



# Publishing Poynters

## Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

### IN THIS ISSUE FROM PARA PUBLISHING

**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)



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**I am at** The German Speakers Association Convention in Köln (Cologne), Germany.

**Next stop:** 11th annual Express Yourself Published Authors Conference in Valley Forge.

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



## THE SIX-YEAR-OLD WRITER WITH A 23 BOOK DEAL (EXPOSED)



Maybe you saw the press coverage. A six year old boy was given a 23 book deal by a publishing house. Turns out Strategic Book Publishing is a vanity press and the boy's mother penned his first "as told to" book when he was four.

<http://timetowrite.blogs.com/weblog/2010/08/the-six-year-old-writer-with-a-23-book-deal-exposed.html>

<http://accrispin.blogspot.com/2010/08/how-media-gets-it-wrong.html>

<http://blogs.mirror.co.uk/investigations/2010/09/iffy-deal-from-strategic-book.html>

## WILL BARNES & NOBLE GO THE WAY OF BLOCKBUSTER?

Barnes & Noble stock, which was flying high above \$45 five years ago, has plummeted below \$15. Wall Street's view of its prospects is so dim that not even the news of a bid battle has set it alight. The only bright spot: The company's eBook sales, which rocketed 51% last quarter.

<http://bit.ly/deXNXb>  
<http://bit.ly/aFdhkX>



## ADS IN BOOKS?

Will the resistance and challenges be overcome?

<http://techcrunch.com/2010/08/20/eat-pay-love/>

## **BORDERS SALES DOWN AGAIN** **Redefining store model**

Border' chain bookstore sales were down 14% in the first quarter and down 11.5% in the second.

Losses from continuing operations increased to \$51.6 million from \$45.1 million in the comparable quarter in 2009. Same store sales fell 6.8%.

On the on the hand, online sales through Borders.com increased 56.2% to \$15.5 million.



Mike Edwards, CEO, said that since there is little chance that sales of print books will increase through its bricks-and-mortar stores, the retailer "needs to redeploy the space" that it has dedicated to trade books.

<http://bit.ly/bSjorY>

## **CONSULTING WITH DAN POYNTER**

Dan Poynter is available to help you in all phases of book publishing from filling-in unfamiliar forms to complete marketing plans.

Dan can help you by telephone or he will come to you. Most consulting is by telephone as Dan is constantly traveling.

For details and pricing, see

<http://parapub.com/sites/para/speaking/edutrain.cfm>



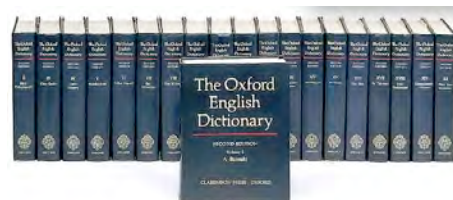
## **OXFORD TO PHASE OUT PRINT OED?**

Press says next edition could be online-only.

It weighs in at more than 130 pounds, but the authoritative guide to the English language, the Oxford English Dictionary, may eventually slim down to nothing. It's just one more sign that the speed and ease of using Internet reference sites — and their ability to be quickly updated — are phasing out printed reference books.

Google and Wikipedia are much more popular research tools than the Encyclopaedia Britannica, and dozens of free online dictionaries offer word meanings at the click of a mouse.

[http://www.google.com/hostednews/ap/article/ALeqM5g6CldEyTFyTcI6HxFN0tBwFhr\\_WqD9HTCDT00](http://www.google.com/hostednews/ap/article/ALeqM5g6CldEyTFyTcI6HxFN0tBwFhr_WqD9HTCDT00)



## DECEPTIVE BOOK REVIEWS

Public relations firm to settle FTC charges that it advertised clients' gaming apps through misleading online endorsements

A public relations agency hired by video game developers will settle Federal Trade Commission charges that it engaged in deceptive advertising by having employees pose as ordinary consumers posting game reviews at the online iTunes store, and not disclosing that the reviews came from paid employees working on behalf of the developers.



Under the proposed settlement order, Reverb Communications, Inc. and its sole owner, Tracie Snitker, are required to remove any previously posted endorsements that misrepresent the authors as independent users or ordinary consumers, and that fail to disclose a connection between Reverb and Snitker and the seller of a product or service. The agreement also bars Reverb and Snitker from misrepresenting that the user or endorser is an independent, ordinary consumer, and from making endorsement or user claims about a product or service unless they disclose any relevant connections that they have with the seller of the product or service.

