/author/article_display.jsp?vnu_content_id=1003655667

and

<http://www.publishersweekly.com/article/CA6488033.html?nid=2286&source=link&rid=343249829>

7. DAN POYNTER'S SEMINAR WITHOUT YOUR TRAVEL.

You can get Internet access to his 3+-hour New Book Model video program. You will see & hear him in action with more than 150 PowerPoint slides. It will be just like attending one of Dan's seminars without the travel and parking. Dan will take you through writing your book, publishing it and promoting the book. Nothing is left out. And you can go back to review any part or the entire show anytime you'd like, as many times as you'd like. This is his complete program—the one he has been doing all over the world as he flies more than 4,000 miles/week. See the 39-second description at

<http://northstarm2s.com/m2sv2/Dan1promo.html> (Need high-speed Internet access)

and

<http://www.selfpublishing-biz.com/>

8. GET THE SELF-PUBLISHING MANUAL FOR \$13.57. Yes, the all-new, completely revised 16th edition can be yours for much less than the cover price of \$19.95. See http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-16th/dp/1568601425/ref=sr_1_1/002-1944765-4811212?ie=UTF8&s=books&qid=1177864204&sr=1-1

You save 32%. Act now.

9. FORMER BOOKWORLD CLIENTS MIGRATE TO BOOKMASTERS/ATLASBOOKS. See <http://news.bookweb.org/news/5595.html>

10. LONGER TV ADS INCREASE READING BY STEPHEN KING. See http://www.usatoday.com/sports/columnist/hiestand-tv/2007-10-14-bcs-television_N.htm

(Scroll down).

11. 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.

12. EVERYTHING YOU DIDN'T KNOW ABOUT THE NEW YORK TIMES BESTSELLER LIST. See

<http://www.nytimes.com/2007/10/21/opinion/21pubed.html?pagewanted=1&ei=5070&en=68f08156103286fd&ex=1193630400&emc=eta1>

13. SHAMELESS NEW PRODUCT ANNOUNCEMENT—From Para Publishing.

Write your book by-the-numbers: just fill in the blanks.

You have heard of paint-by-the-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 in a binder 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 33-page book-writing template in a 3-ring binder. You just fill in the blanks. Each page of the frontmatter, chapter headings and backmatter tells you what to put on that page—your book is structured and ready for your material. See

<http://parapublishing.com/sites/para/information/writing.cfm#mbp>

Writing-by-the-numbers will accelerate your book project by helping you visualize the entire project and by guiding you through the writing process.

14. GOLDMAN OJ BOOK ALIVE AND WELL ON BESTSELLER LISTS. See <http://www.latimes.com/entertainment/news/celebrity/la-et-ojbook17oct17,1,4733910.story?coll=la-celebrity-news&ctrack=2&cset=true>

OJ book to be published in the UK. See <http://books.guardian.co.uk/news/articles/0,,2195240,00.html>

And now the audiobook. See <http://www.publishersweekly.com/article/CA6492536.html?nid=2286&source=link&rid=1906489783>

(If) I Did It is published by Eric Kampmann’s Beaufort Books and is distributed by his Midpoint Trade.

>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

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

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<B-----ParaTips-----<

1. BOOKCROSSING

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

The practice of leaving a book in a public place to be picked up and read by others, who then do likewise.

This is something that I have been recommending to authors for quite some time as another way to find new readers. Little did I know that there was an official word in the dictionary for this practice. Bookcrossing is a great way to selectively seed the market in locations relevant to your book, yourself, or your audience (coffee shops, waiting rooms, lobbies, etc.).

It’s also a good way to get rid of those few extra galleys/ARCs that you never got around to using. And now there’s a way to add a little fun to the process!

With close to 600,000 members in over 130 countries, BookCrossing.com is the world’s largest free book club. The fun part: it allows you to track your ³bookcrossed² titles and

see where they travel around the globe. Simply register your book for free, place it around town, and wait for its journey to begin!

2. MY DESIGNERS NEED HELP TO GIVE YOU AN ACCURATE QUOTE

-- Michele DeFilippo, www.1106design.com

Designers receive many requests for quotes, and we often have questions. When we first hear from you, we know very little about your book, or your thoughts about how it should be designed. If we call, it's because we want to give you an accurate quote, rather than base our numbers on what could be wrong assumptions. The best way to avoid unpleasant surprises in the middle of the job, when deadlines press and your options are limited, is to have a continuing conversation with your designer — before, during, and even after the job is complete. There's no such thing as too much understanding.

