

Your Publishing Poynters Newsletter: April 15, 2004

PUBLISHING POYNTERS

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

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For the Small Print, scroll to end.

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<1-----ParaNews-----<

A. 1<sup>ST</sup> BOOKS IS NOW AUTHOR HOUSE. See

[www.1stBooks.com](http://www.1stBooks.com)

B. BEA BOOK FAIR: Special Religion & Spirituality Day programming on Friday, June 4. Fmi: Tina Jordan, [tjordan@reedexpo.com](mailto:tjordan@reedexpo.com)

C. DAN POYNTER IS COMING TO NEW YORK. Alert your colleagues. Three dates to choose from.

--May 20: NEW YORK. 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 212-371-0280. Register on line and save. <http://www.LearningAnnex.com>

--May 21: NEW YORK. Small Press Center, 20 West 44 Street. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 5:30 to 9:00 PM. fmi Karin Taylor (212) 764-7021, [info@smallpress.org](mailto:info@smallpress.org), <http://smallpress.org/events/workshops/poynter.asp>

--May 22: NEW YORK. NSA/TriState. Turning Speeches into Books. How to write your book. Because a speaker without a book is an hourly

worker. Part One of the New Book Model. Contact: Maureen Sanders, Tel: 732-537-9550 [maurscb@OptOnLine.net](mailto:maurscb@OptOnLine.net), <http://www.nsa-tri-state.org/>

D. GREENLEAF DISTRIBUTING MOVES headquarters office from Cleveland to Austin, Texas. They will keep the warehouse and an office in Ohio, but the majority of their work will be done in Austin. Fmi: Clinton T. Greenleaf III, CPA, Greenleaf Book Group LLC, 4425 Mopac South, Suite 600, Longhorn Bldg., 3rd Floor, Austin, TX 78735. (512)891-6100, [www.greenleafbookgroup.com](http://www.greenleafbookgroup.com)

E. JOE SABAH JUST GOT BACK HOME. Joe, past president of the Colorado Independent Publishers Association and the National Speakers Association/Colorado chapter had a stroke on February 24. He spent 2 days in Porter Hospital, then 43 days in Cherry Park Rehab Center. His left arm & leg need therapy; he is now recovering slowly and surely. You can reach Joe at 303-722-7200 or PO Box 101330, Denver CO 80250

F. PUBLISHING Workshop in Santa Barbara. If you are serious about publishing, you need this weekend short course on marketing, promoting and distributing books. Held at Dan Poynter's home, high on a hill overlooking the Pacific. There are a just a few seats left (the maximum is 23 attendees). The next workshop will be May 1 & 2, 2004 (date rescheduled from April). For more information on this \$695 event (\$495 for the second person from the same company), see <http://parapub.com/getpage.cfm?file=resource/edutrain.html> Or call Becky at 800-PARAPUB.

G. PHISHERS WANT YOUR CREDIT CARD NUMBERS. Most are under 18. See <http://query.nytimes.com/gst/abstract.html?res=F20D16FC3F540C778EDDAA0894DC404482>

H. UPS INCREASES PACKAGE SIZE. See [http://www.imakenews.com/bargainbooknews/e\\_article000243451.cfm?x=a2JTs3l,a19CvF4N](http://www.imakenews.com/bargainbooknews/e_article000243451.cfm?x=a2JTs3l,a19CvF4N)

I. GOOGLE SEARCHING GETS PERSONAL. See <http://www.eweek.com/article2/0,1759,1556741,00.asp?kc=EWNWS033004DTX1K0000599>

J. BOOTHS AT THE BEA IN THE PMA COMPLEX. If you want to display at BEA and do not yet have a booth, there are two PMA members who have decided not to attend this year's BookExpo America in Chicago, Illinois on June 4-6 and would be willing to resell their booths at cost to another PMA member or members. PMA also has 2-1/2 booths available for either full booth or 1/2 booth sale. Cost is \$2,900 for the full booth or

\$1,450 for a 1/2 booth. If you are interested in this, please contact Terry Nathan at [terry@pma-online.org](mailto:terry@pma-online.org).

