

Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

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NEW YEAR'S RESOLUTION--To invest in the future of my book with:



Dan Poynter's
Para Promotion Program
ParaPromotion.com





YouTube

T-Mobile's Home For The Holidays Surprise

T-Mobile

A large group of women in matching pink dresses performing a flashmob in a mall. They are holding up their smartphones to record. In the background, there are Christmas trees and a crowd of onlookers.

3:03 / 3:48 360p

FLASHMOB AT MALL

T-Mobile surprises shoppers at the Chicagoland area's Woodfield Mall with a surprise performance and updated spin on the holiday classic, "(There's No Place Like) Home For The Holidays."

<http://bit.ly/tmKJzA>

HAPPY BIRTHDAY TO PUBLISHING POYNTERS

We are turning 26 years old.

A twice-monthly newsletter on the book industry written, edited, and read by book people worldwide.

Continually published and we have never missed a deadline.

PUBLISHING POYNTERS: Celebrating what you do and keeping you informed of the latest developments in books.



European ebook sales currently break down as follows: UK 52%. Germany delivers 28%. France is at 7%, Italy 3%, and the rest of the continent 10%

DAN POYNTER'S CAT BOOK PUBLISHED IN JAPANESE

Iwanami Shoten Publishers, of Tokyo, published the Japanese-language edition of *The Older Cat* on 29 November 2011. The retail price is JPY 1,700/USD \$21.

Dan Poynter says: "If your cat stops eating for three days, take your pet to the vet. Cats will go into irreversible decline if their appetite is not jump-started." The book describes recognizing decline and extending life.

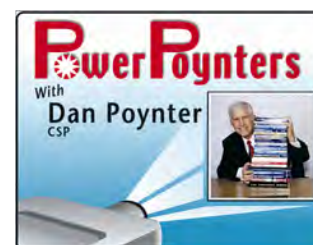


DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

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

<http://www.youtube.com/user/PoynterDan#p/u/6/mWI0fnBu7bs>



OVERHEARD

That action is best which accomplishes the greatest happiness for the greatest numbers.

--Francis Hutcheson, philosopher (1694-1746)

MATCHING YOUR BOOKS WITH BUYERS



The *Para Promotion Program* is a series of book promotion projects the author can accomplish without leaving home. The weekly assignments show the author what to do to reach his or her audience.

Each assignment takes five to 120 minutes to complete. The program not only shows the author how to promote his or her current book, it is a crash course in book promotion that can be applied to future books.

And authors who understand how to reach their audience tend to write books their readers want.

For details, see <http://ParaPromotion.com>

Para Publishing LLC, +1-805-968-7277, PO Box 8206, Santa Barbara, CA 93118 USA



OVERHEARD:

"I can write better than anybody who can write faster, and I can write faster than anybody who can write better."

-- A. J. Liebling

ONLINE SHOPPING IS UP

U.S. online spending for the holiday season rose 15 percent to \$30.9 billion from the year-earlier period.

Four days during the week ended Dec. 16 topped \$1 billion. Sales for last week were \$6.32 billion, also up 15 percent.

Spending is expected to slow as Christmas Day nears. This means Cyber Monday, Nov. 28, is likely to be the single top online spending day with \$1.25 billion, followed by \$1.13 billion in purchases on Dec. 12 and \$1.07 billion on Dec. 16, or Free Shipping Day.

<http://bloom.bg/tyJhuf>



No one said it would be fair, fun, or easy. But it can be worthwhile.
--Joe Konrath, Successful Author.

AMAZON DEMANDS MORE FROM PUBLISHERS

Amazon is being ore aggressive in its demands on publishers for co-op and discounts. The retailer is, in certain cases, threatening to stop selling titles from companies who won't pay up.

For many in the industry, the latest talks with Amazon are being described as less of a dialogue than a dictation of terms. As one source explained, the talks have boiled down to "what publishers can do for Amazon, and not what Amazon can do for publishers."



Most ironically, the new terms would allow Amazon to continue to gain market share as it always has: driving book prices down. As one source put it: "If Amazon wants to improve its margins, it should cut back on the discounting."

<http://bit.ly/tpNxON>



Most newspapers will be gone within five years, according to a report from the University of Southern California's Center for the Digital Future. „Only four major daily newspapers will survive: *The New York Times*, *USA Today*, *Washington Post* and *The Wall Street Journal*.

