



# 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

- 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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## GREETINGS FROM SINGAPORE

I am on my 18<sup>th</sup> round-the-world speaking itinerary.  
Had a great time in Auckland, New Zealand, last week.  
Noordwijk near Amsterdam is next. Then Halifax, Nova Scotia.

There is a growing thirst for information on book writing, publishing and promoting.  
Speaking is a privilege; I am honored by the agents who bring me in and the audiences that turn out.

See my YouTube Channel:  
<http://www.youtube.com/user/PoynterDan#p/u>

**SEE THE PARASITE**  
<http://ParaPublishing.com>

--Dan Poynter  
Guiding Publishers to the Next Level in Book Promotion



## A. ParaNews



### 1. LARGER PUBLISHERS SELLING MORE eBOOKS.

Ebook sales from the 13 publishers that report figures to the Association of American Publishers soared 176.6% in 2009, to \$169.5 million

[http://www.publishersweekly.com/article/450299-E\\_Book\\_Sales\\_Jump\\_176\\_in\\_Flat\\_Trade\\_Year.php](http://www.publishersweekly.com/article/450299-E_Book_Sales_Jump_176_in_Flat_Trade_Year.php)

### 2. BARNES & NOBLE TO BECOME eCOMMERCE RETAILER

eBook sales have been helped by the release of the Nook, which Riggio said is B&N's single biggest seller, but the company has seen good growth in e-Books used across a variety of devices ranging from the iPhone to Blackberrys

<http://www.publishersweekly.com/article/450714->

[Riggio Barnes Noble to Become E Commerce Retailer.php?nid=2286&source=link&rid=17440815](http://www.publishersweekly.com/article/450714-Riggio_Barnes_Noble_to_Become_E_Commerce_Retailer.php?nid=2286&source=link&rid=17440815)

### 3. FACTOID

The Harvard University Library holds 15.8 million volumes, second in the U.S. only to the Library of Congress with 32.1 million volumes.

### 4. MORE MEN READ eBOOKS, AND OTHER FUN FACTS FROM THE BISG STUDY

Publishers will soon be forced to print fewer books, since a large portion of readers will soon turn to ebooks.

<http://mhpbooks.com/moby/lives/?p=13045>

### 5. EXPLORING THE FUTURE OF BOOK PUBLISHING AT TOOLS OF CHANGE CONFERENCE

--Mark Coker, Smashwords.com

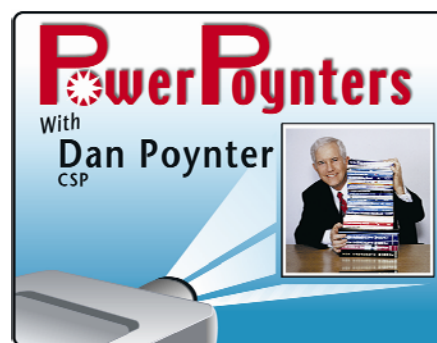
[http://www.huffingtonpost.com/mark-coker/exploring-the-future-of-b\\_b\\_478846.html](http://www.huffingtonpost.com/mark-coker/exploring-the-future-of-b_b_478846.html)

## 6. 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>



## 7. THE FUTURE OF BORDERS

Still smarting from a CEO defection and a 10% workforce reduction, Borders Group has asked lenders to extend the maturity of a USD 1.125bn asset-based loan due July 2011.

[http://www.ft.com/cms/s/2/1e944228-26d1-11df-bd0c-00144feabdc0,dwp\\_uuid=e8477cc4-c820-11db-b0dc-000b5df10621.html](http://www.ft.com/cms/s/2/1e944228-26d1-11df-bd0c-00144feabdc0,dwp_uuid=e8477cc4-c820-11db-b0dc-000b5df10621.html)

## 8. MORE LAYOFFS AT BORDERS

The staff cuts came a little more than a month after Borders eliminated 164 jobs in its corporate headquarters and distribution centers at the end of January.

