



Your Publishing Poynters Newsletter: October 15, 2005

## PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.  
October 15, 2005. Copyright Para Publishing. ISSN: 1530-5694.  
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For the Small Print, scroll to end.

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### IN THIS ISSUE FROM PARA PUBLISHING

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1. ParaNews (What's happening)
2. ParaWants (Stories/Information Wanted)
3. ParaSale (Companies/Properties for Sale)
4. ParaTips (Guidance/advice on specific issues)
5. ParaResources (Sources of helpful information)
6. ParaThoughts (Editorial)
7. ParaFreebies (Giveaways)
8. ParaCalendar (Dan may be coming to visit you)
9. ParaHumor (We saved the best to last)

<1-----ParaNews----->

A. THE NEW YORK TIMES' INTRODUCES A PAID-CONTENT MODEL. See

<http://www.nytimes.com/products/timesselect/overview.html>

<http://www.nytimes.com/membercenter/faq/timesselect.html>

The Times places a high value on its archives. See

<http://www.ojr.org/ojr/stories/050201/index.cfm>

[http://www.editorandpublisher.com/eandp/columns/stopthepresses\\_display.jsp?vnu\\_content\\_id=1001137302](http://www.editorandpublisher.com/eandp/columns/stopthepresses_display.jsp?vnu_content_id=1001137302)

And

[http://www.paidcontent.org/pc/arch/2005\\_09\\_15.shtml](http://www.paidcontent.org/pc/arch/2005_09_15.shtml)

and

<http://hasbrouck.org/blog/archives/000812.html>

B. OPRAH'S BOOK CLUB reopening to writers who will sit and chat. Oprah will expand her highly influential television book club to include the works of contemporary authors, reversing a policy of choosing only classic novels and once again offering authors and their publishers the hope of huge sales resulting from her picks. See

<http://www.nytimes.com/2005/09/23/books/23oprah.html?ei=5094&en=38a35648b5bc094a&hp=&ex=1127534400&adxnnl=1&partner=homepage&adxnnlx=1127480619-VT5rgNcyyN/wE6ugb690QA>

C. FAKE GOOGLE TOOLBARS GO PHISHING. Many authors and publishers have received email messages masquerading as being from eBay, Amazon or a bank requesting they click to update personal information. The latest are fake Google Toolbars in an effort to steal credit card numbers. See

<http://ct.eneews.eweek.com/rd/cts?d=186-2626-2-79-66269-299253-0-0-0-1>

D. YOU CAN VISIT DAN'S HOME, ON A HILL OVERLOOKING THE PACIFIC, and discover the secrets to book marketing, promoting and distributing. This will be the last Santa Barbara book promotion retreat for 2005: November 12-13. The July workshop topped out at 23 (our physical limit) and there was a lengthy waitlist. Seats for November are filling quickly. Just \$695. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

E. EPIE AWARDS, call for eBook entries. Deadline October 10. See <http://www.epicaauthors.org/eppierules2006.html>

F. GOOGLE EXPLAINS GOOGLEPRINT. On September 27, Google circulated a message in response to the many industry questions about their program.

“The goal of the Google Print Library Project is to create an electronic, full-text card catalog of books (just as we've done with web pages). Our goal is to help people discover books online, not read them online; a user who finds a copyrighted book that was scanned through the Library Project can't view even a single page from this book, unless the copyright holder has given us explicit permission through the Publisher Program to show more. At most we show three examples of where the user's search term appears in the text, along with basic bibliographic info and links to online booksellers and libraries.

“Here's what an in-copyright book scanned from a library looks like on Google Print:

[http://googleblog.blogspot.com/uploaded\\_images/LibraryProject\\_screenshot-745613.JPG](http://googleblog.blogspot.com/uploaded_images/LibraryProject_screenshot-745613.JPG)

“It's also important to bear in mind that, just like web search, any copyright holder can ask to have their books excluded from the Library Project by following these instructions:

[http://print.google.com/googleprint/publisher\\_library.html#options3](http://print.google.com/googleprint/publisher_library.html#options3)

“We realize that you may have more questions about the Library Project, and we're always happy to answer them. You can read more about our thoughts on our blog:

<http://googleblog.blogspot.com/2005/09/google-print-and-authors-guild.html>

or can check out what other folks are saying about Google Print:

<http://googleblog.blogspot.com/2005/09/buzz-about-google-print-and-lawsuit.html>.

“Feel free to email us at [print-support@google.com](mailto:print-support@google.com).”

