



Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



May 15, 2010. Copyright © Para Publishing. ISSN: 1530-5694.
Published continually since 1986. Circulation: more than 39,300. 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

ParaNews (What's happening)

ParaTips (Guidance/advice on specific issues)

ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



=====

This ezine is in FlipViewer format. For more info on what it can do for you, see, <http://www.FlipViewer.com>

Home for a few daze

Just returned from my 19th round-the-world itinerary. I shared publishing and aviation with audiences in New Zealand, Australia, Singapore, South Africa and the US.

Next stop, the BEA Book Fair in NYC.
This may be the year the book fair implodes.

--Dan Poynter, **The Book Futurist.**
Guiding Publishers to the Next Level in Book Promotion





IBPA'S PUBLISHING UNIVERSITY— the only educational conference created BY publishers FOR publishers

Mega marketer and best-selling author Seth Godin, Sourcebooks' CEO Dominique Raccach, publishing futurist Dan Poynter and more than 20 breakout sessions, general sessions and the Benjamin Franklin Awards Gala highlight IBPA's Publishing University, prior to the BEA in New York City on May 24-25. See www.thepublishinguniversity.com for details.



Dan Poynter, Danny O. Snow and Steve Carlson of Upper Access Books will hold a panel titled "What Kind of Publisher Do You Want to Be?"

PW GOES FROM PRINT TO ONLINE

PW says: "As part of the effort to take PW into the future, today we are relaunching publishersweekly.com. We've given the site a cleaner look, made it easier to navigate, improved the search capability and added more art. More new features will be coming in the weeks and months ahead."



See http://new.publishersweekly.com/pw/by-topic/international/international-book-news/article/43047-new-look-for-publishers-weekly-web-site.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=67b1acd786-UA-15906914-1&utm_medium=email



ONE MILLION iPADS SOLD IN FIRST MONTH

Apple also said iPad users have downloaded more than 12 million apps from the company's App Store, as well as more than 1.5 million ebooks. The company is pitching the iPad as an alternative to the popular Kindle e-reader device from Amazon.com <http://www.marketwatch.com/story/apple-sells-1-million-ipads-in-first-month-2010-05-03>

DISCOVER WHAT THE MASTERS KNOW ABOUT BOOK MARKETING



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

Judith Briles, Brian Jud and Dan Poynter will coach attendees on book marketing, promoting and, distributing as well as expanding into additional editions. They will show you how to wring more value out of your written Work.

Events are scheduled for July 24 in Philadelphia, July 31 in Dallas, August 21 in Denver, November 6 in Chicago and November 13 in Phoenix.

For details, see www.MastersOfBookMarketing.com

AUTHORS MANIPULATE AMAZON REVIEWS

http://www.thedailybeast.com/blogs-and-stories/2010-04-28/housewives-amazon-scam/?om_rid=Dkji2E&om_mid=BL2XnsB8HoKBj3&



MICROSOFT'S PATENT TO CLEAN UP SPAM

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=126820



STANDING VIGIL ON THE DEATH OF BOOK REVIEW SECTIONS IN NEWSPAPERS AND MAGAZINES

There has been a lot of hand wringing and wailing regarding the demise of newspaper book review sections.

<http://personanondata.blogspot.com/>

DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Anaheim, Atlanta, Chicago, Cologne/Köln, Dallas, Denver, Indianapolis, 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>



GOOGLE TO SELL eBOOKS.



Google plans to begin selling digital books in late June or July, throwing the search giant into a battle that already involves Amazon.com Inc., Sony, Apple Inc. and Barnes & Noble Inc.

Google says users will be able to buy digital copies of books they discover through its book-search service. It will also allow book retailers—even independent shops—to sell Google Editions on their own sites, giving partners the bulk of the revenue.

<http://books.google.com/>

http://online.wsj.com/article/SB10001424052748703866704575224232417931818.html?mod=WSJ_Tech_LEADTop

A 'NEW WORLD ORDER' IN BOOK PUBLISHING

Amazon, Google and Apple could replace the six large New York publishers.

The three companies have set their sights on transforming not only the mechanics of book publishing and retailing, but the very nature of reading itself.

"It's a world with more than 1.8 billion internet users, of which nearly half use the web to share content and collaborate via social media, web-based e-mails and other online services—all of this is cloud computing," said Chris Palma in a presentation that outlined Google's ambitious plans.

<http://www.publishersweekly.com/pw/by-topic/digital/content-and-e-books/article/43067-google-book-editions-and-a-new-world-order-in-book-publishing.html>



SEE DAN'S YOUTUBE CHANNEL

Dan's videos are all in one place.

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

EYEBALLS MOVING FROM PRINT TO ONLINE.

Followed by advertisers.

After 77 years, Newsweek is closing down. The newsmagazine has been losing a half million dollars a week.



BULK OF O'REILLY'S eBook SALE ARE OUTSIDE THE U.S. See

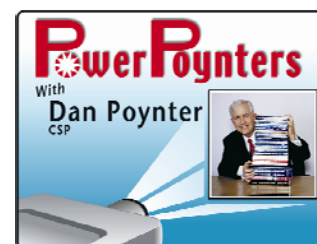
<http://radar.oreilly.com/>

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>



CHANGE YOUR ADDRESS BOOK



Dan Poynter's email address is
DanPoynter@ParaPublishing.com

Your address book may show
dpoynter@impulse.net or another old address.
Please make the change now.