3. 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>

4. WRITE A BLOG

--Pam Lontos, PR/PR, <http://www.prpr.net>

1.

The blog is quickly becoming one of the most powerful sources of publicity that you can have. It's a chance for you to convey your message, while keeping the tone relaxed and casual. Readers also have an easy medium to connect with you by leaving comments on specific posts. Blogs are also a great asset because they can be updated quickly, and from almost anywhere. A great blog is one that gives quality information while giving the readers the impression that they know you and can talk to you about anything.

5. DO COLLEAGUES ASK YOU FOR BOOK ADVICE? Tell them about our free InfoKits.

Each will give them all they need—in writing. See

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

6. DO YOUR RESEARCH

A monthly tip from Rick Frishman Pres of Planned TV Arts

<http://www.plannedtvarts.com>

Here is a simple tip that can pay off big time! Before you go on a radio or TV show and before you do an interview with a newspaper reporter- do your research. Nobody takes the time to do this and it can pay off with a better story and a longer interview.

Find out where the host went to school, how many kids he has, is he/she a runner, golfer, kite flyer- everything you can about them. You can do this by going to the radio or TV station web site and getting their bio. Do a google search. Call the producer of the show and ask some questions. The more you know the better- Then slip it into the

interview- Make sure they know - that you have done your homework. With a reporter go online and see all of the articles they have written for the past year. Write down some key exchanges from the interview and put that in the thank you note that you will send them. It is the little things- that make a BIG difference!
More tips next month....

7. DO NOT MAIL REVIEW COPIES between November 15 and December 27.
--Dan Poynter.

Some could wind up as holiday gifts -- and never be reviewed. Plan the mail drop for December 31.

8. COPYRIGHT – WHAT IS “FAIR USE”?
--Jean Sifleet, JD, CPA.

See http://www.smartfast.com/enews/ea_copyright_what_is_fair_use.html

==SHARE YOUR TIP. Send it to 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. HALLOWEEN FUN
Halloween horror story (sound)
<http://www.youtube.com/watch?v=Q-1aui-wluE>

Create your own Jack O'Lantern
<http://www.allhallowseve.com/create/>

All about skeletons
<http://www.eskeletons.org/>
Halloween games
<http://www.freehalloween.com/>

Quiz: How scary are you?

<http://www.blogthings.com/howscaryareyouquiz/>

Do black cats cause bad luck?

http://www.petcaretips.net/black_cat_luck.html

2. "BEST-SELLER"— WHAT DOES IT MEAN TO BE ONE?

--Lynn Neary. Submitted by Susan Kendrick

The New York Times bestseller list used to be the gold standard of the publishing world. But these days, there is a proliferation of lists, and stores prominently display their own "best-sellers. That begs the question: What does it mean to be a best-seller? And how important is that label to the publishing industry and its customers?

Click on this link -- to listen to this NPR broadcast:

<http://www.npr.org/templates/dmg/popup.php?id=15160936&type=1&date=10-Oct-2007&au=1&pid=02227771&random=4363350035&guid=0008F4CD27A0070E4A9D000061626364&uaType=WM&aaType=RM,WM&upf=Win32&topicName=Books&subtopicName=Books&prgCode=ATC&hubId=-1&thingId=15160972&ssid=&tableModifier=&mtype=WM>

Click on this link to access the NPR webpage with this story:

<http://www.npr.org/templates/story/story.php?storyId=15160972>

And see

<http://www.nytimes.com/2007/10/21/opinion/21pubed.html?pagewanted=1&ei=5070&en=68f08156103286fd&ex=1193630400&emc=eta1>

3. BOOKMOOCH, ONLINE BOOK SHARING. See

<http://www.nytimes.com/2007/10/15/business/media/15mooch.html?ex=1193112000&en=cf198a68d3ddde1b&ei=5070&emc=eta1>

4. OUR REVAMPED PARA PUBLISHING 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.

5. WHERE TO SEND REVIEW COPIES AND NEWS RELEASES. Advertising space is expensive. Editorial space is free. Use these lists to send review copies to magazines, newsletters, ezines, special contacts, and newspapers with subject-specific and book review columns. Review copies and news releases are your least expensive and most effective form of book promotion. For a current list of magazines and counts, see

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

Here is a list to show you what is available:

Count Description

21	Accounting magazines
34	Advertising magazines
53	African American magazines
4	Almanacs
15	Native American magazines
30	Antique magazines
27	Architecture magazines
343	Arts/literary/poetry
110	Automobile magazines
291	Aviation magazines (73 foreign)
29	Banking magazines
27	Boats/boating magazines
48	Building/Construction/Home
12	Home-business magazines
764	Business Magazines (62 foreign)
161	Magazines for children
64	Book, etc., columnists.
265	Computer/Web Magazines and n/l
7	Consulting magazines
330	Consumer Magazines (24 fgn.)
328	Cooking Magazines & columns
66	Counter culture, new age
21	Direct mail advertising Magazines
19	Economics magazines
312	Education magazines
51	Electronics & video
24	Energy magazines
203	Entertainment magazines
153	Environmental Magazines & cols
17	Expert witness/forensics Magazines
196	Farming & Gardening Magazines
53	Fashion magazines
128	Financial magazines
241	Physical Fitness magazines
20	Gambling magazines.
47	Gay & Lesbian magazines
53	Gift magazines
23	Magazines for the disabled
637	Health magazines
35	Health food stores
222	Hobby & crafts magazines
112	Home decorating/remodeling
54	Horse magazines
60	Humor magazines
33	Industrial magazines
25	Insurance magazines
173	Legal magazines for attorneys

- 42 Magazines for librarians
- 197 Lifestyle columns
- 81 Management magazines
- 99 Magazines for the media
- 117 Medical magazines
- 54 Magazines for men
- 418 Military (Base papers, magazines for retired personnel & mil. Magazines) (168 foreign)
- 109 Military attaches at foreign Embassies
- 214 Air Force, Navy, Marine & CG libraries
- 72 Motorcycle magazines
- 81 Film/movie magazines
- 143 Music magazines
- 286 New age magazines and contacts
- 6 Magazines-nonprofit organizations
- 18 Nursing magazines/newsletters
- 15 Office magazines
- 117 Outdoor magazines
- 68 Parachute & skydiving magazines
- 1543 Newspapers with book review & features columns. (472 foreign.)
- 70 Alternative newspapers.
- 153 Parenting magazines
- 80 Pet magazines
- 35 Photography magazines
- 57 Police: Law enforcement & correctional officers
- 212 Political magazines
- 258 Magazines for book publishers
- 54 Real estate magazines
- 65 Relationship magazines
- 736 Religious magazines
- 157 Magazines for salespeople
- 250 Science magazines (13 foreign)
- 233 Seniors: magazines for older people
- 26 Sewing magazines
- 7 Sex abuse magazines
- 88 Singles magazines & n/l
- 14 Social service magazines
- 458 Sports and leisure magazines
- 88 Magazines for youths/teens
- 431 Travel magazines & travel columns (10 foreign)
- 23 Trucking magazines
- 59 Vocation/Career magazines
- 216 Magazines for women

Fiction Reviewers

- 6 Mysteries
- 5 Romance novels
- 71 Freelance reviewers
- 456 Book review magazines

(Counts are constantly changing as we add to and correct the lists)

==SHARE YOUR RESOURCE. Send it to DanPoynter@ParaPublishing.com

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

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<D-----ParaThoughts-----<

MORE WRITERS THAN READERS?

--Dan Poynter

According to the Gallup polling organization, 81% of the North American population would like to write a book someday. One-third of all books are sold in the United States. 47% are sold in the United States, Canada and the UK. It seems that everyone is writing and reading books.

But the rest of the world is catching on. I have circled the globe five times this year. The thirst for knowledge on how to write and publish books is unquenchable.

People from Malaysia to South Africa, China to New Zealand are researching their favorite topic and committing their findings to print. They are contributing to an information explosion to the benefit of all.

Does this mean that there are more writers and readers? No. What is happening is that the books are becoming more specific.

Remember that people purchase nonfiction books to learn something or to solve a problem. The books being written and published today are much more targeted than in the past.

Now, sit down and write something.

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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. GET YOUR F.REE "MILLION DOLLAR ROLODEX" at <http://www.rickfrishman.com>
- 2. FOR LOTS OF FRËE STUFF, see Freebies Magazine <http://www.Freebies.com>
- 3. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - FRËE. See <http://parapublishing.com/sites/para/information/business.cfm>

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

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

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<F-----ParaCalendar-----<

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

Dan 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>

## 2007

October 11 – November 7.