<http://www.ftc.gov/opa/2010/08/reverb.shtm>

## 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.



### 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/>



Market research company Forrester predicts that by the end of 2010, 10.3 million people are expected to own (dedicated) eReaders in the U.S., buying about 100 million eBooks. This is up from 3.7 million eReaders and 30 million eBooks sold last year.

## **STUDY OF "THE NEW YORK TIMES BOOK REVIEW" FINDS MORE MEN GET NOVELS REVIEWED THAN WOMEN**

Slate, an online magazine, has done an old-fashioned, counting-by-hand study of *The New York Times Book Review* and the numbers speak for themselves. Of the 545 fiction

books reviewed between June 29, 2008 and Aug. 27, 2010, 338 were written by men (or 62 percent of the total) and 207 were written by women (or 38 percent of the total).



Of the 101 fiction books that received two reviews in that period (one in the newspaper during the week and one in the weekend's *Book Review*), 72 were written by men (or 71 percent) and 29 were written by women (or 29 percent).

<http://www.thefrisky.com/post/246-new-york-times-book-review-favors-men-who-write-fiction/>

## HOW DID AMAZON NAME THE KINDLE?

"Jeff Bezos, the CEO, wanted to talk about the future of reading, but in a small, not braggadocio way. We didn't want it to be 'techie' or trite, and we wanted it to be memorable, and meaningful in many ways of expression, from 'I love curling up with my Kindle to read a new book' to 'When I'm stuck in the airport or on line, I can Kindle my newspaper, favorite blogs or half a dozen books I'm reading.'"



Kindle means to set alight or start to burn, to arouse or be aroused, to make or become bright. The word's roots are from the Old Norse word kyndill, meaning Candle. "I verified that it had deep roots in literature," adds Hibma. "From Voltaire: 'The instruction we find in books is like fire. We fetch it from our neighbors, kindle it at home, communicate it to others and it becomes the property of all.'" No other name could hold a candle to Kindle.

<http://www.printmag.com/Article/Who-Named-the-Kindle-%28and-Why%29#axzz0yUJUCuUn>

## UNSUBSCRIBES CAN HAPPEN UNEXPECTEDLY

Some subscribers get unsubscribed because of the way they forward newsletters.

When you forward any ezine to a colleague, be sure to remove the subscriber notice at the end of the newsletter: "You are subscribed with address of [XX@XXXX.com](mailto:XX@XXXX.com)."

Some people decide they do not want the ezine and unsubscribe *you*, not themselves by replying. Now you know what happened.





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

**Next:** November 13 in Phoenix.

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 November 6 in St Louis and November 13 in Phoenix.

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

## **HISTORY: THE 10 READING REVOLUTIONS BEFORE eBooks**



The phrase "reading revolution" was probably coined by German historian Rolf Engelsing. He certainly made it popular. Engelsing was trying to describe something he saw in the 18th century: a shift from "intensive" reading and re-reading of very few texts to "extensive" reading of many, often only once. Think of reading the Bible vs reading the newspaper. Read about the rest.

<http://www.theatlantic.com/science/archive/2010/08/10-reading-revolutions-before-e-books/62004/>



**iTunes sales numbers:** customers have downloaded 35 million books, 11.7 billion songs, more than 4.3 million TV episodes and 100 million movies.

## eBOOKS PROMOTE READING

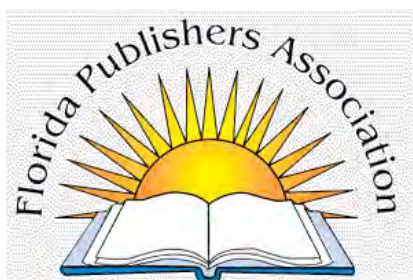
A study of 1,200 e-reader owners by Marketing and Research Resources Inc. found that 40% said they now read more than they did with print books. Of those surveyed, 58% said they read about the same as before while 2% said they read less than before

<http://online.wsj.com/article/SB10001424052748703846604575448093175758872.htm>  
!

