



# Publishing Poynters

Book and Information-Marketing  
News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

## IN THIS ISSUE FROM PARA PUBLISHING

**ParaNews** (What's happening)

**ParaTips** (Guidance/advice on specific issues)

**ParaResources** (Sources of helpful information)

**ParaThoughts** (Editorial)

**ParaFreebies** (Giveaways)

**ParaCalendar** (Dan may be coming to visit you)

**ParaHumor** (We saved the fun for last)



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## THE GLOBAL EBOOK AWARDS



The nomination process closed last night. The gala awards ceremony will be in Santa Barbara on Saturday, August 20. For details, see

<http://awardsforebooks.com/awards-ceremony-2011/>





# ParaNews



## J.K ROWLING MAY CHANGE BOOK PUBLISHING



After a suspenseful buildup, J. K. Rowling has **announced** that **Pottermore.com** will be an eBookstore, exclusively selling Harry Potter ebooks and digital audiobooks.

Pottermore could shake up digital publishing as much as the Harry Potter books first shook up print publishing over a decade ago.

<http://bit.ly/jAyvMu>

The ebooks will be *DRM-free* (albeit digitally watermarked with the identity of the purchaser), meaning that they will not be locked into any one device or platform.

<http://bit.ly/IDwS2s>

<http://bit.ly/lrSk2D>



### Overheard:

If big authors do not need big publishers then what are big publishers for?

--Lynda D. Brown, Spoken Word Press.

## **"YOU NEED A BOOK BUT..."**

--with *New York Times* best selling author Michael Levin.

You need a book but...you don't have the time to write it yourself.

Or you need a book but you don't *want* to write it yourself.

Or you're not quite sure what to write!

The good news is that you can write a book in much less time than you think...without hiring a ghostwriter or spending a lot of money.

In an exclusive one-hour webinar, Michael Levin will show you how to organize, write, rewrite, and publish the book of your dreams. It might be a business book to use as a marketing tool for your company or practice. Or a memoir for your family, your friends, and the world. Or any other kind of book that you know you need to produce.

Michael will give you a clear, straightforward, inexpensive process for making a book happen and will take all of your questions about how to make your desire to become an author a reality...easily and quickly.

Dan Poynter is an admirer of Michael (and vice versa!) and recommends this seminar to anyone thinking about becoming an author.

The **webinar** will take place Tuesday, July 12, at 5 p.m. Eastern, 2 p.m. Pacific time.

Registration is limited. To secure a place, please contact Lily Bui toll-free at 800 637 6856, or by email at [Michael@Businessghost.com](mailto:Michael@Businessghost.com). If you call, please leave your name, phone number, and email address on your message so we can get you the dial-in information.

It's time to write your book!



During the first quarter of 2011, Amazon spent \$630,000 lobbying the federal government regarding online sales tax rules, data protection, privacy concerns and other issues.

## **REMEDY FOR INTERNET PIRACY**

Americans who illegally download songs and movies may soon be in for a surprise: They will be warned to stop, and if they don't, they could find their Internet access slowing to a crawl.

After years of negotiations with Hollywood and the music industry, the nation's top Internet providers have agreed to a systematic approach to identifying customers suspected of digital copyright infringement and then alerting them via e-mail or other means.

<http://nyti.ms/qQrivF>

## THE CANTON REPORT

### What happened at the BEA Book Fair this year?

--Alan Canton.

Each year, author/publisher Alan Canton roams the book fair with notebook and camera. Now you can read and see what he discovered.

2011: <http://asaturdayrant.blogspot.com/2011/06/bea-diary-2011.html>

Here are the previous 10 years!

2010: <http://asaturdayrant.blogspot.com/2010/06/bea-diary-2010.html>

2009: <http://asaturdayrant.blogspot.com/2009/06/bea-2009.html>

2008: <http://asaturdayrant.blogspot.com/2008/06/bea-diary-2008.html>

2007: <http://asaturdayrant.blogspot.com/2007/06/bea-diary-2007.html>

2006: [http://asaturdayrant.blogspot.com/2006\\_05\\_01\\_archive.html](http://asaturdayrant.blogspot.com/2006_05_01_archive.html)

2005: <http://asaturdayrant.blogspot.com/2005/06/bea-diary-2005.html>

2004: <http://www.adams-blake.com/wpab/rantlist/rant6-12-2004>

2003: <http://www.adams-blake.com/wpab/rantlist/rant6-7-03>

2002: <http://www.adams-blake.com/wpab/rantlist/rant05-11-02>

2001: <http://www.adams-blake.com/wpab/rantlist/bea2001diary>

2000: <http://www.adams-blake.com/wpab/rantlist/bea2000diary>



85% percent of Amazon's top book reviewers have received free products from publishers, agents, authors and others.

## EREADER OWNERSHIP OUTPACING TABLETS

The percentage of U.S. adults with an e-reader grew from 6 percent to 12 percent between November 2010 and May.