TOP TEN BUSINESS PHRASES THAT SHOULD BE RETIRED

You've heard them all so many times that they hardly register anymore. Whether in a conference room or a casual conversation, phrases that once sounded clever have been reduced to clichés.

Some of them actually are rooted in real business concepts. Others are fluff that somehow became part of the corporate lexicon. Either way, like that annoying song that stays stuck in your head, they should be ignored, erased, or replaced. Oddly enough, the ubiquitous "paradigm shift" and its less stuffy cousin, "game changer," didn't make the cut.

<http://bit.ly/rzEGfj>

BitTORRENT WEBSITES UNDER FIRE

Bills currently being written in House of Representatives committees are aimed at curbing search engines like Google and Yahoo that link to illegal file sharing and bitTorrent websites, and stopping payment facilitators like PayPal that enable transactions for unauthorized books, movies and music.

Among the parties lobbying for passage of a tough law are the movie and music business, the US Chamber of Commerce, and the book industry. Even big unions like the AFL-CIO are pushing for passage, because piracy, particularly the offshore brand, steals American jobs.

On the other side of the issue are Yahoo, Google, Mozilla, the Tea Party and a lobby-full of freeists including, the Civil Liberties Union, all rallying under the banner of *Down With Censorship*.

<http://bit.ly/s20AP9>



OVERHEARD:

"You don't write because you want to say something, you write because you have something to say."

-- F. Scott Fitzgerald

WHAT WILL HAPPEN TO BOOK PUBLISHING IN 2012?

Six BOLD Predictions



Some of the events of 2011 were of the "you coulda seen it coming" variety – Borders closing or Random House going to the agency pricing model. Much of it, however, was shocking – think big-six publisher HarperCollins acquiring Nashville-based Christian publisher Thomas Nelson.

Now that 2011 is coming to a close, what's on tap for 2012? Here are some bold predictions on what extraordinary events await us in the coming twelve months.

<http://bit.ly/uPwrwZ>



BE HEARD.

Submit Data to Bookstats.

<http://bit.ly/w2qg1N>

In 2010, the Association of American Publishers (AAP) and the Book Industry Study Group (BISG) launched a new industry statistics model, *BookStats*, to track transformational shifts in how book content is produced and sold in the digital age. This pioneering data project, released annually in its first phase, provides a comprehensive view of the size and shape of the U.S. book publishing industry measured by publisher net unit and dollar sales.

You can take part. See <http://bit.ly/w2qg1N>

Calling all publishers!

The ongoing success of *BookStats* relies heavily on continued survey participation from a large number of publishers.

Nearly 2,000 publishers contributed data to the 2011 Edition of *BookStats*. See the list.

The data submission window for the 2012 Edition is open January 1, 2012 through March 31, 2012. We hope you'll participate!



The U.S. Postal Service lost \$5-billion last year. Mail volume declined by 3-billion pieces, or 1.7% from 2010.

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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.



ParaTips



SUBSIDY OR PAY--TO--PUBLISH PUBLISHERS

--Rick Frishman, publisher Morgan James Publishing

<http://www.MorganJamesPublishing.com>



Also known as pay-to-publish, there are several companies that take up-front money to publish your book.

Subsidy publishers throw into the package, interior and cover design (don't expect miracles—most will use their formula templates). The author then gets to buy the book at a pre-set cost for resale.

Most subsidy types of publishing uses a POD— print-on-demand for book ordering. You can buy one copy for resale or hundreds. The entry fee is usually less than \$1,000 to enter into a contract ... but, and it's a big but, the cost can be quite extensive per book unit; author/publisher discounting deals are pro-publisher, always; and getting out of a contract if things are not going well, can be difficult, if not impossible.



OVERHEARD:

When faced with a challenge,
look for a way, not a way out.

-- David L. Weatherford

THE MEDIA ONLY CARES ABOUT THE STORY

Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630;

PamLontos@gmail.com ; www.PamLontos.com



Don't pitch yourself instead of a story for the audience:
Always pitch a publication or program by highlighting the benefits you can offer their particular audience.

The media cares about the story first and then they want your credentials.

BOOK DESIGN: Typefaces and Readability of your Book's Interior

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The interior of your book is just as important as the cover. In fact, it just might be more important.

For me, the design of the book's interior is liken to...

"getting the book to speak to the reader, while being a soundless physical page."