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.

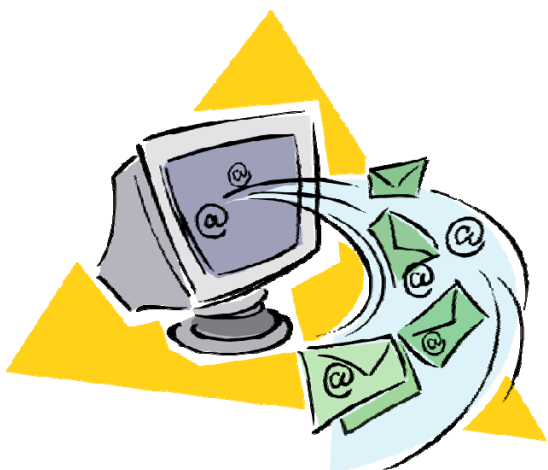
To recommend this ezine to another writer or publisher, simply
 forward the entire newsletter. He or she will thank you.



FACTOID



By the end of 2009, Amazon accounted for an estimated eighty per cent of all electronic-book sales, and \$9.99 seemed to be established as the price of an eBook.



DO A COLLEAGUE A FAVOR

Forward this newsletter to fellow writers, author and publishers.

They will thank you for your thoughtfulness.

DAN POYNTER CAN SHARE A SPEECH WITH YOUR GROUP



A. Writing Books

📖 SO YOU WANT TO WRITE A BOOK
An Introduction to Writing, Publishing and Promoting

📖 THE NEW "BOOK" MODEL
How to write, publish & promote your nonfiction book

📖 WRITING YOUR NONFICTION BOOK
Converting Your Knowledge & Research into the Written Word

📖 CHILDREN'S BOOKS:
On the *move*.

📖 YOUNG AUTHORS
How They are Writing and Reading

📖 WRITEAHOLISM - Humor
Just say NO to keyboards

B. Publishing Books

📖 BOOK PRODUCTION
Printing eBooks, Audiobooks, Apps & More

📖 PACKAGING
Great Titles Sell More Books

C. Book Promoting, Marketing & Distributing

📖 BOOK PROMOTION
For Writers, Introverts & Other Reluctant Marketers

📖 SOCIAL NETWORKING FOR BOOKS
Confirming Subjects and Finding Markets

📖 SELLING BOOKS ABROAD
Through Remote Marketing

D. The Book Publishing Industry

📖 PUBLISHING INDUSTRY OPPORTUNITIES
Book Publishing: Past, Present & Future

📖 I LEARNED FROM THAT

📖 THE ADVANTAGES OF BEING A SMALLER PUBLISHER.

See **Speech Descriptions** for detail
<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>

➔ SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com



ParaTips

KNOW YOUR AUDIENCE

--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.



Understanding your audience and what appeals to them is important if you want to get noticed. Keep in mind that you have a variety of different tastes that go beyond your work, and so does everyone else. Figure out what magazines your audience reads and what shows they watch, then you read and watch the same things.

BOOK DESIGN: Researching for Your Subject Matter....

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



I know this sounds hard but think about it. Ask yourself why you are interested in this subject and where have you found your information to get you feeling this way. Magazines, TV, internet, social groups, book, newspapers, seminars. Listen to the conversations you have with others, take notes if you are talking about your subject. Listen to others at seminars, teleseminars, conferences...

Gather all your notes from any of these resources and start writing. You might be amazed at what you already know.

Read over what you find, can you find more, better, is anything missing? Be like a detective dig and overload your mind with all the materials and eventually you will be the material and speak the material then you can write the material.

And then the resources become part of your book in the resources page.

Remember, do something every day toward your book and promotion.
Karrie Ross, [Book Designer](http://www.BookCoverDesigner.com) & Coach

WORD TRIPPER

--Barbara McNichol, 520-615-7910, editor@barbaramcnichol.com.

Expert nonfiction editor and ghostwriter specializing in business, self-help, health books. Offers Word Tripper of Week ezine at www.BarbaraMcNichol.com



Artful, artistic – “Artful” means slyly crafty or cunning; exhibiting art or skill; skillful in adapting means to ends. “Artistic” means showing imagination and skill; concerning art or artists; exhibiting taste, sensitivity, or appreciation of art and beauty. “Technically skilled but unimaginative, the painter made a living doing *artful* reproductions of Renaissance masters rather than his own *artistic* creations.”

CONNECT WITH READERS FACE TO FACE . . . ONLINE

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



With the popularity of online services like Skype continually on the rise, participating in video chatting and web conferencing is now easier than ever. In competition to Skype, Google offers free video chatting and conferencing through [iGoogle](https://www.google.com). You can also check out [this link](#) for comparisons of other conferencing websites.