G. DAN POYNTER IS COMING TO VISIT. Please alert your writing and publishing colleagues.

Foster City, Goleta, Kuala Lumpur, La Jolla, Los Angeles, Oakbrook, Orlando, Ottawa, Pewaukee, Reno, Salt Lake City, San Diego, San Francisco, Santa

Barbara, Santa Monica, Singapore, St. Louis, Sydney, Tampa, Waco, Washington, DC. Plus teleconferences.  
(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://parapub.com/calendar.cfm?>

#### H. PROMOTE YOUR BOOK NATURALLY--FOR INTROVERTS AND RELUCTANT MARKETERS TELECLASS

Discover how to promote your book without leaving home. In this 90-Minute Teleclass you will get these results:

- Reach thousands, even tens of thousands via the Internet
- Get targeted Web traffic for your book
- Discover the # one f.ree book promotion on the Internet
- Leverage what you have to get the word out
- Share your book with your targeted audience--your style

October 27. Time 4:30-6:00 pac time 7:30-9:00 eastern time (1 1/2 hrs) \$45 includes \$29 bonus reports. For Fiction and Non-fiction authors. For registration and the Five Questions Dan Poynter and bookcoach Judy Cullins will help you get answers for go to

<http://www.bookcoaching.com/teleclasses.shtml>

Questions? <mailto:judy@bookcoaching.com>

Or call toll f.ree 866-200-9743 or 619/466-0622

I. BOOK SUMMIT HELD IN VALLEY FORGE. For a report on this historical and pioneering event, see ParaThoughts, below.

#### J. F.REE TEXTBOOKS FOR ALL?

Well Maybe if Wikibooks has it's way. Read about it at:

[http://news.com.com/Wikibooks+takes+on+textbook+industry/2100-1025\\_3-5884291.html?tag=nefd.lede](http://news.com.com/Wikibooks+takes+on+textbook+industry/2100-1025_3-5884291.html?tag=nefd.lede)

--Bruce Gibbs, [www.RealDadMagazine.com](http://www.RealDadMagazine.com)

#### K. SEE HOW PROFESSIONAL SPEAKERS USE HUMOR AND TELL STORIES.

Audience requested for 3-Camera Video Demo Showcase in Los Angeles, November 6. Speaker Services invites you to be our guest at our semi annual Video Demo Showcase. There will be 16-18 speakers/authors shooting footage to be used in their speaker demo videos, used to promote their speaking business and get bookings.

Benefits to audience members: See how professional speakers use humor and tell stories - Feel how the pros use emotions to involve you, Enjoy a wide range of styles, Learn from the excellent content, Support your fellow speaker friends, Enjoy an uplifting day, Network with the pros, Experience the process of a professional video production. PLUS -- A gift for all who attend: \$50 Value. Marina del Rey Hotel - Regatta Room, 13534 Bali Way, Marina del Rey, CA 90292. Morning session: 9:00am-Noon, Audience is to arrive at 8:45am, Afternoon session: 2:00pm-5:00pm, Audience is to arrive at

1:45pm. RSVP to Susan Levin, [susan@speakerservices.com](mailto:susan@speakerservices.com) for a confirmation for your spot... and for planning purposes!

L. INTERNET INCREASES USED-BOOK SALES. See  
<http://www.nytimes.com/2005/09/29/books/29book.html>  
<http://www.bookhunterpress.com>  
<http://writingshow.com/?p=17>

M. REPORT ON FRANKFURT 2005 IN THE NEXT ISSUE. Godfrey Harris promises to report on the new publishing trends and developments as seen at this year's Frankfurt Book Fair, the largest and most important of the international book fairs, in the next issue of the Newsletter.

N. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to <http://parapublishing.com/getpage.cfm?file=/news.html>. 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.

O. SEE HOW eBooks ARE SOLD. The Self-Publishing Manual, Writing Nonfiction and Successful Nonfiction are available for just \$7.99 in electronic download from Amazon.com. Now you can have a fully searchable edition of these bestsellers. Visit the site and see how eBooks are sold. And see Document 615 at  
<http://parapub.com/getpage.cfm?file=products.html>

P. LARGE PRINT BOOKS. Some of our books are also available in large print editions. Larger print is designed for the visually impaired, people with reading disabilities and people learning English as a second language. See  
<http://www.amazon.com/exec/obidos/tg/detail/-/1568600887>  
<http://www.amazon.com/exec/obidos/tg/detail/-/1568601107/>  
For information on how you can turn your book into large print editions and get them up on Amazon, see Document 642 at  
<http://parapub.com/getpage.cfm?file=products.html>  
And for information on producing and selling eBooks at Amazon, see Document 615.

Q. SHOULD YOU PAY FOR BOOK REVIEWS? Hear what book-industry leaders say--on Publishing Poynters Radio.  
--Should you pay for book reviews?  
Listen to Casey Hill, Alan Canton, Nick Wier-Williams and Liz Burton.  
--What happened at the Book Summit in Valley Forge?  
--How should you react to a bad review?  
Listen at  
<http://www.jackstreet.com/jackstreet/KPNT.E2.cfm>

R. NEW MEDIA ERA. Walt Disney and Apple Computer will sell episodes of Desperate Housewives and other television shows over an iPod video device. The new device, to go on sale next week, features a 2.5" color screen and can hold up to 150 hours of video as well as music and photos.