Also, there are 1-1/2 booths available at the American Library Association show in Orlando, Florida, June 26-29 that are available. Cost for this show is \$1,900 for a full booth or \$950 for a 1/2 booth. If you would like to get further information on these booths, please contact [terry@pma-online.org](mailto:terry@pma-online.org).

K. PUBLISHING UNIVERSITY. If you want to get the early bird price for the PMA Publishing University in Chicago, you must register on or before Thursday, April 15. To read about all of the fantastic sessions being offered this year, go to the website and register today. See <http://www.pma-online.org/pm2004/>

#### L. STORIES WANTED

1. WE ARE LOOKING FOR "REAL LIFE" EXPERIENCES, tales jokes etc. and examples of younger (under 18) kids years) having "street smarts". Practical common sense knowledge the kind acquired by "latch key" kids, kids out on the street and surviving and prospering from their experiences, etc. Please reply to [authormori@yahoo.com](mailto:authormori@yahoo.com)  
--Mori Aaron Schweitzer.

2. I am a writer who is looking for STORIES FROM VETERAN/RETIRED TRANSPORTATION WORKERS (esp. from NYC subway system) having to do with the supernatural and/or paranormal. Any help you can provide via your newsletter will be appreciated. Thanks.  
--Joel Ponzan, [jponz@verizon.net](mailto:jponz@verizon.net)

3. DO YOU HAVE A RECOVERY AND/OR SUCCESS STORY? This may be a launching point for new authors writing career as you could be an author in a #1 best selling book with other successful authors. If you are a published author this could be your chance to publish a short story that you did not include in one of your previous books. Submit it for our anthology book series. "Recovering From Adversity, "There is no cost or fee to submit your story.  
<http://www.personaltransformationpress.com/recovering-your-self.html>  
--Art Martin, [artmartin@mindspring.com](mailto:artmartin@mindspring.com)

4. I am starting my third book and would welcome submissions regarding EXPERIENCES OF FEAR IGNORANCE AND GREED FROM BUSINESS AND PERSONAL SITUATIONS.

The stories will be researched and may be included in the book FIG CITY, USA about the way these three elements are ruining society and the American Way of life.

--Margaret Broderick, Passion Power Press, [passionbooks@aol.com](mailto:passionbooks@aol.com)

==SEND YOUR NEWS ITEMS to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Spam: Is anybody that gullible? Do people purchase prescription drugs or pornography from anonymous companies that represent themselves with gibberish? If so, we have a bigger problem than spam.”

--Matt Gaylen, eWeek, March 29, 2004.

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A. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to <http://parapublishing.com/getpage.cfm?file=/news.html>. To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

B. HELP DAN POYNTER TO HELP OTHERS TO MAKE A DIFFERENCE AND MAKE A LIVING WITH A BOOK. Dan is bringing his book writing-publishing-promoting message to groups of writers, publishers and professional speakers. Now he wants to approach other people with a book inside them: consultants, coaches, mentors, professionals, clergy, and businesspeople. Contact Dan if you know of a group that would profit from his programs. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

<2-----ParaTips-----<

A. RAISE YOUR SEARCH ENGINE RANKING. List your book on the Para Publishing web site along with your URL. There is no charge. See <http://parapub.com/successstories.cfm>

B. SAVE TIME ANSWERING PUBLISHING QUESTIONS. As an author or a publisher, many colleagues come to you for information on our industry. You can save an enormous amount of time by referring them to the Para Publishing website. There, they will find more than 500 pages of

information plus three free InfoKits. You should also mention <http://ParaPublishing.com> on your web site.

#### C. TIPS FOR BOOK READINGS.

1. Come prepared with a rehearsed reading.
2. Unless you are a Pulitzer prize winner, never read longer than 20 minutes max. Preachers know this, and authors should, too. Rehearse and time yourself before the reading. Include any introduction you give in that 20 minutes. If necessary, have a friend in the audience who can give you a 2-minute warning and PAY ATTENTION TO IT.
3. Just READ. No apologies of any kind for the work. This is embarrassing and makes the audience uncomfortable.
4. Just READ. No long introductions or rambling stories about how you happened to write the book or why or what happened during that long winter or how bad the agents were or any other extraneous information. If the audience is interested, they'll ask.
5. Just READ. Choose a selection from the book - generally the opening pages - that doesn't require a lot of explanation or background for the audience.
6. Leave time for questions. This is how you bring the audience into your book and get them interested in buying it.
7. Leave the ego at home. Be pleasant to the audience and don't wear the "I'm a Writer and you're not" hat, tee-shirt or attitude. These are the people who might buy your book. And writing is a job not an anointment.
8. No matter how small the audience, be grateful. And remember the show biz axiom - "The show must go on." I once did a reading for one person who bought both my books and recommended them to several other people who also bought them.