Once your book is purchased you'll need to hold the readers attention. Certainly good content has a lot to do with it. Good editing and proofing as well. But the real reading is done from the typography that is set... designed, formatted, sized and styled to hold the readers attention and make them feel comfortable, safe and secure and not want to put your book down before they turn yet one more page. Compelling! The typeface being used is of great importance for it is what the designer has to work with for presenting the compelling atmosphere of the interior. Some designers believe that each book needs a different typeface to represent the 'feeling' of the book, while others feel that if an author finds a face they like how it represents their voice, the words they write... they stick with it. I believe the Harry Potter books did just that. We have been "taught" through exposure, to feel comfortable with reading a typeface with "little feet" otherwise know as serifs. Typefaces such as Times Roman and Garamond are known as serif faces and when used for your interior text will give your reader an easy read. Typefaces such as Ariel and Futura are known as sans-serif (without little feet) and are best used for heads, subheads or chart and graphs. Although I've seen several books using a sans-serif for the body text, which is to be considered a matter of preference. When you are presented with your proof, be sure to print out a page or two to be sure you feel the words talking to you as they and you move sentence by sentence into paragraphs and pages pass like time does when you're having fun. Be sure to request test pages of your text layout for your approval before your book is formatted.

Let me know if this was helpful and if you have any other questions please [contact](#) me. Remember, do something every day toward your book, web-presence, product, service and promotion.

Karrie Ross, [Book Designer Web-presence Branding, Coaching & Consulting Services](#)



Companies that blog have 55% more website visitors.

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION DO FOR YOU?

See

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

and

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



THE IMPORTANCE OF SAYING, "THANK YOU"

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



At this time of year, it is always good to remember that a simple thank you goes a long way, even in the book business! Now is the perfect time to send a grateful email or letter to all of your fans, customers, and colleagues. Thank them for being a part of the success of your book, and encourage them to keep spreading the word.

As an author, you also have many other opportunities to send thanks. For some occasions you may even consider creating a thank-you card that includes a picture of your book, your book's title and ISBN, your Web address, and your contact information.

Here are some of the important times when you should remember to send a thank you:

- After any support from the media, whether it be a TV, radio, print, or blog interview
- Following a book signing event
- After your book receives a good review
- Following a book festival appearance
- After a speaking engagement
- After receiving an award for your book

And on behalf of all of the Big Bad Book Nerds here at Greenleaf, we want to thank you for reading our ramblings and getting involved in the wonderful world of publishing.



OVERHEARD:

Did you hear the one about the pregnant author who went into labor and began to yell, "Couldn't! Wouldn't! Shouldn't! Didn't! Can't!"? She was having contractions.

HOW TO LAND A CELEBRITY BOOK DEAL: PART ONE

By Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

It seems like, nowadays, nothing sells faster than celebrity books. Movie stars, performers, and even reality TV stars, are getting book deals left and right.

So, somewhat obviously, seems like a great opportunity for authors who want to break in. If you are willing to ghost write for a celebrity book deal, you'll be able to embark on a great opportunity in an exciting field, make some money, and will surely be taken on an exciting trip through this celebrity's life.



So, how do you land the deal at all? One of the best ways to land a celebrity book deal is to conduct celebrity interviews in order to gain relationships with these people. Once you gain a reputation, and they see how solid and credible you are, you'll have a much better chance of landing that deal.

It's very important to think about things from a celebrity's point of view. They are approached all the time by people who want something from them, but there is one thing that most celebrities want, and that's publicity. If you are in good terms with a reputable media outlet, you'll be more likely to land that book deal. How? Because by getting to know the people behind these celebrities, as a journalist, reporter, blogger or article writer, they'll be more likely to recommend you to a celebrity who are open to a book deal. After all, these people often represent many celebrities, not just one or two.

Some great sites to visit in getting started in building your celebrity repertoire are demandstudios.com or americanchronicle.com. Start with the smaller, less known celebrities, as they are often easier to get a hold of and more willing and able to conduct interviews. Write the interview with the intention of publishing it on a blog or on another media outlet.

Creating a reputation for yourself is the first step in creating that celebrity book deal. But there's more and we'll discuss that in future articles.

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals.



OVERHEARD:

As long as you're going to be thinking anyway,
THINK BIG.

