



# Publishing Poynters

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



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[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com); <http://ParaPub.com>; 1-800-PARAPUB  
For the Small Print, scroll to end.

### IN THIS ISSUE FROM PARA PUBLISHING

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

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## A. ParaNews



### 1. AUTOGRAPH BOOKS AT THE BEA BOOK FAIR

According to Autographing Coordinator Dave Holton: "With a reduction in the number of authors attending BEA, this is the year that your author can truly connect with booksellers and librarians in

our autographing programs.” The deadline to signup is 10 March. Contact Dave Holton 252-449-7580. [dholtan@aginet.com](mailto:dholtan@aginet.com)

## 2. IS ONE COUNTRY USING ISBN SYSTEM TO CONTROL PUBLISHING?

A book must have a book number before it can be formally published. Not just anyone can issue a book number: only licensed publishers have the capability to apply to GAPP to obtain one.

[http://www.danwei.org/media\\_regulation/sorry\\_guangdong\\_no\\_books\\_for\\_y.php](http://www.danwei.org/media_regulation/sorry_guangdong_no_books_for_y.php)

## 3. ARGO ANNOUNCES INSURANCE FOR ONE-BOOK PUBLISHERS

They say: Any self publisher, one book publisher, POD publisher, one title publisher, vanity or subsidy publisher wishing to know the astonishingly low (lower than ever before) cost of a publishers errors and omission liability policy, will be able to go to our website, answer a few typical application questions, receive approval to order the policy, pay for the policy via PayPal, and receive the approval to download the actual policy; then and there – all in a space of about 6 minutes.

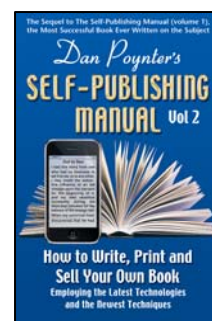
Contact Mike Mansel, 800-669-3140 or 925-682-7001 ext 119.

This is a preannouncement. See the website in early April. [www.publiability.com](http://www.publiability.com).









## 4. THE SELF-PUBLISHING MANUAL, Volume 2

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

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



### You will discover how easy it is to:

-  Build your book rather than just *write* it—and copyright it in your name.
-  Print a small quantity and keep a small inventory.
-  Multipurpose your “book” into downloadable, CD, and eBook versions and others.
-  Wring maximum value out of your “book” by spinning off audios, videos, magazine excerpts, foreign-language editions, and more.
-  Bypass the publishers and go directly to a short-run book printer.
-  Set up your own publishing company and take the tax breaks.
-  Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
-  Promote your book for virtually no costs via social media.

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

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

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

<http://www.parapublishing.com/sites/para/bookdisplay.cfm?id=586&name=Main>

+1-800-ParaPub, +1-805-968-7277

## 5. NOVELISTS MOVE INTO eBooks

Danielle Steel, John Grisham, Stephen King and Tom Clancy have agreed to allow their novels to come out as eBooks in this quickly-growing market.

[http://news.yahoo.com/s/ap/20090219/ap\\_en\\_ot/books\\_danielle\\_steel;\\_ylt=AnK\\_G6KmMGAZD0BRZ\\_QjQkHZREhkF](http://news.yahoo.com/s/ap/20090219/ap_en_ot/books_danielle_steel;_ylt=AnK_G6KmMGAZD0BRZ_QjQkHZREhkF)

## 6. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

Your address book may show

[dpoynter@impulse.net](mailto:dpoynter@impulse.net) or another old address.

Please make the change now.

## 7. HERE COMES THE eBook REVOLUTION

At what temperature do electronic books catch fire? We are going to find out sometime this year because eBook sales are about to ignite. Authors are writing specifically for the eBook and ignoring print. There are six reasons why.

<http://reseller.co.nz/reseller.nsf/feat/936AAD17BF9EDEC0CC2575660012FD28>

## 8. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>

## 9. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Antwerp, Bloemfontein, Calgary, Cape Town, Columbus, Ft Lauderdale, London (ON), London (UK), Los Angeles, Mannheim, Marquette, Miami, Missoula, Nashville, New York, Orlando, Paris, Pewaukee, Phoenix, Pittsburgh, Singapore, Sydney, Tampa, Valley Forge, Vancouver, Washington, Radio/Teleseminars/Webinars (everywhere).  
(MORE to be announced soon).

