



Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

ParaNews (What's happening)

ParaTips (Guidance/advice on specific issues)

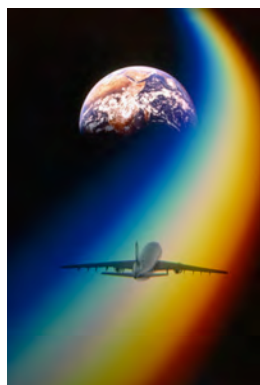
ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



Home for Thanksgiving; Montreal next.

--**Dan Poynter, The Book Futurist.**

Guiding Publishers to the Next Level in Book Promotion



ParaNews



BOOK EXPO AMERICA REDESIGNS WEBSITE

The BookExpo America (BEA) Web site has been completely redesigned to make it easier to find the information you're looking for.

Keep up-to-date on BEA 2011 event updates, news and other show specials by joining over 12,000 of your industry colleagues on all of the Social Networking sites—[Twitter](#), [LinkedIn](#), and [Facebook](#)! Follow **#bookexpo** on Twitter year-round for the latest show and industry news.



Take a tour to learn about all the new features on the completely revamped BEA Web site.

<http://bookexpoamerica.com/BEA-Site-Tour/>



WORLD'S WORST JOB? Book Censor in Iran

Pity the poor book censors in Iran. Unloved by writers, publishers and readers, they confront a backlog of books they must read and approve before they can be distributed to the general public.

<http://www.sacbee.com/2010/11/11/3177280/worlds-worst-job-book-censor-in.html>

SOCIAL MEDIA REPLACING EMAIL AND TELEPHONE

More than 60% of respondents in a global social media study use social media to stay in touch with family and friends while traveling; more than a third (36%) say they'd rather log on than make a call to share good news.

<http://bit.ly/gkSQJ9>

KINDLE BOOKS CAN BE READ ON 7 DEVICES

Amazon has the largest collection of eBooks.

See the entire list of free downloadable Kindle reading programs.

<http://amzn.to/etZXrj>

Amazon to sell older-model Kindles starting Black Friday for \$89. Current models are \$139.

http://news.cnet.com/8301-17938_105-20023747-1.html



LIGHTNINGSOURCE OPENING IN AUSTRALIA

The Lightning Source plant in Australia will be Ingram Content Group's fifth networked book manufacturing facility. Lightning Source North American facilities include its headquarters in La Vergne, Tennessee, and a plant in Allentown, Pennsylvania.

Lightning Source international locations include a large-scale operation in Milton Keynes, UK, central to London that serves the European region and a facility in Maurepas, France, a joint-venture with Hachette Book Group.

The INGRAM logo, featuring the word "INGRAM" in a bold, blue, sans-serif font.

The new operation in Australia will manufacture both paperback and hardcover black and white interior books. With a digital library of over 4.4 million books, Lightning Source has printed and delivered over 99 million books on behalf of publishers around the world.

Ingram Content Group's Lightning Source facility in Australia is expected to begin operation in June 2011.

<http://bit.ly/ej5qBI>

YEAR ONE IN JAPAN FOR eBOOKS

The Japanese media is calling this Year One for eBook publishing in Japan, although only half a year has passed since the arrival of the iPad in May.

The logo for "The World's Window on Japan The Japan Times ONLINE". It features the text "The World's Window on Japan" in a small font above "The Japan Times" in a large, serif font, with "ONLINE" in a smaller font below it.

Novelist Ryu Murakami, with Banana Yoshimoto standing beside him, held a press conference to announce the formation of a company for authors to directly publish and sell eBooks without going through traditional publishers.

The Kindle, iPad, and Nook are the greatest threats to legacy publishers.

<http://search.japantimes.co.jp/cgi-bin/ed20101121a2.html>

DAN POYNTER CAN SHARE A SPEECH WITH YOUR GROUP

There are many presentations on book writing, publishing and promoting to choose from.

