



Publishing Poynters Marketplace

**A *Publishing Poynters* supplement about
Buying, Selling and Reviewing.
Authors and publishers helping each other.**



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For the Small Print, scroll to end.

IN THIS ISSUE OF THE MARKETPLACE

- A. ParaStories**-Stories/Information Wanted
- B. ParaWants**-Publishing Items, Services & Help Wanted
- C. ParaSales**-Companies/Properties/Jobs/Rights to buy or for sale/Remainders
- D. ParaReviews**-Reviews on Amazon and B&N wanted
- E. ParaCoop**-Co-operative marketing programs. Offer/Join.



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Welcome to the September issue of the Marketplace.

Actually, this newsletter is assembled and published in August.
July is always a skimpy issue and August is quicker read.

In September it will be time to get back to work. But it is our favorite
work: book promotion.
We are very fortunate to be in this business.





A. ParaStories



STORIES/INTERVIEWS/INFORMATION WANTED

NEED STORIES to flesh-out your book? List your wants here. Focus on a single topic and provide your contact information. Write tight: limit your listing to 100 words. Conform to the format so we can Copy\Paste and do not have to edit. Send your listing to DanPoynter@ParaPublishing.com Put "Stories Wanted" in the Subject line of your email. There is no charge for listings.

WANT TO CONTRIBUTE YOUR STORY? Contact requesters directly. Do not send stories, etc. to Dan.

STORIES REQUESTED:

1. In this rough economic time, we're all interested in saving money wherever possible. What are your best money-saving tips? What are some of the websites you use to find great deals? Share your secrets for a book being written about how to live well on a tight budget. Please submit to Denise Black at surveyresults2@aol.com. Thank you!

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Please help us help our readers.  
Forward this Marketplace newsletter to your colleagues in publishing.

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B. ParaWants



ITEMS/SERVICES/HELP WANTED. This is a new section where book- and publishing-related items and services may be posted. Send your wants to DanPoynter@ParaPublishing.com
Put "Item/Service Wanted" in the subject line.

If you supply a solicited item, contact the poster directly. Do NOT write Dan Poynter. If you know of a supplier, please help the poster by writing him or her.

If you are a supplier looking for customers, see <http://parapublishing.com/sites/para/resources/supplier.cfm>

ITEMS/SERVICES/HELP WANTED:

1. Am planning to write a book on 'Managing Service Delivery' (Or in other words how to help front line staff provide the best possible service to their customers) for the supervisory staff and managers of any servicing outlet, either face to face or over the telephone.

Grateful provide examples from your experience or something that your friends or colleagues experienced - I would like to use it as real life examples in my book.

Also please indicate if I should use pseudo names, both for people in the example as well as your identity.

Thanking you in advance and best regards,
Mohammad Khaleque ferdous23553@yahoo.com

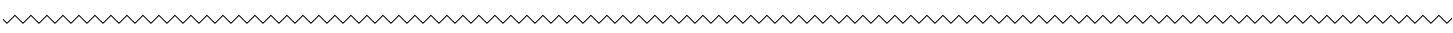
2. REVIEWER OF CHILDREN'S BOOKS

I am interested in reviewing Children's Books for ages K-pre-teen, education materials that assist young people (preferably ages K- Middle School), and books (all ages) that inspire people to become better individuals (no self-help guides at this present time).

Mrs. Dorothy Barron, Author Former Co-founder& Director of the Organization, "Parents Focused on Education"
<http://www.dorothybarron.com> E-mail: barron.dorothy@yahoo.com



This newsletter has a circulation of 41,000+.
You must know several authors and publishers who don't receive it.
Why not forward it to them?





C. ParaSales

**SELLING OUT/PARTNER WANTED/POSITIONS OPEN/TITLE CLOSEOUTS/
PUBLISHER SOLICITED/RIGHTS.** Send your selling-out company or inventory items to DanPoynter@ParaPublishing.com. Put "ParaSales-Selling Out" in the subject line.