--Molly Larson Cook, Blue Finch Press,  
[www.bluefinchpress.com](http://www.bluefinchpress.com)

D. SPEED UP WINDOWS XP; update your drivers. See <http://www.pcmag.com/article2/0,1759,1547325,00.asp>

E. INSURANCE FOR PUBLISHERS. See <http://www.staples.com/content/Open/HomeownersInsurance.asp> and [636](#) Insurance for Publishers; Protecting Your Book Company at <http://parapub.com/getpage.cfm?file=products.html>

#### F. PMA BOOK PROMOTION PROGRAMS.

Public Library Mailing for TRAVEL/RECREATION Titles ONLY  
K-12 Library Mailing

Target Mailing for WOMEN'S Issues ONLY

Deadline April 15. See  
<http://www.pma-online.org/programs.cfm>

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

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“For successful people, autographing scraps of paper for adoring fans is a duty. For authors, autographing (sold) books is money in the bank.”

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A. BOOKSTORES ARE A LOUSY PLACE TO SELL BOOKS. Go into a bookstore and look around. How many people came in to buy a book on skydiving? Now visit a parachute store. How many are interested in a book on skydiving? There are many places to sell books besides bookstore. They are easier to reach, much more lucrative and a lot more fun. To start

Thinking Outside of the Book (trade), See  
<http://parapub.com/getpage.cfm?file=resource/promote.html>

B. WHAT CAN THE PUBLISHERS MARKETING ASSOCIATION DO FOR YOU? See

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

C. WANT TO SELL DAN POYNTER'S BOOKS AND OTHER PRODUCTS? See

<http://parapub.com/getpage.cfm?file=/resale.html>

<3-----ParaResources-----<

A. WHEN I NEEDED A T-SHIRT AND A SWEATSHIRT WITH MY BOOK COVER to wear to tradeshows or conferences, I sent a jpeg file to [www.zazzle.com](http://www.zazzle.com) which has a wide variety of apparel as well as greeting cards and prints. Their quality and service have been top notch and prices are quite reasonable, especially for low quantities (including



A. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION?  
See our Supplier List. Find typesetters, cover artists, Book Promoters  
and much more.

<http://parapub.com/supplier.cfm>

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

<http://parapub.com/getpage.cfm?file=products.html>

C. WHY PRINT AND MAIL MEDIA (PRESS) KITS? Save time and money,  
put your kit on your web site instead. For an example, see:

<http://parapub.com/getpage.cfm?file=pressroom/pressroom.html>

D. BOOK FULFILLMENT IS EXPENSIVE AND TIME-CONSUMING. John  
Huenefeld says shipping books costs 7% to 14% of sales depending upon  
whether most of the books go out in single packages or by the carton.

See

<http://parapub.com/getpage.cfm?file=resource/fulfill.html>

E. THE NEW BOOK MODEL. There is a faster, easier and cheaper way to  
produce a book today. See

<http://parapub.com/getpage.cfm?file=newbook.html>

Listen to Dan Poynter being interviewed on The New Book Model. Go to

<http://parapub.com/getpage.cfm?file=/homepage.html>

And scroll down to "On Air".

<4-----ParaThoughts-----<

REALIZE YOU KNOW SOMETHING

Who am I to write this book?

We are so close to our subject, we often assume everyone knows what we  
know and that everyone has our abilities and talent.

Doug Johnson is a well-known media person with one of the most  
popular radio shows in Texas. Joe Vitale was excited about being invited  
to the show. Joe found the show to be fun but the off-air discussion was  
even more interesting.