Authors can take advantage of online conferencing in several ways. If you have a solid social networking platform, you can arrange a time and date when you will be on a video chatting service and have your fans log on. Make sure to send reminders and bulletins with all the information. You can host a Q&A, read an excerpt from your book, or lead a discussion. Or if a book club picks up your book, let the group know that you can host a video chatting session where you talk about your book and answer questions. Video conferencing is a great way to connect many readers at once--without any travel at all.



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>

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

See

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

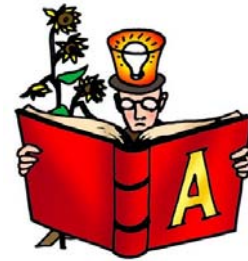
<http://www.pma-online.org/membonly.cfm>



→SHARE YOUR TIP. Send it to DanPoynter@ParaPublishing.com



ParaResources



HOW TO BLOG A BOOK

a step-by-step guide to writing and publishing your own manuscript on the internet

Discover how to turn blogs into books.

<http://howtoblogabook.com/category/blogs-turned-into-books/>

THE PARAPUBLISHING BLOG

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

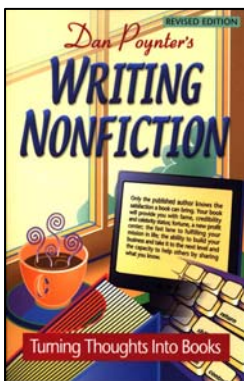
<http://blog.parapublishing.com/>



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:

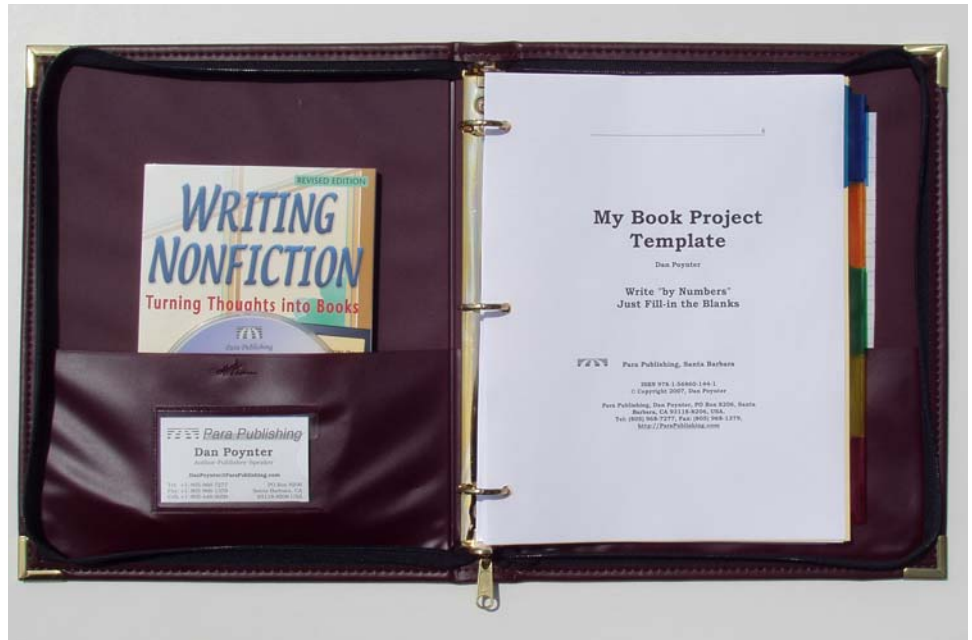
<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerxpress.html>

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.



Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

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.

This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at

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



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>



FOLLOW DAN POYNTER ON TWITTER

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

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	Name	Email	Website
	Shel		
01035	Horowitz	shel@frugalfun.com;	www.frugalmarketing.com
06001	Brian Jud	brianjud@bookmarketing.com;	www.bookmarketingworks.com
	Barbara		
07930	Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314/92253	Mike Vezo	mvezo@mac.com;	HelpUPublish.com
	Bobbie		
30188	Christmas	bobbie@zebraeditor.com;	www.zebraeditor.com
	Janice		
45701	Phelps	authors@janicephelps.com;	www.janicephelps.com
68137	Lisa Pelto	lisa@conciernemarketing.com;	www.conciernemarketing.com
77041	Rita Mills	rita.mills@comcast.net;	http://www.bookconnectiononline.com
78704	Tanya Hall	tanya@greenleafbookgroup.com;	www.greenleafbookgroup.com
	Judith Briles,		
80015	PhD	judith@briles.com;	www.TheBookShepherd.com
85226	Linda Radke	info@FiveStarPublications.com;	http://www.FiveStarPublications.com
	Cherie		
87505	Hughes	blessingwy@aol.com;	www.blessingway.com
	Jacqueline		
89509	Simonds	jcsimonds@beaglebay.com;	www.beaglebay.com
90212	Ellen Reid	bookshp@mac.com;	www.bookshp.com
90245	Jan King	jan@janbking.com;	www.janbking.com
91304	Alan Gadney	info@onebookpro.com;	www.onebookpro.com
	Ernie		
91504	Weckbaugh	casag@mail.ez2.net;	www.casagraphics.com
	Robert		
92130	Goodman	rg@silvercat.com;	www.silvercat.com
	Sharon		
92653	Goldinger	pplspeak@att.net;	www.detailsplease.com/peoplespeak
	Gail Kearns	Gail@topressandbeyond.com;	
93103	Gail Kearns	info@topressandbeyond.com;	www.topressandbeyond.com
94304	John Eggen	John@MissionMarketingMentors.com;	www.missionmarketingmentors.com
94801	Peter Beren	peterberen@aol.com;	www.peterberen.com
	Cynthia		
95437	Frank	cynthia@cypresshouse.com;	www.cypresshouse.com
	Simon		
	Warwick-		
95476	Smith	Bunyip@vom.com;	www.warwickassociates.net
	Barbara Florio		
Canada	Graham	BFG@SimonTeakettle.com;	www.SimonTeakettle.com
	Serena		
Canada	Williamson	info@bookcoachpress.com;	www.bookcoachpress.com