<http://www.publishersweekly.com/article/452194->

[Borders\\_Makes\\_Store\\_Layoffs\\_in\\_What\\_Employees\\_Dub\\_Black\\_Thursday\\_.php?nid=2286&source=link&rid=17440815](http://www.publishersweekly.com/article/452194-Borders_Makes_Store_Layoffs_in_What_Employees_Dub_Black_Thursday_.php?nid=2286&source=link&rid=17440815)

## 9. FBI'S MOST-WANTED LIST TURNS TO SOCIAL NETWORKING TO HELP IN SEARCHES

Because fewer people go to the Post Office where wanted posters are posted. The bureau has an email distribution list with 150,000 addresses for updates on the list, and it has turned to Facebook and Twitter to augment Web use.

And of course, there is an iPhone app for that. Users can have the faces of the most wanted, as well as top terrorism fugitives and missing children, right in their pockets. They not only can have the images, but also can press a key to immediately email a local FBI office with their GPS location.

Eyeballs have moved from print to screen

<http://www.chron.com/disp/story.mpl/front/6901754.html>

## 10. DAN POYNTER HAS A F-R-E-E iPHONE APP

This App has detailed guidance (InfoKits) on book writing, publishing and marketing. These materials will guide through every step toward your goal to become a successfully-published author.



Read the FAQs. See the Book Research Resources (Sources), Book Publishing Statistics (BookStats), Book Publishing Vendors (Suppliers), Dan on stage (Videos) and Books, Writing Kits & Reports on book writing, publishing and promoting (Products). Subscribe to Dan's free Publishing Poynters newsletter. Attend Dan's programs (Speeches). See the Events (Dan's Calendar).

The most expensive parts of book writing and publishing are the mistakes.

You do not have to make them.

See <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=352965979&mt=8>

or  
Search the App store for Dan Poynter. **Now the App is F-R-E-E**

### 11. SAMSUNG INTRODUCES eREADER

The \$299 device allows you to take notes in the margins and share content with other Samsung eReaders.

[http://www.pcworld.com/article/191120/samsung\\_introduces\\_ereader.html](http://www.pcworld.com/article/191120/samsung_introduces_ereader.html)

>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. PODCAST: ANOTHER WAY TO REACH YOUR CLIENTS

--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).



Often times, people would rather listen to an audio file about a topic they are interested in, rather than read an article or a write up about it. Through a downloadable digital media file (podcast) you are able to do this. Sit down and record a three-to-four-minute interview about your book. This way, the file isn't too large and it can be downloaded quickly. Be sure not to use the interview as an infomercial: be informative. Then, pitch the audio clip to niche Web sites so their readers can listen in!

## 2. BE PREPARED FOR THE "CALM BEFORE THE CALM."

Tip from Rick Frishman, Publisher Morgan James Publishing [www.morganjamespublishing.com](http://www.morganjamespublishing.com)



Every new author probably has the same expectation for what's going to happen the day their book is actually published and ushered out into the world. Throngs of eager buyers will line up at their local bookstore, Internet surfers will jam Amazon.com, and glowing reviews will start appearing in newspapers all across the country. Second-time authors rarely have those expectations. "[First-time authors] expect that their book will be published, the New York Times will do a story on it, Oprah will call and there will be book signings and parades and all this excitement," says Frishman. "But in reality, it's just another day. And a made-up day at that." This isn't to say that you shouldn't be excited about your book finally being published. But what it does mean, and what Frishman is quick to point out, is that nothing is going to happen unless you make it happen. It's exceptionally rare for a book to simply "take off" without an amazing amount of effort on the part of both the author and the publisher. "Even though I'm ahead of the game because I work with the media everyday, it's still sort of a letdown," says Frishman. "You're not going to see a huge hoopla right away. The day comes and it's not all that exciting, people don't line up around the block for a book signing. You have to drive it." More tips at <http://www.rickfrishman.com>

## 3. BOOK DESIGN: How To Put Eye Appeal Into Your Cover Design

--- 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

### The Visual Creative Parts of Your Book Cover Design:



**a. Color:** based on the information you have gathered about your subject, industry and audience, a color theme can be created. Each age and location is attracted to a certain color scheme based on the era they are born into and taught to react to. Just look at all the fast food chains out there... most of them are red, black and yellow! The use of color is one of the parts used to form an immediate feeling of comfort, discomfort in your reader to evoke the action for them to take.