At the same time, the survey (of 2,277 adults aged 18 and over) suggested that some 8 percent of adults owned a tablet PC in May, a three-point increase from November 2010. Out of all adults surveyed, 3 percent owned both an e-reader and a tablet.

A recent In-Stat survey of 1,000 U.S. respondents found that some 38 percent owned a tablet, versus 26 percent with an e-reader. The research firm went on to estimate that global e-reader shipments will hit 40 million by 2015, only to be outpaced by tablets.

<http://bit.ly/k832Rq>

## WRITERS' CONFERENCE WITHOUT THE TRAVEL

You're creative and smart with so much to share – so much to give. You're passionate and you CARE. So, why aren't you published? Why aren't your ideas and experience written between the glowing covers of a b.o.o.k.?

So many gifted healers, coaches, and trainers allow the nagging voice of their high school English teacher stop them dead in their tracks.

Those of us with experience in publishing know – it doesn't have to be that way!

~Even if your typing is the 2-finger variety...

~Even if you don't know a gerund from a diphthong...

~Even if you wonder where you'll find the time...

You can still see your genius on the printed page.

We're going to show you how at the upcoming Telesummit\_

*"Get Your Book Done NOW! (even if your grammar s\*\*cks)"*

Want to cut to the chase? OK, here's the link for more...

[www.WriteYourBestSellerNow.com/telesummit.htm](http://www.WriteYourBestSellerNow.com/telesummit.htm)

We've put together a covey of experts that will take you from overwhelmed to overjoyed when you hold your first copy before 2011 is gone.

Content that grabs, titles that intrigue, book covers that sell, bios that bring you out as the expert you are. Self-publishing or contracts from the Big Houses, agents, PR, and how to roll all of these into a Bestseller. We've got it all. And it's free!

So join us on July 18 – 21, 2011

More Details Here:

[www.WriteYourBestSellerNow.com/telesummit.htm](http://www.WriteYourBestSellerNow.com/telesummit.htm)

When 8 writing and publishing experts give their insights and practical tips from getting started to getting marketed, you'll be wondering why you've waited so long to write your book.

We have a stellar line-up worth more than a \$1000 writers conference ticket (not including air fare, hotel, and meals), and you can enjoy it from the comfort of your home – at no cost.

Remember two great truths about your sweet English teacher:

1. She's not here
2. She's probably gone to her final resting place by now

This is your time. See you there!



### Overheard:

If it sounds like writing, rewrite it.

--Elmore Leonard, author.



# MASTERS

*Creating Book Marketing Ideas that Soar*



## THE MASTERS OF BOOK MARKETING COMING TO ST LOUIS

Judith will give you some tips on how to sell more books and get paid to do it. Brian will tell you how to get more, profitable sales in non-bookstore markets. And Dan will describe opportunities that are emerging as the Book Trade evolves into new forms. Some changes we like and some we fear. Discover what is happening so you can take advantage of the changes rather than be buried by them.

October 1, 2011. Hosted by the St Louis Publishers Association.

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



## EBOOK PRICE TEST

Our ebooks have been reduced in price to test whether lower prices will move more books.

<http://www.smashwords.com/books/search?query=dan+poynter>



### Overheard:

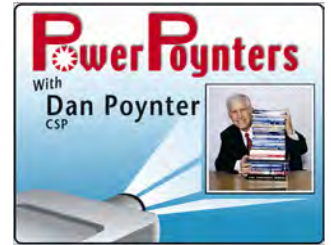
"The key dynamic at work in self-publishing is legacy publishers' loss of their lock on distribution. It used to be that if you wanted to distribute your book in meaningful numbers, you needed a partner with a sales force, and relationships with wholesalers, retailers, and printing presses. Digital has changed that."

--Barry Eisler, thriller novelist who turned down a reported \$500,000 from St Martin's Press to self-publish.

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

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>  
<http://www.youtube.com/user/PoynterDan#p/u/6/mWI0fnBu7bs>



### Overheard:

"We can't sleep through the changes going on all around us."  
-- Dana Brigham, Brookline Booksmith, independent book store.

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

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.



# ParaTips



## BE PERSISTANT!

--Rick Frishman, publisher Morgan James Publishing

<http://www.MorganJamesPublishing.com>



Are you persistent?

Every successful author and publisher has “persistent” as their middle name. You must become a promoter and sales agent for your book. That requires multiple follow-ups to any leads you have ... and constantly getting new ones. It’s drilling down to aggressively finding and then going to your buyer. Self and Independent publishing can get your book to the market three times faster than the traditional publisher. In this way, you get a quick start out of the gate; but it doesn’t stop there—now, you’ve got to keep moving.

11. Do you know who your buyer is?

The most common error we see authors-turned-publishers do is that they believe that their books are for the general masses. No, they are not. The most successful authors and publishers know who their buyer is—you may have a terrific idea for a romance series—but did you know that not all women like romance novels? And okay the ones that do may not like graphic sex scenes—they prefer just a hint? Or that some like the Jane Austen formula while others think it’s bloody boring? Yes, women are the market, but which of the markets within the market?