See the ParaCalendar on these content-filled seminars, below.

See ALL the listings. Dan will visit some states/provinces/countries several times.

<http://parapublishing.com/sites/para/speaking/calendar.cfm>



## 10. SELF-PUBLISHERS: SURVIVORS OF THE BOOK INDUSTRY

<http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2009/02/24/moneytales022409.DTL>

**11. TO CHANGE YOUR SUBSCRIPTION ADDRESS** to this ezine, please go to <http://parapublishing.com/sites/para/resources/newsletter.cfm>. Unsubscribe your old address and subscribe your new one.

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

>**SEND YOUR NEWS ITEMS** to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

NOW, SIT DOWN AND WRITE SOMETHING

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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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## B. ParaTips



### 1. IT'S YOUR INTERVIEW- TAKE CONTROL

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



Over the years so many clients of mine had said to me " They didn't ask me the right questions.....bla bla bla" It does not matter what they ask you! Your job is to take control of the interview. Have five main points you will get in every interview. The first one sets the stage- and shows why YOU are an expert. Make it about 90 seconds and then take a break and let the host ask a question. If they don't jump in- then keep on going on to point #2. Each point is designed to teach and to have the audience fall in love with you. Don't SELL SELL AND SELL - that is he best way to make sure the audience will NOT buy your book or product. Make them love you and they will buy....

What happens if they ask you a "crappy question? We'll talk about that in the next newsletter...

### 2. BECOME INDISPENSABLE

-- 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).



Learn everything you can about a show or publication and about their competition. Ask a reporter or producer what other stories they're working on. Offer to help them with other topics that they might like to see. Helping media professionals will lead to strong working relationships and then to increased publicity for you.

### 3. BOOK DESIGN: HOW WILL PENCIL ILLUSTRATIONS WORK FOR PRINTING FOR THE INSIDE OF MY BOOK?

--- Karrie Ross 310-397-3408 <http://www.BookCoverDesigner.com>  
[covers@KarrieRoss.com](mailto:covers@KarrieRoss.com) Design, Consulting, Coaching, Marketing & Branding



You need to be very careful when you scan pencil. That being said, it's used a lot. If your image is an outline, the line needs to be as solid as possible and in a 2B or softer pencil.

If your illustration is a full out image shaded etc, when it's scanned you need to be sure that you don't lose any of the mid-tones or make the darker areas more solid than you wanted. Pencil has a 'shine' quality when scanned that you might have trouble with.

Your illustrator should know how to draw to get the best results from today's technology, be sure you let them know how their final product will be used. They might also offer the service of scanning them for you. Or you might find a professional imaging house to scan for you.

Each medium has a unique production process for them. It's a good idea to have an open conversation with the illustrator and printer before work is done to get the best results for your final product. If you have any other questions about your book, please feel free to contact me.

Remember, do something every day toward your book and promotion.

### 4. WHEN TO SEND REVIEW COPIES

-- Meryl K. Evans, Content Maven for Hire, <http://www.meryl.net/>  
 Twitter: <http://www.twitter.com/merylkevans>



As a book reviewer, I believe it is never too late to send books for review. Any book review that comes out later helps keep the book out there and in the public. Not all reviewers have the luxury of reviewing ASAP. It also helps to contact the reviewer directly and ask rather than sending the book and pray. I often review nonfiction books covering business, marketing, technology, writing and so on. Then how did one brilliant author's PR team figure out I would love to review a book about adopting a cat. They wasted a book as I donated it because I've never reviewed so much as a book on animals. Besides, I'm a dog person. Cat lovers -- I do appreciate your cats as long as they're yours. :)

### 5. 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://parapublishing.com/sites/para/resources/maillist.cfm>

## 6. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See

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

## 7. PRESS KIT 101

-- Brian Feinblum, Planned Television Arts, Chief Marketing Officer  
[feinblumb@plannedtvarts.com](mailto:feinblumb@plannedtvarts.com) 212-583-2718



Brian Feinblum is the chief marketing officer of Planned Television Arts, the nation's largest and oldest book promoter. He has written hundreds of press kits for both best-selling authors and unknown, first-time authors. Please consult [www.plannedtvarts.com](http://www.plannedtvarts.com) or contact Brian at: [feinblumb@plannedtvarts.com](mailto:feinblumb@plannedtvarts.com) 212-583-2718

A press kit is a valuable tool that every author must have if he or she is serious about pursuing media coverage for their new book. A press kit can be used to solicit the media in hopes it will spark a story or interview idea. It can also help facilitate the interview process once the media agrees to cover your book.