--Donald Trump

Receive more than 50 tips and tricks
as well as new and classic methods
to increase book sales all year long



Dan Poynter's

Para Promotion Program

A NEWS RELEASE IS NOT AN ARTICLE

Alan Stevens, <http://www.mediacoach.co.uk>



Many press releases end up in the shredder or deleted file, rather than in a paper or on a website. It may be because they were sent to the wrong journalists, or because they weren't newsworthy. In my experience it is often because of the way they are written. People (and here I include some PR companies) who produce press releases sometimes try to do the reporter's job for them. They write the press release as though it is a piece for publication. It isn't.

The purpose of a press release is to attract the attention of a journalist, and provide them with some background information. You should only ever send a press release if you have a piece of news (ask someone else

whether they find it of interest), and you should only send it to a journalist who is likely to use it.

It's perfectly OK to send a list of bullet points, with a covering sentence or two. It's not your job to write a clever headline. It is your job to supply something that will interest a reporter, so that they can call you and find out more. Sometimes, the story will be written without contacting you, but it will still be re-written, not cut and pasted from your release.

The lesson is to stick to the most important facts, and make them as clear as possible. Let the journalist write the story and the sub-editor write the headline.



OVERHEARD

In words are seen the state of mind and character and disposition of the speaker.

--Plutarch, biographer and philosopher (circa 46-120)



OVERHEARD:


You can have the stain of being unpublished removed from your record forever.

Become a published author. <http://bit.ly/qbJGmi>

A.WORD.A.DAY

--Anu Garg, <http://wordsmith.org/words/samizdat.html>

**babel****PRONUNCIATION:**

(BAB-uhl, BAY-buhl) 

MEANING:

noun:

1. A confused mixture of noises or voices.
2. A scene of noise or confusion.

ETYMOLOGY:

From Hebrew Babhel ([Babylon](#)). In the Old Testament (Genesis 11:4-9), people united in an attempt to build a city with a tower that reached the heavens. This displeased god who halted the project by confounding people's speech so they wouldn't understand one another. Earliest documented use: before 1382.

USAGE:

"While an excited babel of Spanish, German, Japanese, and Hindi emanated from the dozens of television news crews in the street, the response to Charles and Camilla's *I dos* among locals was mostly *We Don't*."

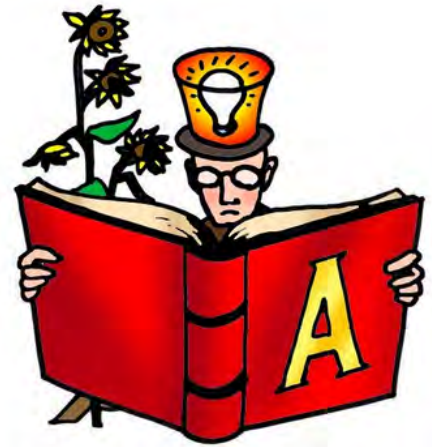
Glenda Cooper; In Windsor, a Royal Pain; *The Washington Post*; Apr 10, 2005.

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ParaResources



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Post the award certificate on your wall.

Certificates may be ordered for books placing as Finalists and Winners of a category in the Global Ebook Awards.

Examples of the certificate are shown here.



The Global Ebook Awards paper certificates measure a standard 8.5 x 11"/ 215.9 mm x 279.4 mm. The borders are in reflective metallic gold. The print on the certificates is in color.

See <http://globalebookawards.com/award-certificates/>

Certificates are only available to Finalists and Winners.



OVERHEARD:

Words form the thread on which we string our experiences.
--Aldous Huxley, novelist (1894-1963)

HELP WRITING YOUR BOOK

Wouldn't it be great if you could write the book of your dreams with a *New York Times* best selling author as your personal coach?

Wouldn't it be excellent if you could get all your questions about writing answered by the individual who has created more successful books than anyone in the world today?

Now you can.

Michael Levin, whom I know and trust, has just launched an exciting new program for writers of all levels of experience, from newcomers to best sellers. It's called the *Effortless Authorship Publishing System*. You get to be on a weekly video webinar with Michael, where he answers the questions you send him. You also get an amazing—and growing—library of audiobooks and ebooks on every topic imaginable related to writing. How to plan a book. Copyright. Getting published. Marketing a book with social networking. How to keep your work from being stolen. And so much more.

Michael has created, written, or co-written eight national bestsellers, taught writing at UCLA and New York University and around the world, has published with Simon & Schuster, Penguin, Random House, and many other top publishers, and has coached countless writers to make their own dreams of getting published come true. Now it's your turn!

