



Introduction for Dan Poynter, CSP.

Introverts and **extroverts**: their assets and challenges are **not** the same. Most **writers** are introverts while many **speakers** are extroverts. Take advantage of your strengths, the **Book Game** should be played according to **who** you are.

Dan is an author **and** a publisher. As one of the pioneers of modern self-publishing, he has experienced every phase of the book publishing process. He has **sold** his manuscripts to other publishers, he has published **other** authors and he has published his **own** books.

Dan does not just **work** in the book publishing business, he **studies** the book publishing business.

He doesn't just **talk** about book promotion, he **teaches** book promotion.

Dan Poynter is an introverted writer.

He joined NSA more than 15 years ago and began immediately to help speakers with their books.

He served as chair of the Writing/Publishing PEG and founded the PEG newsletter.

He is a Certified Speaking Professional (CSP).

It gives me great pleasure to introduce
"The Book Guy" . . . **Dan Poynter**.