12. Do you have a niche?

We believe that the more you niche within the target segment, the greater your success can become. Judith published a book called *Woman to Woman: From Sabotage to Support* in the 80s. It was for the working woman—and there are lots of them. When she spoke for a community group of women in NY in the early 90s, several nurse executives heard her and encouraged her to focus on healthcare—lots of women still, just a narrower group than all working women. She did multiple studies, drilling down within the healthcare market and published another book. That was more than a decade ago. To date, three additional books have been published dealing with conflict resolution within the female dominated nursing workplace. Each book has been successful with multiple printings.

John has done the same thing within publishing. There are numerous books on marketing and sales—for everybody. His *1001 Ways to Market Your Book* is one of the

few “must haves” for authors and publishers alike. His niche.

The moral: If you drill down within a group—your group—write and publish for it. You can be the big fish. It’s better to be the whale in the pond vs. the sardine in the ocean.

13. Do you want to make money?

Traditional publishers pay 6 to 9 percent on trade paper books and anywhere from 10 to 15 percent on hardback books. Some pay on the retail sales price; most now pay on the net money received. It’s not really a good deal unless you have a runaway best-seller. If you target and niche your markets, it’s not uncommon to be able to sell at a 95 percent of the retail price with a worst case, 55 percent which is the wholesale discount. In publishing, number-crunching needs to be done. If you want to make money, independent publishing is your route; expect some zig-zags along the way. And, you need a plan—your marketing plan—to make your publishing a success.

14. Are you willing to learn about the business of publishing.

Authors are creative; it takes plenty of imaginative juice to write a book. It’s equally important once published to now direct that creative juice to the business side. As an independent publisher, you are now running a business. You are the decision maker for marketing plans, printing, fulfillment, and inventory control. You can hire people to handle it for you, but you need to know what they are doing in the first place. If you don’t, there will be trouble.

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The self and independent publishing markets are growing substantially within the book world—sales are now in the mega billions. In gross revenues, traditional publishing still outsells the independent market, but their sales are on a decline. Because of the ability of the independent publisher to get a quality book published within a shorter period of time, opportunities abound—opportunities that traditional publishers can’t respond to.

MORE TIPS at <http://www.rickfrishman.com>



The most popular ebook categories are general fiction and romance.

**BOOK DESIGN: Some interesting facts about margins and their importance.**

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

**What is a margin?**

It’s the space between the trim edge and the text box copy area. They boarder your text box at the top, bottom, outside and inside or gutter edge. This is what I consider ‘white-space’ and helps keep the text in a safe space called the “live area” of the layout file.



### Some things to know about margins for your cover and interior:

1. Margins overall can vary in size depending on the look and readability you are looking for in your design.
2. Interior margin: The gutter margin, the inside or binding edge, should be wider than the outside margins, this will put less stress on the binding edge and spine when the book is opened and read.
3. Margins in general, do best when they measure at least .5 inch for top, bottom and outsides, and at least .75 for gutter margins.
4. If your margin is too small/narrow, you might lose some of your content when the final printed book is

trimmed. Offset print trimming seems to be more accurate than the POD print trimming.

5. Cover: Maintaining proper cover margins can make or break your book cover design for the front and the back. Getting too close may cut off important information.
6. Cover: There are different standards for each type of cover, paperback, hardcover dust jacket or litho-wrap.
7. Note to remember: When you have your interior formatted be sure to pay attention to the margins.

*Remember, do something every day toward your book, web-presence, product, service and promotion.*

Karrie Ross, [Book Designer Web-presence Branding, Coaching & Consulting Services](#)



### Overheard:

Writing, when properly managed, (as you may be sure I think mine is) is but a different name for conversation.

--Laurence Sterne, novelist and clergyman (1713-1768)

### Tips for Using StumbleUpon to Up Your Visibility

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



This week, Galley Cat posted an interview [http://www.mediabistro.com/galleycat/stumbleupon-ceo-we-refer-almost-as-much-traffic-as-facebook\\_b25544?c=rss](http://www.mediabistro.com/galleycat/stumbleupon-ceo-we-refer-almost-as-much-traffic-as-facebook_b25544?c=rss) with Garrett Camp, CEO of StumbleUpon, in which he noted that the "discovery engine" refers almost as much traffic as Facebook, and that the service has "just under 15 million registered users doing 800 to 850 million Stumbles a month." With numbers

like that, authors with strong, share-worthy web content have a great opportunity to increase their readership.

StumbleUpon is a social bookmarking and rating site where users can favorite, rate, comment on, and tag web content. Fellow StumbleUpon users discover that content by seeing what their SU network is sharing, by “Stumbling” through highly rated web pages, and by Stumbling through pages in certain categories (everything from Heavy Metal to Alternative Health to Books). To give you an idea of how it works, the first three results you might pull up after clicking the Stumble button on your toolbar might be: an owl made of coffee <http://a.imageshack.us/img809/1363/coffeei.jpg> , a Flickr photo of an incredible treehouse <http://www.flickr.com/photos/chucksutherland/3977773445/sizes/l/> , and the Fiction page of a site called ReadPrint <http://www.readprint.com/> which describes itself as a “free online books library for students, teachers, and the classic enthusiast.”