SELLING

1. I have a large inventory or author-signed books and am looking to find someone who can appreciate owning them. They include famous people such as Robert Evans, who produced CHINATOWN and many other major Hollywood movies, THE WIT AND WISDOM OF WINSTON CHURCHILL, signed by Richard Nixon (purchased at the Richard Nixon Library) and a large list that can be supplied upon request. I am very negotiable. Norma Brody (805) 527-2680. WINNR2@aol.com

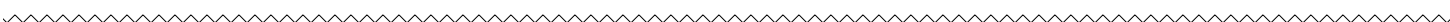
2. Stone and Scott, Publishers, a small press in Sherman Oaks, CA, is a one-person operation.

Not Selling out. But do need assistance in aspects other than editing.
No budget for hiring. Open to possible partnership or other arrangement.
Company has been online since 2001. Is established with required offices. Google finds URL. Have literary works, including 2006 novel that won Benjamin Franklin first place. Have two books of humor and other things. Website: StoneandScott.com. Email FridayATStoneandScott.com.

3. SEE MORE SUPPLIERS AT
<http://parapublishing.com/sites/para/resources/supplier.cfm>

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You are in the information business.  
This newsletter is information.  
Forward it to your publishing colleagues now.





## D. ParaReviews



**REVIEWS SELL BOOKS.** Reviews make a book stand out. We can help each other by posting (five star) reviews at Amazon.com, B&N.com, BooksAMillion.com and other web sites.

**IF YOU WOULD LIKE TO REVIEW BOOKS** in your area of interest/expertise, contact the listing publisher directly with your Postal address. Do not send your request to Para Publishing. Please award the book at least four stars or decline to review it. A review with fewer stars is harmful to sales. The book you receive is yours to keep. If you agree to review a book and receive it from the author, please let him/her know that you have and that you will contact them again after you complete your review.

**IF YOU WANT YOUR BOOK REVIEWED** on Amazon.com, B&N.com, etc, list it here in Publishing Poynters Marketplace (no charge). You must be willing to send a book and promotional materials (review-book package) to readers of Publishing Poynters Marketplace who contact you (usually 5 to 10 copies). Include the number of pages in your description and for children's books, list the age level for which the book is written. Make sure the book is already listed at Amazon.com.

Just send your request and description to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com). Draft your request so that I do not have to edit it. Make it SHORT (100 words max), no italics or bold type. Just describe the book in a few words; don't send a lengthy review of it. Lengthy submissions will be returned for rewriting or ruthlessly cut. Reviewers only need enough information to see if they have expertise and an interest in your category. Supply full contact information including your email address. Write the draft as it should appear so that I do not have to do more than Copy\Paste. Put "Review Wanted" in the subject line.

## SPECIAL OFFER

### OFFERED FOR REVIEW:

**1. Mosquito Marketing for Authors**, how I self published an award winning book that is a consistent best seller in its category ISBN# 978-1453605301; author Michelle Dunn. Available formats: Paperback, Kindle, e-book. Price \$23.95

The first book in my Mosquito Marketing Series is for authors who want to market their book successfully, promote themselves and their book, utilize public relations for little or no cost, and create a marketing plan. Contributions by Dan Poynter, John Kremer, Kathleen Gage, Carolyn Howard Johnson and more. More information can be found at <http://www.michelledunn.com/shop/catalog.php?category=11>

Ten review copies are available, contact the author at [michelle@michelledunn.com](mailto:michelle@michelledunn.com)

--Michelle Dunn

## **2. Turn Of A Phrase**

52 Contemporary adult short stories of poetic prose for today's reader.

These 'story poems' are about issues and emotions often experienced, but not always voiced.

Uses images of identity and reflection relating to personal responsibility choice or avoidance.

Intended for mature audiences.

ISBN 978-0982658505

available at Amazon, B&N, other distributors

[branch@manaopublishing.com](mailto:branch@manaopublishing.com)

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

## **3. Mistaken for ADHD**, Frank Barnhill, MD.

Published by IUniverse March 2010.

"Mistaken" is a content-rich information resource for parents of behavior-problem kids who suspect their child's behavior was misdiagnosed and the child mislabeled as ADHD instead of being properly evaluated treated for the medical condition actually causing their behavior disorder.

Mistaken includes over 25 real-life patients stories of children who suffered physical, emotional, social and lifestyle problems from ADHD misdiagnosis and offers examples of how to properly evaluate and treat these mimicking disorders.