A. Writing Books



📖 SO YOU WANT TO WRITE A BOOK

An Introduction to Writing, Publishing and Promoting

📖 THE NEW "BOOK" MODEL

How to write, publish & promote your nonfiction book

📖 WRITING YOUR NONFICTION BOOK

Converting Your Knowledge & Research into the Written Word

📖 CHILDREN'S BOOKS:

On the *move*.

📖 YOUNG AUTHORS

How They are Writing and Reading

📖 WRITEAHOLISM - Humor

Just say NO to keyboards

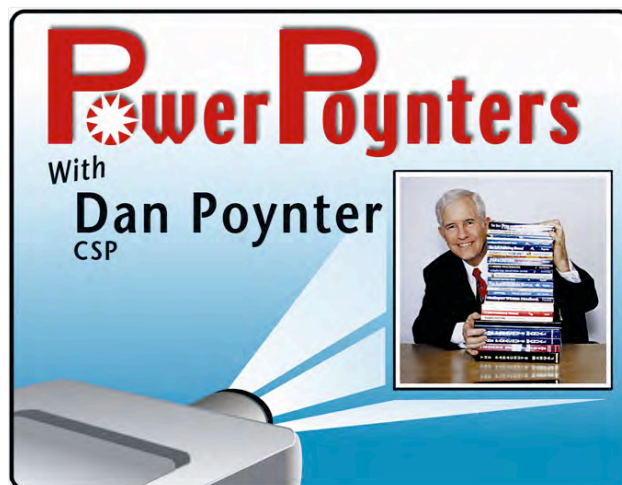
B. Publishing Books

📖 BOOK PRODUCTION

Printing eBooks, Audiobooks, Apps & More

📖 PACKAGING

Great Titles Sell More Books



C. Book Promoting, Marketing & Distributing

📖 BOOK PROMOTION

For Writers, Introverts & Other Reluctant Marketers

📖 SOCIAL NETWORKING FOR BOOKS

Confirming Subjects and Finding Markets

📖 SELLING BOOKS ABROAD

Through Remote Marketing

D. The Book Publishing Industry

📖 PUBLISHING INDUSTRY OPPORTUNITIES

Book Publishing: Past, Present & Future

📖 I LEARNED FROM THAT

📖 THE ADVANTAGES OF BEING A SMALLER PUBLISHER.

See **Speech Descriptions** for detail

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

'GET GOOGLICIOUS WEEK'

December 6th – 16th

Successful Book Writing & Publishing with Dan Poynter. December 14th.

The book publishing industry is changing. Dan is the leading authority on book publishing and a valuable resource. Follow his easy step-by-step program. You'll discover:

- Why now is the best time to become an author
- The fastest way to write and promote your book - even when you don't have time
- How to avoid publishing scams.

Join us for 'GET GOOGLICIOUS WEEK' December 6th-16th

See <http://getgooglicious.com/>

BORDERS TO CLOSE 17 SUPERSTORES AFTER THE HOLIDAY-SALES SEASON

BORDERS.

The stores were selected for closure after a review of each store portfolio; they failed to meet Borders' business objectives.

<http://bit.ly/fywO50>

FEDEX AND UPS TO RAISE SMALL PACKAGE RATES

FedEx and UPS are increasing envelope and small package shipping rates for 2011.

<http://news.bookweb.org/news/fedex-and-ups-raise-small-package-rates>





ParaTips



ALWAYS SAY "THANKS"

by Rick Frishman- Publisher Morgan James Publishing

<http://www.morganjamespublishing.com>



Whenever some one introduces you, recommends you, endorses you, speaks well of you or helps you in any way, quickly and clearly express your gratitude. Say thanks as soon as possible while you are still enthusiastic and can fully communicated the depths of your feelings.

Thank everyone who has been kind, warm and pleasant or done a good job. Express your appreciation on the spot clearly and let them know how much their assistance means to you.

People remember your thanks; it makes them feel happy that they helped you. When you boil it down, thanking others is recognizing and acknowledging their efforts and, unfortunately, it isn't expressed often enough. Saying thanks costs absolutely nothing and it takes but seconds to state, but provides a great way to make people happy. And, as a result, they will usually remember and think fondly of you. When you make those who help you feel pleased, they will usually make even greater efforts to assist you again.