D. Send me your story about your moment of mirth or mastery in MARTIAL ARTS. Stories in the collection will make us laugh or help us think new thoughts - or even better - both!  
Stories will obviously be credited, so please send your story with your info and contact data to Karen at [rkpteam@yahoo.ca](mailto:rkpteam@yahoo.ca)

E. I'm looking for funny and/or crazy DATING EXPERIENCES. All stories must be previously unpublished, original, and not violate any copyrights. No CAPS and no attachments please. Please send your stories to [yourstory@romanceunlimited.com](mailto:yourstory@romanceunlimited.com).  
-- Leona Hamel, Romance Agent™, Author, Speaker, and Coach

F. GARDENING TIPS? Do you have any gardening tips or experiences that you would like to share with others? I have a gardening website and would love to publish your articles or anecdotes.  
--David Chandler, [david@manifestmarketing.com.au](mailto:david@manifestmarketing.com.au)

G. BUYING AND SELLING BUSINESSES. I need success or nightmare stories about entrepreneurs who have bought or sold businesses. A free copy of the book will be provided to any stories that are used.  
--Dwight Jones,  
[www.sandiegobusinessbroker.com](http://www.sandiegobusinessbroker.com)

H. TRUE REALLY COMPELLING stories wanted for a new edition of the inspirational anthology, *The Simple Touch of Fate*. Tell us how being at the right place at the right time or not being at the wrong place at the wrong time affected your life, or the life of someone you know, in a profound way. Send for guidelines by contacting editors through their website: [www.thefatesite.com](http://www.thefatesite.com),  
-Arlene Uslander

I. SEEKING TO INTERVIEW PEOPLE WHO HAVE UNUSUAL OR LARGE COLLECTIONS.  
--Diana, [Writingflair@aol.com](mailto:Writingflair@aol.com)

==>SEND YOUR STORIES WANTED ITEMS to  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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In the case of good books, the point is not how many of them you can get through but rather how many can get through you.  
--Mortimer J. Adler

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<3-----ParaSale-----<

SELLING OUT/PARTNER WANTED/TITLE CLOSEOUTS/ PUBLISHER SOLICITED.

A. I would like to find someone in the Los Angeles area who wants to take over selling my remaining inventory while I travel the country. See website for more info. [TriadPubCa@yahoo.com](mailto:TriadPubCa@yahoo.com), <http://www.KaseyHamner.com>. Consulting: Adoption Triad Consulting with Kasey Hamner, M.S.  
Books: "Whose Child?" and "Adoption Forum" are only \$6.00 on Amazon!  
Phone: 818-439-6330

B. REMAINDERS – Buy & sell. See <http://www.skufLOW.com/ssl/myremainders/>

==>SEND YOUR SELLING-OUT COMPANY OR STOCK TO [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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The dubious privilege of a freelance writer is he's given the freedom to starve anywhere.  
--S.J. Perelman

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<4-----ParaTips-----<

A. FREQUENCY COUNTS  
--Pam Lontos, <http://www.PRPR.net>

Frequency is crucial. You must get your name out there repeatedly. When working with a PR firm, make sure you send them articles and press releases consistently month after month so they can get you into as many places as possible.

B. WHEN SHOULD YOUR BOOK COVER BE DESIGNED?  
--Kathi Dunn, <http://www.BookCoverTips.com>

Get the front cover of your book designed as soon as possible even before you've finished your manuscript. Once you have a firm title and subtitle, you are clear about who your target audience is and how you plan to market the book, give your book cover designer the green light.

With a finished front cover design, you can begin marketing the book, use it when requesting reviews, paste it on the front of your gallery, post it on your website, and let it start working for you before you've even finished the book. There's nothing like posting the finished front cover near your workspace to propel you forward toward completion!

#### C. HOW TO SELL OUT

--Rich Schell, JD, 847-404-2950, [schell@wagneruslaw.com](mailto:schell@wagneruslaw.com) or

As a self publisher be sure to ask yourself along the way, "have I set this venture up so I can sell my book off to a larger publisher?" You may or may not ever sell your literary rights to a larger publisher but if you plan for the possibility you'll be in much better shape. Always remember literary rights are just like selling any other piece of property, it's hard to sell what you don't own.

#### D. GETTING YOUR BOOK ON THE RIGHT SHELF

--Robert Howard. [www.bookgraphics.com](http://www.bookgraphics.com)

Bar codes. By now publishers know to use a bar code on their book cover. Bar codes do not need to be big and chunky. Try ordering one at 80% magnification; use the smaller one.

#### E. 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.

#### F. HOW TO COMMUNICATE VALUE PROPOSITION AND RETURN ON INVESTMENT AND CHARGE THE HIGHEST PRICE FOR YOUR PRODUCTS AND SERVICES by Paul Lemberg.

If you'd like to charge more but can't explain why to your prospects, read this article immediately. See

<http://www.paullemborg.com/valueproposition.html>

#### G. SELF-PACED PROMOTION ASSESSMENT.

-- Kim Dushinski, Partner, MarketAbility.com

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

H. REVIEW COPIES. Many of us have sent out the requisite review copies of our new book, only to find them for sale (at Amazon.com ...) online.

As I sat steaming over this one day, I was inspired to compose this poem:

"This book was sent out for review -

Where it went next, I never knew.

I hope it met a happy fate

And on library shelf doth wait.

-The Author "

I had it made into a rubber stamp, and it now goes on the flyleaf of every review copy I send out - a subtle suggestion to 'do the right thing.'

--Candy Taylor Tutt, Libris Draconis Press, [www.tendragontails.com](http://www.tendragontails.com)

I. BARBARA FLORIO GRAHAM KEEPS HER CANADIAN LIBRARIES DATABASE UP TO DATE by asking everyone who purchases it to let her know if they have any returns. Most are happy to comply because the cost of the database, which contains more than 90 Canadian libraries with purchasing power, only costs \$25. and can be used over and over again. Details at: [www.SimonTeakettle.com](http://www.SimonTeakettle.com), under Resources.

