



Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



December 15, 2009. Copyright © Para Publishing. ISSN: 1530-5694.
Published continually since 1986. Circulation: more than 38,300. F-R-E-E
We don't accept advertising. We don't share your email address.
DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

- A. **ParaNews** (What's happening)
- B. **ParaTips** (Guidance/advice on specific issues)
- C. **ParaResources** (Sources of helpful information)
- D. **ParaThoughts** (Editorial)
- E. **ParaFreebies** (Giveaways)
- F. **ParaCalendar** (Dan may be coming to visit you)
- G. **ParaHumor** (We saved the fun for last)

=====

Just three more Speaking trips before the holidays:

Tampa, Studio City and Raeford, NC.

What a great year! 6,000 miles/week, 6 speaking trips around the world, a bunch of wonderful audiences, numerous fantastic hosts and much, much fun.

Happy Holidays,
--Dan Poynter



A. ParaNews



1. TWENTY-TWO GREAT BOOKS FOR THE SELF-PUBLISHING AUTHOR

Amazon recommendations.

<http://www.amazon.com/Twenty-two-helpful-books-self-publishing-author/lm/R3CQBCH3NHI3QV>

2. AUTOGRAPHING AT THE BEA BOOK FAIR

You can take part in the autographing section at Book Expo America in 2010. To receive an application package, send your request to Dave Holden. dholton@aginet.com

3. THE PULSE OF BOOK NEWS AND TRENDS—DELIVERED DIRECT TO YOUR DESKTOP

Download the Ingram Wire to receive up-to-the minute stock status on fast-moving titles—specific to your warehouse, flash information on top awards and news events with stock status on relevant titles, grab it now information on titles moving quickly, and backorder now alerts to ensure you are among the first for allocations.

<http://ingramwire.com/>

4. AUTHOR BARBARA CARTLAND

Completed a novel every two weeks, eventually publishing 723 novels.

6. 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.

>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

~~~~~  
«»\$«»¥«»\$«»¥«»\$«»¥«»¥«»\$«»¥«»«»¥«»\$«»¥«»  
~~~~~

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.

~~~~~  
«»\$«»¥«»\$«»¥«»\$«»¥«»¥«»\$«»¥«»«»¥«»\$«»¥«»  
~~~~~



B. ParaTips



1. HELP! I'VE SPILLED COFFEE ON MY LAPTOP

You can save the computer if you act quickly. Solutions depend on whether you are on battery or AC power. Read and be prepared.

http://h30458.www3.hp.com/us/us/smb/887321.html?JUMPID=EM_TAW_US_NOV09_ACROSS-BG_622798_HPGL_US_887321_1&DIMID=1008945874&DICID=taw_Dec09&MRM=1-4BVUP

2. KNOW THE TECHNOLOGY YOUR MEDIA ASSOCIATES USE

--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.



Forget Generation X, we live in "Generation Screen." Children and adults alike are glued to their cell phones and computer screens awaiting the next text or "tweet" to arrive in their inbox. Try studying all vehicles of communication to learn what writers and editors preferred methods of contact might be. Some writers do prefer to be e-mailed or called, but following them on Twitter or becoming "Linked-In" with them can help you learn their schedules, what they like, and they might even reveal some tips on how to work with them. Social networking is becoming an increasing trend in how many writers and editors communicate and it's a simple way to initiate communication, yet an effective vehicle to help you build rapport with the media.

3. FILEDBY.COM HELPS AUTHORS ESTABLISH THEIR ONLINE PRESENCE

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



FiledBy.com <<http://www.filedby.com>> , which says it's the most comprehensive online marketing platform and directory of published author web pages on the Internet, is more than just another networking opportunity for writers and readers. FiledBy also helps authors by providing easy tools to host, link, and organize various marketing activities, as well as linking to online booksellers. Authors can claim their pre-assembled site and start using the basic features for free. FiledBy also offers affordable premium services, such as additional links and uploads (documents, videos, podcasts), a blogging and syndication tool, a customized header graphic, an event calendar, and much more.

If you don't have an author website and are looking for an easy, low-cost way to promote and sell your book online, you might want to give FiledBy a try. Even if you already have an author website, it's free to claim your basic FiledBy site and expand your online visibility and networking even further. For more information, click here <http://www.filedby.com/about/promo/author_materials.aspx> .