## FPA OFFERS DISPLAY OF BOOKS/PRODUCTS

in Its Booth at the FAME Conference

--Betsy Lampe



FPA offers face-out display of books (and book products, including catalogs and sidelines) in its booth at the FAME annual conference, Nov. 3-5, in Orlando. Membership in FPA is not necessary to display with FPA at FAME. FAME attendees are media specialists (school librarians), kindergarten through college, public and private. Details on the FPA display at FAME can be found at <http://tinyurl.com/238524e>

## DO REVIEWERS WANT pBOOKS OR eBOOKS?

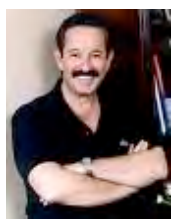
--Paul Krupin.

<http://bit.ly/bhDp9F>



## AUTHOR 101 UNIVERSITY OCTOBER 29-31 IN LAS VEGAS

--Rick Frishman



AUTHOR 101 UNIVERSITY is the place to be if you're an author, publisher or aspiring author. You'll hear top publishing and marketing experts reveal tools and techniques to get your book published and double or triple your income as an author or publisher.

You'll hear from...

Brian Tracy (he will help you achieve your personal and business goals faster and easier than you ever imagined)

Rick Frishman (best selling author, Morgan James Publisher and the go-to guy for author publicity)

Barbara DeAngelis (one of the most influential teachers of our time, with four NY Times #1 best selling books)

Tom Antion (internationally acclaimed Internet Marketing Expert)

Loral Langemeier (NY Times best selling author and one of today's most dynamic and pioneering money experts)

There are 19 other fabulous speakers - AND a Publishing Panel of publishers, agents, and editors that you can meet and talk with. This is going to be an amazing event and it is going to sell out fast.

LITERARY AGENTS are looking for your book - Don't participate in the recession - this event will change your life!

Go now to <http://www.webmarketingmagic.com/app/?af=369310> and get the details and watch videos from some of the previous attendees.

**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>



➔ **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

## WEBSITES

--Rick Frishman- Publisher Morgan James Publishing  
<http://www.morganjamespublishing.com>



Build a dynamic, information-based web site. Fill it with the precise information that you would like the world to know about you, your product or service. Use your Web site to paint a striking picture that will intrigue potential network partners and attract them to you.

In constructing your Web site, be careful because a bad site is often worse than having no Web site. So make your Web site good. Make it better than good, make it great, because a great Web site will make you look good and keep visitors coming back. A site that lacks quality content, that is poorly designed or difficult to navigate, will alienate visitors. Not only won't they revisit your site, they will complaint about it to others.

### **In designing your Web site, decide:**

- Who constitutes your target audience
- What is the best way to reach them
- What information they will need and

**Don't put your Web site up until it's well tested and you are absolutely sure that it is:**

- (1) Easy to use
- (2) Informative
- (3) Attractive
- (4) Reflective of your mission and
- (5) Quick to download

## BE CONSISTENT

--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).



If someone is looking for you on the Internet and gets three or four different versions of who you are, they are not likely to call you or visit your establishment. When building profiles on social media sites, be honest and straightforward about your experience, awards, and purpose.

## BOOK DESIGN PROMOTION: How to write a "live" link that helps with Promotion.

--- 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



Get "them" to go to your site... each time you write a post for FaceBook, Twitter or other live feed site. Each time you add your URL, you create a back-link to your site which adds to the positive aspect of your site history for search engines.

The correct way to write your link so it is 'live' is to be sure to use -- http:// -- before the www. as I've done above in my contact tag... this will make your domain address a live link, which means a person can click on it and they will automatically be taken to your site. If you only use the www. ( with your URL) it won't be live causing a person to have to cut and paste the address into their browser address bar if they want to visit your site.

TIP: get in the habit of always using the <http://www>. anytime you give out your domain name (URL) or link to your book etc.

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).

**Redress, address** – "Redress" means to set right an unjust situation; to remedy or relieve; to adjust (a balance) evenly. "Address" means to speak to or give a speech to; to direct one's efforts towards; to deal with; to direct (a message) to the attention of; to mark with a destination. "In 1976 President Ford *addressed* the wrongful internment of Japanese during World War II; nearly 12 years later, President Reagan *redressed* the injustice through a Congressional act that awarded payments to surviving detainees."



## IT'S BECOMING AN EBOOK KIND OF WORLD

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



If you *are* part of our ebook program, be sure to let everyone know about the multitude of ways in which your book can be read. The idea of reading a full ebook may still be foreign to a large number of people, but—thanks to Amazon's Kindle, a growing pool of other ereading devices, and the widespread availability of mainstream titles as ebooks—reading books electronically is becoming more and more common. And the people who do read ebooks tend to read a lot.