For more information about Michael's *Effortless Authorship Publishing System*, click here <http://bit.ly/uPReAR>

WHERE TO GET WHAT? RECOMMENDED SUPPLIERS FROM DAN POYNTER

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site.

<http://bit.ly/fpp9kC>

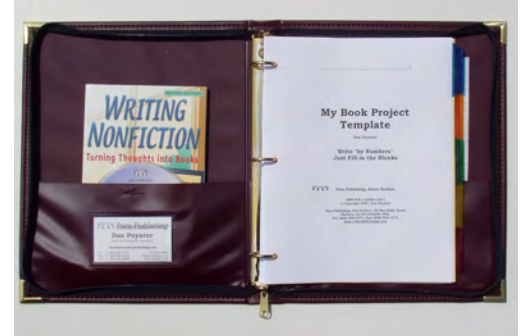


WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-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 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 classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.



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This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

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OVERHEARD:

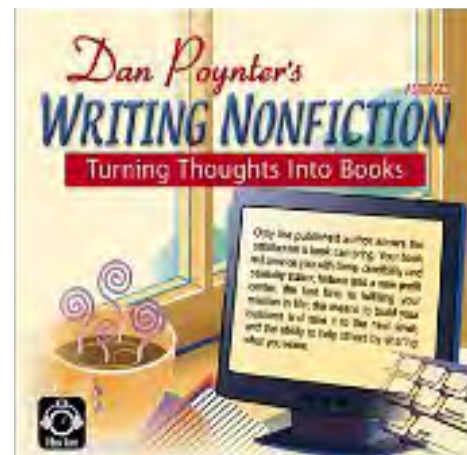
I've learned....

That the easiest way for me to grow as a person is to surround myself with people smarter than I am.

--Andy Rooney.

WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAxf>



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BOOK SHEPHERDS are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book Shepherds are:



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See <http://bit.ly/eE1DQo>



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<http://parapub.com/files/newsletter/PPM-NOVEMBER%202011.pdf>



Guardian

OVERHEARD

The bottom line is that blogging is like sex. You can't fake it. You can't fake passion. You can't fake wanting to engage with the public. If you do, it will ultimately be an unsatisfying experience for both the blogger and their readers."

--Kevin Anderson, Freelance Journalist & Former Blogs Editor For *The*

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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.

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ParaThoughts



SHOULD NONFICTION BOOKS BE SHORTER?

Mark Twain said, that
"inside every big book there's a
little book trying to get out,"

<http://nonameportermcshirley.wordpress.com/2011/10/20/read-between-the-monsters/>



OVERHEARD:

Editors exist [because] most people don't have time to rummage through vast piles of hay for the specific needles they're looking for; we want professional needle-finders.

Jonah Goldberg

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OVERHEARD:

Every writer on earth needs an editor ...
Writers tell stories; editors make books.
--Lloyd Mattson

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52 **Headline Hacks**

A “Cheat Sheet” for Writing Blog Posts
That Go Viral

by Jon Morrow

Writing headlines that draw eyeballs, minds, and wallets is an art but you can get a cheat sheet—free. This short-course is fascinating and can be applied to chapter titles, back-cover sales copy, and even book titles.

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ParaCalendar



23

AUTHOR ON A SPEAKING TOUR.

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how to make a difference and make a living through their books. He
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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:
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2012

USA

January 19. Teleseminar.

Dan Poynter on getting published. Hosted by humorist Judy Carter. Hear several stand-up comics and one serious Dan Poynter on the business of publishing. FMI:
Judy@JudyCarter.com, <http://JudyCarter.com>

USA



January 30. Culver City, CA.

IWOSC. Independent Writers of Southern California
Veterans Memorial Building, Culver & Overland, Culver City. 7:30 –
9:15.

Gary Young, artsy12@earthlink.net, 818-222-5554,

<http://www.iwosc.org/>

USA



February 3-5. Dallas. National Speakers Association 2012 Winter
Conference. Dallas/Plano Marriott at Legacy Town Center.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

USA

February 9. Daytona Beach, FL. National Skydivers Museum Trustee Meeting.
Hilton Hotel. <http://SkydivingMuseum.org>

USA

February 10-12, Daytona Beach, Florida.
Parachute Industry Association winter meeting.
Hilton Daytona Beach Oceanfront Resort
<http://www.pia.com/MEETINGSCHEDULE.htm>

USA

February 16-19. San Francisco Writers Conference. Mark Hopkins hotel.
Dan speaking on book publishing.
<http://SFwriters.org>

USA

February 23-25. Davis, CA.
Reunion. Dates Blocked.