Doug had written a novel, but Joe suggested he work on nonfiction  
because it is so much easier to sell. Doug replied that he would not know  
what to write about. Joe pointed out that Doug was a talk-show host who  
had handled all types of people. He was an expert at getting people to  
open up.

Joe suggested a book on how to have successful conversations, how to interview or how to talk in any situation. Doug responded with stories. Joe said, "Great, you can use them to illustrate your points."

Here was a famous celebrity talk-show host and it never occurred to him that he had a special talent or knew something unique.

<http://www.MrFire.com>

Who are you to write this book? The one who did the research and checked every detail.

"Trust yourself. You know more than you think you do."  
—Benjamin Spock, author, Dr. Spock's Baby and Child Care.

(Excerpted from Successful Nonfiction by Dan Poynter.

For 108 more inspirational tips, See

<http://parapub.com/getpage.cfm?file=/resource/writing.html>

(Scroll down to SUCCESSFUL NONFICTION: Tips & Inspiration for Getting Published by Dan Poynter. This is a gift book for the writer within or the writer in your life. It might be described as Life's Little Instruction Book meets Chicken Soup for the Writer's Soul. Each page hits you right in the thought process with a tip, an explanation, an illustrative story and a writing quotation. All writers will find this book informative, insightful and fun. "Bet you can't read just one."

(You will discover: 38 Tips on how to write, 11 Tips on why you should write, 4 Tips on why your writing project should be a book, 21 Tips on what to write, 7 Tips on doing research, 9 Tips for building your book, 3 Tips on Copyright, 10 Tips for finding the right agent or publisher, 6 Tips on book promotion, And much, much more.

(Successful Nonfiction is a beautiful book. The soft cover book has gold stamping, embossing, French flaps, end sheets and a matte finish. It is a book as an "art form".

ISBN 1-56860-061-5. Softcover book, 5.5 x 8.5, 144-pages. \$14.95

For a review, see

<http://www.compulsivereader.com/html/modules.php?op=modload&name=News&file=article&sid=374> )

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

>-----ParaFreebies-----<

A. DAFFYNITIONS can come to you daily via email. Joe Heuer is a genius at (humorously) defining words. You will love them.

<http://www.joespeaks.com>

B. FREE MONTHLY JOURNAL WRITING E-ZINE with journaling ideas, tips and reading suggestions. Visit [www.lbcreative.com](http://www.lbcreative.com).

--Lori Batcheller

C. FREE HEALTH INVENTORY CHECKLIST. Is your house making you overweight, sick or tired? Are you suffering from weight gain, stress, insomnia and ill health? Send stamped, self addressed envelope to Is Your House Okay?, P.O. Box 503, Cedar Falls, IA 50613

<http://homeotwn.aol.com/basictruthspub/myhomepage/business.htm>

<http://hometown.aol.com/basictruthspub/myhomepage/chatprofile.htm>

D. A GUIDE FOR INDEPENDENT PUBLISHERS; understanding distribution. F^REE booklet from Midpoint Trade Books, one the largest and most successful book distributors. Send your postal address to Eric Kampmann at [eKampmann@aol.com](mailto:eKampmann@aol.com)

E. TELE-SEMINAR ON RE-ENERGIZING YOU, YOUR BUSINESS AND YOUR COMMUNITY offered at no charge by Kris Solie-Johnson, American Institute of Small Business, Wednesday, April 21, 2004 from 7 pm to 8 pm CST. Kris has helped small business owners achieve success for over 20 years. You will leave the call, ready to conquer the world again and make your business all that you dreamed about. Register at [www.101bizclasses.com/freeclass.htm](http://www.101bizclasses.com/freeclass.htm). Email questions ahead of time to [Kris@aisb.biz](mailto:Kris@aisb.biz) and Kris will cover the questions in her presentation.

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

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If you send a proposal to an agent or publisher, they will treat you like a writer. If you send a printed book, they will treat you like an author.