Interested in reviews and will forward descriptive materials and copies as requested.

E-copies are also available. For further info: Please visit [www.ADHDbehavior.com](http://www.ADHDbehavior.com)

The book may currently be found at [BN.com](http://BN.com) and [Amazon.com](http://Amazon.com).

Please contact Frank Barnhill at [fbarnhill@charter.net](mailto:fbarnhill@charter.net) for preview copies and comments. Thank you for your help.

--Dr. Frank

## **4. Leadership in a Wiki World: Leveraging Collective Knowledge to Make the Leap to Extraordinary Performance.** Genre: Business. Published: June 2010.

We are fast approaching a tipping point where new capacities for mass collaboration will completely redefine the roles of leaders in large organizations. The technological revolution has made networks far more powerful and efficient than hierarchies. This means that the most effective companies are no longer top-down bureaucracies. Instead, the best businesses are increasingly peer-to-peer collaborative communities.

This book is a practical guide for business leaders who are ready to embrace the new management challenges of our fast-changing times.

Contact [rodcollins@yahoo.com](mailto:rodcollins@yahoo.com) for a review copy.

**5. Carol 'A Woman's Way'** published by DreamCatcher, New Brunswick.

Genre: Adult environmental fiction.

It is a story of hope for Planet Earth. It also has a very strong women's empowerment theme, explores women's intuition, the balance between right and wrong and the desire to protect our most important resource, the environment.

We see one woman's battle for all she holds dear—her husband, her son, her land and her own inner peace. The story takes the reader on a journey through many emotional heights and depths as a woman finds her strengths and weaknesses and walks through them with passionate resolve.

Please send the name and address of a reviewer which I will forward to the publisher so that they can send a book. Thank you for your interest,

Kathy, Kathy Ashby [kathyashby@hotmail.com](mailto:kathyashby@hotmail.com)

7. Reviewers wanted for my new book for boomers, ***I Don't Wanna Be My Mother.***

Barbara Morris, R.Ph.

P.O. Box 937

Escondido, CA 92033-0937

<http://www.NoMoreLittleOldLadies.com>

<http://www.PutOldonHold.com>

**8. Pretty, Pretty, Picky Penelope**, written and illustrated by me, Bernita J. McGoldrick

***About the Book Do you have a little (or big) picky eater in your family? Pretty, Pretty, Picky Penelope*** is a delightfully illustrated adventure following the tale of a little red-haired girl named Penelope who is very choosy when picking foods that she will eat. Her mom gets creative in a simple way to encourage her daughter to try new things, using the alphabet...from A to Z! This book is a useful tool, not just in the home, but in the classroom as well, to train young minds in the skills of observation.

I may be reached at: 631-281-1892, or 631-291-5250 [bernitamcg@optonline.net](mailto:bernitamcg@optonline.net)

**9. "Malicious Truth"** by April Gutierrez

It is not always true ~ about the truth setting you free. Some truths are better left untold. Sometimes, the truth, malicious and cruel, is what murders all traces

of true love. Travel through a love story where the heroine has more imperfections and flaws than love can conquer. Is it enough being correct and moral when you realize all you have ever known could be taken away in a flash of light? That is the question that Ava is forced to ask herself after living her life full of infidelity and deceit.

Author Contact:

April Gutierrez

email: [aprilguti@hotmail.com](mailto:aprilguti@hotmail.com)

## **10. The Orphans of Mordecai's Castle. Book One: The Haven**

The Haven is about a group of orphan children who set off on a ship with a missionary man named Mr. Carver, who is taking them from an orphanage in Boston down to Florida to find homes. While in the ship, a storm blows their way and a fire begins on their ship. The children are sent over the side in a lifeboat for safety, but remain connected to the master ship with a rope. Sometime during the night, the rope breaks and they become separated. Desperate and alone, the eleven orphans find they have to totally rely on God and their wits, as well as using whatever they can find to survive. Ending up on an island, they discover an old, abandoned castle and make it their home. The children encounter exciting adventures of exploration, well laid traps from the previous owners, treasure maps, strangers, and pirates as the nagging question continues as to whether or not they will ever see their beloved Mr. Carver again.