A press kit, at the very least consists of the following:

- A press release (1-2 pages)
- Your biography (1 page)
- 7-10 suggested interview questions (1 page)

However, more advanced press kits typically add on:

- Q & A (2-4 pages)
- Best story angle developed into a summary (1 page)
- 2<sup>nd</sup> best story angle developed into a summary (1 page)
- Select book excerpts (1-2 pages)
- Testimonials/ Review excerpts (1-2 pages)
- Reprints of 2-3 best articles/reviews (2-3 pages)
- A fact or statistic sheet (1 page)

You may also have material on things pertaining to your previous books, your business (if it's related to your book), or your topic (general info about the subject matter).

Your press kit is not your Web site, though the text of the kit should be available by e-mail as an MS Word document or as a PDF. Electronic press kits, with the bells and whistles are nice, but sometimes can sacrifice quality content for catchy style. The printed press kit should be contained in a glossy, two-pocket folder, with each piece layered on top of the other, so that one can open the folder and glance at the contents. Insert your business card and contact information. If you have a visual (your

photo or the book cover) go ahead, and include it, but most artwork is sent electronically if the media requests it.

A signed cover letter-- even a short hand-written note attached to the kit --is a must. Get to the point, because they won't read beyond the opening line if they don't see the headline.

Lastly, if you want to stick out, send something along with the press kit. Don't resort to gimmicks or bribes or useless T-shirts, but if you think something of perceived value that is relevant to your book will get someone's attention go for it!

## 8. 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>



## 9. WORD TRIPPER

--Barbara McNichol, [www.barbaramcnichol.com](http://www.barbaramcnichol.com)

**Birth, berth** – "Birth" is the act of bearing offspring; the event of being born; the time when something begins; origin; lineage. "Berth" means a shelf-like sleeping space, as on a ship, airplane, or railroad car; sufficient space for a ship to maneuver; a space for a ship to dock or anchor; a job or position. "The sailor read a letter announcing the *birth* of his son while lying in his *berth* in the middle of the Pacific Ocean."



## 10. SPRING INTO BOOK FESTIVALS

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



Book festivals are a great avenue for promoting your title and putting you in direct contact with book enthusiasts. This article from Publishers Weekly offers great information on 27 upcoming book festivals

<<http://www.publishersweekly.com/article/CA6637854.html?rssid=192>> . Check out the festival websites for more information on which ones might be the right fit for you.

## 11. HOW TO GET BIG NAME TESTIMONIALS FOR YOUR BOOK: One Author's Story

--Susan Kendrick, President of Write To Your Market, Inc., specializing in book cover copywriting, branding, and coaching, [www.WriteToYourMarket.com](http://www.WriteToYourMarket.com)

(This article is part two of a four-part series on testimonials.)

One of the questions we get asked most about book covers, websites, speaker materials, media materials, and other marketing vehicles, is "How do I get testimonials?"



My last article, "Want Killer Testimonials? Write Them Yourself," presented some basic background

and how-to's on how to write those testimonials for your quote sources to review and approve. What I want to do now is show you a good example of an author who learned to be very self-sufficient about getting big-name experts and bestselling authors to endorse her book. Part of that process involved, you guessed it, helping to craft those testimonials herself.

She Got 20 Big-Name Quotations -- from Brian Tracy, John Assaraf, Debbie Allen, and more!

Laura Cardone, founder of Profits With Purpose, Inc., is the author of *Motivation at Work: Transform Your Business in Six Extraordinary Steps*. As you can see on her book back cover (click on the link at the end of this article), she ended up creating that copy almost exclusively from those big-name endorsements, which she got all on her own. She originally started out with more sales copy. But, when those endorsements came pouring in, she saw an opportunity to give her book tremendous credibility and used those quotes instead. She even quoted herself from her book, putting her in good company with these other bestselling authors. And, if you think Laura's back cover endorsements are impressive, check out Laura's front cover (see link, below) and the endorsement from Brian Tracy.

