




Dan Poynter's
The Book Game
 For Speakers, Extroverts & Others
 who are Stalking Oprah


© 2008
 Dan Poynter, CSP - Mr Publishing
 ParaPub.com

Johnny Carson




ParaPub.com

Max Dixon




📖 **Writers** tend to be introverts
 📖 **Speakers** are often extroverts
 📖 **Actors** frequently are introverts

Speaker
 Actor
 Coach



ParaPub.com

**He Never Socialized
 with his Guests**



ParaPub.com

**Joel Leach
 &
 Johnny Carson**




Northridge University
 music professor

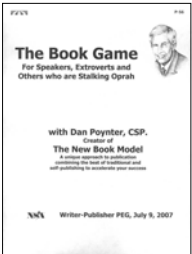
Best drum solo by a seven year old ever?




ParaPub.com

Handout

📖 Contains all of the slides in this presentation and more.
 📖 Except the surprise slides
 📖 Lots of detail so you do not have to take notes.



ParaPub.com

The Challenge

- 📖 If **Actors** frequently are **introverts**
 - 📖 If **Writers** tend to be **introverts**
 - 📖 If **Speakers** are often **extroverts**
- 📖 Are you a
- 📖 Writer who speaks?
 - 📖 Speaker who writes?

ParaPub.com

What Number are You?

0 **Introvert** 5 **Extrovert** 10

Uncomfortable in crowds.
No Radio, TV or Autographings.
Must promote from home.

Short attention span.
Needs help with writing:
Editor or ghostwriter.



ParaPub.com

I Confess to Being an Introvert

- 📖 Professional speaking
 - 📖 Privilege
 - 📖 Good personal self-development
- 📖 Traveling
 - 📖 Gain ideas & learn

Writers should get **out** once in a while

ParaPub.com

How to tell the Difference

- 📖 Extroverts
- 📖 Introverts



Shoes

ParaPub.com

Introverts *Read* Our Books



ParaPub.com

Extroverts *Buy* Our Books



ParaPub.com



When Interrupted While Reading

- 📖 Introverts are *irritated*
- 📖 Extroverts are *grateful*

ParaPub.com

Remember This

- 📖 Whether you sell out to a publisher or publish yourself, the author must do the promotion.
- 📖 Publishers do not promote books
- 📖 Extroverted speakers have an advantage

ParaPub.com

Publishing is Founded on the Ultimate Contradiction

"The process of writing a book favors introverts and the process of promoting a book favors extroverts."

--Michael Norris, senior analyst,
Simba Information

ParaPub.com

Your Challenge: Publishers Assume *all* Writers are Introverts

- 📖 They will not show up for radio, TV or autographings. They will:
 - 📖 Drag their heels
 - 📖 Procrastinate
 - 📖 Find excuses
 - 📖 Let everyone down
 - 📖 Be miserable



ParaPub.com

Extroverts

- 📖 Have shorter attention spans
 - 📖 Even ADD
- 📖 Need permission to get help with
 - 📖 Research
 - 📖 Writing
 - 📖 Editing
 - 📖 Indexing
 - 📖 Fact checking

ParaPub.com

Are You

- 📖 An extrovert?
- 📖 Challenged with finding *time* to write your book?

Are you aware that?

ParaPub.com



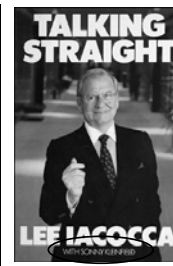
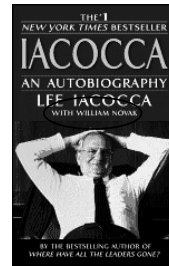
The Truth Revealed

“Up to half of the books on any nonfiction bestseller list are written by someone other than the name on the book”
--The New York Times

ParaPub.com



Author v. Writer?



← Author
← Writer

Do you think Lee Iacocca *wrote* two bestselling books?

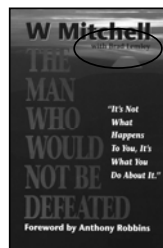
ParaPub.com



Ghosts Typically Remain Unknown



W Mitchell



Ghost named

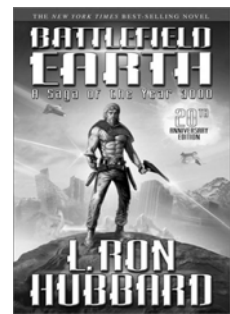
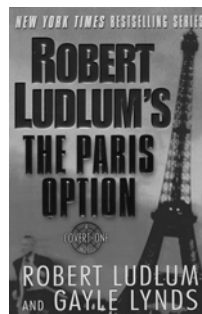


Not named

ParaPub.com



Obvious Collaborations



ParaPub.com



3 Types of Writing Help

- 📖 Editors
- 📖 Ghostwriters
- 📖 Book Doctors

“The man of science appears to be the only man who has something to say just now—and the only man who does not know how to say it.”

--Sir James Barrie (1860-1937)
Scottish dramatist and novelist.

ParaPub.com



Ghosts Typically Work With

- 📖 Experts, writing to preserve and share knowledge.
- 📖 Witnesses with an extraordinary first-person experiences.
- 📖 A fiction author who is not a good writer.
- 📖 Celebrities or aspiring celebrities who wants a book to memorialize or launch a career. (Speakers).