You can email me at [caratcake27@hotmail.com](mailto:caratcake27@hotmail.com).

Mailing address: Cara Simmons, P.O. Box 4406, Yalesville, CT 06492

Phone number: 203-284-9691.

## **The Orphans of Mordecai's Castle. Book Two: The Leviathan.**

The Leviathan begins a year later after the first book ends. The children are still on the island and have learned to love the villagers they found on the island.

After discovering an old note inside a hidden chamber inside the castle, the children want to find the area of the island mentioned in the note. The villagers refuse to talk about the note because it threatens their belief in a decade's old superstition about what lurks in the caves on the other side of the island.

Afraid that the creature that may awake and eat them alive keeps the villagers from exploring the other side. Advised to listen to the villagers, the children keep away until one of the little ones wander off in that direction. Also, a few of the orphans realize that God is calling them to leave the island and they are torn between doing the will of God or their own desires. The orphans discover that facing the trials that come against them will bring their trust in God to a deeper

level.

You can email me at [caratcake27@hotmail.com](mailto:caratcake27@hotmail.com).

Mailing address: Cara Simmons, P.O. Box 4406, Yalesville, CT 06492

Phone number: 203-284-9691.

11. Originally published in 1758, **Benjamin Franklin's *The Way to Wealth*** gave our country a financial philosophy that has made millions of people wealthy, prosperous and successful. Updated by Jack Vincent for today's modern economy , Franklin's time-tested secrets to wealth and success are more important to know today than at any time in our history. A wealthy gentleman named Mr. Abraham will be your guide as you learn the secrets to prosperity, success, and financial security. To review this book for Amazon, B&N and the books website please contact, Jack Vincent by email : [jack@thewaytowealthbook.com](mailto:jack@thewaytowealthbook.com).

12. Looking for Amazon and B&N Reviews for 4 Books by Author Peter A. Brandt:

- 1) **Canuck GI**: The Peculiar Life of a Canadian Soldier (Autobiography)
- 2) **Crown Prince of Canada** (Humorous Fiction)
- 3) **2066** (Science Fiction)
- 4) **Malinki the Medic** (Biography)

More information about each book can be found at:

<http://www.peterabrandt.com/books-by-canadian-author-peter-a-brandt.html>

Book review requests can be sent to author Peter A. Brandt:

[authorpeterabrandt@gmail.com](mailto:authorpeterabrandt@gmail.com).

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Be a Hero!
Your publishing colleagues will think you are thoughtful and generous if you forward this ezine to them.

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## E. ParaCoop



**CO-OPERATIVE MARKETING PROGRAMS.** Want other authors or publishers to join you in a mailing or share a booth at a fair? Whether you are buying or selling, list your wants here. Note your book genre/category.

### CO-OP PROGRAMS:

**1. CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.** The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See <http://www.ibpa-online.org/programs/programs.aspx>

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Friends help friends.

Publishing friends forward this ezine to their publishing friend.





Announcements

1. YOUR (FRÉE) LISTINGS should be tight and complete. We do a minimum of editing; what you send is what we'll print. Remember to include your email address.

2. WE WILL NOT REPEAT LISTINGS within a six-month period. If you want an item to appear more often, send your CC# and we will charge you \$29 for each repeat.

3. THIS ISSUE OF THE MARKETPLACE CAN BE FOUND AT
<http://parapublishing.com/sites/para/resources/newsletter.cfm>

4. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is DanPoynter@ParaPublishing.com
Your address book may show dpoynter@impulse.net or another old address.
Please make the change now.

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The Small Print

YOU ARE RECEIVING this F-R-E-E newsletter because you are on Dan Poynter's option-in Publishing Poynters mailing list.

PLEASE RECOMMEND THIS NEWSLETTER to your book colleagues. Just click on "Forward" in your email program.

BACK ISSUES are archived at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up for Publishing Poynters at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

PRIVACY STATEMENT: We will not distribute your email address to anyone. Period.

TIME TO SHARE. Please send your items for listing to DanPoynter@ParaPublishing.com



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**Para Publishing. Dan Poynter:** Author (120+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
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