Two Things You Can Learn From This Book Cover ... and This Author

To see the rest of this article, Laura's book front and back covers, and her website pages, please click on the following link, <http://bookcovercoaching.blogspot.com/2009/01/how-to-get-big-name-testimonials.html>.

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

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

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# C. ParaResources



## 1. SKYLINE INTRODUCES PLAGIARISM- DETECTOR 8.0

Plagiarism Detector checks batches of source files in PDF, DOC, RTF, PPT, and TXT format against the Google search index.

<http://www.econtentmag.com/Articles/ArticleReader.aspx?ArticleID=52628>





## D. ParaThoughts



### HOW TO SAVE THE PUBLISHING INDUSTRY-SELLING SEASONS

--Dan Poynter

The large (NY) publishers have been around much longer than the smaller publishers. When we started in the business, the rules were already made. We saw the huge advances, were saddled with slow-paying stores and we suffered from returns.

The worst quirk in the industry was the concept of selling seasons; three per year. They were adhered to so that the publishers' sales reps could make the rounds of the stores, show them the covers of next season's books and take the orders back to the publisher.

Times change. Now we have **chain stores** so one sales call might sell books into 900 stores.

Now we have **online stores** that do not require a visit because, blessed with infinite shelf space, they accept all books.

And the **independents**? Over the past 25 years, their sales have dropped to 8% of the total and are continuing to decrease.

Why spend so much money to send reps on sales calls to the wide-spread stores for so little business?





One distributor got the message. Midpoint Trade runs a very tight ship. They serve the chains and the online stores only. They avoid the independents.

There are two major categories of books: Entertainment (called fiction) and information (called nonfiction). Most fiction is timeless but most information is only valuable when it is new.

The larger publishers put most books through an 18-month production cycle. They can "crash" a book and get it out sooner but they rarely do.

Distributors can crash a book too. They can get your book to the online stores and the chains in a couple of weeks--if you ask.

#### Here are your Marching Orders:

-  Post your book at Amazon (they have 20% of the market and are growing).
-  Post your book at other online bookstores (Totaling 31% of the market.)
-  Approach the chains (33% of the market). Avoid Borders--they seem to be in trouble.
-  Convert your title to eBooks.

Fortunately, the smaller publishers are more nimble than the Gang of Six in New York. We can change directions quickly.

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

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

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# E. ParaFreebies



## 1. WENDY BURT-THOMAS INTERVIEWS DAN POYNTER

See <http://askwendy.wordpress.com/category/dan-poynter/>

## 2. LIST YOUR BOOK(S) FRÉE ON THE PARA PUBLISHING WEB SITE.

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

## 3. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - FRÉE.

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

## 4. HERE IS A LINK TO A FRÉE BETA NITRO PDF FILE TO WORD CONVERTER

--Paul Krupin

See <http://www.pdfword.com/>

When you enter the site use the word 'nitro' as the key code.

I have used the Nitro primo PDF file converter happily for many months now. This PDF file to MS-Word RTF file format may be very helpful to some of you.

Paul J. Krupin - Direct Contact PR, Reach the Right Media in the Right Market with the Right Message  
<http://www.DirectContactPR.com> [Paul@DirectContactPR.com](mailto:Paul@DirectContactPR.com)

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

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Writers and publishers love this newsletter. Why not forward it to them?

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## F. 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>

**2009**

**March 8 – March 30**

**AROUND-THE-WORLD SPEAKING ITINERARY**

March 11-12. PARIS. The Association Française des Conférences Professionnels (AFCP). Dan Poynter to provide a keynote address. <http://www.association-conferenciers.com/>

March 13–14 ANTWERP. Professional Speakers Association of Holland. (PSA-Holland) Antwerp, Belgium. <http://www.psaholland.org>

March 19. SINGAPORE. Dinner with Dan. Royal Plaza on Scotts. Discuss your book project with Dan. Limited to nine. Register with Patrick Ang, +65 (6443) 9404 (Off), +65 (9853) 1380 (mob), [patrick.anglh@gmail.com](mailto:patrick.anglh@gmail.com)  
Only cost is your dinner. 6:00 PM

March 21-22. SINGAPORE. Book Camp. 9-5. Fmi: Dr Mel Gill and Patrick Ang. Fmi: +65 (6846) 6168, [drmelgill@gmail.com](mailto:drmelgill@gmail.com).