To help people Stumble Upon your pages, create an account, install the toolbar in your browser, and begin rating and sharing high-quality content—your own and other people’s. Do not share too much of your own, and do not share content that will not interest browsers and friends. When you submit a page to SU, you’re invited to create tags and write a review, so be sure to mark your content with plenty of appropriate tags to increase its discoverability. If you find that a particular site is bringing you a lot of traffic, you can also rate that page, increasing its traffic and, in turn, your own.



### **Overheard:**

When you say that you agree to a thing in principle, you mean that you have not the slightest intention of carrying it out.  
--Otto von Bismarck, statesman (1815-1898)

## **YOU KNOW YOUR QUERY LETTER SUCKS WHEN ...**

### **"You Don't Grab Them in the First Sentence"**

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

Agents are so busy nowadays they won't even give a query letter an entire paragraph to grab them.

If you've passed the first test, what I like to call the scan test (meaning it looks professional at first glance), then you'll be lucky to go on to the next test: the first sentence.

They might be patient enough to even give you the first few sentences but Honey, if you don't have it together by then, you can kiss your chances of landing that agent goodbye. There are so many different ways to grab an agent.



These are 5 of the techniques I use for my clients. I've ghost written over 100 query letters for clients successfully. 100% of them have received at least 10 top agents that have requested to read their manuscript or book proposal. In other words, use these techniques -- they work. There are over 60 different examples here: <http://tinyurl.com/25t2mkj>

You don't need to use all of them, just choose one.

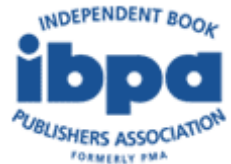


Smashwords only published 140 ebooks in 2008. Now some 25,000 authors use the young startup, and the company offers more than 50,000 ebooks.

## WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

<http://www.pma-online.org/memben.cfm>  
<http://www.pma-online.org/membonly.cfm>



According to a new study from the Book Industry Study Group, a quarter of respondents have transitioned to using digital devices to read their favorite books or periodicals, bringing the U.S. adoption rate for ebooks to about 25 percent.

## WORD TRIPPERS

--Barbara McNichol, 520-615-7910,  
[editor@barbaramcnichol.com](mailto:editor@barbaramcnichol.com).

**Bi, Semi** – “Bi” occurs every two intervals; “semi” occurs twice during a time period.  
 “I publish a *bi-monthly* newsletter, sent every other month, rather than a *semi-monthly*, which goes out twice a month.”



South Korea plans to replace all paper textbooks with electronic tablets at state-run schools by 2015

## COVERS

-- Kathleen at Parlez-Moi Press

Independent publishers take responsibility for creating or hiring someone to create their own covers. This is very important because, despite the old saw that you can't judge a book by its cover, most experienced readers have an innate sense of what a book's cover tells them about it.

Other than bad proofing and bad copy editing, nothing screams "self published!" like a badly designed cover. The most important consideration is that the cover convey the essence of the book – amusing covers for amusing books, artistic covers for literary books, direct no-nonsense covers for factual books, etc. Because I began my professional career as a typographer I am highly sensitive to typefaces. I'll write more about that later but, aside from hiring a good editor, hiring a good cover designer is the best investment you can make.



"The future of four-color children's books is the iPad (and whatever comes next.)

This is because of the cost of four-color printing, ship and truck transportation, carrying inventory, processing orders and Postal expenses.

CIPSA will only accelerate the migration."

—Dan Poynter, [ParasPub.com](http://ParasPub.com)

## GETTING YOUR BOOK INTO NON-BOOK STORES

--Elaine Wilkes, PhD, Tips from Get Your Book Into All Types Of Stores—Internet, Book and Retail Stores.

### Think outside the box for your book!

The *New York Times* just wrote that the retail stores you'd least expect are now selling books! Lowes, Anthropologie, WalMart, Sam's Club, Fry's and the list goes on. Think of all types of stores that are a great fit for your book.



For the entire article, click on this link:

<http://nyti.ms/exAwaz> <<http://nyti.ms/exAwaz>>

## FOREIGN RIGHTS SALES AND WITHHOLDING TAXES

**Bob Erdmann, President-Columbine Communications & Publications**

*A Foreign Rights Publishing Consultancy With 50 Years' Experience*

[bob@bob-erdmann.com](mailto:bob@bob-erdmann.com)

Ph: 209-586-1566

[www.columbinecommunications.com](http://www.columbinecommunications.com)



When someone from another country earns income from employment, services or sales in the United States s/he is required to pay income tax, or at least (in most cases) to obtain a tax I.D. number from the Internal Revenue Service. The same is true when an author or publisher receives royalties, a royalty advance, or a licensing fee for a foreign rights sale of a book to a publisher in a foreign country. Many foreign countries require that an income tax is withheld from the proceeds. The amounts vary from country to country. Some will require none, some may require as much as 20% or more. Certain European countries may require the standard VAT (Value Added Tax) of

approximately 19% be withheld.