ParaPub.com



Your Responsibilities

- ☞ Authors provide the information
 - ☞ Speech transcripts
 - ☞ Handouts
 - ☞ Your collection of articles, etc.
- ☞ Ghosts create a readable text
- ☞ Authors edit & approve

"One does not have to *be* a great writer to be an author – you need to *know* a great writer."
--Rick Frishman, book publicist.



ParaPub.com



Get Back-Office Help

- ☞ You are an extroverted "Front Person"
 - ☞ You meet the customers
 - ☞ You speak
 - ☞ You bring business back to the company
- ☞ Hire introverts to run your office and do the solitary acts such as paperwork

ParaPub.com



Ghostwriters are Paid

- ☞ By the project (by the hour, day or job)
 - ☞ If you are unknown
 - ☞ Cost: \$5,000 - \$50,000 USD
 - ☞ Depending on track record and experience of ghost
- ☞ Share in the royalties
 - ☞ If the book has a great chance in the market

See *The Art & the Deal of Collaboration & Ghostwriter Agreements*
http://www.copylaw.com/new_articles/collab.html

ParaPub.com



You are not Alone

"Writing is the toughest thing I've ever done"

--Richard M. Nixon,
37th President of the United States.

ParaPub.com

Subcontract the Writing

"I give you permission to hire help"



ParaPub.com



Finding Writing Help

- ☞ See the *Supplier List* at ParaPub.com
 - ☞ *Editors & Ghostwriters*
 - <http://parapublishing.com/sites/para/resources/supplier.cfm>
- ☞ American Society of Journalists & Authors
<http://www.FreelanceWriterSearch.com>
- ☞ Interview 4-5 ghosts
 - ☞ Ask: "Have you worked on this category of books?"

ParaPub.com

Type or Talk the Text

📖 Keyboard

or

📖 Dictate

📖 Get Dragon 9.0 for XP,
9.5 for Vista

📖 Much improved now



ParaPub.com

Finding Time to Write

📖 At home or the office?

📖 Morning or evening?

📖 Designating time to write
means most of the time you are
NOT writing



ParaPub.com



Set up the Binder



Make your writing project *portable*
to make use of unexpected free time.

ParaPub.com

Convince Your Literary Agent you are an Extrovert

📖 CSP Logo

📖 At last your certification pays dividends



📖 Attach lists of your

📖 Speech descriptions

📖 Website URL

📖 Client list

📖 On-air appearances

📖 Print clippings

📖 ezine, with circulation figure

ParaPub.com

Recite Your Promotion Track Record



"You can't build
a reputation on
what you're
going to do."
--Henry Ford

ParaPub.com



Offer Publisher to Co-Publish

📖 Order an estimated two-year supply of books

📖 Pay printer at invoice cost

📖 Win-Win: you and publisher get the book for less

📖 Printing is a *quantity game*

📖 The more your print, the lower the per-unit cost

📖 Sell books BOR (Back of the Room)

ParaPub.com

Poll



What stage are you in your book project?
(If you have more than one project,
you will raise your hand more than once.)

1. Thinking & Planning
2. Writing
3. Production (setting type or going to press)
4. Promotion (the book is out)

ParaPub.com

Henry Kissinger

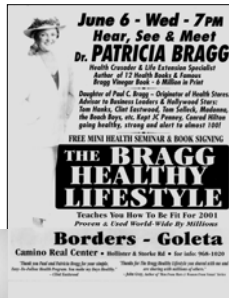


When you are a celebrity . . .

ParaPub.com

Mini Seminars (not autographings)

- ☞ Store provides the roof--only
- ☞ Author provides the audience
 - ☞ Use FRA list
 - ☞ (Friends, Relatives, Associates)
 - ☞ Invite everyone you know within driving distance
- ☞ Promote related books
 - ☞ Get "credit" for all books sold



"Don't do autographings.
Do mini-seminars."
--Terri Lonier



ParaPub.com

Back of the Room (BOR) Sales

- ☞ Must make money in front and back of room
 - ☞ Books, reports, audios, etc.



ParaPub.com



Raleigh Moved Books up Front

- ☞ Place books on table
 - ☞ In *front* of the room to side of platform
 - ☞ "Continuous communicator"
- ☞ Or at every-other seat
 - ☞ With order blanks



Raleigh
Pinskey

ParaPub.com

During Seminar: Explain Your Books



Writing
(Column one
of the
handout)



109 tips on
writing &
publishing
A gift book



How to write
with a
collaborator



Publishing,
Marketing,
Promoting &
Distributing



ParaPub.com

Booth Setup

Note
book
posters



ParaPub.com

Book Poster

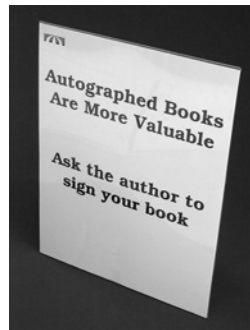
- 📖 Color photocopy enlargement
 - 📖 About \$40
- 📖 Velcro tabs on back for carpeted air-walls
- 📖 24" tall. Laminated.
 - 📖 Can be rolled to fit in luggage