	Andrew Ph.D		
Malaysia	Shum F.P.	shumfp@pd.jaring.my;	www.infopreneur-books-publishing.com
New Zealand/ Australia	Maria Carlton	maria@marukibooks.com;	www.marukibooks.com
Singapore	Patrick Ang	patrick.anglh@yahoo.com.sg;	www.bookmanna.com
South Africa	Val Waldeck	vwaldeck@telkomsa.net;	www.pilgrimpublications.biz
	Mindy Gibbins-Klein	mindy@bookmidwife.com;	www.bookmidwife.com

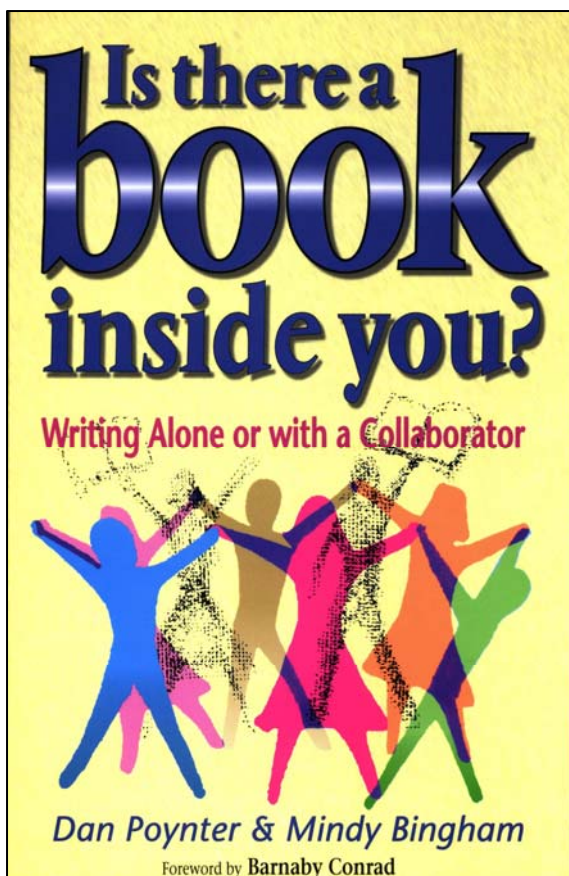
The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.

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>



WRITING YOUR BOOK WITH A COLLABORATOR

You can be the author without being the writer. Dan Poynter gives you permission to work with a co-author, editor or ghostwriter.

But, if you hire out the writing portion of your book, come to an understanding with your collaborator before either of you writes one word. The risk is that one of the parties will feel that he or she is doing the majority of the work. The result is that the project screeches to a halt while an argument ensues.

Is There a Book Inside You?: Writing Alone or with a Collaborator supplies a responsibility chart and a contract. Don't lose momentum on your book project.

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

<http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

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.



13 pages—Document 603—page 1

Book Printing at the Best Price

by Dan Poynter

The only way you will ever know if you are paying the best price for printing is to get bids from all the well-established book printers. This Instant Report not only provides a list of printers, it also shows you how to make up a Request For Quotation (RFQ).

Types of printers. For our particular discussion, printers may be divided into three groups: full-service, specialty and instant. Full-service (old) printers do a little bit of everything and instant printers operate copy shops like Kinko's. You, however, want a specialty printer who principally prints books. There are more than 40,000 independent commercial printing companies in the U.S. but fewer than 35 print nothing but books. And now there are fewer than 25 that do digital book printing. Deal with specialists.

In this age of specialization some printers concentrate on books, while others do business cards, magazines or colorbooks. General (full-service) job printers cannot compete with the specialists who are set up for one type of work, may run three shifts on the same presses and buy just a few kinds of paper in cartload lots. Many of the more competitive book printers are located in Michigan. They manufacture books only and each specializes in certain sizes, quantities and bindings. Each has equipment set up for one style. Any variation costs more. This is why a printer will bid lower on one type of book and higher on another.

Get bids. Solicit several printing quotes. You will find some bids to be three times higher than others. These price differences are starting so it pays to shop around. Some printers are too large for you, some specialize in something other than books and some are too busy. You need a good one who wants the work and specializes in short run (under 10,000) book printing.