ROUND-THE-WORLD SPEAKING TOUR

October 22. SINGAPORE. Speaking Disasters: Lessons Learned While Speaking Professionally. Asian Professional Speakers/Singapore (APSS). David Lim, Fmi: David Lim, [david@everestmotivation.com](mailto:david@everestmotivation.com), <http://www.asiaspeakers.org/>

October 24, KUALA LUMPUR, Malaysia. Speaking Disasters: Lessons Learned While Speaking Professionally. Malaysian Professional Speakers Association (MAPS). Fmi: Anthony Fernandez, 019 3160 444, [anthony@maps.org.my](mailto:anthony@maps.org.my), <http://www.maps.org.my/index.asp>

October 26. CAPE TOWN, South Africa. Dan Poynter on an aviation topic. Fmi: Pamela Russell, Skydive Ceres, 021 462-5666, [chairman@skydive.co.za](mailto:chairman@skydive.co.za), [www.skydive.co.za](http://www.skydive.co.za)

October 27. CAPE TOWN, South Africa. Book writing, publishing & promoting. Fmi: Val Waldeck, +27 (0) 83 273 4700, [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net)

October 29. CAPE TOWN, South Africa. National Speakers Association/South Africa (NSA/SA), Cape Town chapter. Fmi: Ronnie Muhl, +27 21 702 4050, [Ronnie@ronniemuhl.com](mailto:Ronnie@ronniemuhl.com), <http://www.nsasouthafrica.co.za/default.asp>

November 2-4. LONDON/Heathrow. Professional Speakers Association. (PSA). <http://www.professionalspeakers.org/events.html>

November 6. ORLANDO. The full New Book Model Program. How to write, publish and promote your book. 6:30 – 10:00 PM. The Knowledge Shop, 1000 N Orlando Ave # C, Winter Park, FL 32789, (407) 671-9505, <http://www.theknowledgeshop.us>

December 6-8 HALIFAX. Canadian Association of Professional Speakers (CAPS). [Ravi@TeamChrysalis.com](mailto:Ravi@TeamChrysalis.com), <http://www.CanadianSpeakers.org>

## 2008

January 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. <http://www.LearningAnnex.com>. Register on line and save.

January 9. DENVER. National Speakers Association/Colorado Chapter. Turning Speeches into books. Discover the secrets to quickly writing your book with the materials you already have. Increase your credibility and gain a new profit center. Fmi: Dee Dukehart, 303-753-1111, [dee@deedukehart.com](mailto:dee@deedukehart.com), <http://www.nsacolorado.org/>

January 12. MILLBRAE, CA. National Speakers Association-Northern California. Dan Poynter on Turning Speeches into Books. A full day on book writing and publishing. Fmi: Cindy Ventrice, 650-871-4220, [info@NSAnc.org](mailto:info@NSAnc.org), <http://nsanc.org/>

January 25-27. SAN DIEGO. SDSU Writers Conference. Infinity Publishing reception. Doubletree Hotel, Mission Valley. Fmi: Diane Dunaway, (619) 594-2517, <http://www.ces.sdsu.edu/writers/>

March 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. <http://www.LearningAnnex.com>. Register on line and save.

February 6 – February 26.  
ROUND-THE-WORLD SPEAKING TOUR

February 9-10. PUERTO VALLARTA, Mexico. Puerto Vallarta Writer's Conference. Fmi: David Lyons, [rdlyons1@yahoo.com](mailto:rdlyons1@yahoo.com), +1-903-258-9690.

February 17-23. BARCELONA, Spain. Parachute Industry Association Symposium. Dan speaking on an aviation topic. Fmi: <http://www.PIA.com>

March 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. <http://www.LearningAnnex.com>. Register on line and save.

March 14-15. AMSTERDAM, Netherlands. PSA/Holland first national convention. Fmi: Hans Ruinemans, [hans.ruinemans@businesstales.com](mailto:hans.ruinemans@businesstales.com), [hans.ruinemans@glocorp.com](mailto:hans.ruinemans@glocorp.com), +31 35 699 1999, <http://www.psaholland.org/>

March 23 – April 12  
ROUND-THE-WORLD SPEAKING TOUR

March 28-30. MELBOURNE, Australia. National Speakers Association of Australia (NSAA) convention. Fmi: [secretariat@nationalspeakers.asn.au](mailto:secretariat@nationalspeakers.asn.au), 1800 090 024

April 1-2. KUALA LUMPUR. Malaysia Association of Professional Speakers (MAPS) convention. [http://www.maps.org.my/events\\_up.asp](http://www.maps.org.my/events_up.asp). Fmi: Anthony Fernandez, 019 3160 444, [anthony@maps.org.my](mailto:anthony@maps.org.my)