Expressing your appreciation is an important part of following up. It opens the door for closer, warmer and frequently more productive interactions.

More tips at <http://www.rickfrishman.com>

RECESSION-PROOF YOUR BUSINESS

--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.



If you're thinking of cutting your business' publicity during these tough economic times, think again. It's times like this that you have to get your company's name out there more than ever.

You never want people to think, "What ever happened to (your business)...." Maintaining your publicity efforts prevents that from happening and helps you get business – even in tough times.

BOOK DESIGN: TYPEFACES AND READABILITY OF YOUR INTERIOR

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



The interior of your book is just as important as the cover. Once your book is purchased you'll need to hold the readers attention. Certainly good content has a lot to do with it. Good editing and proofing as well. But the real reading is done from the typography that is set... designed, formatted, sized and styled to hold the readers attention and make them feel comfortable and not want to put your book down.

We have been "taught" by exposure to feel comfortable with reading a typeface with "little feet" otherwise know as serifs. Typefaces such as Times Roman and Garamond are know as serif faces and when used for your interior text will give your reader an easy read. Typefaces such as Ariel and Futura are known as san-serif (without little feet) and are best used for heads, subheads or chart and graphs. Although I've seen several books using a san-serif for the body text, which is to be considered a matter of preference. Be sure to request test pages of your text layout for your approval before your book is formatted. More [information](#) on book design.

IF you need more [book design information](#) call me or visit my website. Remember, do something every day toward your book and promotion. Karrie Ross, [Book Designer](#) , Coach & Consultant

WORD TRIPPER

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

Already, all ready

"Already" is an adverb meaning previously or by this time, and refers to an action. "It's *already* too late to go."

"All ready" is an adjective phrase meaning completely prepared. "She's *all ready* to go."



FACEBOOK BEST PRACTICES

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



Facebook is a powerful social media tool that helps authors and experts develop meaningful connections with a loyal group of followers. In fact, Facebook has surpassed Google as the number-one most visited site in the U.S., hosting over 500 million active users. Of those users, 42 percent have household incomes above \$75,000 (statistics via PRNewswire). With that in mind, here are a couple of best practices to employ on your Facebook page:

- **Keep Your Message Relevant:** Make sure that your message is meaningful to your platform and draws on your expertise.
 - **Post Daily:** Make an effort to post at least once a day five times a week, but no more than three times a day.
 - **Post at Peak Times:** Research shows that in the U.S., Facebook users are on most at 11 a.m., 3 p.m., and 8 p.m. EST Monday, Tuesday, and Wednesday with traffic declining into the weekend. Plan your posts accordingly.
 - **Encourage Interaction:** Respond to your fans, say thank you for their kind words, and be ready to answer questions. Ask them to share your posts or to give you feedback on what kind of content they would like to see. Also, let them jump in to answer questions or to defend any negativity before you respond. This builds credibility for your brand.
 - **Change It Up:** Straight text is not as effective as links, video, and pictures, so be sure to change up the type of posts you share. Video gets precedence in the Top News feed in your followers Facebook page. That's true whether it's loaded directly into Facebook or shared as a link from Youtube.
- These are just a few simple tips to get your started. Above, all it's important to remember that Facebook is "social" media, so interact with your fans and don't be afraid to experiment to figure out what works best for you.

HALF TITLE

--Peter Beren, 510-821-5539, peterberen@aol.com. Publishing Consultant and Literary Agent w/30 years experience will help you reach your goals. www.PeterBeren.com



Half Title, noun.

A title page in which the title stands by itself, with no other information on the page. The half title page is often the first printed page of a book and is followed by the title page. Also known as the "bastard title page."

Example in context: Did we leave enough room for the half title page?

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>



SUPPLYING PHOTOS TO EDITORS

--Cathi Stevenson, <http://www.bookcoverexpress.com>

When supplying author photos to promote an article or interview in print or online, offer a few choices to the editors, and don't make them all typical headshots. Include a casual shot and perhaps a photo of you engaging in some activity that's mentioned in the book.

