



# 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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**ParaNews** (What's happening)

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#### **Just returned from**

Lexington and the summer meeting of the Parachute Industry Association.

Next stops: DeLand, Florida, for the commemoration of the 50<sup>th</sup> anniversary of Joe Kittinger's historic jump from 102,000 feet.

Then on to Denver for a fabulous publishing event with Judith Briles and Brian Jud.

**--Dan Poynter, The Book Futurist.**

Guiding Publishers to the Next Level in Book Promotion



# ParaNews



## AMAZON NUMBERS ON eBook SALES

[http://reviews.cnet.com/8301-18438\\_7-20012381-82.html](http://reviews.cnet.com/8301-18438_7-20012381-82.html)



## BARNES & NOBLE UP FOR SALE?

The world's largest bookseller, announced that its Board of Directors intends to evaluate strategic alternatives, including a possible sale of the company, in order to increase stockholder value.



Leonard Riggio, the company's founder and largest stockholder, has informed the Board that, in light of its decision to explore strategic alternatives, he intends to consider the possibility of participating in an investor group to acquire the company.

The bottom line, according to Mike Shatzkin, CEO, Idea Logical, digital book publishing futurists: "Starting with the iPad, everything that is moving things to eBooks faster is bad news for bookstores."

<http://www.brandchannel.com/home/post/2010/08/04/Barnes-Noble-Sale-Announcement.aspx>

[http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news\\_view&newsId=20100803007273&newsLang=en](http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news_view&newsId=20100803007273&newsLang=en)

## GOOGLE COUNTS 129,864,880 BOOKS

Google, with the mission to digitize every book, has totaled up 129,864,880 in all. See

<http://booksearch.blogspot.com/2010/08/books-of-world-stand-up-and-be-counted.html>



## GATHERING OF AUTHORS AT VALLEY FORGE

If you are serious about being more successful with your efforts to promote and market your book, you really need to attend this highly acclaimed 11<sup>th</sup> annual event. We know you've put lots of time and toil into writing and publishing your book, and the Infinity conference is the perfect opportunity to learn from professional marketers and other authors, how to benefit the most from the investment you've already made in your book.



**New venue:** We've moved to the Valley Forge Radisson. As always the Gathering of Authors will be held the last weekend in September beginning at noon on Friday the 24th, concluding at noon on Sunday the 26th. This year however, we have moved our gala event to the Radisson Hotel located directly across from the famous Valley Forge National Park. This four-star hotel is approximately two miles from the PA Turnpike exit for Valley Forge and the King of Prussia Mall, and it's still only about 30 minutes from the Philadelphia airport, depending on traffic.

**Topics attuned to selling more books.** Timely topics of special interest to authors will include, but not limited to: *"Getting Media Coverage Where Your Book is News"*; *"Blogging – a cumbersome quagmire or quick sales connections???"*; *"Do-it-yourself Cost-effective Book Dedicated Websites"*; *"At Times Selling a Thousand Books is Easier than Selling Ten"* and *"Electrifying eBook Sales!!!"* We're introducing a new series of mini-sessions called *"Pick the Brain of an Expert"* – noted authorities in various aspects of promoting, marketing, distribution, and publishing will be alone on the hot-seat to field questions about his or her area of expertise. Naturally on Sunday morning we will have our infamous *"Ask the Experts"* panel where our assembled congress of pros individually answer the same question from participants – at times there are several correct variations to solving some problems. On Sunday morning, we will include time for participants to perform a reading or brief presentation about their book. This will be followed by awarding door prizes – this year attendees do not need to be present to win.

**Leading and trend-setting experts.** For openers, our nationally acclaimed presenters include: **Dan Poynter, Brian Jud, Jeniffer Thompson, Melanie Rigney** and more.

**Ya'all come.** All established and aspiring authors are welcome to participate in the Gathering of Authors where previously published authors, newly published authors and soon to be published authors meet to network and freely share promotional ideas. Egos need to be checked at the door – prima-donnas, zealots, and folks with hidden agendas aren't befitting at this congenial assembly of authors. This is the longest occurring annual event, totally commercial free, author-friendly, not-for-profit, authors' conference where the entire focus for the weekend is on helping authors to become

more successful with their books – regardless of how or with whom their books are published. We don't have a head table at meals; thusly attendees are likely to enjoy a meal while chatting informally with one of our expert presenters or keynoters.