--Dan Poynter

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A. FOR LOTS OF F-R-E-E STUFF, see Freebies Magazine  
<http://www.Freebies.com>

B. 20-PAGE HANDOUT FROM DAN'S NEW BOOK MODEL PRESENTATIONS. A \$20.00 value. F-R-E-E. See  
[http://parapub.com/getpage.cfm?file=/speaking/handout\\_nbm.html](http://parapub.com/getpage.cfm?file=/speaking/handout_nbm.html)

C. LIST YOUR BOOK(S) F-R-E-E ON THE PARA PUBLISHING WEB SITE.  
See  
<http://parapub.com/successstories.cfm>

D. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - F-R-E-E. See  
<http://parapub.com/getpage.cfm?file=resource/business.html>

E. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – F-R-E-E.  
Each kit consists of more than eight pages of details, tips and resources.  
Each is geared to a level of The New Book Model.

=Researching and Writing  
=Producing printed books, eBooks & dBooks.  
=Marketing, promoting & distributing.  
See  
<http://parapub.com/getpage.cfm?file=/infokit.html>

F. BOOK PROMOTION NEWSLETTER – F-R-E-E. Tell your writing and publishing friends about this ezine. Just forward the entire newsletter to them. See  
<http://parapub.com/getpage.cfm?file=/news.html>

G. BOOK WRITING TIPS - F-R-E-E. See  
<http://parapub.com/getpage.cfm?file=resource/writing.html>

H. MORE F-R-E-E STUFF. See  
<http://www.CoolSavings.com>

<6-----ParaCalendar----->

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 20-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://parapub.com/speaking>

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://parapub.com/parachute/speaking.html>

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://parapub.com/calendar.cfm?>

2004

April 15: 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>

April 17: OTTAWA. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Ottawa chapter of the Canadian Association of Professional Speakers. Fmi: Pierette Raymond, [info@WomenMovingForward.com](mailto:info@WomenMovingForward.com), 613-841-3405 <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticle nbr=24>

April 18: LONDON, ONTARIO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at Continuing Education. Books 101: The full New Book Model program. Fmi: Terry McManus, (519) 858-9978, [NorthernWriter@hotmail.com](mailto:NorthernWriter@hotmail.com)

April 23: SAN FRANCISCO. 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 415-788-5500, [hollyk@learningannex.com](mailto:hollyk@learningannex.com). Register on line and save. <http://www.LearningAnnex.com>

April 24: NOVATO, CA. Making Lemonade. A multimedia aviation presentation for the Novato chapter of the Experimental Aircraft Association (EAA). A true story of bailout and survival. Novato or San Rafael, TBD. 10:00 am. Contact Phil Simon, [PhilSimon@infoasis.com](mailto:PhilSimon@infoasis.com), 415-454-5946 <http://www.1232.echapters.com/>

May 1-2: SANTA BARBARA. Book marketing/promotion/distribution seminar 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://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

May 8: ORANGE, CA. Project Management Institute-Orange County Chapter. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Santiago Canyon College, 8045 E Chapman Ave, Orange, CA 92869. Books 101: The full New Book Model program. 8:30 am to 12:30 pm. fmi Terry Ehrhard, 714-775-1355, [tEhrhard@SoCal.RR.com](mailto:tEhrhard@SoCal.RR.com) <http://www.PMI-OC.org>

May 19: 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>

May 20: NEW YORK. 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 212-371-0280. Register on line and save. <http://www.LearningAnnex.com>

May 21: NEW YORK. Small Press Center, 20 West 44 Street. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 5:30 to 9:00 PM. fmi Karin Taylor (212) 764-7021, [info@smallpress.org](mailto:info@smallpress.org), <http://smallpress.org/events/workshops/poynter.asp>

May 22: NEW YORK. NSA/TriState. Turning Speeches into Books. How to write your book. Because a speaker without a book is an hourly worker. Part One of the New Book Model. Contact: Maureen Sanders, Tel: 732-537-9550 [maurscb@OptOnLine.net](mailto:maurscb@OptOnLine.net), <http://www.nsa-tri-state.org/>

June 1: CHICAGO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. The Discovery Center, 2940 North Lincoln Avenue, Chicago, IL 60657. 6:30 to 10:00 PM. FMI: (773) 348-8120, <http://www.discoverycenter.cc/>

June 1-3: CHICAGO. The Publishers Marketing Association Publishing University prior to the BEA Book Fair. Dan Poynter on book promotion. Fmi: Terry Nathan. 310-372-2732. [TerryNathan@aol.com](mailto:TerryNathan@aol.com)  
[http://www.pma-online.org/events\\_awards.cfm](http://www.pma-online.org/events_awards.cfm)

June 9-17: NEW ZEALAND. Dates Blocked.