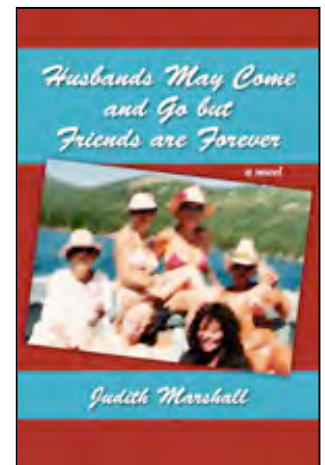


For instance, if the book is about gardening, include a photo of you planting bulbs; if the book is about writing, then an image of you working while curled up on your sofa is an option; if it's a cook book, put on your cooking gloves and have someone take a few shots while you whip up one of your recipes.

MATCH YOUR FONT SIZE TO YOUR TARGET AUDIENCE

--Judith Marshall, Author of *Husbands May Come And Go But Friends Are Forever*
www.judithmarshall.net

The target audience for my novel, *Husbands May Come And Go But Friends Are Forever*, is women over forty. With that in mind, I used a larger font for the interior text with an additional half space between the lines. Although it added to the final page count, many readers have expressed their appreciation for the easy-to-read format.



WRITING IN A SPIRAL

--Naomi Rose, Book Developer, Writing from the Deeper Self



There is something about writing that seeks its own healing ~ rather than, say, seeking to explain or persuade ~ that often tends to find its deepest expression in a "spiral pattern." We all know what a spiral looks like: a curved line that begins at the center and gradually winds its way outward around that center; or we could also see it as a curved line that begins on the periphery, following its way closer and closer, smaller and smaller, until it reaches the center. Either way, it looks just the same to the eye; but to the artist drawing that spiral ~ or to the writer writing into it ~ it makes a difference where you begin the spiral from.

The spiral does not start and stop in a linear, gridded way, but emerges from the beginningless place of Being and winds upward and outward, allowing (as with a spiral staircase) glimpses of the very same territory with each turn and rise of the spiral, but each time from a different perspective. So one could look at, for example, a particularly trying time in one's adolescent years from the spiral-height of middle age, and recognize not only certain persisting patterns but also a concomitant deepening within that allows

a clearer, more compassionate perspective to arise. Spirals, when seen vertically, repeat, but not exactly: offer themes and variations, as well as the opportunity to spiral out into something entirely new and wondrous, something as amazing in our own lives as a galaxy is to the larger cosmos. And even if, by the law of spiraling, they will at some point arc back on a return loop and show us what is still with us from earlier times and awareness, they also open up a very real possibility of moving into previously unknown territory and taking the whole of us with it.

I am a big proponent of *seeking* through writing: of beginning with a burning desire to be present to healing, or of a question, or simply the desire to be present to what comes. After many years of being taught to write the other way (completely prepared, outline in hand, points marshaled and ready to line up and explain), I have come to the conclusion that this time-honored way of writing leaves much out ~ specifically, the inner being of the person who is doing the writing. And so writing is one place where I become courageous and inherently trusting (despite my own arising doubts and fears, at times): trusting that if I come close to what I do not yet know, if I wade barefoot in its waters lapping the shore, something in those waters ~ some meaningful attraction between my land self and my water self ~ will open up understandings and images, even internal music, that I could never have gotten close to by planning things all out ahead of time.

Writing into the spiral can heal, in a most touching, tender way. The next time you feel empty or yearning, or something calls you to write it even though you don't know what "it" is, you might remember the spiral. Just start writing where you are, and see what opens up out of what you write (as you are vividly, intimately present with it). See what the writing is spiraling around: what is the center, where do the arcs go? You may enjoy it; and you will find that you are being written on, as surely as the other way around. Copyright © 2010 by Naomi Rose. All rights reserved.



Every week 140,000 hard drives crash in the United States.

CATCHY DESCRIPTION AND SELLING BOOKS

--Dan Poynter

Understanding the past helps us to plan for the future. Discover why people bought Lucky Strike cigarettes (female demonstration of liberation), Ivory soap (it floats in the bathtub), bananas (potassium is good for you), bacon (goes well with eggs) and books (make you look smart). The story of Edward Bernays. Fascinating.