J. FAX ALTERNATIVE. My 15 year old Brother Intellifax 600 finally gave up the ghost. I don't get or send many faxes. I did a ton of research and found that MaxMail.com fax service is 'loved' by their customers. They have a 30 day f.ree trial and have a \$15 a YEAR program for light usage and a \$65/year for heavier users. After a day with them, I'm SOLD. I'm signing up.

You receive fax as either a .tiff or a PDF (your choice) document (I chose .pdf.) You send by going to their website and uploading a document. They accept: .doc, .xls, .txt, .pdf, .tif, .html, .htm, .gif, .jpg, .pub, .rtf, .wps, .wpd, .cpy, .efx., xif, .pcx, .dcx, .fxd, .fxm and .fxs

The only downside is that if you have a physical piece of paper you want to send, you would have to have a scanner to scan it into a file and then upload it to MaxeMail. However, think about this. If you are on the road and you get a document (piece of paper) that you want to turn into a file and don't have a scanner, but you are near a fax, you can fax it to yourself which will turn it into a PDF file and you then do whatever you want with it. Not a big deal, but kind of nice. <http://www.maxemail.com>

--Alan Canton, [ac3@adams-blake.net](mailto:ac3@adams-blake.net), <http://www.adams-blake.com>

K. PROMOTING BOOKS WITH F.FREE CHAPTERS. I had a great opportunity to start making monthly appearances on a tech TV show that is shown in USA, Australia, and Canada. My bestselling Mr Excel On Excel was going out of print and the replacement won't be out until the middle of October. So - I appeared on the show with the book cover of the new book and offered to give the book away for f.ree--one chapter a week via e-mail.

In eight months, more than 12,000 people signed up to get the book for f.ree. Although the book has 277 chapters, I set up a plan to send out 4-6 chapters every week so that people would have 50% of the book on their hard drives when the book came out. The benefits have been enormous:

- 1) Peer review. People started proofreading and tech editing. One guy wrote...."that tip is cool, but the wording is different in my old version of Excel" - since we hadn't gone to print, that paragraph was changed to note the difference. All of the people who sent in changes are acknowledged in the acknowledgements.
- 2) I get to touch these people every week. I can promote other products or ask for input

- 3) Huge source of quotations for the back cover. Since this book is for the average Excel user, I wanted quotations from average people. I asked one Tuesday and soon had pages of cover blurbs
  - 4) As the book gets close to being out, I asked the subscribers.... (a) Do you think you will buy the book? (b) What freebie can I throw in to get you to buy the book (at list) from me instead of 32% off from Amazon?
  - 5) I had a contest to invite subscribers to invite their friends to subscribe. The 10 people who signed up the most received a copy of another new book.
  - 6) The proof will come in late October when I offer the book for sale. The chain book stores have already ordered 1900 of my first 3100 print run. The big question – of the 12,000 people getting the book for f.ree – will 1% buy it? 10%? 50%? My goal is to sell the other 1,200 copies out from one offer to my list of 12,000. The buyer will get the book and a f.ree DVD of me doing a demo of the best tips live. (The DVD then becomes a shot at increasing my speaking career...) Sales from the first week sales will get cash to me immediately to finance the 2<sup>nd</sup> print run. The problem with bookstore sales is that I see no payment from the distributor until February for an October sale. If I can sell 30% of the print run direct, it will solve the crucial cash flow problem.
  - 7) Even after the book is out, I will continue to ask people to try the book for f.ree before they buy. People have different learning styles. If the right person buys the book, it is a five-star review. If the wrong person buys the book, they will not like it and it will be a 1-star review. I want to prevent any 1-star reviews. Try the book. If you think it deserves a 5 star review, then buy it. If you think it does not, then don't buy it.
- Bill Jelen, [consult@mrexcel.com](mailto:consult@mrexcel.com)

## L. THREE THINGS EACH AUTHOR NEEDS TO SELL BOOKS

Judy Cullins ©2005 All Rights Reserved.

Want to sell a lot more books? If your books aren't disappearing off the shelves bringing you the profits you deserve, you may want to look further. When you check and correct what's not working and what will make it work, you have stepped out of the amateur role into something a big larger--a business minded author.

Are you willing to set up your Big Three Marketing Machine to accomplish this? Here's the top three things to take your book sales over the top.

1. Write a quality book for your preferred, specific audience. You take the time to get feedback on your chapters to make them compelling. You follow a successful model such as Judy Cullins' "Nine Essential Hot-Selling Points" or Dan Poynter's Back Cover model.
2. Create sales copy for this book and any other book you sell to use in email promotions or put on the Web site that sells your book. The biggest mistake authors make is not giving their potential buyers enough information to buy. That means benefits and features.
3. Create short blurbs, excerpts and articles on your book's topic to offer to online newsletters and top web sites in your field to attract people to your site where you sell your book. This number-one way to promote Online is totally

free, and with a little coaching from a book, teleclass, seminar, or small group feedback group, you can make your book the top seller it deserves to be.

Make sure to include all three ingredients of the "Big Three Marketing Machine" so you'll be confident, well known, and profitable.