So, on your website, at events, or when you're talking to anyone about your book, let them know how easily they can read your book in digital form. Give links to your [Amazon Kindle page](#), your [Sony eBookstore page](#), and the page for your ebook at [Barnes & Noble](#). Let people know they can read your book on their iPhones with Amazon's [free Kindle app](#), and on their BlackBerry, Palm, or other smartphone with [Mobipocket](#). You'll be giving people more ways to buy and read your book, and establishing yourself as a tech-savvy, with-it ebook author!

This is an exciting, growing sector, and so-called "enhanced" ebooks are on the way as well. These are ebooks with color photos, audio clips, links to extra outside content, and even embedded video. Due to large file sizes and ereader constraints, they're still gaining traction, but stay tuned to hear more soon.

## 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)



**BLAD**, noun. An acronym for "Book Layout and Design". First used in the United Kingdom, this book marketing term refers to advance sales materials featuring sample page designs of a forthcoming illustrated ("coffee-table") book. Used on both sides of the Atlantic.

Example in context: *Will you be producing a sales blad to help the reps sell that lavish photography book?*

## eBOOK ECONOMICS

### What do the authors get?

--Mike Shatzkin

Smashwords pays authors 85% of the sales price for ebooks sold on its own site, and about 85% of the receipts for sales made through iBooks (Apple), Sony, B&N, Kobo, and the Diesel eBook Store. In other words, an author would get more than three times the "old" standard 25% ebook royalty offered by the big publishers and double the "new" possible 40% royalty implied as the new ceiling by the Random-Wylie agreement announced last week.



Read the entire blog at

<http://www.idealog.com/blog/the-other-comparison-ebook-royalties-versus-ebook-self-publishing>

**THINK OF YOUR BOOK AS A FREEZE-DRIED PROCESS**

--Naomi Rose



We're used to thinking of books as products. But when you're actually writing your book, it's a *process*—not only what happens on the page, as you make your way through various drafts and revisions, but also inside *you*. When you begin writing a book that you really want to write, often fears, hesitations, and doubts arise. How you bring yourself back to your intention and stay the course is a process that actually infuses the writing. Then, when your readers open the pages of your book, they are taken into the experience far

more deeply than if you only set out to write a "product." In fact, you could view what your readers get to experience (once they open the book's covers) as a *rehydration* of the process, because now it's alive in them. Try this out and see how it affects your writing. You may like seeing a book as a freeze-dried process instead of as a product. It could enliven your writing in an exciting way.

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Naomi Rose is an award-winning writer, a Book Developer, and the creator of "Writing from the Deeper Self." She works with both first-time and experienced book writers, nurturing the writers as well as their work. [www.essentialwriting.com](http://www.essentialwriting.com).

**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



## ADDRESSING ENVELOPES WITH A LITERARY FLAIR

Ashleigh Brilliant, author of many Pot Shot books, will turn addresses into rhyme.

For example:

Carly Francis  
58431 Meacham Rd., Sp. 13  
Desert Hot Springs CA 92241

ASHLEIGH  
BRILLIANT

Becomes

No matter where she walks or dances,  
Deliver this to CARLY FRANCIS  
On MEACHAM ROAD, our honey-bun  
Lives at 58431,  
Where she no doubt reigns as queen  
Of that lucky SPACE THIRTEEN  
In a town of cactus queens and kings  
Known fondly as DESERT HOT SPRINGS,  
Beneath a CALIFORNIA sun –  
(The ZIP is 92241).

See

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

A most delightful website by a most delightful writer.

## RECOMMENDED BOOK WRITING & PUBLISHING SUPPLIERS FROM Dan Poynter

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

<http://parapub.com/sites/para/resources/supplier.cfm>

## 10 FACTS ABOUT BOOKS YOU WON'T READ IN A BOOK ABOUT BOOKS

10 amazingly absurd 'facts' about books. If you love reading, if you love writing, if you are the bookish type, you may just find yourself grinning at this cartoon promoting the 2010 Melbourne Writers Festival.