ParaPub.com

This Sign Sells More Books

- 📖 BOR sales
- 📖 Exhibits
- 📖 Autographings



ParaPub.com

Badge or Button



Gets the
conversation
started on your
favorite subject—
Your book

About \$4 each

ParaPub.com

Radio & TV Interviews

- 📖 Most of the people being interviewed have a book
- 📖 12 ways to get on radio & TV
- 📖 Start with Phoners from home



ParaPub.com

Review Copies

- 📖 Promoting your book
 - 📖 Review Copies
 - 📖 The most effective and least expensive form of book promotion
 - 📖 About \$4.75 each
 - 📖 Cheaper than an ad



ParaPub.com



How Many Magazines?

<http://ParaPublishing.com>

- 📖 90+ categories
 - 📖 820 Business
 - 📖 81 Managers
 - 📖 126 Parenting
 - 📖 296 Cooking
 - 📖 55 Horses
 - 📖 59 Real Estate
 - 📖 565 Health
 - 📖 247 Seniors
 - 📖 Etc.



ParaPub.com

Getting Review Copies from your Publisher

- 📖 Publisher won't send books to you
 - 📖 Thinks you will sell the books BOR
- 📖 Send list of magazines & newsletters
 - 📖 "Do you want to send them or should I?"
- 📖 They do not want the licking & sticking work

ParaPub.com

Articles



- 📖 Your Book Promotion Assets
 - 📖 Reservoir of material: Your book
 - 📖 Ability to write
 - 📖 The credibility of a published author
- 📖 Recycle your content. Put it to work.
 - 📖 Wring more value out of it
 - 📖 Column



ParaPub.com

email Announcements



- 📖 Broadcast to your house list & email address book
 - 📖 Ask them to *forward* the announcement
- 📖 No spamming



ParaPub.com

Online Promotion



Go where potential clients gather

- 📖 Blogs
- 📖 Listservs
- 📖 Websites
- 📖 Amazon annotations

Spend time on line

ParaPub.com

Listservs (Cheap Consulting)



- 📖 PUB-FORUM. <http://www.pub-forum.net/>
- 📖 SELF-PUBLISHING. <http://finance.groups.yahoo.com/group/self-publishing/>
- 📖 PUBLISH-L. <http://www.publish-l.com/>
- 📖 SmallPubCivil. <http://finance.groups.yahoo.com/group/smallpub-civil/>
- 📖 Fiction_L. <http://www.webrary.org/rs/flmenu.html>
- 📖 Children's Books. <http://www.egroups.com/search?query=youngchildrensbooks>
- 📖 Children's Books. <http://groups.yahoo.com/group/CBpublishing/>
- 📖 IND-E-PUBS. eBooks. <http://www.ind-e-pubs.com/>
<http://groups.yahoo.com/group/ebook-community/>
- 📖 POD Publishers http://finance.groups.yahoo.com/group/pod_publishers/
- 📖 Publishing Design <http://groups.yahoo.com/group/publishingdesign/>
- 📖 Book Signings/Mini Seminars. <http://groups.yahoo.com/group/booksigners/>
- 📖 Copy Law. <http://groups.yahoo.com/group/copyright-future/>

ParaPub.com



Don't Have Time to Write Just Now?

- ☞ Then collect info for your book (and speeches)
- ☞ Magazine articles
- ☞ Photocopies of pages from books
- ☞ Interview transcripts
- ☞ Transcribe your speeches
- ☞ Photos
- ☞ Put them in a drawer

ParaPub.com

Johnny The Skydiver



Bob Sinclair & Johnny Carson before their jump in 1968

ParaPub.com

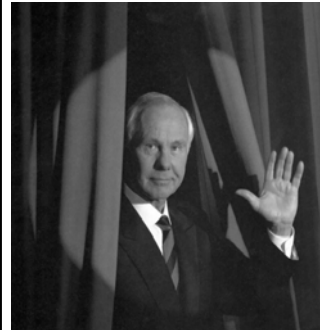
Johnny Carson was an Introvert



You have an advantage

ParaPub.com

Thank You



Johnny Carson

ParaPub.com

Questions

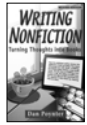


ParaPub.com

Summary

- ☞ Convince your agent & publisher you are not an introvert
- ☞ Get writing help
 - ☞ You do not have to be the *writer* to be the *author*.
- ☞ Offer to co-publish
- ☞ Get a binder—make the project portable.
- ☞ Promote your book—Yourself.

ParaPub.com



My name is
Dan Poynter

and

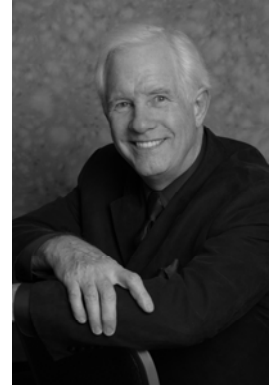
I don't want *you*
to die with a book
still inside you.



ParaPub.com



D
Z
E
A
N
E
H



ParaPub.com