M. NATURAL DISASTERS AND YOUR DATA. Jaya123 is still ahead of the curve by a few years. After the dust settles from Katrina people will see that having their important stuff on servers instead of their own machines (flooded out) makes a lot of sense. If a business used Jaya123 and they were in N.O. as soon as they can get to another computer (on higher ground!) they are back in business! So why don't more people use web-services like Jaya123? Because they have this irrational 'control-freak' thing about having all their data on their (vulnerable) home/office machines. Successful publishers don't have their inventory in their basement, they have it in secure, fireproof, insured warehouse-fulfillment centers. Thus they should have their data and the ability to operate no matter what happens to their home base as well. But they don't. If I had been in Texas or Louisiana, I'd be back in business as soon as I got to a motel where I could hook a laptop up to the net. Jaya123 would be right there waiting for me, all my stuff safe and sound. I sure wish I could get that message through to people.

--Alan Canton, [ac3@adams-blake.net](mailto:ac3@adams-blake.net), <http://www.adams-blake.com>

#### N. BOOK CLUBS

--Clint Greenleaf, CEO of Greenleaf Book Group, LP  
[www.greenleafbookgroup.com](http://www.greenleafbookgroup.com) or 512-891-6100

Many authors ask about breaking in to Book-of-the-Month Clubs like the Doubleday Book Club and the Literary Guild. It can be a challenge to turn a profit with the deep discounts commanded, but they do offer invaluable exposure and credibility. They also will not return the books since they are buying the right to publish the book. If you have adequate inventory, they may purchase the product from you rather than print themselves; and if you strike a deal early enough in the game, you may be able to use this added quantity to bring down your total print costs. Many of these clubs are under the Bookspan umbrella. More information and submission guidelines can be found on their website, [www.bookspan.com](http://www.bookspan.com).

O. CONTRIBUTE STORIES—GET EXPOSURE. If you are looking for a free way of promoting yourself and are trying to make a name for yourself in print, take advantage of Dan's ParaWants section!!! Think about it, each time you contribute to someone else's book you may be also be promoting your name and book. It's free and sometimes takes less than a few minutes to respond. It has become priceless to me as I have now developed some unbelievable friendships with these authors who continue to inspire and motivate me!! Thanks Dan for expanding my world in such an awesome way!!!

--Stacey Kannenberg, Cedar Valley Publishing,  
[www.cedarvalleypublishing.com](http://www.cedarvalleypublishing.com), Let's Get Ready For Kindergarten!

P. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES? The book trade is only interested in new books. Special-interest magazines are concerned on the

value of the (nonfiction) information. Of course, it is best to send out review copies as soon as the books arrive from the printer but it is never too late as long as the book is not out of date. For a list of special-interest magazines, see <http://parapub.com/maillist.cfm>

Q. BOOKSTORES ARE A LOUSY PLACE TO SELL BOOKS. Go into a bookstore and look around. How many people came in to buy a book on skydiving? Now visit a parachute store. How many are interested in a book on skydiving? There are many places to sell books besides bookstore. They are easier to reach, much more lucrative and a lot more fun. To start Thinking Outside of the Book (trade), See <http://parapub.com/getpage.cfm?file=resource/promote.html>

After taking your advice and deciding to sell my books in police uniform stores instead of the traditional book store, I just received acceptance by Borders Books and they plan on placing a nice size order for their stores. It was the numbers that I showed them concerning the book sales in these other stores that did it. Thanks so much Rich Solita.

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

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Books had instant replay long before televised sports.  
--Bern Williams

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<5-----ParaResources-----<

A. BOOK SALE FINDER! Here you'll find thousands of book sales, book fairs, book auctions, and other book events held throughout the USA and Canada. See <http://www.booksalefinder.com/>

B. FIND ARTICLES/POST ARTICLES. Need editorial copy for your ezine or web site? Want exposure by making your articles available to other ezines and web sites? See the list of directories at <http://www.speakingandmarketingtips.com/ezine-article-links.html>

C. CREATE YOUR OWN GRAPH PAPER. See <http://incompetech.com/beta/plainGraphPaper/>

D. FPA IS OFFERING DISPLAY OF CHILDREN'S PRODUCTS in its booth at the FAME (FL Assn. for Media In Education) trade show for FL school librarians,

October 19-21, Orlando. Deadline, 10/12.

<http://www.flbookpub.org/FAME05.pdf> or by emailing [FPAbooks@aol.com](mailto:FPAbooks@aol.com)

#### E. INFORMATION MARKETING ASSOCIATION

If you want an association that will keep you up to date on all the latest happenings in the online information marketing world, you need to check out <http://www.netaim.info> You will have access to advanced internet experts and the newest technologies. Tom Antion and Gayle Carson are the co-founders and a weekly newsletter and monthly teleseminar are included in your membership.

#### F. REDUCING INVENTORY.

a. List of remainder houses. See

[http://www.springbookshow.com/vendors\\_sbs2005.htm](http://www.springbookshow.com/vendors_sbs2005.htm)

b. See Beyond Reminders at

<http://parapub.com/getpage.cfm?file=products.html>

G. TRANSFORM YOUR MARKETING PIECES INTO DAZZLING, PERSUASIVE SALES TOOLS. Want a professional look to your book? How can you improve your promo pieces to make your marketing "pop?" What if just the right mix of "eye appeal" and "buy appeal" could help your book sales soar?