<http://www.youtube.com/user/MelbourneWritersFest#p/a/u/1/WWHBsNka4po>

### 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/>



### HAVE ANY OF YOUR WEBSITE PAGES BEEN COPIED?

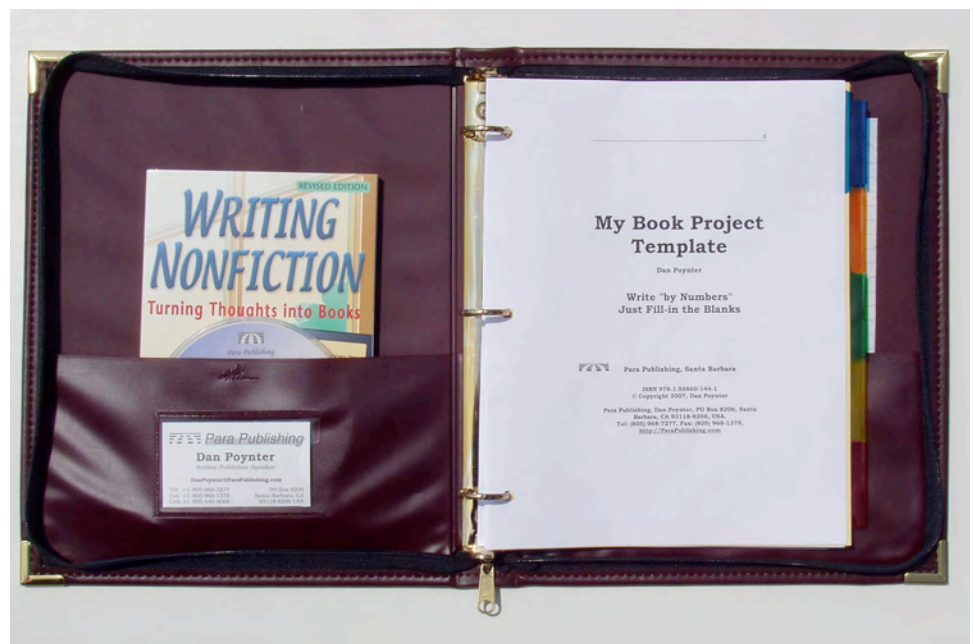
Type in the URL and check at

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

### 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://parapub.com/sites/para/information/writing.cfm#mbp>

## 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>

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[617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking

[618](#) Religious Books

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[622](#) Cooperative Book Promotion

[623](#) Questions and Answers on Book Publishing

[624](#) How to Set up & Run a Successful Book Publishing Business

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- [641](#) Merchant Status: Credit Cards for Publishers
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**→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



## NEW YORK PUBLISHING

--Seth Godin, bestselling author.

"The book industry does a great, fabulous, miraculous job of doing what they needed to do in 1965. Great jobs for good people. Ethics that matter. Good taste. Products to be proud of.

In terms of responding to changes in the world, I'm at a loss to think of one thing the book industry does well in 2010 that it wasn't already doing in 1990. Not one new thing done well."



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

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Enjoying this ezine?  
Forwarded it to friends.

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# ParaFreebies



FREE

## INTERNATIONAL FREELANCER'S DAY

September 24-25. 25 great speakers.

FREE

The Biggest Ever Online Conference  
Exclusively for Solo Professionals

Dan Poynter's multimedia presentation on "So you want to write a book - an introduction to writing, publishing and promoting" on September 24, 5:15 PM, Eastern Time.

FMI:

<http://www.internationalfreelancersday.com/speakers/dan-poynter/>

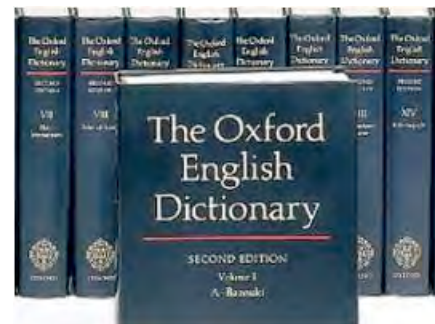


## OXFORD ENGLISH DICTIONARY

You can now receive the *OED*'s Word of the Day by e-mail.

Sign up at

<http://www.oed.com/services/email-wotd.html>

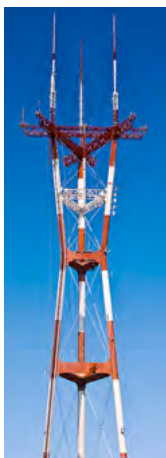


## INTERVIEW WITH DAN POYNTER ON THE COMING CHANGES IN THE BOOK INDUSTRY

What are the paradigm shifts that have turned the book publishing industry upside down?

Dan Poynter joins Jim Blasingame talk about how the book industry is changing and why that's good news for anyone who wants to become an author.