**Dinner with Dan Poynter.** For early arrivals checking into the Radisson on Thursday evening, September 23rd, there will be an informal dinner with Dan Poynter in a private dining room at the hotel. During the dinner Dan will discuss various aspects of the books written by the authors attending this optional pre-conference event. Cost is \$36 – for individuals not registered for the authors' conference, the cost is \$49. Seating is limited to 9 to assure time for appropriate remarks about each book, so if you want to enjoy Dinner with Dan, early conference and/or registration is encouraged.



For details and pricing, see  
<http://www.authorsconference.com/>



### WHAT IT IS LIKE TO WRITE A BOOK

Lewis Black, comedian and author of *Me of Little Faith*, talks about what writing a book is like to him.

<http://writersremorse.com/news/lewis-black-writing-book>

### MORE LAYOFFS AT BORDERS



The company has been suffering from competition from online retailer **Amazon.com**, as well competition from eReaders like Amazon's Kindle and Apple's iPad. The company launched its own e-book sales last month.

Read more: [Borders laying off 100 in La Vergne - Nashville Business Journal](http://nashville.bizjournals.com/nashville/stories/2010/08/02/daily20.html)  
<http://nashville.bizjournals.com/nashville/stories/2010/08/02/daily20.html>

### REFERENCE BOOKS SLOWLY BEING PHASED OUT OF LIBRARIES

As more reference titles move online, print reference collections in many collections are being reduced. Most research is done on the Internet.

<http://www.thestar.com/news/gta/article/840817--reference-books-slowly-being-phased-out-of-libraries>

## BOOST YOUR BOOK SALES WITH TWITTER



Dana Lynn Smith, author of *Twitter Guide for Authors*, and Tony Eldridge, author of *Conducting Effective Twitter Contests*, will reveal a wealth of practical tips for getting real results from Twitter in their "Boost Your Book Sales With Twitter" teleseminar on August 12. You'll learn how to build your author platform, spotlight your book, and find followers who are interested in the kind of book you have written. You'll also discover how to persuade established leaders to help you promote a Twitter contest that will introduce you and your book to many new people.

See this page for details: <http://bit.ly/AuthorTwitter>



## YOU CAN SPEND A DAY WITH THE MASTERS OF BOOK MARKETING

**Next:** August 21 in Denver

Where is book publishing going and how can you profit from the changes?

Three Masters in Independent Publishing have put together dynamic sessions in their all day Published Authors Book Marketing with the Masters Summit PLUS a bonus Dinner designed to take published authors to the next, next level in their book marketing and selling achievements.

The Masters of Book Marketing have joined to host workshops for published authors--only.

Events are scheduled for August 21 in Denver, November 6 in Chicago and November 13 in Phoenix.

For details, see [www.MastersOfBookMarketing.com](http://www.MastersOfBookMarketing.com)

## AMAZON UNVEILS KINDLE 3

Amazon has added to its Kindle family, developing a new version that is smaller, lighter, and faster than the current device. While the updated 3G wireless edition will continue to sell for \$189, Amazon has added a Wi-Fi only unit that it will sell for \$139.

[http://blogs.publishersweekly.com/blogs/PWxyz/?p=944&utm\\_source=Publishers+Weekly%27s+PW+Daily&utm\\_campaign=91a6abf13c-UA-15906914-1&utm\\_medium=email](http://blogs.publishersweekly.com/blogs/PWxyz/?p=944&utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=91a6abf13c-UA-15906914-1&utm_medium=email)



## DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

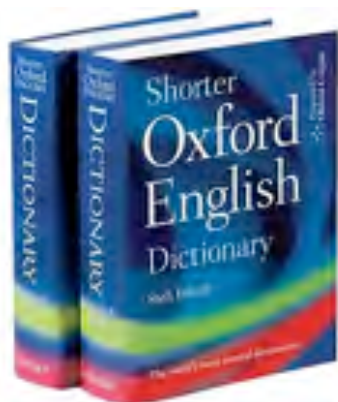
Anaheim, Atlanta, Chicago, Cologne/Köln, Denver, Indianapolis, Köln, London (UK), Los Angeles, Midlands area, Montreal, Myrtle Beach, New York, Noordwijk, Orlando, Phoenix, San Francisco, Singapore, Valley Forge, White Plains, Radio/Teleseminars/Webinars (everywhere).  
(MORE to be announced soon).