Now, you have a place to go to learn techniques from a pro designer—without paying high fees. This ebook "Turn Eye Appeal into Buy Appeal: How to easily transform your marketing pieces into dazzling, persuasive sales tools!" is from Karen Saunders, MacGraphics Services.

Dan Poynter says, "This is a 'must' read for publishers, office assistants, small business owners, and anyone else who creates their own marketing materials."

This guide offers 128 pages of easy-to-read content, nearly 200 full-color graphics, dozens of design shortcuts, and tips for writing compelling copy. Details at <http://www.BuyAppealMarketing.com>

H. RESEARCH: DEMOGRAPHIC RESOURCE. Who is living where? Check any neighborhood. Just type in a Zip Code.

<http://www.melissadata.com/Lookups/>

I. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION? See our Supplier List. Find typesetters, cover artists, Book Promoters and much more.

<http://parapub.com/supplier.cfm>

J. SELLING TO CATALOGS. 7,000 catalogs are published in the U.S. and 1,000 more are available in Canada. Each year they mail 11.8-billion catalogs to recipients. Catalogs move lots of books. You can get your book into several category-specific catalogs. See Document 625 at

<http://parapub.com/getpage.cfm?file=products.html>

K. POSTAL RATE CHART. Print out and post next to your postage meter. See Document 144 at

<http://parapub.com/getpage.cfm?file=products.html>

For more information on book fulfillment (shipping) see  
<http://parapub.com/getpage.cfm?file=resource/fulfill.html>

L. IF YOUR TITLE IS NOT SELLING THE BOOK, CHANGE IT. You can make any changes you wish in your next edition (the authority is confirmed to you by the First Amendment of the Constitution of the United States.) For a list of well-known books that had alternative original titles, see Document 156 at  
<http://parapub.com/getpage.cfm?file=products.html>

M. NEED SOMEONE TO DESIGN, TYPESET AND LAYOUT YOUR BOOK? See the Supplier List at  
<http://parapub.com/supplier.cfm?>

N. BOOK INDUSTRY STATISTICS. See  
<http://parapub.com/statistics/>

O. TO GET AREA CODES, type in city/state at:  
<http://www.555-1212.com/geo.isp>

P. WRINGING MORE VALUE OUT OF YOUR WORK. Audio interview with Dan Poynter. Write it once, sell it forever; there are many ways to sell your Work over and over. You've heard of Blogs-to-Books. Dan Poynter started with magazine articles-to-books. Now he turns eZine content into eBooks. He was the first to sell eDocuments and eBooks as downloads from his website. He will describe how to publish, promote and sell eBooks, pBooks (printed), eDocuments, LARGE print books, aBooks (CDs), audio downloads and podcasting. If you don't make your information available in multiple formats, some hungry customers will not be able to use it (for example, commuters, sales reps and long-haul truckers can't read your printed book; they want and need audio). Dan Poynter has the answers. Just \$4.95  
<http://www.customizednewsletters.com/CE/Audio/>

Q. SELF-PUBLISHING FOR THE CLUELESS. On this CD Mike Rounds explains how to:

- Write a book in 30 days or less
- Write tips booklets in one day
- Create audio CD's in two weeks
- Convert PowerPoint™ to high-profit products
- Create e-Books for under \$1.00 each

"Clueless" Mike Rounds is a self-published author with more than 40 titles in open distribution and a six figure income from his publications.

The CD contains a complete information manual that includes examples and resources for everything you'll need including how to get bar codes, typing and transcription services, cover designs, and low cost printing sources. See  
[http://www.cluelessmike.com/self\\_publishing.htm](http://www.cluelessmike.com/self_publishing.htm)

==> SHARE YOUR RESOURCE. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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A book is a mirror: if an ass peers into it, you can't expect an apostle to look out.  
--G.C. Lichtenberg

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<6-----ParaThoughts-----<

THE BOOK SUMMIT  
Discussing opportunities offered by the changing book landscape.  
by Dan Poynter

Legacy publishing is going the way of the legacy airlines. The big six publishers in New York are consolidating, downsizing and going out of business as they pursue the traditional publishing model. These publishers concentrate on celebrity books, over print, send books only to stores and suffer 25% to 35% returns. The system is broken.

Like Detroit, larger publishers are building their wares on spec. Then they force them on dealers and hope someone will buy them.

An historic meeting was held in Valley Forge, Pennsylvania, on September 29<sup>th</sup>. Decision makers from all facets of the industry came together to find a better way. They met around a "U"-shaped table; all participated. There were no seminars, classes or exhibits.

Every facet of the second-tier, non-legacy publishing industry was represented. There were digital printers, Amazon reviewers, independent book marketers, online booksellers, distributors, wholesalers, the media, POD publishers, and more.

The decision-makers came from LightningSource, Replica Books, Lulu, Infinity, U-Publish.com, Author House, iUniverse, Alexanders Printing, Books-Just-Books, Booksurge/Amazon, Edwards Brothers, Midpoint Trade, National Book Network, Baker & Taylor, Ingram, Writer's Digest, Foreword Magazine, Business Common Sense, R.R. Bowker and *Publishing Poynters*.