<http://www.bestsellerauthors.com/blog/2010/11/14/what-are-the-latest-social-media-tricks/>



YOU KNOW YOUR QUERY LETTER SUCKS WHEN ...

"You Haven't Given Them a Reason to Trust You"

--Jeff Rivera, founder of <http://www.HowtoWriteaQueryLetter.com>

Have you ever been on the phone with a friend of yours and your friend can't hear you or they don't recognize your voice? They can be rude, down right mean, "Who?? Who is this?!" they demand.



Yet, once they realize who you are, their entire tone changes. You can feel that scowl in their forehead melt and a smile in their voice. Why? Because they know who you are.

Referrals are an aspiring author's best friend. If you can find someone the literary agent knows to recommend you or at least someone who will allow you to use their name in an introduction, you will be ten steps ahead of everyone else.

When someone else refers you or recommends you to an agent, you are brought in at that same level. You don't start from ground zero, like all the other aspiring authors. No, you are on a whole other plane. You can see some examples of great query letters that used this technique successfully here: <http://tinyurl.com/25t2mkj>

Always, always, always get the person's permission to use their name before you mention them. They may even be kind enough to give the literary agent a call or email to let them know that you'll be reaching out to them.

If you know someone the agent knows, mention that in the very first sentence. Do this and you'll be one step closer to landing an agent.

If you would like to see an example of query letters that worked, visit: <http://www.HowtoWriteaQueryLetter.com>

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

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Do you regularly forward this newsletter to friends, family members and associates?

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ParaResources



WHERE TO GET WHAT YOU NEED? Recommended Suppliers From Dan Poynter

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

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



THE 5TH ANNUAL NATIONAL INDIE EXCELLENCE BOOK AWARDS ARE OPEN FOR SUBMISSIONS!



<http://www.indieexcellence.com>

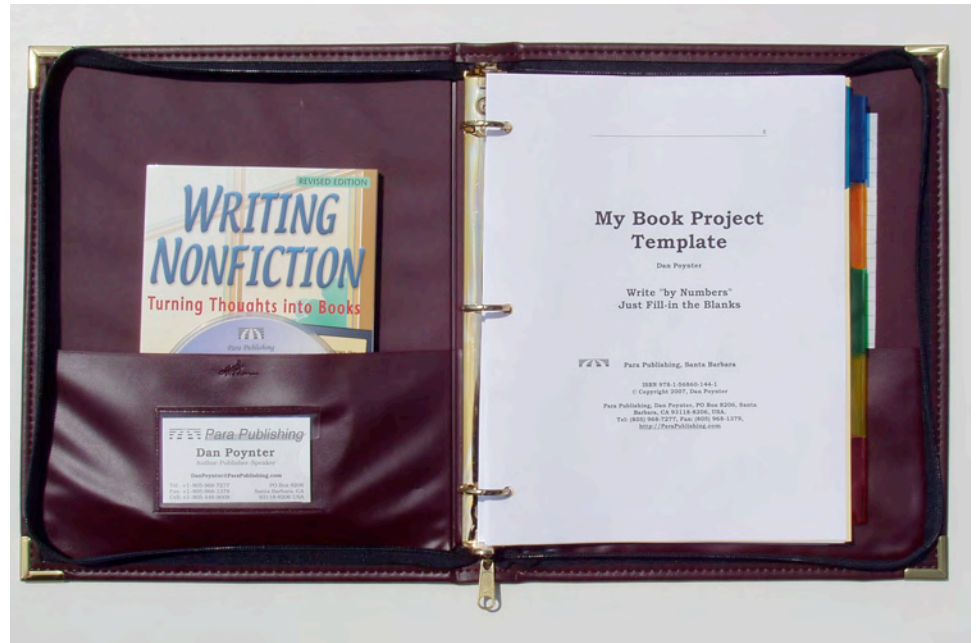


CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC. The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See <http://www.ibpa-online.org/programs/programs.aspx>

WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum. Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.