Want to deal with a printer nearby? Your printer will be as close as your telephone, email and fax machine. The job will probably be run in the middle of the night so you won't be there to see it. Many printers have local reps, though their plants are far away. Even if you select a book printer within driving distance, you may find they have decided to print your book in another plant on the other side of the country. You want the best price on the books and tracking delivered to your door. It does not matter where the printer is located.

© 2000 Para Publishing, Dan Poynter, PO Box 9209, Santa Barbara, CA 93118-9209 USA. Tel: (805) 968-7277. Fax: (805) 968-1379. info@parapublishing.com <http://www.parapub.com> ISBN 978-1-56862-622-3 File: book603-Printing.doc

GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES.

**ALL
THE BEST!**

See

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

SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBOOK

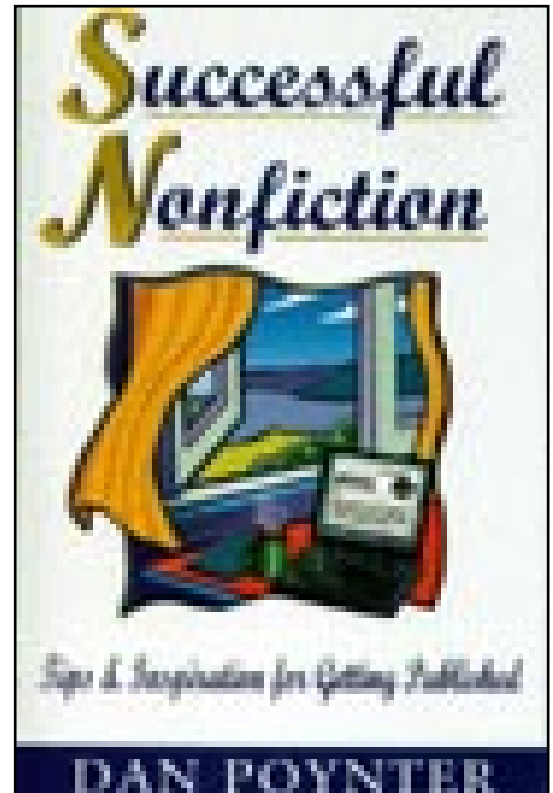
Select from ten different formats. See

<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

PROMOTING YOUR BOOK WITH A SNAPPY, SHORT VIDEO CLIP

Imagine, a 30-second promotional video on your book.

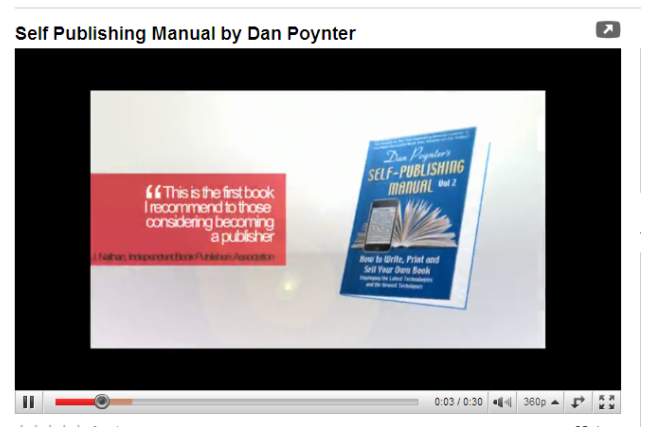
Videos are a great way to communicate with your audience, convert customers and have a showpiece for your book.

The short video can be attached to your emails, posted at YouTube and referenced by social media. As an example, see what Mike Volkin did for Dan Poynter's *The Self-Publishing Manual*, Vol 2.

<http://www.youtube.com/watch?v=EkIlr-hM42w>

Then contact him at mikevolkin@gmail.com,

<http://bit.ly/9LDEFx>

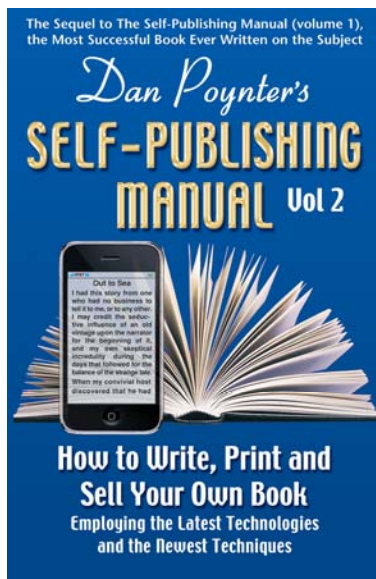


THE SELF-PUBLISHING MANUAL, Volume 2

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.