Minimum taxation can be gained by securing the proper documentation needed by respective countries which completely eliminate taxation in a country such as Japan, or reduce it by as much as 50% in many other countries. In most instances minimum taxation can be achieved by obtaining a Certificate of Residency (Form 6166) from our Internal Revenue Service. Information about this can be obtained by going to the IRS web site ([www.irs.gov](http://www.irs.gov)) and scroll to Form 8802 which gives instructions about obtaining your Certificate of Residency.

India's taxes are extremely high, more than 20% without documentation. Couple that high tax rate with the typical low to moderate advances make it marginally profitable to do business there. Again, proper documentation will help. Application to the Indian government for a "PAN Card" will greatly reduce tax in that country and help with profitability.



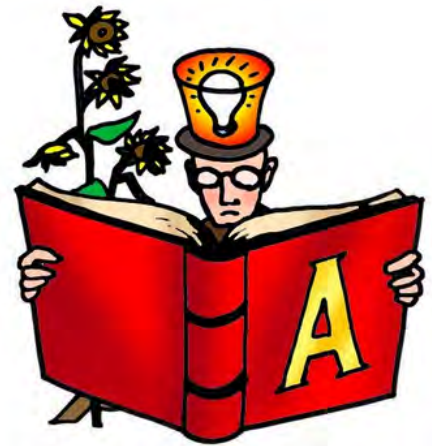
Right now, the Apple iPad owns the tablet market, but a number of new competitors will soon appear. Last week, **CNET reported** that Amazon is planning to release its own Android-based tablet PC by the Fall of 2011. Think about what a game changer that could be.

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

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

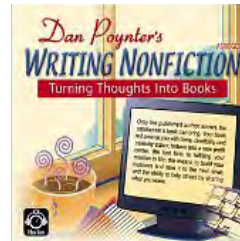


# ParaResources



## WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAXf>



### Overheard:

The challenge for New York publishers is, not competing with each other but, keeping up with the new publishers: Google, Amazon and Apple.”  
--Dan Poynter.

## QR CODES FOR BOOKS

--Dan Poynter

What are those square blocks and what can they do for authors and publishers?

Quick Response codes can make it easy and fun for people to get more information on you and your book.



See how QR codes work and your thought-wheels will start turning. You can add QR codes to bookmarks, posters and, brochures for more information.

With your iPhone, go to the App Store. Search for and install i-nigma. (free)  
Load i-nigma and scan these three QR codes below.

Contact Mary Barnett, the QR Queen, for more information.

[http://brilliantmobile.com/BrilliantMobile\\_Publishers.pdf](http://brilliantmobile.com/BrilliantMobile_Publishers.pdf)

<http://brilliantmobile.com/>

<http://www.kickstartcart.com/app/?af=1358508>

Try the QR code, above. And scroll down.

## 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
	Shel		
01035	Horowitz	shel@PrincipledProfit.com;	www.frugalmarketing.com
06001	Brian Jud	brianjud@bookmarketing.com;	www.bookmarketingworks.com
	Barbara		
07930	Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314	Mike Vezo	mvezo@mac.com;	HelpUPublish.com
	Bobbie		
30188	Christmas	bobbie@zebraeditor.com;	www.zebraeditor.com
	Janice		
45701	Phelps	authors@janicehelps.com;	www.janicehelps.com
68137	Lisa Pelto	lisa@conciergemarketing.com;	www.conciergemarketing.com
77041	Rita Mills	rita.mills@comcast.net;	http://www.bookconnectiononline.com
78704	Tanya Hall	tanya@greenleafbookgroup.com;	www.greenleafbookgroup.com
	Judith		
80015	Briles, PhD	judith@briles.com;	www.TheBookShepherd.com
	Linda		
85226	Radke	info@FiveStarPublications.com;	http://www.FiveStarPublications.com
	Ellen		
87505	Kleiner	blessingwy@aol.com;	www.blessingway.com
	Jacqueline		
89509	Simonds	jcsimonds@beaglebay.com;	www.beaglebay.com
90212	Ellen Reid	booksherp@mac.com;	www.booksherp.com
90245	Jan King	jan@janbking.com;	www.janbking.com
	Alan		
91304	Gadney	info@onebookpro.com;	www.onebookpro.com
	Lindee		
92111	Rochelle	Lindee@LRochelle.com	www.penchantforpenning.com
	Sharon		
92653	Goldinger	pplspeak@att.net;	www.detailsplease.com/peoplespeak
	Gail Kearns	Gail@topressandbeyond.com;	
93103	Gail Kearns	info@topressandbeyond.com;	www.topressandbeyond.com
94304	John Eggen	John@MissionMarketingMentors.com;	www.missionmarketingmentors.com
	Peter		
94801	Beren	peterberen@aol.com;	www.peterberen.com
	Cynthia		
95437	Frank	cynthia@cyprsshhouse.com;	www.cyprsshhouse.com
	Simon		
	Warwick-		
95476	Smith	Bunyip@vom.com;	www.warwickassociates.net
	Barbara		
	Florio		
Canada	Graham	BFG@SimonTeakettle.com;	www.SimonTeakettle.com
	Serena		
	Williamson		
Canada	Andrew	info@bookcoachpress.com;	www.bookcoachpress.com

	Ph.D		
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Singapore	Patrick Ang	patrick.anglh@yahoo.com.sg;	<a href="http://www.bookmanna.com">www.bookmanna.com</a>
South Africa	Val Waldeck	vwaldeck@telkomsa.net;	www.pilgrimpublications.biz
	Mindy Gibbins-		
UK	Klein	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.