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>



## SECRET VAULT OF WORDS REJECTED BY THE OXFORD ENGLISH DICTIONARY UNCOVERED



Millions of "non words" which failed to make the dictionary lie unused in a vault owned by the Oxford University Press. "Wurfing" means surfing the internet at work, while "polkadodge" describes the strange little dance two passing people do when they try to avoid each other but move in the same direction, and "nonversation" denotes a pointless chat.

<http://www.telegraph.co.uk/news/newstoppers/howaboutthat/7926646/Secret-vault-of-words-rejected-by-the-Oxford-English-Dictionary-uncovered.html>

## NEW ENGLAND BOOK AWARD CALL FOR ENTRIES

The New England Book Festival has issued the call for entries to its annual program celebrating the best books of the holiday season.

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



## TUNE IN TO THE BOOK BIZ WITH DREW NEDERPELT

The show is aimed at first time writers with the intent to demystify the publishing process and what it takes to get an agent, get published etc.

Every Monday at 4pm Eastern on AM-1490 WGCH Greenwich, CT, Talk Radio.

See

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



## KINDLE BOOKS NOW HAVE BUILT-IN DICTIONARY

Amazon on Thursday released significant upgrades to [its Kindle app](#) for iPhone and iPad. Just days after the company announced [the new Kindle 3](#), Amazon's made the iOS [version of its e-reader](#) even more competitive with its hardware device: The app now includes a dictionary with 250,000 entries, adds the ability to search within books on the iPad, and improves the experience of searching books on the iPhone and iPod touch.

Besides the new in-app dictionary--which lets you tap on any word to see its definition, much like the iBooks and BN eReader [apps already offered](#)--the updated Kindle app also lets you look up words in Google or Wikipedia.

[http://www.pcworld.com/businesscenter/article/202266/amazon\\_updates\\_kindle\\_app\\_with\\_inline\\_dictionary\\_more.html](http://www.pcworld.com/businesscenter/article/202266/amazon_updates_kindle_app_with_inline_dictionary_more.html)



## FOR THOSE WHO SPEAK AND WRITE

A new online community for **professional** experts who speak and write has just launched and is already gathering a top international membership.

Authors, speakers, editors, book shepherds and anyone at all connected with books and speaking can join for free. It's been set up as a place where we can access help, share ideas and resources, and connect with each other for projects and more.

**Idea to Author-ity** is free to join and you can create your own page, list your interests, services and even review books there. Visit: <http://ideatoauthority.ning.com>



**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.



### FACTOID

How many have eBook reading devices?  
There are 55 million iPhone/iPods/iPads; 100 million other smartphones; 5 million e-ink devices and more than 30 million netbook computers.

## DAN POYNTER CAN SHARE A SPEECH WITH YOUR GROUP

**81% of the population —Your Audience—would like to write a book some day** according to a Gallup Poll.

Dan's breakout presentations draw large crowds at conventions in every industry.

Dan's book writing breakouts are filled with spouses and conference attendees. He changes "some day" into "today."

Help your audience members fulfill a dream—becoming published book authors. They will thank you.

### 📖 **Speech Titles for Book Writing, Publishing & Promoting**

#### **A. Book Writing**

##### 📖 WRITE YOUR NONFICTION BOOK

Convert your knowledge & research into written words

##### 📖 DO YOU HAVE A BOOK INSIDE YOU?

An introduction to writing, publishing and promoting your book

##### 📖 YOUNG AUTHORS

How other young people are writing and reading (youth program)

#### **B. Book Publishing**

##### 📖 BOOK PRODUCTION

After you have written your book, now what?

Sell your writing as printed books, eBooks, audiobooks, apps & more

##### 📖 CREATING YOUR BEST BOOK TITLE

Because great titles sell books

##### 📖 POWERFUL BOOK COVERS

Everyone judges--and buys--a book by its cover



### C. Book Distributing, Marketing & Promoting

#### 📖 BOOK DISTRIBUTING, MARKETING & PROMOTING

Notify your target audience efficiently and effectively about your book.

#### 📖 EFFECTIVE BOOK PROMOTION

For Writers, Introverts & Reluctant Marketers

#### 📖 SOCIAL NETWORKING FOR YOUR BOOK

Confirming wanted subjects and finding niche markets

#### 📖 SELLING BOOKS INTERNATIONALLY

Finding buyers worldwide through remote marketing

Or

#### 📖 THE NEW "BOOK" MODEL

How to write, publish & promote your nonfiction book. The full 4-hour program.