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>

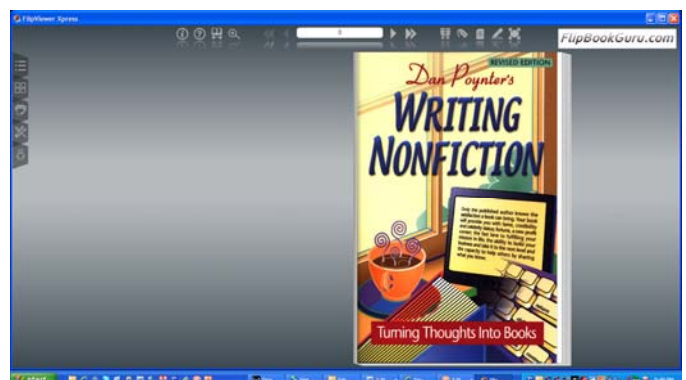
(May take several seconds to load)

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

<http://fvxpress.digiflip.com/PP-ezine1April10a/flipviewerexpress.html>

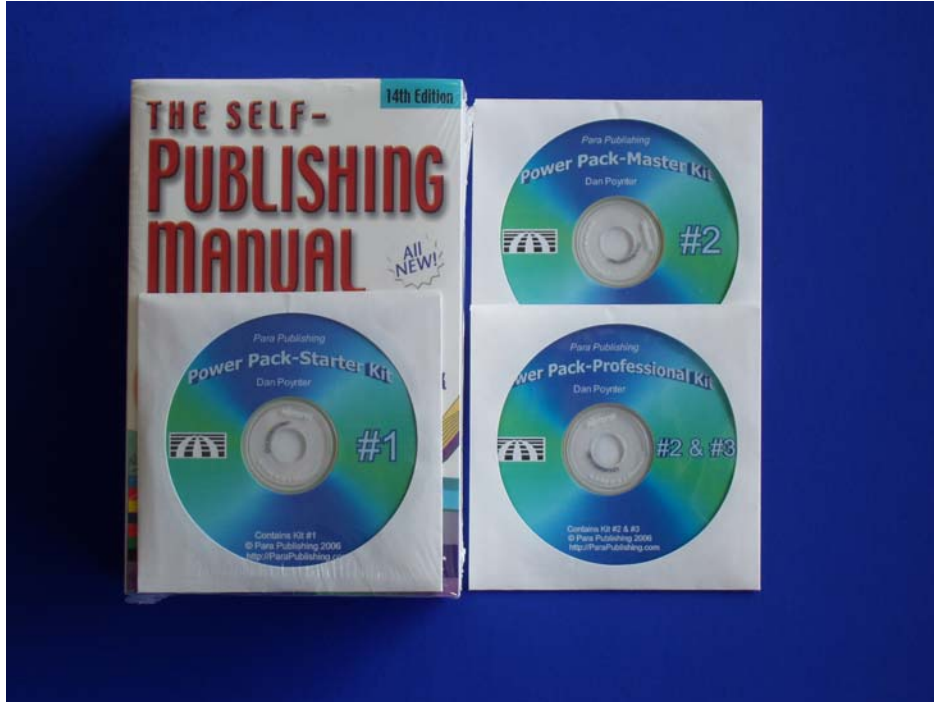
For more info on this eBook System, see

<http://www.FlipViewer.com>



POWERPAK

Starter Kit, #1: Value \$560.35 , Your Price \$297.



Includes everything you need, and nearly everything we have, to lead you through your project:

4 "pBooks" -- Books on paper:

- "The Self-Publishing Manual: How To Write, Print & Sell Your Own Book" Volumes 1 & 2.
- "Writing Nonfiction: Turning Thoughts Into Books"
- "Is There a Book Inside You?: Writing Alone Or With A Collaborator"
- "The Book Publishing Encyclopedia: Tips & Resources for Authors & Publishers"

3 "dBooks" -- Books on disc -- for easy searching:

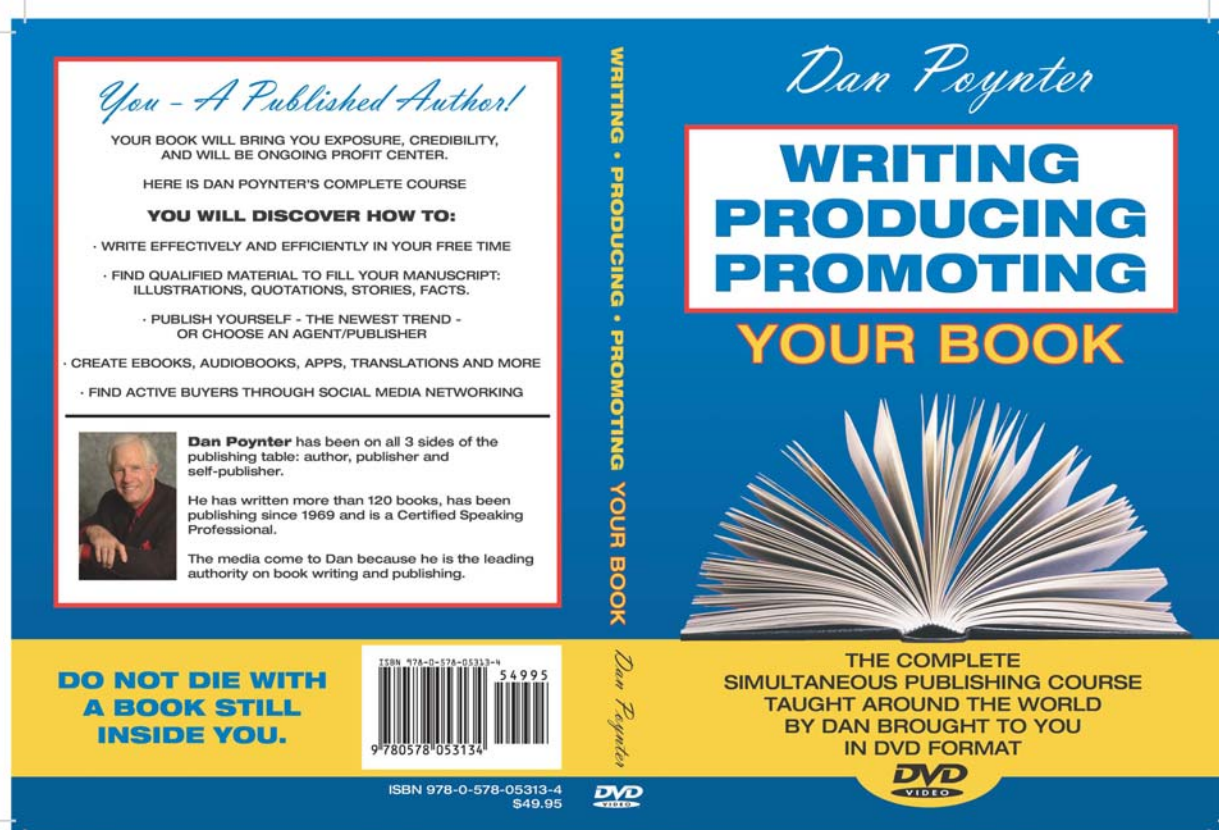
- "The Self-Publishing Manual: How To Write, Print & Sell Your Own Book"
- "Writing Nonfiction: Turning Thoughts Into Books"
- "Successful Nonfiction: Tips & Inspiration For Getting Published"

Plus:

- 9 Special Reports on production and marketing.
- 39 Instant Reports on production and marketing.
- Subscription to the *Publishing Poynters* newsletter.
- 3 Book writing, producing and publishing information kits. (Autobots)
- Poynter's Secret List of Book Promotion Contacts, Document 112.
- Your books' back cover layout form, Document 116.
- Telephone Order Form, Document 147
- The New Book Model diagram.

See <http://parapublishing.com/sites/para/information/business.cfm#pwrpk1>

SIMULTANEOUS PUBLISHING COURSE NOW ON DVD

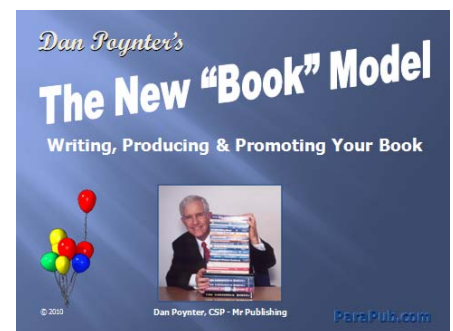


DAN POYNTER'S MOST POPULAR COURSE NOW ON DVD.

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.

A steal at \$49.95. Contact Billy Ashby, billy@printshopcentral.com.

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



ParaThoughts



NO MORE PRE-PUB REVIEWS

--Dan Poynter, The Book Futurist.

Prepublication reviews are history because bookstore selling-seasons are history.

Independent bookstores follow three selling-seasons per year: four months each.

The purpose of pre-pub reviews were to alert the independent stores while the publishers' sales reps were out visiting them. Store owners could read the reviews, listen to the reps and make buying decisions.

But independent book stores have been going out of business at the rate of two per week in the UK and three per week in United States. They can't compete with the online stores because their location, location, location is downtown where the rents are high. Goodbye Indies; the handwriting is on the wall.

Without independent stores, there is no need for selling seasons.

Without selling seasons, there is no need for pre-pub reviews.

We are living in an instant-delivery, 24-hour, full-color world. There is no justification for holding a book off the market for several months to fit a selling season that is no longer required.

This is great news for authors and publishers.

Now you make get to press earlier and reap the rewards for your work sooner

It is also great news for readers/buyers.

They will be entertained sooner by fiction and will get valuable information (nonfiction) before it goes out of date.

The book industry is changing. Some of the changes we like while some make us anxious.

Whether we like the changes or not, we can't control them.

We need to understand where the book industry is going and adapt to the new book world.

Eliminating selling seasons of pre-pub reviews are of benefit to all.

➔ **SHARE YOUR EDITORIAL THOUGHT.** Send it to DanPoynter@ParaPublishing.com



ParaFreebies



FREE



DAN POYNTER INTERVIEW

So You Want to Be an Author?

How to Write, Produce & Promote Your First Book

The Lin Schreiber Show on the Encore Career
TeleSummit!

Listen or read the transcript

<http://www.encorecareerinnercircle.com/public/2010telesummit/danpoynter.mp3>

<http://www.encorecareerinnercircle.com/public/2010telesummit/danpoynter.pdf>

SETH GODIN AND TOM PETERS ON GIVING AWAY CONTENT FOR F-R-E-E



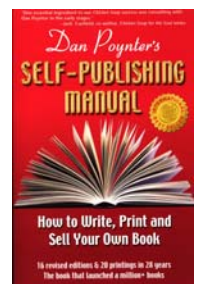
<http://www.webinknow.com/2010/04/seth-godin-and-tom-peters-on-giving-away-content-for-free.html>

SAMPLE THE SELF-PUBLISHING MANUAL

You can read 20% of the book at no cost.