The group discussed challenges facing the industry and took pride in the advantages of non-legacy publishing.

It was called The Book Summit; Industry Leaders Discussing the Future of Publishing in a Flat World (with reference to the Thomas Friedman book, *The World is Flat*.) Long print runs of black & white books are following color

printing to China and India. Attendees reveled in the new opportunities offered by the changing book landscape.

For more information, see <http://www.BookSummit.com>

==>SHARE YOUR THOUGHT. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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I cannot live without books.  
--Thomas Jefferson

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<7-----ParaFreebies-----<

A. 7 COST EFFECTIVE STEPS TO ENSURE YOUR CORE MESSAGE GETS THROUGH TO YOUR TARGET MARKET. If you're not happy with the results your marketing is giving you, you might want to try this seven quick, low cost steps. You may not have to bring in the big guns after all. See <http://www.paulleberg.com/7StepsCoreMessage.html>

B. SIGN UP FOR MICROSOFT'S E-NEWSLETTER, GET A COMPUTER AND NETWORK SECURITY TOOLKIT CD. See <https://microsoft.order-7.com/sbsnewsletter/addrform.asp>

C. TED THOMAS & ALEX MANDOSSIAN host a series of F.ree Tele-clinics in preparation for the Millionaire's Seminar in Orlando Fl, November 18,19 & 20. Visit the link below to attend these F.ree Tele-clinic events. <http://www.millionairesseminar.com/cmd.php?af=311888>

D. HANDBOOK FOR BLOGGERS AND CYBER-DISSIDENTS. Blogs get people excited. Or else they disturb and worry them. Some people distrust them. Others see them as the vanguard of a new information revolution. Because they allow and encourage ordinary people to speak up, they're tremendous tools of freedom of expression.

Bloggers are often the only real journalists in countries where the mainstream media is censored or under pressure. Only they provide independent news, at the risk of displeasing the government and sometimes courting arrest.

Reporters Without Borders has produced this handbook to help them, with handy tips and technical advice on how to remain anonymous and to get round

ensorship, by choosing the most suitable method for each situation. It also explains how to set up and make the most of a blog, to publicize it (getting it picked up efficiently by search-engines) and to establish its credibility through observing basic ethical and journalistic principles. See [http://www.rsf.org/rubrique.php3?id\\_rubrique=542](http://www.rsf.org/rubrique.php3?id_rubrique=542)  
--Charles Taormina.

E. BLOGGING AND RSS. "Authoring and Publishing Stink!"

Unless you know how to drive piles of targeted traffic to your website, people who are already pre-qualified and pre-interested to purchase your book. Finally, this F.REE teleseminar will lift the lid to insider secrets on blogging and RSS, and on how to explosively transform your business as an author, dominate the search engines and gain recognition as the leading expert in your industry. Guaranteed!

<http://www.AwakenTheAuthorWithin.com/danpoynter.htm>

==>SHARE YOUR FREEBIE. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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"One of the signs of Napoleon's greatness is the fact that he once had a publisher shot."  
-- Siegfried Unseld

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<8-----ParaCalendar-----<

WHERE IN THE WORLD IS DAN?  
SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS  
ONE PRESENTATION AT A TIME.

A. 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.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to use innovative techniques and leading-edge technology to write your books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at <http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 28-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See

[http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html)

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on parachutes and skydiving. See

[http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html)

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://parapub.com/calendar.cfm>

2005

October 15: WACO, TX. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Saturday 9 am – 1. Fmi: Marian Fleischmann, (254) 366-7454, [mFleischmann@HOT.rr.com](mailto:mFleischmann@HOT.rr.com)

October 20: ORLANDO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Shop. Books 101: The full New Book Model program. 6:27 to 10:00 PM. fmi Jan Schwartz, 407-671-9505, <http://www.TheKnowledgeShop.us>

October 21: ORLANDO, FL. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. [bemis@nnba.net](mailto:bemis@nnba.net), <http://www.nnba.net> \$69. Open to the public.

October 22: TAMPA, FL. Florida Writers Conference, October 21-23. Hilton Tampa Airport Westshore. Dan Poynter on writing and publishing. FMI: Marcia Rankin, [AnnMar11@msn.com](mailto:AnnMar11@msn.com), <http://www.FloridaWriters.net>, 407-414-1135.

October 24-26: SALT LAKE CITY. The Caterpillar Club; an historical aviation multimedia presentation for the Survival And Flight Equipment Association (SAFE). Fmi: Jeani Benton, 541-895-3012, [safe@peak.org](mailto:safe@peak.org), <http://www.SafeAssociation.com>

October 27: PROMOTE YOUR BOOK NATURALLY--FOR INTROVERTS AND RELUCTANT MARKETERS TELECLASS Time 4:30-6:00 pac time 7:30-9:00 eastern time (1 1/2 hrs) \$45 includes \$29 bonus reports. For registration and the Five Questions Dan and bookcoach Judy Cullins will help you get answers for go to <http://www.bookcoaching.com/teleclasses.shtml> to Telelcass #2. Questions? <mailto:judy@bookcoaching.com> or [cullinsbks@aol.com](mailto:cullinsbks@aol.com)  
Or call toll f.ree 866-200-9743 or 619/466-0622

October 29: St. LOUIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. St. Louis chapter of the National Speakers Association. FMI: Linda Henman, [LDhenman@aol.com](mailto:LDhenman@aol.com), 314.416.8973, <http://www.nsastlouis.org/>. Individual consultations available Saturday afternoon. \$50 for 20 minutes. Call Becky at 805-968-7277 to schedule.