**For detailed descriptions, see**

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

➔ **SEND YOUR NEWS ITEMS** to [DanPoynter@ParaPublishing.com](mailto: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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# ParaTips

## **MEDIA CALENDAR SERVICES**

--Rick Frishman- Publisher Morgan James Publishing

<http://www.morganjamespublishing.com>



Another valuable online tool is media calendar services. These services provide searchable databases of items on editorial calendars and contact information for editorial personnel from thousands of publications.

So if you are looking for information to supply to a target or to one of your network partners, you can check whether items in their fields of interest are listed on upcoming editorial calendars. Calendar services provide editorial profiles for publications including their editorial thrust and target audience. They also give you access to contact information for the editorial personnel involved in forthcoming pieces. Media calendar databases are searchable by topic, keyword, publication name, circulation and location.

### **Online calendar services include:**

- Bacon's Media Calendars—[www.bacons.mediacalendars.com](http://www.bacons.mediacalendars.com)
- Lexis/Nexis Press Files—[lexisnexis.com/pressaccess/pressfiles](http://lexisnexis.com/pressaccess/pressfiles)
- Media Map—[www.EdCals.com](http://www.EdCals.com)

FROM Rick Frishman publisher Morgan James Publishing

more tips at <http://www.rickfrishman.com>

## **MAKE YOURSELF INDISPENSABLE**

--Pam Lontos is the author of "*I See Your Name Everywhere*" and president of PR/PR, a public relations firm that specializes in experts. [www.prpr.net](http://www.prpr.net).



You may be intimidated by the prospect of approaching radio and TV producers for publicity opportunities, but a simple shift in perspective will help. Know that producers, like magazine and newspaper editors, scramble daily to find knowledgeable interviewees on the latest topics and trends. They must constantly find new and exciting people to interview, so by adding yourself, as an expert, to their database, you're actually doing them a favor!

## BOOK DESIGN: Award Shows Can Be Your Friend....

--- Karrie Ross Be It Now! 310-397-3408 <http://www.BookCoverDesigner.com> - [covers@KarrieRoss.com](mailto:covers@KarrieRoss.com) Book Design, Consulting, Coaching, Marketing & Branding



Be sure to get a list of Award Shows and submit your book. Having a sticker to put on your website and book will do wonders for being seen as an expert.

The obvious category to submit to is your fiction/non-fiction, and then the specific category of your book subject... but don't forget about submitting for cover and interior design and formatting, editing, or one of the other "not-your-subject-category" that is offered by the show, take some time and look over what they offer.

This is also a good way to see about getting a review, maybe from one of the judges of your category. And remember, honorable mention is an award too.

Remember, do something every day toward your book and promotion.  
Karrie Ross, [Book Designer](#) & Coach

## WORD TRIPPER

--Barbara McNichol, 520-615-7910, [editor@barbaramcnichol.com](mailto:editor@barbaramcnichol.com).

**Spurn, spur** – To "spurn" means to reject with disdain or treat with contempt. To "spur" is to urge one's horse on with spurs, proceed hurriedly, incite or urge on. "Being *spurned* by a girl who said she only dated athletes *spurred* him to lift weights and try out for the football team.



## YOUR PUBLISHING DICTIONARY

--Peter Beren, 510-821-5539, [peterberen@aol.com](mailto:peterberen@aol.com). Publishing Consultant and Literary Agent w/30 years experience will help you reach your goals. [www.PeterBeren.com](http://www.PeterBeren.com)

**"On the Water"**, Colloquial phrase used by printers and publishers to refer to a shipment of books printed off-shore (most commonly Asia) when they are in transit in a container ship.



Example in context: *It's too late to make any corrections, the books are on the water.*

## ENGAGE YOUR AUDIENCE WITH SURVEYS

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



Curious to know what fans think of your book or a specific topic you're writing about? A great way to gather this information is to engage your reader audience by creating and posting a poll or survey on your blog and/or website. To keep your fans coming back to your site for more, you can also reward them by creating and posting a book giveaway on Twitter. Here are some resources to help!

### F-R-E-E

#### PollDaddy

Used by Wired, CNN, and more.