June 12: AUCKLAND, NEW ZEALAND. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. The National Speakers Association of New Zealand. Fmi: Lindsey Dawson, (64) 9 426 4362, [LindseyOutLoud@extra.co.nz](mailto:LindseyOutLoud@extra.co.nz)  
<http://www.nationalspeakers.org.nz/>

June 16: AUCKLAND, NEW ZEALAND. Making Lemonade. A multimedia aviation presentation for the New Zealand Hangliding & ParaGliding Club. A true story of bailout and survival; an historical aviation multimedia presentation. The venue is the CT (Commerce) Club at 27-33 Ohinerau Street, Greenlane, Auckland. 7:30 PM. FMI: Leslie Graham, [graham-mackie@clear.net.nz](mailto:graham-mackie@clear.net.nz), Home phone number is 09 5796485. Work number is 09 522 5525

June 25-July 2. SANTA BARBARA. Santa Barbara Writers Conference. Westmont College. Dan Poynter on book writing and promoting on two of these days. Fmi: Barnaby & Mary Conrad, 805-684-2250.

<http://www.SBWC.org>

July 10: ROCHESTER. Learning Center Secrets, a new program by Dan Poynter for current presenters and those who want to break into this business. There are more than 25 private adult ed schools across the U.S. and Canada. They have classes on every conceivable subject.

Centers like instructors who are authors because they are author-ities.

9:00 am to 1 pm. 1150 University Ave., Suite 1, Rochester, NY 14607.

Fmi: Dave Farrell, (585) 256-1960, ext 204, [info@infocourses.com](mailto:info@infocourses.com)

<http://www.infocourses.com>

July 11: ROCHESTER. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. 10

am to 2 pm. 1150 University Ave., Suite 1, Rochester, NY 14607. Fmi:

Dave Farrell, (585) 256-1960, ext 204, [info@infocourses.com](mailto:info@infocourses.com)

<http://www.infocourses.com>

July 12: TORONTO. Turning Speeches into Books. Section one of The New Book Model Program. How to write your book. Toronto chapter of the Canadian Association of Professional Speakers. Fmi: Mike McGauley, 905-272-8289, [Mike@TheDreamBuildersInc.com](mailto:Mike@TheDreamBuildersInc.com)

July 17-20. SCOTTSDALE, AZ. Annual convention of the National Speakers Association. Dates Blocked: 14-20 July.

July 31: PHILADELPHIA. Successful Self-Publishing for Literary Entrepreneurs. Phebe Commons, 6703 Germantown Avenue, #200, Philadelphia, PA 19119. 2-6 pm, with reception to follow. Fmi: Tonya Marie Evans, Esq. (215) 988-2482, [fyosent@earthlink.net](mailto:fyosent@earthlink.net)

August 13-15: TORONTO. Awaken the Author Within BookCamp. Glenn Dietzel, Manisha Solomon & Dan Poynter. How to start, finish and publish and eBook in 29 days or less. Fmi: Glenn Dietzel,

[glenn@AwakenTheAuthorWithin.com](mailto:glenn@AwakenTheAuthorWithin.com).

<http://www.AwakenTheAuthorWithin.com>

September 10-12. JACKSONVILLE. Parachute Industry Association fall meeting. Dan Poynter on an historical parachute subject. See

<http://www.PIA.com>

September 23: GOLETA, CA. Getting Published. How to find an agent, locate a publisher and self-publish at the same time. Santa Barbara

Society for Technical Communication. The New Book Model has proven to be the fastest, surest way to break into print. Goleta, California, Public Library. 6 pm. Fmi: Lynnette Nievares, (805) 968-0101, [LNievares@suptech.com](mailto:LNievares@suptech.com)