<http://www.smallbusinessadvocate.com/small-business-interviews/dan-poynter-8453>





**THE BOOK ON FULFILLMENT: THE CRITICAL QUESTIONS YOU MUST ASK ANY POTENTIAL INFORMATION PRODUCT FULFILLMENT PARTNER BY BRED RIDGWAY**

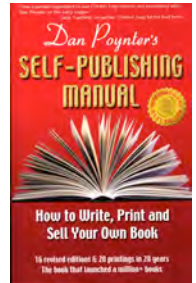
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Your publishing colleagues may be thinking about you.  
They will think about you more often if you forward this ezine to them.

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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**

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)

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

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 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 1-4. MELBOURNE, Australia. National Speakers Association/Australia, annual convention.

<http://www.speakersconvention2011.com.au/>



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/>

**SOUTH AFRICA.** APRIL 29 – MAY 1. Cape Town.

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



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

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

May 21-23. NEW YORK. IBPA Publishing University  
Fmi: <http://www.PMA-online.org>

**MALAYSIA.** May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention.  
[http://www.maps.org.my/events\\_up.asp](http://www.maps.org.my/events_up.asp)

**SINGAPORE.** May 28.



Asian Professional Speakers-Singapore. Annual convention.  
[http://www.asiaspeakers.org/apss/component/option,com\\_joomevents/Itemid,83/func,shcatev1/categid,4/](http://www.asiaspeakers.org/apss/component/option,com_joomevents/Itemid,83/func,shcatev1/categid,4/)

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:  
<http://www.bookexpoamerica.com/>

**USA.** July 30-August 2. Anaheim, CA.



NSA/US Convention.  
[Marriott Anaheim](http://www.marriott.com). Location Phone: +1-714-750-8000

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

**GERMANY.** GSA Sept 2011. Munich.



(GSA) convention. <http://www.english.gsa-convention.org>  
<http://www.germanspeakers-association.de/>



**UNITED KINGDOM.** October 6-9. 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\\_list.asp?cid=1318&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming)

**2012**

**UNITED KINGDOM.** April 14, 2012. London Venue.



PSA/UK Spring Convention.

[admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,  
[http://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=986&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=986&show=upcoming)

**USA.** July 14-17. Indianapolis.



NSA/US Convention.  
Marriott Hotel.

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

**UNITED KINGDOM.** October 4-7. 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\\_list.asp?cid=1318&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming)

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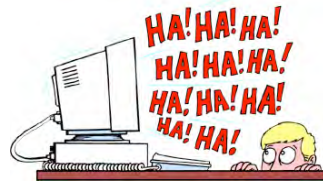
Prove your love for this newsletter by forwarding it to your book colleagues.

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# ParaHumor

## Fun with Words



### ENGINEERS' CONVERSION TABLE

--J C Simonds

1. Ratio of an igloo's circumference to its diameter = Eskimo Pi
2. 2000 pounds of Chinese soup = Won ton
3. 1 millionth of a mouthwash = 1 microscope
4. Time between slipping on a peel and smacking the pavement = 1 bananosecond
5. Weight an evangelist carries with God = 1 billigram
6. Time it takes to sail 220 yards at 1 nautical mile per hour = Knotfurlong
7. 16.5 feet in the Twilight Zone = 1 Rod Serling
8. Half of a large intestine = 1 semicolon
9. 1,000,000 aches = 1 megahurtz
10. Basic unit of laryngitis = 1 hoarsepower
11. Shortest distance between two jokes = A straight line
12. 453.6 graham crackers = 1 pound cake
13. 1 million-million microphones = 1 megaphone
14. 2 million bicycles = 2 megacycles
15. 365.25 days = 1 unicycle
16. 2000 mockingbirds = 2 kilomockingbirds
17. 52 cards = 1 decacards
18. 1 kilogram of falling figs = 1 FigNewton
19. 1000 milliliters of wet socks = 1 literhosen
20. 1 millionth of a fish = 1 microfiche
21. 1 trillion pins = 1 terrapin
22. 10 rations = 1 decoration
23. 100 rations = 1 C-ration
24. 2 monograms = 1 diagram
25. 4 nickels = 2 paradigms
26. 2.4 statute miles of intravenous surgical tubing at Yale University Hospital = 1 IV League
27. 100 Senators = Not 1 decision

(Generic Smiley

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