**b. Typeface:** again, from the era your audience originates from there is a feeling that they subconsciously are attracted to and that show up in the typefaces that they are used to seeing that get their attention when buying. Also, the subject of your book has a lot to do with which typeface will project the feeling you want to project out to your readers.

**c. Photography or illustrative Image:** this is a partner to number one color. Each subject has a metaphor, an image it produces in the viewers mind. Something that stirs their emotions and connects them to the book subject. The author, having written the book and knowing their audience will play a big part in setting this image through dialogue with the book designer. The above three tips all add to not only the pick-up value of your book and it's likability but building a connection within the subconscious mind of your reader through visual stimulation. This is the beginning of creating a know, like and trust value to the information you give them. Remember, do something every day toward your book and promotion.

Karrie Ross, [Book Designer](http://www.BookCoverDesigner.com) & Coach

#### 4. WORD TRIPPER

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

Expert nonfiction editor and ghostwriter specializing in business, self-help, health books. Offers Word Tripper of Week ezine at [www.BarbaraMcNichol.com](http://www.BarbaraMcNichol.com)



**Wrongly, wrongfully** – “Wrongly” means erroneously, immorally, unjustly, in a manner not in accordance with what is right, good, proper, or usual. “Wrongfully” means unfairly or unjustly; unlawfully. “The man was *wrongly* identified by the key witness; years later, DNA evidence revealed that he had been *wrongfully* convicted of the crime.”

#### 5. 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>

#### 6. COLLABORATING WITH OTHERS – WRITING AND CO-PROMOTING

Mindy Gibbins-Klein – The Book Midwife™ [www.bookmidwife.com](http://www.bookmidwife.com)

Author of *24 Carat Bold – The Standard for REAL Thought Leaders*



Some people love writing their own books and others prefer to write with someone else. Working with a co-author can have its challenges, but it can also be invigorating and fun. You get the benefit of two heads being better than one. You get to throw ideas around and consider them together. And if you are smart, you create a good plan together and then split up the work of writing the first draft so that you get it done in half the time (there being two of you). If you are thinking of participating in an anthology or working with a larger group of authors, please ensure that there is a solid vision and plan up front that everyone agrees to. Understand

where your material fits into the big picture and be prepared to be flexible. It can be great to have several authors involved in a book launch – not least because of the marketing and promotional effort being shared amongst the group.

[More 24 Carat Bold Tips](#)

#### 7. BEING A TEASE CAN BE A GOOD THING

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



Many forms of entertainment have been releasing free chunks of content for promotional use for ages. The music industry has singles. The movie industry has trailers. Publishers and authors have to figure out ways to do the same thing with the written word.

The good news is there are lots of ways to do this. As authors, you should be taking advantage of all the technology available—by uploading content to websites and social networks that allow book excerpts ([FiledBy](#), [BookBuzzr](#), [Scribd](#), [Redroom](#), [SlideShare](#)), posting samples on your website, [tweeting](#) about your samples online, etc. Do not be afraid to put your content out there. Tease the readers. Leave them wanting more.

## 8. WHAT MAKES A GOOD SUBTITLE and how long should it be?

By Susan Kendrick

<http://www.writetoyourmarket.com>



People work long and hard to come up with good book titles. The subtitle, however, is often an afterthought, something quickly thrown together before moving onto book cover design. Please don't do this to your book. Your subtitle is not just some front-cover formatting slot to fill. It is a critical piece of marketing real estate for creating your brand and selling your book.

Check out the rest of this article to read about:

- The Role of Your Subtitle
- Long of Short—Is there a Rule?
- Plus, 6 Subtitle Tips

See this complete article at: <http://bookcovercoaching.blogspot.com/2010/02/book-cover-coaching-subtitle-tips.html>

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

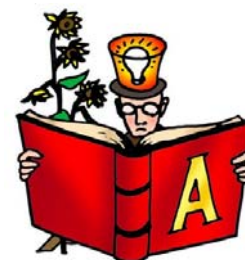
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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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# C. ParaResources



## 1. DIFFERENCE BETWEEN AN AUTOBIOGRAPHY AND A MEMOIR

See

<http://www.believerspress.com/blog/memoir-vs-autobiography/>

## 2. WANTED BY THE AUTHORities

**The Masters of Book Marketing** have joined to host workshops for published authors--only. (Note that the word "AUTHORity" contains the word "AUTHOR.")