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In January of 2011, Forrester Research **predicted** that by 2015, 82 million U.S. consumers (one-third of U.S. online consumers) will be using a tablet computer. Some analysts say that projection is too conservative.

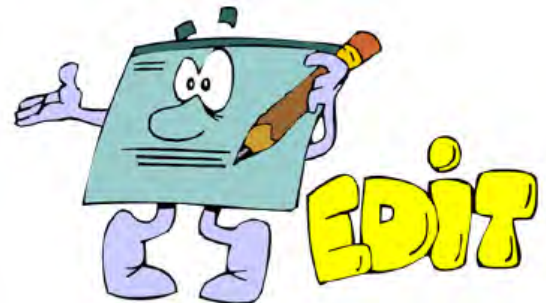
## HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

Savvy authors use editors.

See the list at <http://bit.ly/ezge8d>

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You want someone who understands and loves the subject



In the U.S., the seven Harry Potter books have 150 million copies in print with the first book, *Harry Potter and The Sorcerer's Stone*, the leader at 30 million copies.

## THE PARAPUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his findings every day. Discover where the book industry is going.

See

<http://blog.parapublishing.com/>



### Overheard:

"Many self-published authors seem to spend months writing their book, then just minutes packaging and marketing it."

--David Moody, Author.

**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://bit.ly/eE1DQo>



Schools in Indiana will no longer have to teach cursive handwriting, starting this fall. According to a state memo, students will be expected to learn keyboard proficiency instead.

## WHERE TO GET WHAT?

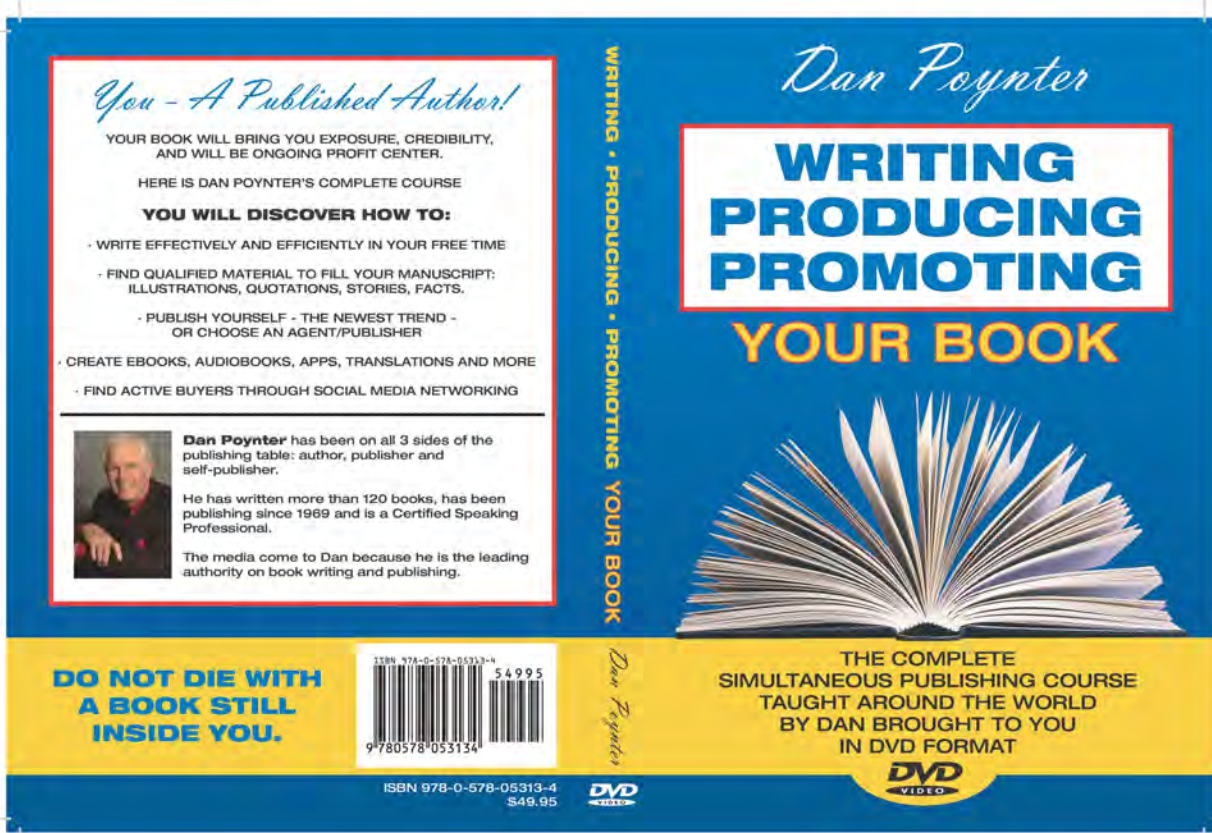
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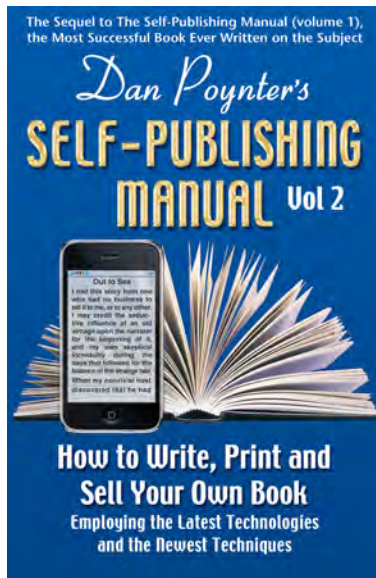
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# ParaThoughts



