



# 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)
- =====



## A. ParaNews

### 1. THE STATE OF THE BOOK MARKET

A fascinating study of computer books could be a prediction of the moves from printed to eBooks.  
<http://radar.oreilly.com/2009/02/state-of-the-computer-book-mar-24.html>



## 2. UNDERSTANDING THE GOOGLE SETTLEMENT AND THE NEW BOOK-RIGHTS REGISTRY

Amazon's Kindle text-to-speech (audio) feature concerns many.

[http://www.authorlink.com/news/item/1979/Writers\\_Guild\\_Warns\\_of\\_possible\\_Kindle2\\_Audio\\_Righ](http://www.authorlink.com/news/item/1979/Writers_Guild_Warns_of_possible_Kindle2_Audio_Righ)

## 3. KINDLE 2 GETS STRIPPED BARE, REVEALS SPACE FOR SIM CARD

View all the images.

<http://www.t3.com/news/kindle-2-gets-stripped-bare-reveals-space-for-sim-card?=38229>

## 4. eBooks ARE THE FASTEST GROWING iPhone APP

Could the iPhone be the new eBook reader of choice?

<http://radar.oreilly.com/2009/03/books-is-the-fastest-growing-category-in-the-itunes-app-store.html>

## 5. AMAZON'S KINDLE SECRET IS IN THE SOFTWARE

By building a full-scale publishing platform rather than just a gadget, Amazon has managed to dominate the e-book market.

<http://www.pcmag.com/article2/0,2817,2342455,00.asp>

Review

<http://www.useit.com/alertbox/kindle-usability-review.html>

## 6. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

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

Your address book may show

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


Please make the change now.

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

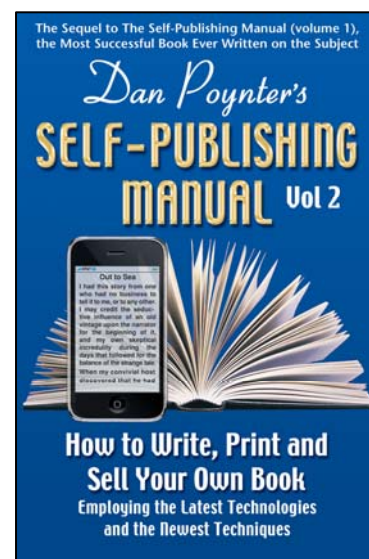
Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

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 24%, now just \$11.43.

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

See

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

## 9. BARNES & NOBLE ACQUIRES FICTIONWISE

Barnes & Noble said it plans to use Fictionwise as part of its overall digital strategy, which includes the launch of an e-Bookstore later this year.

<http://finance.yahoo.com/news/Barnes-amp-Noble-Acquires-bw-14551765.html>

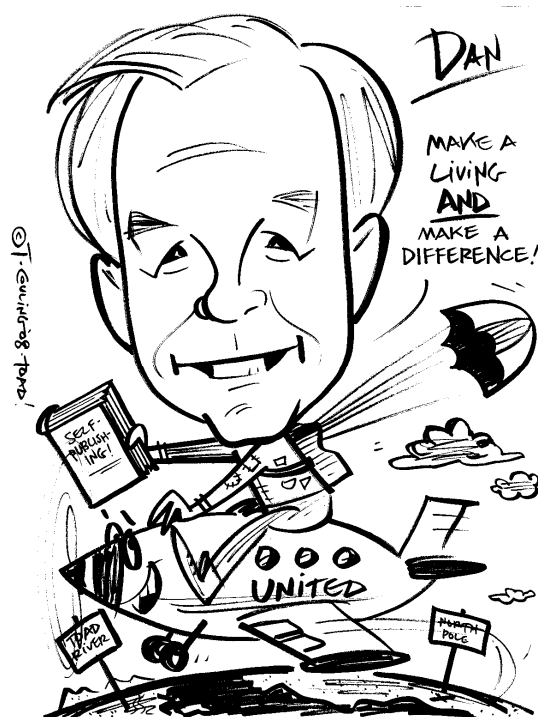
## 10. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

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

See the ParaCalendar on these content-filled seminars, below. See ALL the listings. Dan will visit some states/provinces/countries several times.

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



11. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to

<http://parapublishing.com/sites/para/resources/newsletter.cfm>. Unsubscribe your old address and subscribe your new one.

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

### 12. THE IMPACT OF NEW DIGITAL FORMATS AND TECHNOLOGIES ON PUBLISHING

[http://www.bookbusinessmag.com/article/navigating-digital-landscape-the-society-new-communications-researchs-senior-fellow-danny-o-snow-impact-new-digital-formats-technologies-publishing-404111\\_1.html](http://www.bookbusinessmag.com/article/navigating-digital-landscape-the-society-new-communications-researchs-senior-fellow-danny-o-snow-impact-new-digital-formats-technologies-publishing-404111_1.html)

### 13. USER-GENERATED CONTENT

The future of journalism. User generated content (UGC) has democratized the way information is disseminated, dethroning journalists up on high and revolutionizing the way articles are written.