March 26. SYDNEY, Dinner with Dan. Sheraton on the Park. Limited to nine. Contact to register" [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. 6:00 PM.

March 27-29. SYDNEY. 19<sup>th</sup> National Speakers Association/Australia convention. Fmi: 1-800-090-024, [Secretariat@NationalSpeakers.asn.au](mailto:Secretariat@NationalSpeakers.asn.au), <http://www.NationalSpeakers.asn.au>

### **April 5 – April 23. AROUND-THE-WORLD SPEAKING ITINERARY**

April 10. BLOEMFONTEIN, South Africa. Bloemfontein Flying Clubs. Fmi: Johan Naude, [johan.naude@mangaung.co.za](mailto:johan.naude@mangaung.co.za), (083) 492-8300.

April 11. BLOEMFONTEIN, South Africa. Bloemfontein Skydiving Centre. Fmi: Johan Naude, [johan.naude@mangaung.co.za](mailto:johan.naude@mangaung.co.za), (083) 492-8300.

April 16-19. CAPE TOWN, South Africa. 3<sup>rd</sup> Global Speakers Summit. South Africa. Fmi: Richard Mulvey, 0861 – 444888, [richard@richardmulvey.com](mailto:richard@richardmulvey.com), <http://www.nsasouthafrica.co.za/>, <http://www.iffps.org/>

April 19. CAPE TOWN, South Africa. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Register with Val Waldeck, +27 (0) 83 273 4700, <http://www.ValWaldeck.com>  
3:00 PM. (Tea).

April 20. CAPE TOWN, South Africa. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model programme. Evening. Fmi: Val Waldeck, +27 (0) 83 273 4700, [yWaldeck@telkomsa.net](mailto:yWaldeck@telkomsa.net)

May 6. MILWAUKEE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Site TBD. Contact to register" [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. Only cost is your dinner. 6:30 pm.

May 7. PEWAUKEE, Wisconsin. Turning Speeches into Books. National Speakers Association, Wisconsin Chapter (NSA/WI). Fmi: Robert Ian, (608) 523-4208, [robertian@robertian.com](mailto:robertian@robertian.com), <http://www.wisconsinspeakers.com/>

May 8. NASHVILLE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Contact to register" [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. Only cost is your dinner.

May 9. NASHVILLE. National Speakers Association/Tennessee chapter. Fmi: Raeus Cannon, [raeus@CannonSystems.com](mailto:raeus@CannonSystems.com), <http://www.nsatennessee.com/>, (615) 378-0120

May 15. MARQUETTE, MI. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Site TBD. Contact to register" [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 16. MARQUETTE, MI. Upper Peninsula Publishers & Authors Association (UPPAA). 2009 Annual Conference. Fmi: Walt Shiel, 906-523-4118, [WShiel@SlipdownMountain.com](mailto:WShiel@SlipdownMountain.com), <http://www.uppaa.org/>

May 22. LONDON, ON. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Oscar Taylor's Restaurant. To register, contact [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 23. LONDON, ON. Canadian Association of Professional Speakers/SW Ontario chapter. Dan Poynter on book writing, publishing and promoting.

Fmi: Greg Schinkel (519) 685-2116, [gschinkel@uniquedevelopment.com](mailto:gschinkel@uniquedevelopment.com), <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=276>

May 25-27. NEW YORK. Publishing University by the Publishers Marketing Association (PMA). Fmi: [info@pma-online.org](mailto:info@pma-online.org), 310-372-2732 , <http://www.PMAonline.org>

May 28-31. NEW YORK. Book Expo America (BEA Book Fair), Javits Center. Fmi: <http://www.bookexpoamerica.com/>

July 17. PHOENIX, Arizona. Global Speakers Network meeting, prior to the NSA convention. <http://iffps.org/meetings.html>

July 18-21. PHOENIX. National Speakers Association (NSA/US) Convention. Phoenix, Marriott Desert Ridge. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

August 15. TAMPA. Dan Poynter on book writing, publishing and promoting. NSA/Central Florida. Fmi: <http://www.NSAcentralFlorida.com>

August 28-30. MISSOULA, MT. Parachute Industry Association. Holiday Inn, Downtown. Fmi: <http://www.PIA.com>

September 11-12. MANNHEIM. German Speakers Association (GSA).