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

This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

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

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



FOLLOW DAN POYNTER ON TWITTER

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

GET HELP WITH YOUR PROJECT



BOOK SHEPHERDS are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book

Shepherds are:

Zip Code/ Country	Name	Email	Website
01035	Shel Horowitz	shel@PrincipledProfit.com;	www.frugalmarketing.com
06001	Brian Jud	brianjud@bookmarketing.com;	www.bookmarketingworks.com
07930	Barbara Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314/9225	Mike Vezo	mvezo@mac.com;	HelpUPublish.com
3	Bobbie Christmas	bobbie@zebraeditor.com;	www.zebraeditor.com
30188	Janice Phelps	authors@janicephelps.com;	www.janicephelps.com
45701	Lisa Pelto	lisa@conciergemarketing.com;	www.conciergemarketing.com
68137			http://www.bookconnectiononline.com
77041	Rita Mills	rita.mills@comcast.net;	www.greenleafbookgroup.com
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80015	Judith Briles, PhD	judith@briles.com;	www.TheBookShepherd.com
85226	Linda Radke	info@FiveStarPublications.com;	http://www.FiveStarPublications.com
87505	Ellen Kleiner	blessingwy@aol.com;	www.blessingway.com
89509	Jacqueline Simonds	jcsimonds@beaglebay.com;	www.beaglebay.com
90212	Ellen Reid	bookshp@mac.com;	www.bookshp.com
90245	Jan King	jan@janbking.com;	www.janbking.com
91304	Alan Gadney	info@onebookpro.com;	www.onebookpro.com
91504	Ernie Weckbaug		
	h	casag@mail.ez2.net;	www.casagraphics.com
	Robert Goodman	rg@silvercat.com;	www.silvercat.com
92130			

92653	Sharon Goldinger	pplspeak@att.net;	www.detailsplease.com/peoplespeak
93103	Gail Kearns	Gail@topressandbeyond.com;	www.topressandbeyond.com
94304	John Eggen	info@topressandbeyond.com;	www.missionmarketingmentors.com
94801	Peter Beren	John@MissionMarketingMentors.com;	
95437	Cynthia Frank	peterberen@aol.com;	www.peterberen.com
95476	Simon Warwick-Smith	cynthia@cypresshouse.com;	www.cypresshouse.com
96753	Jackie Pias	Bunyip@vom.com;	www.warwickassociates.net
Canada	Carlin Florio	jcarlin@hawaii.rr.com	http://WriteOnMaui.com
Canada	Graham Serena	BFG@SimonTeakettle.com;	www.SimonTeakettle.com
Canada	Williamson Andrew	Ph.D	
Malaysia	Shum F.P.	info@bookcoachpress.com;	www.bookcoachpress.com
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		mindy@bookmidwife.com;	www.bookmidwife.com

The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.
Interview several to see what each one can do for you.

If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://parapublishing.com/sites/para/resources/supplier.cfm>

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

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

**ALL
THE BEST!**

SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. See <https://www.smashwords.com/books/view/2730>

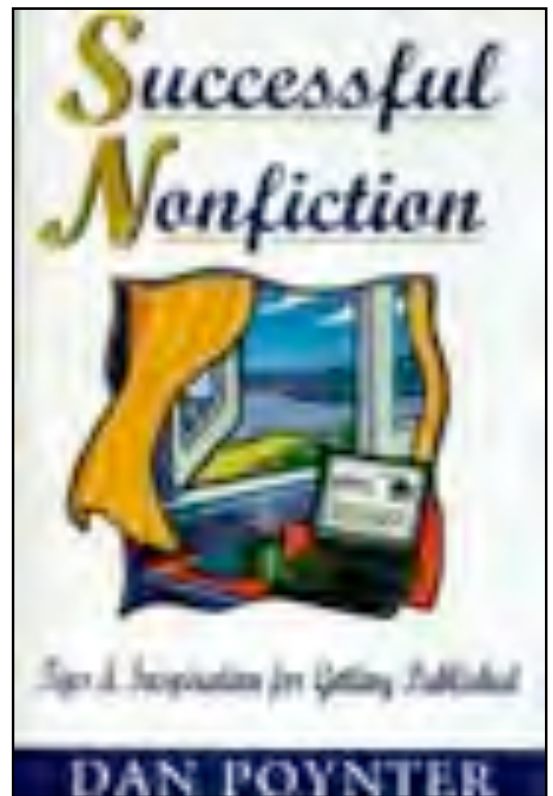
Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.

Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.

This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.

You can also get this \$14.95 paper book at Amazon.

[HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR_1_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1](http://www.amazon.com/successful-nonfiction-inspiration-getting-published/dp/1568600615/ref=SR_1_1?ie=utf8&s=books&qid=1246915530&sr=1-1)



The mobile App economy will total \$17.5 billion USD by 2012 and downloads across all handsets will soar from 7 billion in 1009 to 50 billion in 2012.

TEE SHIRT FOR WRITERS

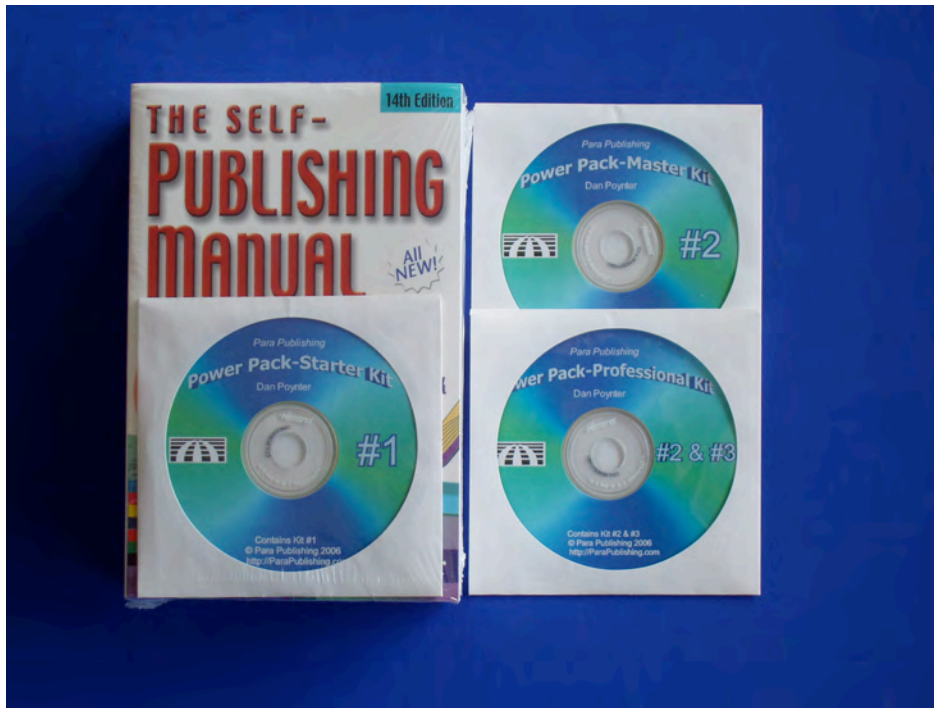
Delightful and fun.

See

<http://www.zazzle.com/writers+tshirts>

POWERPAK

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



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

4 "pBooks" -- Books on paper:

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

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

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

Plus:

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

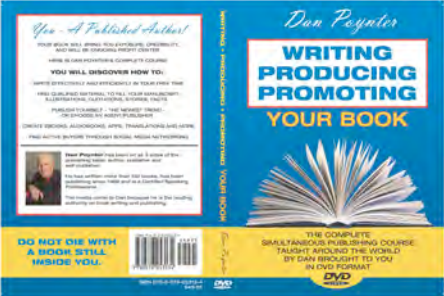
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ParaThoughts



THE PRINTED BOOK SHOULD COME FIRST

--Dan Poynter, the Book Futurist, <http://ParaPublishing.com>

During my publishing programs, I'm often approached by members of the audience who tell me that they would like to work on their audio product first and delay the publication of their book.



My reply is always the same.
The printed book must come first.

An audiobook or other audio product will not bring you the credibility of a printed book.