4. BOOK DESIGN : Tips for Formatting Your Interior

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



1. Some might not realize it's done, but the first paragraph in chapters looks and reads better if the indent is omitted and the line is flush left. This allows the reader a 'strong' beginning point.

2. books can be made longer by using simple layout tweaks such as increasing type size, leading and margins.

3. Allowing for space after a paragraph is something that look nice, I like to use a little more leading, just a few points that is created in the presets of the program I use and an indent at the beginning of each paragraph. This helps your eye move easily
Remember, do something every day toward your book and promotion.

5. WORD TRIPPER

--Barbara McNichol, Book Editor and Ghostwriter. www.barbaramcnichol.com

Famous, notorious –“Famous” means known widely and favorably, while “notorious” means known widely and unfavorably. “The young actress became *famous* for her Oscar-nominated role, and then became *notorious* for her drug use and underage drinking.”



6. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

7. BE FIRM

Mindy Gibbins-Klein – The Book Midwife™ www.bookmidwife.com
Author of *24 Carat Bold – The Standard for REAL Thought Leaders*



Others will have views and they could derail you if you are not careful. If you have taken the time to plan out your content carefully, you know what you want to say. Be confident that you know what you are talking about. I hope you are writing about a subject that you know something about! Some people just like being contrarian or they are jealous. Others have opinions which differ from yours, and that's fine. If you bend and sway with every comment and suggestion that you receive, your book and your message will not be as strong as it could be. This goes for the market you are addressing as well. If you have decided to aim your book at 20-something women, don't decide mid-stream after listening to one opinionated friend that it should also appeal to 40-something men. You are much more likely to succeed with one carefully chosen target market.

[More 24 Carat Bold Tips](#)

8. WHAT IS A BOOK SHEPHERD?

--Lynne Marie Zerance

<http://articlescollections.com/book-shepherds-who-are-they-what-do-they-do-should-you-hire-one/>

==**SHARE YOUR TIP.** Send it to DanPoynter@ParaPublishing.com

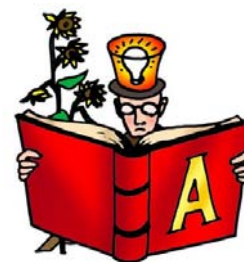
~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»§«»¥«»§«»  
~~~~~

Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»§«»¥«»§«»  
~~~~~



C. ParaResources



1. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

<http://dansentme.com/sites/para/resources/allproducts.cfm>

[602](#) Interviews, How Authors Get On Radio & TV

[603](#) Book Printing. At the Best Price

[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

[606](#) Publishing Fiction & Poetry

[607](#) Publishing Contract: Author-Publisher

[608](#) Your Publication Date

[609](#) Blurbs For Your Books, Testimonials, endorsements & quotations

[610](#) Children's Books, Resources for Writing, Producing and Promoting Juveniles

[611](#) Newsletter Publishing; A Resource Guide

[612](#) Bestsellers, What They Are & How To Make Them

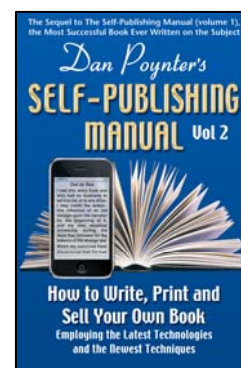


- [613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food
- [614](#) Selling Books Through The Gift Trade
- [615](#) eBooks to eBooks, Creating Digital Reading
- [616](#) Travel Books, Resources for Writing, Producing & Promoting Guidebooks
- [617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking
- [618](#) Religious Books
- [619](#) Write It Once - Sell it Forever, How to Update Your Books
- [620](#) Your Book Writing & Publishing Calendar
- [622](#) Cooperative Book Promotion
- [623](#) Questions and Answers on Book Publishing
- [624](#) How to Set up & Run a Successful Book Publishing Business
- [625](#) Selling Books to Catalogs
- [626](#) Raising Money to Publish Books
- [628](#) Canadian Book Publishing
- [629](#) Making The Web Pay
- [630](#) Selecting a Book Title That Sells.
- [631](#) Covers That Sell Books
- [632](#) Bookshelf, Selling Books From Other Publishers
- [633](#) Beyond Remainders
- [634](#) Selling Books In The United States
- [635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products
- [636](#) Insurance for Publishers; Protecting Your Book Company
- [637](#) Selling Books To The Military Market
- [638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)
- [639](#) Autograph Parties & Signing Books
- [640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing
- [641](#) Merchant Status: Credit Cards for Publishers
- [642](#) Large Print Books: Making your Work Easier to Read.





2. THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.



You will discover how easy it is to:

-  *Build* your book rather than just *write* it—and copyright it in your name.
-  Print a small quantity and keep a small inventory.
-  Multipurpose your “book” into downloadable, CD, and eBook versions and others.
-  Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.

- 📖 Bypass the publishers and go directly to a short-run book printer.
- 📖 Set up your own publishing company and take the tax breaks.
- 📖 Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
- 📖 Promote your book for virtually no costs via social media.

Available as an eBook in ten different formats. \$7.97

<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

Save 32%, now just \$10.17.

==SHARE YOUR RESOURCE. Send it to DanPoynter@ParaPublishing.com

~~~~~  
 «»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»  
 ~~~~~

I dare you to forward this ezine to writers and publishers.

~~~~~  
 «»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»  
 ~~~~~



D. ParaThoughts



HOW TO WRITE A BOOK WHEN YOU CAN'T SEEM TO GET AROUND TO IT

--Dan Poynter

Many experts have all the **ingredients** to be successful published authors; they have a book inside them but cannot get it out. What they lack is the "recipe."

Recipe Secret #1: Write in pieces. It is hard to get started when you visualize the entire project. What is interesting to you right now? How do you explain something verbally? Write it down. Write a paragraph or two or more on it. You will figure out later where it will be in your book. Then write another piece. Skip around; write on whatever interests you.

I wrote my last book in less than two weeks because most of it was just assembling pieces previous written for my newsletter, website and speeches.

Recipe Secret #2: Assemble chapter piles. Divide your articles and short thoughts into piles; one pile for each chapter. Visualize what you have and see what you do not have yet. Write some more pieces to fill in the holes.

Recipe Secret #3: Don't start at the beginning. Pick up the chapter that is the shortest, the easiest or the most fun. I find that the smallest chapter pile is the most fun.

Recipe Secret #4. Draft the first chapter last. The first chapter tends to be an introduction to the subject and book. Writing a book is an exploration, a journey. You will do a lot of research on line as you write. The book will evolve and take a different shape than what you initially had in mind. So write the introductory first chapter last.

Recipe Secret #5. Rough draft the entire manuscript before going on to the second draft; the Content Edit. Do not improve, rewrite or massage each chapter. Progress to the next chapter pile. Just get the piles off the floor and into the computer.

Now, sit down and write something.

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



~~~~~  
«»\$«»¥«»\$«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»  
~~~~~

Please Copy\Paste this newsletter into your email program and then send it to your colleagues in publishing. They will appreciate you.

~~~~~  
«»\$«»¥«»\$«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»  
~~~~~



E. ParaFreebies



1. Barbara Florio Graham has joined forces with publicist Randy Ray to create instructions for authors planning book signings. The entire document is at: www.SimonTeakettle.com/book.signings.htm

2009

December 12. TAMPA. Interactive Self-Publishing Workshop with Dan Poynter and others. The full New Book Model Program. Fmi: Billy Ashby, AA Printing, 6103 Johns Road, #5-6, Tampa. FL 33634, 813-886-0065, billy@PrintShopCentral.com. See the video description and details at [http://selfpublishingmarketing.com/Events Announcements.html](http://selfpublishingmarketing.com/Events%20Announcements.html)

December 16. STUDIO CITY. Book Publicists of Southern California. Dan Poynter to speak on the future of the book publishing industry. Annual Holiday program. Sportsman's Lodge, 12825 Ventura Blvd, Studio City, CA. 5:30 PM. Reservations required. Fmi: Irwin Zucker, 323-461-3921, IrwinZuckerPR@AOL.com, <http://www.BookPublicists.org>.