November 9: HOUSTON. Junior League of Houston. Rescheduled. Date blocked.

November 12-13: SANTA BARBARA. Book marketing/promotion/distribution retreat in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

November 15: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

November 18: OAKBROOK/CHICAGO. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. National Speakers Association/Illinois chapter. Fmi: Jeff Korhan, 630-774-8350, [jKorhan@TrueNature.com](mailto:jKorhan@TrueNature.com), <http://www.nsa-il.org/>

November 19-20: FOSTER CITY, CA. Cat Writers Association. Dan Poynter on publishing. Fmi: Fran Shaw, (717) 397-9531, [franshaw1@juno.com](mailto:franshaw1@juno.com), <http://www.CatWriters.org>

December 1-3: OTTAWA. Canadian Association of Professional Speakers annual convention. Hilton Lac-Leamy, Ottawa-Gatineau. Fmi: <http://www.canadianspeakers.org/>

2006

January 5-8. TUCSON. NSA-U. Dates blocked.

January 27-29. RENO. Parachute Industry Association. Dan Poynter on an aviation subject. FMI: <http://PIA.com>

February 10-12: ARLINGTON, VA. National Speakers Association Winter Workshop. Fmi: <http://www.NSAspeaker.org>

February 17-19: SAN FRANCISCO. Third Annual San Francisco Writers Conference. Mark Hopkins Hotel. Dan Poynter will speak on Getting Published. Fmi: Michael Larsen, (415) 673-0939, [larsenpoma@aol.com](mailto:larsenpoma@aol.com), <http://www.SFwriters.org>

March 2-3: PEWAUKEE. Wisconsin chapter of the National Speakers Association. Radisson Hotel. Fmi: Sally Anders, 608-239-2127, [AnderSal@chorus.net](mailto:AnderSal@chorus.net), <http://www.WisconsinSpeakers.com>

March 26-April 3. AUSTRALIA. National Speakers Association of Australia. March 31-April 2, Sydney. Fmi: <http://www.nationalspeakers.asn.au/>, [nsaa@ledger.com.au](mailto:nsaa@ledger.com.au)

April 16-24. SOUTH AFRICA. National Speakers Association conference. Mount Grace, Magaliesberg, near Johannesburg, April 21-22. Fmi: Paul DuToit, [Paul@congruence.co.za](mailto:Paul@congruence.co.za), <http://www.nsasouthafrica.co.za>

May 1-8: SINGAPORE & MALAYSIA. Boot Camp in Johor Bahru May 6-7. Fmi: Kumar: [kumar@masteryasia.com](mailto:kumar@masteryasia.com), <http://www.MasteriaAsia.com>. +603-9059-6488.

May 16-18. WASHINGTON, DC. Publishers Marketing Association Publishing University.

May 19-21. WASHINGTON, DC. Book Expo America. Convention Center. Dates Blocked.

May 22. WASHINGTON, DC, First Class, Inc., Lifelong Learning Center. Books 101, The full New Book Model program. Fmi: Deb Leopold, 202-797-5102, [TakeAClass@aol.com](mailto:TakeAClass@aol.com), <http://www.TakeAClass.org>

July 22-25. ORLANDO. National Speakers Association annual convention. Dates blocked.

August 25-27. ARLINGTON, VA. Parachute Industry Association. Dan Poynter on an aviation subject. FMI: <http://PIA.com>

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS, THE ARTS AND/OR WORDS. If you have a laugh to share, please send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

A. GOOGLE in 2084. See

<http://www.nytimes.com/imagepages/2005/10/10/opinion/1010opart.html>

B. REASONS WHY THE ENGLISH LANGUAGE IS SO HARD TO LEARN:

- 1) The bandage was wound around the wound.
- 2) The farm was used to produce produce.
- 3) The dump was so full that it had to refuse more refuse.
- 4) We must polish the Polish furniture.
- 5) He could lead if he would get the lead out.
- 6) The soldier decided to desert his dessert in the desert.
- 7) Since there is no time like the present, he thought it was time to present the present.
- 8) A bass was painted on the head of the bass drum.
- 9) When shot at, the dove dove into the bushes.
- 10) I did not object to the object.
- 11) The insurance was invalid for the invalid.
- 12) There was a row among the oarsmen about how to row.
- 13) They were too close to the door to close it.
- 14) The buck does funny things when the does are present.
- 15) A seamstress and a sewer fell down into a sewer line.
- 16) To help with planting, the farmer taught his sow to sow.
- 17) The wind was too strong to wind the sail.
- 18) After a number of injections my jaw got number.
- 19) Upon seeing the tear in the painting I shed a tear.

20) I had to subject the subject to a series of tests.

21) How can I intimate this to my most intimate friend?

(Generic Smiley)

==>SHARE YOUR HUMOR. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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THE SMALL PRINT

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