Free up to 10 questions per service + 100 survey responses per month

<http://polldaddy.com/>

#### Vizu

Compatible with WordPress, Blogger & TypePad blogs

<http://www.vizu.com/index.html>

#### TwtPoll

Engage followers, ask a question, and get poll feedback via Twitter.

Used by Yahoo News!, Sony, and more.

<http://twtpoll.com/>

#### TwtSurvey

Engage followers, ask a question, and get survey feedback via Twitter

Used by Time Magazine and more

Free for the first survey limited to unlimited questions and 100 responses

<http://twtsurvey.com/>

#### TwtAway

Reward your readers by running a Twitter Giveaway of your book.

Free contest management tool that helps you organize and promote your contest on Twitter

<http://twtaway.com/>

### PAID

#### Survey Monkey

When you're serious about polling readers to gain in-depth feedback, market research, or event planning for speaking functions

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

### WHAT MOTIVATES THE BOOK BUYER?

--Arielle Ford



What makes someone choose our book? Why does it get picked up off the bookshelf or added to a shopping cart online?

See

[http://www.huffingtonpost.com/arielle-ford/what-motivates-the-book-b\\_b\\_668775.html](http://www.huffingtonpost.com/arielle-ford/what-motivates-the-book-b_b_668775.html)



### WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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

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

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Do you regularly forward this newsletter to friends, family members and associates?

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# ParaResources



## BOOK WRITING & PUBLISHING STATISTICS

<http://bookstatistics.com>

<http://publishingcentral.com/subject.html?sid=23&si=>

## 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](mailto:barron.dorothy@yahoo.com)

## THE PARAPUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his findings every day. Discover where the book industry is going.

See

<http://blog.parapublishing.com/>



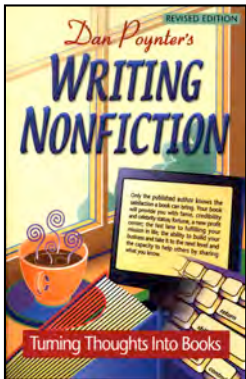
## FOLLOW DAN POYNTER ON TWITTER

<http://www.twitter.com/DanPoynter>

## WRITING NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. Just \$7.97. See

<https://www.smashwords.com/books/view/2722>



Your book will bring you fame, credibility and celebrity status; fortune, a new profit center; the fast lane to fulfilling your mission in life; the ability to build your business and take it to the next level and the capacity to help others by sharing what you know. This New Model will accelerate your book writing, producing, selling and promoting.

Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?

Imagine being a published author

*Writing Nonfiction: Turning Thoughts into Books.*

You can also get this \$14.95 paper book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

F-R-E-E SAMPLE of chapters one to three:

<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerexpress.html>



**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>

A FedEx survey of small businesses finds that 87% of respondents report that printed marketing and advertising tools are somewhat to very effective at driving customers to businesses, and 61% believe traditional marketing and advertising methods are more effective than web-based counterparts at bringing in customers.

Are you taking advantage of IBPA Coop mailings?

--Henry Ayala Tu-Vets Corporation Since 1948 [www.tu-vets.com](http://www.tu-vets.com) [henry@tu-vets.com](mailto:henry@tu-vets.com)

800 894-8977

## GET HELP WITH YOUR PROJECT



**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:

### Zip Code/ Country

Zip Code/ Country	Name	Email	Website
	Shel		
01035	Horowitz	shel@PrincipledProfit.com;	www.frugalmarketing.com
06001	Brian Jud Barbara	brianjud@bookmarketing.com;	www.bookmarketingworks.com
07930	Kimmel	barbara@nextdecade.com;	www.nextdecade.com
	Sam		
20191	Horn	Sam@SamHorn.com;	www.SamHorn.com
22314/922	Mike		
	53 Vezo	mvezo@mac.com;	HelpUPublish.com
	Bobbie Christma		
30188	s	bobbie@zebraeditor.com;	www.zebraeditor.com
	Janice		
45701	Phelps	authors@janicephelps.com;	www.janicephelps.com
68137	Lisa Pelto	lisa@concierngemarketing.com;	www.concierngemarketing.com
			http://www.bookconnectiononline.com
77041	Rita Mills	rita.mills@comcast.net;	
	Tanya	tanya@greenleafbookgroup.com;	
78704	Hall		www.greenleafbookgroup.com
	Judith Briles,		
80015	PhD	judith@briles.com;	www.TheBookShepherd.com
	Linda	info@FiveStarPublications.com	http://www.FiveStarPublications.com
85226	Radke	;	
	Ellen		
87505	Kleiner	blessingwy@aol.com;	www.blessingway.com
	Jacqueline		
	e		
89509	Simonds	jcsimonds@beaglebay.com;	www.beaglebay.com
	Ellen		
90212	Reid	bookshp@mac.com;	www.bookshp.com