See

<http://sony-ebook-samples.com/sample/14222/the-self-publishing-manual-volume-1>



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

Search the App store for Dan Poynter. **Now the App is F-R-E-E**

→ **SHARE YOUR FREEBIE.** Send it to DanPoynter@ParaPublishing.com



SEE THE PARASITE

<http://ParaPublishing.com>



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

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/>

June 20 – July 6 Round-the-World Speaking Itinerary #20

June 24, LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: info@bookmidwife.com, +44 (20) 8364 2884, <http://www.bookmidwife.com/>

June 26. LONDON, UK. PSA/UK, London chapter. Fmi: Chris Roycroft-Davis, chris@crd.me.uk,

July 3-4. SINGAPORE. Book Camp. Fmi: Patrick Ang, patrick.anglh@yahoo.com.sg, +65 (6443) 9404, <http://www.exec-directions.com/index.php>

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>

July 23. PHILADELPHIA. Dinner with the Masters. Get personal attention to your book project from Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

July 24. PHILADELPHIA. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

July 31. DALLAS. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

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

August 13-15. DELAND, FL. National Skydiving Museum Celebration: Joe Kittinger 50th Anniversary. Fmi: Nancy Kemble, +1 (540) 604-9745, 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

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, (610) 520-2500. <http://www.authorsconference.com/>

September 30 – October 3. MARLOW, UK. Crowne Plaza, Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, 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, 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

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

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 21-24. 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, +44 0 0845 3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association.

At the 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, +44 0 0845 3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

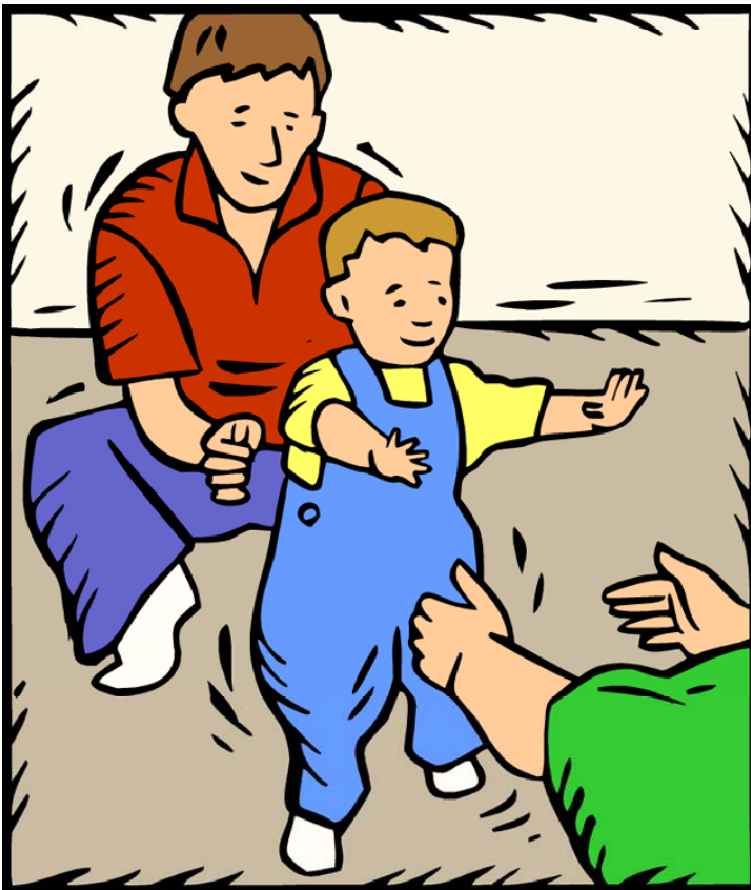


ParaHumor



THE PARENTS DICTIONARY

The real meaning of some common English words



DUMBWAITER: one who asks if the kids would care to order dessert.

FEEDBACK: the inevitable result when the baby doesn't appreciate the strained carrots.

FULL NAME: what you call your child when you're mad at him.

GRANDPARENTS: the people who think your children are wonderful even though they're sure you're not raising them right.

HEARSAY: what toddlers do when anyone mutters a dirty word.

INDEPENDENT: how we want our children to be as long as they do everything we say.

OW: the first word spoken by children with older siblings

PUDDLE: a small body of water that draws other small bodies wearing dry shoes into it.

SHOW OFF: a child who is more talented than yours.

STERILIZE: what you do to your first baby's pacifier by boiling it, and to your last baby's pacifier by blowing on it and wiping it with saliva.

TOP BUNK: where you should never put a child wearing Superman jammies.

TWO-MINUTE WARNING: when the baby's face turns red and she begins to make those familiar grunting noises.

VERBAL: able to whine in words

WHODUNIT: none of the kids that live in your house

(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)