## IMAGINE BEING A PUBLISHED AUTHOR

—Dan Poynter, The Book Futurist.

*Imagine* your friends walking down a city street, chatting. Suddenly, they stop --- and gaze into the window of a bookshop. There are on display, is a copy of your book.

*Imagine* an executive you have been trying to reach. He has been ignoring you. Today he walks into the office of the CEO of the huge multinational company -- someone he respects. He sits down and gazes over the shoulder of the executive and there on the shelf behind the desk is your book.

*Imagine*, receiving emails from people all over the world thanking you for your research, your insight, your writing, and your generosity.

People hold books and authors in high esteem. Your book is a door opener, a five-dollar business card.

Your book proclaims you as an AUTHORITY.

Imagine.



### Overheard:

"Get that book into ebook form. Start promoting, and start on your next book. Repeat, repeat, repeat."

--Scott Sigler, Author.

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# ParaFreebies

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The Smashwords Style Guide has helped thousands of authors produce and publish high-quality ebooks.

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UPDATED LAST MONTH with new troubleshooting information for building linked Tables of Contents and NCXes. What's an NCX, you ask? An NCX provided enhanced navigation for .epub ebook customers. See Step 20 in the Style Guide)

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## HISTORY OF PROJECT GUTENBERG

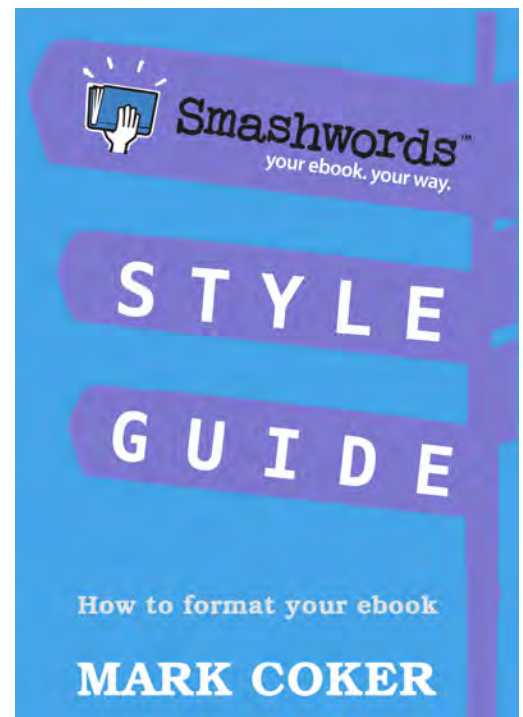
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# ParaCalendar



## **AUTHOR ON A SPEAKING TOUR.**

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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>



## **2011**

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



NSA/US Convention.

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

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

**USA.** July 30. 2 PM. Speaking Eagles meeting. NSA/US Convention.



**USA.** August 26-28. Parachute Industry Association. St Louis, MO. FMI:  
<http://PIA.COM>

**GERMANY.** GSA Sept 9-10, München/Munich.

(GSA) convention at the Hilton hotel.



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

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

**USA.** September 23. National Skydiving Museum, Hall of Fame dinner. Historic Terminal A lobby, Ronald Reagan Washington National Airport, (DCA). FMI: Nancy Kemble, [nKemble@SkydivingMuseum.org](mailto:nKemble@SkydivingMuseum.org), +1-540-604-9745.

**USA.** October 1. St Louis.

Masters of Book Marketing: Judith Briles, Brian Jud and Dan Poynter. Hosted by the St Louis Publishers Association.

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

**UNITED KINGDOM.** October 7-8. Coventry, Midlands.



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

Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504, <http://bit.ly/gREshz>



**USA.** October 22. NEW YORK. Self-Publishing Book Expo. Fmi: Diane Mancher, +1-212-353-3478 (bus), +1-917-971-4929 (mobile).