90245	Jan King Alan	jan@janbking.com;	www.janbking.com
91304	Gadney Ernie Weckbau	info@onebookpro.com;	www.onebookpro.com
91504	gh Robert	casag@mail.ez2.net;	www.casagraphics.com
92130	Goodman Sharon	rg@silvercat.com;	www.silvercat.com www.detailsplease.com/people speak
92653	Goldinger Gail	pplspeak@att.net; Gail@topressandbeyond.com;	
93103	Kearns John	info@topressandbeyond.com; John@MissionMarketingMentor s.com;	www.topressandbeyond.com www.missionmarketingmentors .com
94304	Eggen Peter		
94801	Beren Cynthia	peterberen@aol.com;	www.peterberen.com
95437	Frank Simon	cynthia@cypresshouse.com;	www.cypresshouse.com
95476	Warwick- Smith Barbara Florio	Bunyip@vom.com;	www.warwickassociates.net
Canada	Graham Serena Williams on Andrew	BFG@SimonTeakettle.com;	www.SimonTeakettle.com
Canada	Ph.D Shum	info@bookcoachpress.com;	www.bookcoachpress.com www.infopreneur-books- publishing.com
Malaysia New Zealand/ Australia	F.P. Maria Carlton Patrick	shumfp@pd.jaring.my;	
Singapore South Africa	Ang Val Waldeck Mindy Gibbins-	patrick.anglh@yahoo.com.sg; vwaldeck@telkomsa.net;	<a href="http://www.bookmanna.com">www.bookmanna.com</a> www.pilgrimpublications.biz
UK	Klein	mindy@bookmidwife.com;	www.bookmidwife.com

The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.

Interview several to see what each one can do for you.

If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://parapublishing.com/sites/para/resources/supplier.cfm>

## WHAT IS A BOOK SHEPHERD?

<http://www.interiordesign.cm/?p=137>

## SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBook

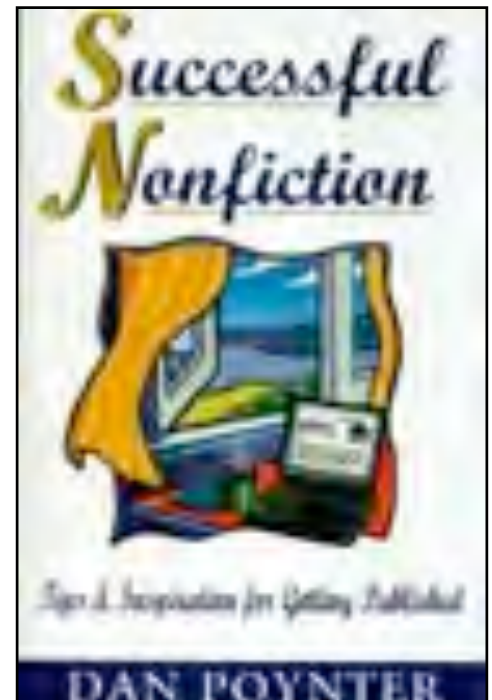
Select from ten different formats. See

<https://www.smashwords.com/books/view/2730>

Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.

Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.

This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.



You can also get this \$14.95 paper book at Amazon.

[HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR\\_1\\_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1](http://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR_1_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1)

## FLIP BOOK VIEWER HAS REAL PAGES

For an example, see chapters one to three of Dan Poynter's *Writing Nonfiction*. Turn the pages with a mouse click or drag them to the side. Explore all the buttons on the page. Easy to use, just load the PDF of your book into it.