2010

January 10. COLUMBUS, OH. Turning Speeches into Books. The full New Book Model Program. National Speakers Association, Ohio Chapter. Crowne Plaza Hotel, 33 E. Nationwide Boulevard, Columbus, Ohio 43215. FMI: 866-900-6446, lauralee@nsaohio.com <http://www.nsaohio.com/calendar/>

January 16. CANOGA PARK. California Writers Club, San Fernando Valley chapter. St. Martin-in-the Fields Episcopal School - Hannibal Hall - 7136, Winnetka Avenue, Canoga Park, CA 91306. Fmi: Ethel Ann Pemberton, humorist@verizon.net, <http://www.calwriterssfv.org/>

January 23. EDMONTON. Canadian Association of Professional Speakers (CAPS), Edmonton chapter. Fmi: Charmaine Hammond, 1-780-464-3828, charmaine@HammondGroup.biz, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=325>

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](#). Location phone: +1-615-889-9300. Fmi: http://www.nsaspeaker.org/nsa_events/default.asp

February 12-14. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, Sfwriterscon@aol.com, <http://www.sfwriters.org/>

February 20. St LOUIS. NSA/St Louis chapter. Dan Poynter on *Turning Speeches into Books*. Fmi: Lethia Owens, +1-636-244-5041, lethia@lethiaowens.com, <http://www.nsastlouis.org/>

March 13 & 14. AMSTERDAM. PSA/HOLLAND. Tentatively scheduled for Amsterdam. <http://www.psaholland.org/>

March 25-26. HALIFAX. CAPS/Halifax. Dan Poynter on *Turning Speeches into Books*. Fmi: Jeff Brown, 902-956-2600, info@AlphaComputer.ca

April 23-25. AUSTRALIA. <http://www.nationalspeakers.asn.au/index.html>

April 30-May 2. JOHANNESBURG. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114
admin@psasouthernafrica.co.za, <http://www.psasouthernafrica.co.za>

May 8. WASHINGTON, DC. Turning Speeches into Books. The full New Book Model Program. DC Speakers Association. Fmi: Cheree Warwick, (703) 489-4589, cheree@TheProfitPartner.com,
http://www.nsadc.org/meetings_events/eventcalendar.asp

May 12. TELECONFERENCE. The Self-Publishers Online Conference. Dan Poynter gives the opening keynote on the book industry. Hosted by Susan Daffron.
<http://www.selfpublishersonlineconference.com/>

May 25-27. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:
<http://www.bookexpoamerica.com/>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](#). Location Phone: +1-407-239-4200
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

August 6-8. LEXINGTON, KY. Parachute Industry Association meeting.

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

October 1-3. UNITED KINGDOM. Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504,
<http://www.professionalspeakers.org/events>

October 19-22. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP)
<http://www.association-conferenciers.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

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>

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association. At thee brand new Marriott Hotel. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~

HELP PUBLISHING POYNTERS-help your colleagues.
This ezine relies on subscribers to send in tips and resources.
So, it stands to reason, the more subscribers, the more tips.
You can expand the circulation by telling your book colleagues about Publishing Poynters--and collecting business cards.
Then mail the cards to us.
Your writing & publishing colleagues will thank you for being so thoughtful.

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~



G. ParaHumor



A visitor to a certain college paused to admire the new Hemingway Hall that had been built on campus.

"It's a pleasure to see a building named for Ernest Hemingway," he said.

"Actually," said his guide, "it's named for Joshua Hemingway. No relation."

The visitor was astonished. "Was Joshua Hemingway a writer, also?"

"Yes, indeed," said his guide. "He wrote a check."

Q. If you were lost in the woods, who would you trust for directions: the publisher who prints everything you write, a literary agent, or Santa Claus?

A. The agent. The other two indicate you are hallucinating.

(Generic Smiley)

=====

The Small Print

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



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.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is interested in selling more books or wants to know where the publishing industry is headed. 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 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 news items and promotion ideas to DanPoynter@ParaPublishing.com

~~~~~

Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats. PO Box 8206, Santa Barbara, CA 93118-8206 USA. 530 Ellwood Ridge, 93117. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009 <http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)