September 27-29: SALT LAKE CITY. Making Lemonade. A multimedia aviation presentation for the Survival And Flight Equipment Association (SAFE). A true story of bailout and survival; an historical aviation multimedia presentation. Fmi: Jeani Benton, 541-895-3012, [safe@peak.org](mailto:safe@peak.org), <http://www.SafeAssociation.com>

October 3: COSTA MESA, CA. Old Town Children's Book Festival. Dan Poynter on a new (electronic) approach to producing children's picture books. Orange Coast College. Fmi: Pat Burns & Barry Ackerman. 949-836-4722, [pat@KidsBookFestival.com](mailto:pat@KidsBookFestival.com), <http://www.KidsBookFestival.com>, <http://www.OldTownChildrensBookFestival.com>

October 7: SPOKANE. Spokane Authors & Self-Publishers. Books 201: Book marketing, promoting and distributing. This is the advanced course. It is of most use to published authors and publishers. 8:30 am-noon. Old Country Buffet, 5504 North Division, Spokane, WA 99207. Fmi: Tim Hillebrand, [chief@synergetics.org](mailto:chief@synergetics.org) <http://www.synergetics.org/sasp/>

October 9: TEMPE, AZ. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Arizona chapter of the National Speakers Association. At NSA Headquarters in Tempe. Gwen Henson, [gwen@nsa-arizona.org](mailto:gwen@nsa-arizona.org), (480) 968-7443, <http://www.nsa-arizona.org/>

October 16-17: SANTA BARBARA. Book marketing/promotion/distribution seminar 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://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

October 29-31: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500. <http://www.infinitypublishing.com>

November 12-14: CHESHAM, UK. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Latimer House, Chesham. Fmi: Frank Furness, (44) 1923-

2482000, [Frank@FrankFurness.com](mailto:Frank@FrankFurness.com).  
<http://www.professionalspeakers.org/>

November 19-21: HOUSTON. Annual convention of the Cat Writers Association. Dan Poynter on book promotion. Fmi Fran Pennock Shaw (717) 397-9531, [franshaw1@juno.com](mailto:franshaw1@juno.com), <http://www.catwriters.org>

December 2-4: EDMONTON. CAPS Convention. Annual meeting of the Canadian Association of Professional Speakers. Fmi: Convention Chair: Karen Caesar, 780.438.3899, [kcaesar@hopelearning.com](mailto:kcaesar@hopelearning.com),  
<http://www.canadianspeakers.org/displayconvention.cfm>

December 11: NASHVILLE. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Tennessee chapter of the National Speakers Association. Fmi: Gary Minor, (615) 790-3296, [gary@garyminor.com](mailto:gary@garyminor.com),  
<http://www.nsatennessee.com/>

2005

January 6-9. CANCUN. NSA Educational Retreat.  
Dates Blocked.

January 14-18: JACKSONVILLE. Parachute Industry Association Symposium. Dan Poynter on an historical parachute subject. See <http://www.PIA.com>

January 28-29: LAKE CHAPALA, GUADALAJARA, MEXICO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Also: Children's Books, On the Move. Fmi: Karen Blue, [Blue@mexico-insights.com](mailto:Blue@mexico-insights.com), <http://www.mexico-insights.com>

March 12: ANN ARBOR, MI. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Michigan chapter of the National Speakers Association. FMI: Richard Paul, 800-579-8051, [VentKing@RichardPaul.com](mailto:VentKing@RichardPaul.com)

March 19-20: SANTA FE. Selling on the Net; a Conference for Writers & Publishers. Dan Poynter on automated document selling. Sweeney Convention Center. Fmi: Bob Walling, Sageways, Albuquerque. (505) 271-7029, [CoyoteWisdon@yahoo.com](mailto:CoyoteWisdon@yahoo.com) <http://www.sageways.org>

<7-----ParaHumor----->

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

A. LOGIC of CHILDREN. . .

Give me a sentence about a public servant," said a teacher.

A small boy wrote: "The fireman came down the ladder pregnant."

The teacher took the lad aside to correct him. "Don't you know what pregnant means ?" she asked.

"Sure," said the young boy confidently. "It means carrying a child."

It's all in how you write it.

--Don Eubank

(Generic Smiley)

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THE SMALL PRINT

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