Judith Briles, Brian Jud and Dan Poynter will coach attendees on book marketing, promoting and, distributing as well as expanding into additional editions. They will show you how to wring more value out of your written Work.



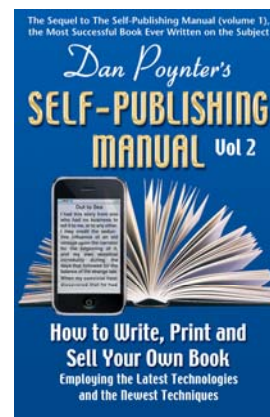
Events are scheduled for July 24 in Newark, July 31 in Dallas, August 21 in Denver, November 6 in Chicago and November 13 in Phoenix.

Fmi: Brian Jud, (800) 562-4357, [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

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

Social Media for Books. 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, LARGE PRINT editions, 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 as an eBook** in ten different formats. \$7.97

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

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

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

Save 32%, now just \$10.17.

### 3. DAN POYNTER'S YOUTUBE CHANNEL

<http://www.youtube.com/user/PoynterDan#p/u>

### 4. WHAT IS A BOOK SHEPHERD?

<http://www.interiordesign.cm/?p=137>

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

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I dare you to forward this ezine to writers and publishers.

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## D. ParaThoughts



### ADVOCATE OR GATEKEEPER?

There are leaders and their followers.  
There are contributors and there are takers.  
Some bring oxygen and others expel CO<sub>2</sub>.  
Some pour concrete and others inscribe their initials in it.

Progress is made when the energetic meet the enablers.

Advocates make things happen while hoop-holders stifle progress.

When there are too many sentinels, sentries and guards in position of authority, there is little progress. Gatekeepers stifle growth.

It has been said that the world can be divided into three types of people.  
Those people who make things happen.  
Those people who watch things happen.  
And the largest group of all, those people who wonder what happened.

Authors make things happen.  
Start writing that book today.

==>**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. DALE BEAUMONT ON WHY AND HOW THOUGHT LEADERS SHOULD PUBLISH A BOOK.**  
(Video).

<http://thoughtleadersstudio.com/episode-9-dale-beaumont-book-publishing/>

**2. WANT TO BE ON NATIONAL TV?** Get free profiles/contacts for five top national TV shows including ABC's 20/20, Book TV (C-Span), Ellen DeGeneres Show, Fox Business' Cavuto (Fox Business) and Rachael Ray Show

<http://www.AppearOnTopTVShows.com/?11556>

### 3. LIST OF 25 NEWS RELEASE PORTALS

Press releases (like this one) are a great way to build your online presence and drive traffic to your Website. We use press release portals all the time to promote PitchRate and the clients we represent in our PR firm. Give it a try.

<http://publicityresults.presskit247.com/EDocs/Site569/TOP%20PRESS%20RELEASE%20SUBMISSION%20SITES.doc>

--Shannon Nicholson, [shannon.pitchrate@gmail.com](mailto:shannon.pitchrate@gmail.com)

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



March 9. SINGAPORE. So you Want to be a Published Author? Targeted mainly at writers and wannabe writers NuSavers office 7.00-10.00 pm. FMI: Patrick Ang, +65 (9853) 1380, [patrick.anglh@yahoo.com.sg](mailto:patrick.anglh@yahoo.com.sg)

March 11. SINGAPORE. Introduction to Book Writing, Publishing and Promoting. 7.00-10.00 pm. FMI: Patrick Ang, +65 (9853) 1380, [patrick.anglh@yahoo.com.sg](mailto:patrick.anglh@yahoo.com.sg)

March 13. SINGAPORE. Young Authors event. Media Development Authority of Singapore's Media Fiesta 2010, Aileen Kong, Public Relations & Editorial Executive, Janus Education Services Pte Ltd, Phone: +65-6336 0832, [editor@catherinekhoo.sg](mailto:editor@catherinekhoo.sg)

March 18 - 22. Noordwĳk. PSA/HOLLAND. Noordwĳk. Southwest of Amsterdam near the coast.  
<http://www.pсахolland.org/>  
[http://www.pсахolland.org/event/psa\\_holland\\_convention\\_2010](http://www.pсахolland.org/event/psa_holland_convention_2010)

March 25-26. HALIFAX. CAPS/Halifax. Dan Poynter on *Turning Speeches into Books*. Fmi: Jeff Brown, 902-956-2600, [info@AlphaComputer.ca](mailto:info@AlphaComputer.ca),  
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=284>

#### **April 8 – May 9. Round-the-World Itinerary #19**

WLG, BNE, JNB, DUR, MCO, DCA.