<http://www.SelfPubBookExpo.com>



**CANADA.** November 27-29. Toronto.

Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

## 2012



**USA.** February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

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

**FRANCE.** March 22-23, 2012. Paris

French Speakers Association annual convention (AFCP).  
Annual convention.



<http://www.association-conferenciers.com/>

## AUSTRALIA



March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI: <http://www.NationalSpeakers.com.au/convention>

## HOLLAND/BELGIUM



March 31- April 1???. GHENT, Belgium. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

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



PSA/UK Spring Convention.

[admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,  
<http://bit.ly/gREshz>

**SOUTH AFRICA.** April 27-29 - Durban

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



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

**MALAYSIA.** May 4-5



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

**SINGAPORE.** May 8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.



<http://bit.ly/hz539k>

**USA.** June 5-7. Book Expo America, New York.

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



NSA/US Convention.  
Marriott Hotel.

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

**UNITED KINGDOM.** October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.  
Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845  
3700 504, <http://bit.ly/gREshz>

## 2013

**USA.** July 27-30. Philadelphia, PA.



NSA/US  
Marriott Hotel, Downtown.

Convention.

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

## CANADA.



December 8-12. Global Speakers Summit.

Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

## 2014

**USA.** June 29 – July 2. San Diego.



NSA/US  
Marriott Hotel & Marina.

Convention.

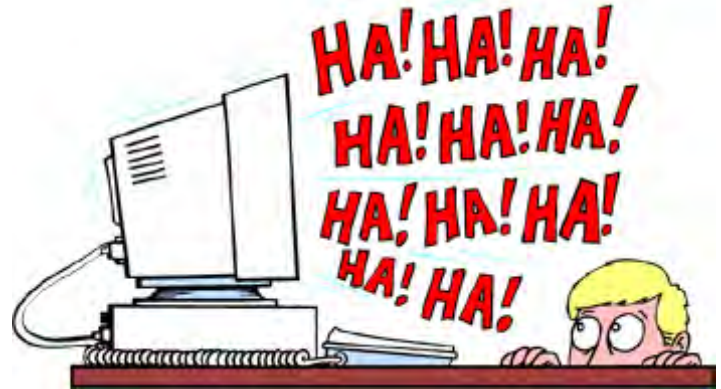
Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

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

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



# ParaHumor



## PARAPROSDOKIANS

--Marti Miller

Here is the definition: "Figure of speech in which the latter part of a sentence or phrase is surprising or unexpected; frequently used in a humorous situation." "Where there's a will, I want to be in it," is a type of paraprosdokian. Ok, so now enjoy!

1. Do not argue with an idiot. He will drag you down to his level and beat you with experience.
2. The last thing I want to do is hurt you. But it's still on my list.
3. Light travels faster than sound. This is why some people appear bright until you hear them speak.
4. If I agreed with you, we'd both be wrong.
5. We never really grow up, we only learn how to act in public.
6. War does not determine who is right - only who is left.
7. Knowledge is knowing a tomato is a fruit. Wisdom is not putting it in a fruit salad.
8. Evening news is where they begin with 'Good Evening,' and then proceed to tell you why it isn't.
9. To steal ideas from one person is plagiarism. To steal from many is research.
10. A bus station is where a bus stops. A train station is where a train stops. On my desk, I have a work station.
11. I thought I wanted a career. Turns out I just wanted paychecks.
12. Whenever I fill out an application, in the part that says, 'In case of emergency, notify:' I put 'DOCTOR.'

13. I didn't say it was your fault, I said I was blaming you.
14. Women will never be equal to men until they can walk down the street with a bald head and a beer gut, and still think they are sexy.
15. Behind every successful man is his woman. Behind the fall of a successful man is usually another woman.
16. A clear conscience is the sign of a fuzzy memory.
17. I asked God for a bike, but I know God doesn't work that way. So I stole a bike and asked for forgiveness.
18. You do not need a parachute to skydive. You only need a parachute to skydive twice.
19. Money can't buy happiness, but it sure makes misery easier to live with.
20. There's a fine line between cuddling and holding someone down so they can't get away.
21. I used to be indecisive. Now I'm not so sure.
22. You're never too old to learn something stupid.
23. To be sure of hitting the target, shoot first and call whatever you hit the target.
24. Nostalgia isn't what it used to be.
25. Change is inevitable, except from a vending machine.
26. Going to church doesn't make you a Christian any more than standing in a garage makes you a car.
27. A diplomat is someone who tells you to go to hell in such a way that you look forward to the trip.
28. Hospitality is making your guests feel at home even when you wish they were.
29. When tempted to fight fire with fire, remember that the Fire Department usually uses water.

Words of Wisdom

"The early bird may get the worm, but the second mouse gets the cheese."

(Generic Smiley)

Send your jokes on words and books to  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)



Apple's iTunes platform will generate \$13 billion in revenues by 2013  
<http://read.bi/m8K7aO>

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