April 4-6. DURBAN, South Africa. National Speakers Association of South Africa (NSASA) convention, Sibaya Convention Centre. Fmi: Richard Mulvey, 0861 – 444888, [richard@richardmulvey.com](mailto:richard@richardmulvey.com) <http://www.nsasouthafrica.co.za/>, <http://www.nsasouthafrica.co.za/convention2008>

April 26. SACRAMENTO. Northern California Publishers & Authors (Formerly the Sacramento Publishers & Authors). Fmi: Jennifer Martin, [jenmartin@surewest.net](mailto:jenmartin@surewest.net), [info@norcalpa.org](mailto:info@norcalpa.org), <http://www.norcalpa.org>

May 1-3. OKLAHOMA CITY. Oklahoma Writers Federation, Inc. Convention. Fmi: Amy Shojai, (903) 868-1022, [shojai@verizon.net](mailto:shojai@verizon.net) , <http://www.owfi.org/>

May 10. DALLAS. The North Texas chapter of the National Speakers Association. Dan Poynter on Turning Speeches into Books. Fmi: Carlos Sanchez, [Hsitraining@aol.com](mailto:Hsitraining@aol.com), <http://www.speaker.org/>

May 15. TELESEMINAR. Book publishing for professional speakers. The Writer-Publisher Professional Expert Group of the National Speakers Association. 10-11 AM Pacific time. Fmi: Pam Lontos, (407) 299-6128, [Pam@prpr.net](mailto:Pam@prpr.net), <http://www.NSAspeaker.org>.

August 2-8. NEW YORK. National Speakers Association. (NSA). <http://www.nsaspeaker.org;>

September 5-6. SALZBURG, Austria. German Speakers Association (GSA). Fmi: Claudia Haider, +49 (0) 81 41 5 35 98 59, [c.haider@germanspeakers.org](mailto:c.haider@germanspeakers.org) <http://www.germanspeakers.org/de/Convention2007.php> . [http://www.germanspeakers.org/de/documents/Flyer\\_Convention\\_USA\\_070601\\_ck\\_d.pdf](http://www.germanspeakers.org/de/documents/Flyer_Convention_USA_070601_ck_d.pdf)

September 11-14. ALBUQUERQUE. Parachute Industry Association. Dan to speak on an aviation topic. See <http://www.PIA.com>

November 7-9. UNITED KINGDOM, Midlands area. Professional Speakers Association of the UK & Ireland. (PSA). <http://www.psaconvention.com/>

December 14-15. Professional Speakers Association of the Middle East (PSA/ME). Abu Dhabi, UAE. Reg Athwal, [Reg@RegAthwal.com](mailto:Reg@RegAthwal.com), +971 (0) 43321837, <Http://www.PSAME.org>

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

CANADA LANGUAGE. How you can spot a Canadian, eh?  
--Don McGillivray (Ottawa columnist for Southam Newspapers)

How do you tell a Canadian from an American?

It used to be enough to ask him to say the alphabet. When the Canadian got to the end, he'd say "zed" instead of "zee". But 18 years of Sesame Street have taught a lot of Canadian kids to say "zee," and it's starting to sound as natural as it does south of the 49th parallel.

Another test used to be the word "lieutenant". Canadians pronounced it in the British was, "leftenant", while Americans say "lootenant". But American cop shows and army shows and movies have eroded that difference, too.

Canadians have been adopting American spelling as well. They used to put a "u" in words like labour. The main organization in the country, the equivalent of the AFL-CIO, is still officially called the Canadian Labour Congress. But news organizations have been wiping out that distinction by adopting American spelling, mostly to make it easier to use news copy from such agencies as Associated Press without a lot of changes. So it's "Canadian Labor Congress" when the Canadian Press, the national news agency, writes about it.

Some pronunciations, considered true tests of Canadians, are not as reliable as they're thought. Take the word "house" for example. When some Canadians say it, it sounds very Scottish in American ears. Visiting Americans trying to reproduce what they hear usually give the Canadian pronunciation as "hoose".

The same for "out" and "about". The way some Canadians say them sounds like "oot" and "aboot" to many Americans. And when an American says "house" to a Canadian, the Canadian often hears a bit of an "ay" in it, something like "hayouse".

But pronunctiaiton isn't a good test because people from different parts of Canada speak differently. A resident of the Western province of Alberta, where there has been a considerable inflow of settlers from the United States, may sound like a Montanan or a Dakotan.

Then there's the ubiquitous Canadian expression "eh?" - pronounced "ay?" This is a

better test because many Canadians tack it on to the end of every assertion to turn it into a question.

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