USA

March 9-10. San Francisco.
IBPA Publishing University. Sheraton Fisherman's Wharf.
The hotel is located at: 2500 Mason Street San Francisco, CO 94133
(415) 362-5500

<http://www.sheratonatthewharf.com/>

<http://www.ibpa-online.org/pubresources/events.aspx>

FRANCE. March 22-23, 2012. Paris (May be moved to Fall)
French Speakers Association annual convention (AFCP).
Annual convention.



<http://www.association-conferenciers.com/>

AUSTRALIA

March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI:
<http://www.NationalSpeakers.com.au/convention>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
<http://bit.ly/gREshz>

HOLLAND/BELGIUM



April 19-21 Amsterdam, The Netherlands. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

SOUTH AFRICA. April 27-29 - Durban

Annual convention of the Professional Speakers Association of Southern Africa. FMI:



Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: nikki@psasouthernafrica.co.za Web:

<http://www.psasouthernafrica.co.za>

MALAYSIA. May 4-5



Malaysian Association of Professional Speakers (MAPS) convention.

http://www.maps.org.my/events_up.asp

SINGAPORE.

May 8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.

<http://bit.ly/hz539k>



USA.



June 5-7. Book Expo America, New York.

<http://www.bookexpoamerica.com/>

USA.



June 9-14. Santa Barbara.

40th Annual, Santa Barbara Writers Conference. Hyatt Hotel (Formerly Hotel Mar Monte).

<http://SBwriters.com>

USA. July 14-17. Indianapolis.



NSA/US Convention.
Marriott Hotel.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

USA. August 9-12. Boiling Springs.



Veteran Speakers Retreat
Ed Helvy. Allenberry Resort in Boiling Springs, PA
near Harrisburg.

<http://veteranspeakersretreat.org/>

GERMANY. GSA Sept 7-8, Düsseldorf

(GSA) convention at the Hilton hotel.



<http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>

UNITED KINGDOM. October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
3700 504, <http://bit.ly/gREshz>

USA.



October 19-21. Eloy, Arizona.

National Skydiving Museum/ Hall of Fame celebration.

<http://skydivingmuseum.org/>

2013

USA



March 21-29, Daytona Beach, Florida.

Parachute Industry Association meeting and symposium.

Hilton Daytona Beach Oceanfront Resort

<http://www.pia.com/MEETINGSCHEDULE.htm>

USA. July 27-30. Philadelphia, PA.



NSA/US Convention.
Marriott Hotel, Downtown.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

CANADA.



December 8-10. Global Speakers Summit.

Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

2014

USA. June 29 – July 2. San Diego.



NSA/US Convention.
Marriott Hotel & Marina.

Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>



OVERHEARD:

An editor does not add to a book. At best he serves as handmaiden to an author. A writer's best work comes entirely from himself.

--Maxwell Perkins

Prove your love for this newsletter by forwarding it to your book colleagues.



ParaHumor



💡 AUTHORSHIP AND CHANGING LIGHTBULBS 💡

How many **publishers** does it take to change a light bulb?

💡 Three. One to change it and two to hold down the author.

How many **editors** does it take to change a light bulb?

💡 "Do we have to get author's approval for this?"

💡 Two, one to change the bulb and one to issue a rejection slip to the old bulb.

How many **proofreaders** does it take to change a light bulb?

💡 Proofreaders aren't supposed to change light bulbs. They should just query them.

How many **mystery writers** does it take to screw in a light bulb?

💡 Two. One to screw it in almost all the way in and the other to give it a surprising twist at the end.

How many **writers** does it take to change a light bulb?

💡 Two. One to change the bulb and one to tell a long story about it.

How many **literary critics** does it take to change a light bulb?

💡 Literary critics don't know how, but rest assured they'll find something wrong with the way you do it.

(Generic Smiley)



OVERHEARD:

When you're learning how to walk, you don't take classes. You don't read how-to books. You don't pay experts to help you, or do it for you. You just keep falling until you learn on your own.

--Joe Konrath, Successful Author.

Publishing Poynters: The chronicle of the future of our business.

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