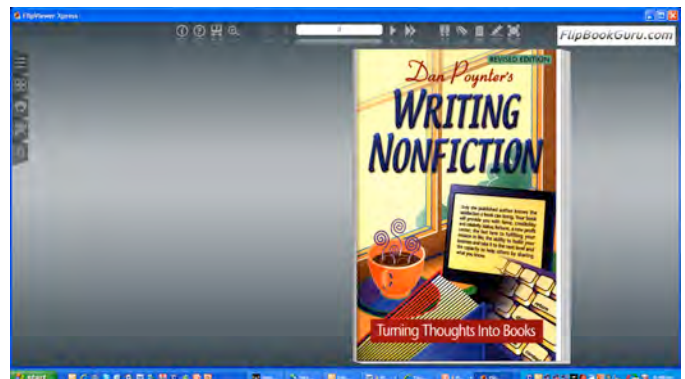
<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerexpress.html>

(May take several seconds to load)

And see the last *Publishing Poynters* in the FlipViewer format.

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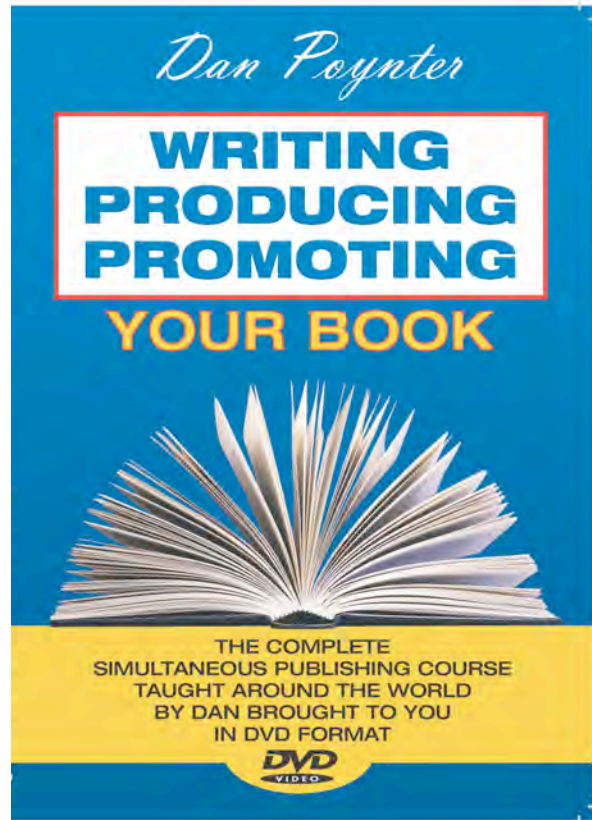
**The New "Book" Model:**  
**How to write, publish & promote your nonfiction book** is available in a home study version. This is the complete 3.5-hour course with Dan and his multimedia slides.

**You will discover** how to use new techniques and the latest technology to write your book faster, produce your book for less (printed, audiobooks & eBooks) and promote your book more effectively. Dan will share the secrets to finding an agent, contacting a publisher and publishing yourself. He has your step-by-step plan.

This is Dan's most popular presentation and it incorporates timely pieces of his other presentations.

See <http://printshopcentral.com/danpoynter.html>

A steal at \$49.95. Contact Billy Ashby, [billy@printshopcentral.com](mailto:billy@printshopcentral.com).



→**SHARE YOUR RESOURCE.** Send it to [DanPoynter@ParaPublishing.com](mailto: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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# ParaThoughts



## ADVERTISERS ARE FOLLOWING EYEBALLS

They are moving from print to online.  
--Dan Poynter, Book Futurist.

Reed, the company that brings us Book Expo America, recently shut down 23 of their magazines. Others were sold including *Publishers weekly*.

According to The *Trade Show News Network* (TSNN.com) "A brief message on the *Tradeshow Week* homepage states print issues will no longer be published and the web site will close on April 30.

"The gap left by *Tradeshow Week* may be filled by the ever increasing role of social media tools that deliver real time information."

"*The Trade Show News Network* invites all event industry professionals to join our [LinkedIn group](#) (close to 3,000 members) to network and offer your voice concerning this major change in our important industry."

Eyeballs are moving from print to online. Advertisers are following their potential customers.  
With reduced advertising revenue, magazines are cutting back, selling out, or shutting down.  
The writing is on the wall (or screen): the future for news and information is online.

So the question arises, what will happen to Book Expo America?  
The book fair has been reduced from four days, to three days, to two days -- during the week.  
Could no days be next?