You will also need printed books for promotion. You will send them to blogs, websites, and forum contributors on your book's subject. You will also send them to opinion molders and thought leaders in your field. You want them talking about your book. For most subjects, this means an initial pressrun of 500 books.

Do not waste your time on alternative products or premature promotion.

Focus all of your time and attention on the printed book. Once it is off to the printer

- 📖 You have the file for the eBook, it is almost done.
- 📖 You have the script for the audiobook, it is nearly done.
- 📖 You have the file for the LARGE PRINT book (for the visually impaired and reading challenged). It is nearly done.
- 📖 You have all of the material for an iPhone app.

So your printed book should come first, it has your basic content.
Then you can spin off other formats or editions.

Go for the credibility first and then go for the money.
Wring maximum value out of your work.

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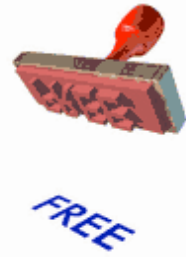
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WORKING WITH PUBLIC INFORMATION OFFICERS



I've posted the full text of my booklet "Working with Public Information Officers" online at <http://www.workingwithpios.com> . It's also available on Amazon in print form, and surprisingly, we still get a fair number of orders for the print version. The booklet is a supplement for my book "Explaining Research" <http://www.explainingresearch.com>

--Dennis Meredith
Web site: www.ExplainingResearch.com
Blog: www.ResearchExplainer.com
Consulting: www.DennisMeredithConsulting.com

F-R-E-E WRITER'S TIPS FOR MAKING LINE DRAWINGS for stories, how-to books and magazine articles

-- Marko Mikulich, author of "Illustrate Your Self-Published Book"

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<http://www.erd.com/writer-tips.htm>

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ParaCalendar



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ALSO SEE THE CALENDAR ON OUR WEBSITE:

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2010



December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

2011

January 15. SUNNYVALE. California Writers Club, Santa Clara Valley Branch/South Bay Writers. 9-1 PM. Dan Poynter on How to Write, Publish and Promote your book. FMI: Nina Amir, 408-353-1943, cpywrtcom@aol.com, <http://www.southbaywriters.com/>

February 11-18. RENO. Parachute Industry Association.

FMI: <http://PIA.com>

February 18-20. ATLANTA. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia.

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

March 12. CAPE TOWN, South Africa. Book Camp with Val Waldeck of Durban.
FMI: +27 (0) 83 273 4700, vwaldeck@telkomsa.net, <http://www.ValWaldeck.com>

March 14, CAPE TOWN, South Africa. Dan Poynter on *PowerPoint Tips & Tricks* and *Speaking Disasters*. Professional Speakers Association of Southern Africa (PSASA), Cape Town Chapter. 19:00 – 21:00 hours. FMI: Mark Berger, Mark@MarkBerger.co.za

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



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



April 13. A Global Speakers Network meeting and other events will be held on April 13th. NOORDWIJK, near Amsterdam.

<http://www.psaholland.org/>



April 14, 15 and 16. NOORDWIJK, Netherlands.

Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.

<http://www.psaholland.org/>

SOUTH AFRICA. APRIL 29 – MAY 1. CAPE TOWN.

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



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

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

May 21-23. NEW YORK. IBPA Publishing University

Fmi: <http://www.PMA-online.org>

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:

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

MALAYSIA. May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention.

http://www.maps.org.my/events_up.asp

SINGAPORE. May 28.



Asian Professional Speakers-Singapore. Annual convention.

http://www.asiaspeakers.org/apss/component/option,com_joomevents/Itemid,83/func,shcatev1/categid,4/

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



NSA/US Convention.

[Marriott Anaheim](#). Location Phone: +1-714-750-8000

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

GERMANY. GSA Sept 2011. Munich.



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

<http://www.germanspeakers-association.de/>



UNITED KINGDOM. October 6-9. Midlands area.

Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.

Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming

2012

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=986&show=upcoming

USA. July 14-17. Indianapolis.



NSA/US Convention.

Marriott Hotel.

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

UNITED KINGDOM. October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.

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