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

September 13. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention.

<http://iffps.org/meetings.html>

September 19. VANCOUVER, BC. Turning Speeches into Books. Vancouver chapter of the Canadian Association of Professional Speakers (CAPS). Fmi: Ron Grender, [ron.greender@gmail.com](mailto:ron.greender@gmail.com), 778-688-7065

<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:30 PM.

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500.

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

October 10. FT LAUDERDALE. Turning Speeches into Books. The full New Book Model Program. Florida Speakers Association. Westin Hotel. Fmi: George Chismark, +1-561-630-7766, [info@florida-speakers.org](mailto:info@florida-speakers.org), <http://www.florida-speakers.org/>

November 9. AMSTERDAM. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, [victor@acquirol.nl](mailto:victor@acquirol.nl)

November 12. LONDON, UK. "Turning Experts into Published Authors" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, [mindy@bookmidwife.com](mailto:mindy@bookmidwife.com), [www.bookmidwife.com/november10](http://www.bookmidwife.com/november10), <http://www.BookMidwife.com>.

November 13-15. LONDON (area). Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakers.org](mailto:admin@professionalspeakers.org), +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November 19-22. PHOENIX. National Speakers Association (NSA/US) Fall Conference. Arizona Grand Resort. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

December 6-8. CALGARY. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

December 11-13. UAE. PSA/ME. Professional Speakers Association/Middle East University/convention. <http://www.PSAme.org>

## 2010

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

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

May 31-June 2. WASHINGTON. Publishing University by the Publishers Marketing Association (PMA). Fmi: [info@pma-online.org](mailto:info@pma-online.org), 310-372-2732 , <http://www.PMAonline.org>

June 3-June 6. WASHINGTON. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 17-20. ORLANDO. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

November 12-14. MIDLANDS area, UK. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakers.org](mailto:admin@professionalspeakers.org), +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

**2011**

June 6-8. LAS VEGAS. Publishing University by the Publishers Marketing Association (PMA). Fmi: [info@pma-online.org](mailto:info@pma-online.org), 310-372-2732 , <http://www.PMAonline.org>

June 9-12. LAS VEGAS. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

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**G. ParaHumor**



## **INEFFECTIVE DAILY AFFIRMATIONS**

- \* I have the power to channel my imagination into ever-soaring levels of suspicion and paranoia.
- \* I assume full responsibility for my actions, except the ones that are someone else's fault.
- \* I no longer need to punish, deceive, or compromise myself. Unless, of course, I want to stay employed.
- \* In some cultures what I do would be considered normal.
- \* I honor my personality flaws, for without them I would have no personality at all.
- \* I am grateful that I am not as judgmental as all those censorious, self-righteous people around me.
- \* The first step is to say nice things about myself. The second, to do nice things for myself. The third, to find someone to buy me nice things.
- \* Blessed are the flexible, for they can tie themselves into knots.
- \* Only a lack of imagination saves me from immobilizing myself with imaginary fears.
- \* Does my quiet self-pity get to you or should I move up to incessant nagging?
- \* Today I will gladly share my experience and advice, for there are no sweeter words than "I told you so."
- \* False hope is nicer than no hope at all.
- \* A good scapegoat is nearly as welcome as a solution to the problem.
- \* Just for today, I will not sit in my living room all day watching TV. Instead I will move my TV into the bedroom.
- \* Who can I blame for my own problems? Give me just a minute... I'll find someone.
- \* I will find humor in my everyday life by looking for people I can laugh at.
- \* The next time the universe knocks on my door, I will pretend I am not home.
- \* To have a successful relationship I must learn to make it look like I'm giving as much as I'm getting.

(Generic Smiley)

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## The Small Print

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 PO Box 8206, Santa Barbara, CA 93118-8206 USA. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009  
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