→ **SHARE YOUR EDITORIAL THOUGHT.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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# ParaFreebies



## HOW TO GET MORE TRAFIC TO YOUR SITE USING TWITTER

--Marcus Allen



<http://www.marketing-ideas.org/Instant-Traffic-Secrets.php>

## DAN POYNTER HAS A F-R-E-E iPHONE APP

This App has detailed guidance (InfoKits) on book writing, publishing and marketing. These materials will guide through every step toward your goal to become a successfully-published author.



Read the FAQs. See the Book Research Resources (Sources), Book Publishing Statistics (BookStats), Book Publishing Vendors (Suppliers), Dan on stage (Videos) and Books, Writing Kits & Reports on book writing, publishing and promoting (Products). Subscribe to Dan's free Publishing Poynters newsletter. Attend Dan's programs (Speeches). See the Events (Dan's Calendar).

The most expensive parts of book writing and publishing are the mistakes. You do not have to make them.

See

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=352965979&mt=8>

or

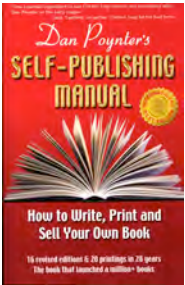
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Your publishing colleagues may be thinking about you.  
They will think about you more often if you forward this ezine to them.

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# 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 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.

See him in action:

<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>



Dan also speaks on aviation, 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>

## **2010**

August 13-15. DELAND, FL. National Skydiving Museum Celebration: Joe Kittinger 50<sup>th</sup> Anniversary. Fmi: Nancy Kemble, +1 (540) 604-9745, [nkemble@skydivingmuseum.org](mailto:nkemble@skydivingmuseum.org), <http://www.skydivingmuseum.org/>

August 21. DENVER. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

September 9. KÖLN (Cologne), Germany. Global Speakers Network meeting. <http://www.germanspeakers-association.de/>

September 10-11. KÖLN (Cologne). German Speakers Association (GSA). <http://www.english.gsa-convention.org>, <http://www.germanspeakers-association.de/>

September 24-26. VALLEY FORGE. 11th annual Express Yourself Published Authors Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500. <http://www.authorsconference.com/>

September 30. MARLOW, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Morning. Crowne Plaza. Fmi: [info@bookmidwife.com](mailto:info@bookmidwife.com), +44 (20) 8364 2884, [Http://www.BookMidwife.com/seminar](http://www.BookMidwife.com/seminar)

September 30 – October 3. MARLOW, UK. Crowne Plaza, Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504, [http://www.professionalspeakersassociation.co.uk/events/event\\_details.asp?id=26829](http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829)



October 14-16. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP) <http://www.association-conferenciers.com/>

October 22-24. MYRTLE BEACH. South Carolina Writer's Workshop. Fmi : Carrie McCullough, [mcculloughca@bellsouth.net](mailto:mcculloughca@bellsouth.net), 706-798-9545. <http://www.myscww.org/conference/> Hilton Myrtle Beach Resort.

November 6. CHICAGO. . Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

November 13. PHOENIX. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion. <http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

## 2011

February 18-20. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

April 1-3 DALLAS. CSP/CPAE Summit. The Joule hotel, located downtown. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

April 13. A Global Speakers Network meeting and other events will be held on April 13th. Noordwijk, near Amsterdam. <http://www.psaholland.org/>

April 14, 15 and 16. NOORDWIJK, Netherlands.

Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.

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

May 21-23. NEW YORK. IBPA Publishing University

Fmi: <http://www.PMA-online.org>

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:

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

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552,

<http://www.nsaspeaker.org/meetings/index.xpl>

October 6-9. UK, Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,

[http://www.professionalspeakersassociation.co.uk/events/event\\_details.asp?id=26829](http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829)

**2012**

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association. At thee brand new Marriott Hotel.

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

October 4-6. UK, London area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,

[http://www.professionalspeakersassociation.co.uk/events/event\\_details.asp?id=26829](http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829)

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# ParaHumor



## FUN WITH WORDS Puns For the Educated



There were three Indian squaws.

One slept on a deerskin, one slept on an elk skin, and the third slept on a hippopotamus skin.

All three became pregnant. The first two each had a baby boy.

The one who slept on the hippopotamus skin had twin boys.

This just goes to prove that ...  
the squaw of the hippopotamus is equal to the sons of the squaws of the other two hides.

(:

(Generic Smiley)

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PO Box 8206, Santa Barbara, CA 93118-8206 USA. 530 Ellwood Ridge, 93117.  
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