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

April 13. WELLINGTON, New Zealand. Book Writing for Speakers. NSA/NZ-Wellington. 7:30 – 9:30. Fmi: John Faisandier, +64 (4) 476 8186, [john@faisandier.co.nz](mailto:john@faisandier.co.nz),  
<http://www.nationalspeakers.org.nz/wellington-chapter.html>

April 16-19. SURFERS PARADISE, Australia. NSAA Convention.  
<http://www.speakersconvention2010.com.au/>

April 22. Durban, South Africa. PSA/SA. Titles for Books and Speeches. Fmi: Grant Vernon, +27 (84) 832 0390, [grant@grantvernon.com](mailto:grant@grantvernon.com)

April 23. DURBAN, South Africa. Dinner with Dan. Fmi Grant Vernon, [grant@grantvernon.com](mailto:grant@grantvernon.com), +27 (84) 832 0390.

April 24. DURBAN, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83 273 4700, +27 (0) 83 273 4700

April 27. JOHANNESBURG, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83 273 4700, +27 (0) 83 273 4700

April 30-May 2. JOHANNESBURG. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114  
[admin@psasouthernafrica.co.za](mailto:admin@psasouthernafrica.co.za), <http://www.psasouthernafrica.co.za>

May 7. ORLANDO. Skydiving Museum Trustees' Meeting.

May 12. TELECONFERENCE. The Self-Publishers Online Conference. Dan Poynter gives the opening keynote on the book industry. Hosted by Susan Daffron.  
<http://www.selfpublishersonlineconference.com/>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](#). Location Phone: +1-407-239-4200  
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

July 23. NEWARK, NJ. Dinner with the Masters. Get personal attention to your book project from Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357,  
[BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

July 24. NEWARK, NJ. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

July 31. DALLAS. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

August 6-8. LEXINGTON, KY. Parachute Industry Association meeting.

August 13-15. DELAND, FL. National Skydiving Museum Celebration: Joe Kittinger 50<sup>th</sup> Anniversary. Fmi: Nancy Kemble, +1 (540) 604-9745, [nkemble@skydivingmuseum.org](mailto:nkemble@skydivingmuseum.org),  
<http://www.skydivingmuseum.org/>

August 21. DENVER. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

September 9. KÖLN, Germany. Global Speakers Network meeting.  
<http://www.germanspeakers-association.de/>

September 10-11. KÖLN. German Speakers Association (GSA). <http://www.english.gsa-convention.org>, <http://www.germanspeakers-association.de/>

September 30 – October 3 UNITED KINGDOM. Crowne Plaza, Marlow. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff,  
[admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,  
[http://www.professionalspeakersassociation.co.uk/events/event\\_details.asp?id=26829](http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829)

October 14-16. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP)  
<http://www.association-conferenciers.com/>

November 6. CHICAGO. . Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

November 13. PHOENIX. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion.

<http://www.CatWriters.org>

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

<http://www.CanadianSpeakers.org>

## 2011

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

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

April 13. A Global Speakers Network meeting and other events will be held on April 13th. Noordwÿk, near Amsterdam. <http://www.psaholland.org/>

April 14, 15 and 16. NOORDWÿK, Netherlands.

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

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

May 21-24. 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/>

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>

October 6-9. UK, Midlands 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://www.professionalspeakersassociation.co.uk/events/event\\_details.asp?id=26829](http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829)

## 2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association.

At thee brand new Marriott Hotel.

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

October 4-6. UK, 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://www.professionalspeakersassociation.co.uk/events/event\\_details.asp?id=26829](http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829)



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