<http://www.mushon.com/spr09/nmrs/03/08/how-user-generated-content-and-commenting-drives-new-journalism/>

### 14. THOUGHT FOR TODAY

**"The future belongs to those who see possibilities before they become obvious."**

- John Sculley, Former CEO of Apple

>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. WHEN IN DOUBT ... BRIDGE

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



Ok- you are on the radio or on a TV show and the host ask you a stupid question. What do you do? You don't say- "Well that is a stupid question!" You say- So many people have asked me that question and ....." then you bridge to where YOU want to go. You say what YOU want to say. It is calld a bridge- and the people who do this best are politicians. Look at President Obama in his news conference. He says what he is going to say- not necessarily answering the question the media asked him. Stay focused, don't get defensive, be polite and then answer it the way you want to.

## 2. BECOME INDISPENSABLE

-- Pam Lontos is the author of " I See Your Name Everywhere" and president of PR/PR, a public relations firm that specializes in experts. [www.prpr.net](http://www.prpr.net).



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

## 3. BOOK DESIGN: SHOULD I PUT AN ORDER FORM IN MY BOOK

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

The question of the book order form is often asked... do I or don't I... and if I do, how many do I put in the back of the book?

I figure if you have the space, the pages based on the signature count from your printer, why not include an Order Form.



The form can help increase visibility in several ways:

1. Can be given to a friend if they are interested in the book.
2. Can list quantity sales costs or at least let the reader know this is an option. Groups might be interested depending on what your subject matter is.
3. If your book is picked up by a Library, the form(s) allow for readers to contact you.

Be sure to include the following on your form.

1. Your company contact information including, website, fax and phone to encourage immediate and extended sales. Also mention who the check needs to be made out to.

2. Email and snail mail addresses
3. Return policy
4. Tax, shipping and handling for one or quantity books
5. Offer information on your other services such as speaking, ebooks, consulting, coaching, mailing lists and other books.
6. Space for customer information: name, address, city, state, zip, phone, email.
7. If you ship international, mention your policy and shipping costs.

AND be sure to use the back of the form for more product and service promotion. In some ways this can be a nice income when your book is widely used.

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

#### **4. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES?**

The book trade is only interested in new books. Special-interest magazines are concerned on the value of the (nonfiction) information. Of course, it is best to send out review copies as soon as the books arrive from the printer but it is never too late as long as the book is not out of date. For a list of special-interest magazines, see

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

#### **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. CELEBRATE INDEPENDENTS ALL MONTH LONG**

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



March is Small Press Month <<http://www.smallpressmonth.org>> ! A nationwide celebration highlighting the valuable work produced by independent publishers, Small Press Month raises awareness about the need for broader avenues of literary expression. From March 1–31, literary events showcasing some of the most diverse, exciting, and significant voices being published today will take place from coast to coast. Be sure to check out this list of things to do <<http://www.smallpressmonth.org/todo/>> for Small Press Month.

#### **7. WORD TRIPPER**

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



**Compel, impel** – “Compel” means to force, drive, or constrain, especially to a course of action. “Impel” means to urge forward or incite; propel. “The servant was *compelled* to explore the dark cave because his master was *impelled* by curiosity to discover its secrets.”

## 8. THE SOCIAL MEDIA PRESS RELEASE

-- Peggi Ridgway, Wordpix Websites & Books, [peg@wordpix.com](mailto:peg@wordpix.com)

In 2006, Shift Communications created a workable template for a Social Media Press Release. Based on the assumption that journalists (the people you might want to discover and write about your book) are heavy Internet users, the SM press release includes hyperlinks to additional resources about the topic. It also offers downloadable images and features a special section for tags for Delicious.com, Technorati, etc. For a recent example of an actual Social Media Press Release, see [https://www.flowermarkethistory.com/asp/media\\_release\\_social.asp](https://www.flowermarkethistory.com/asp/media_release_social.asp) . To download the PDF template, visit <http://www.shiftcomm.com/downloads/smprtemplate.pdf> .

## 9. TWITTER TIP

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



When you first join Twitter or you are getting started, don't follow everyone thinking it's a compliment. Naturally, most of us would think it's a good thing to follow someone. However, TwitterWorld goes by different rules. If a person's following to follower ratio is lopsided -- such as 400 following and 10 followers, few will follow back thinking that person is a spammer. It's fine to have something like 200:100. Following meaningfully especially in the beginning and build up. We often don't build relationships overnight in person, Twitter reflects that too. It took me over a year to get where I am today in Twitter. Patience pays.

## 10. WHEN GOOD TESTIMONIALS GO BAD: 15 WORDS TO AVOID

How to avoid the most common copywriting mistake when writing testimonials for source approval

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

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

### First, the Good News

The good news is that, among all the copywriting mistakes you can make, the one that will do the most damage may also the easiest to spot and fix: exaggeration. Yes, you want that sizzle that makes people buy. Just don't let the sizzle burn you!



Here are some examples of the kinds of overwriting and exaggeration that you need to avoid when writing testimonials for source approval because they will make those testimonials work against you instead of for you. You don't want to risk damaging your reputation, your book's reputation, or the

reputation of those people who are giving you their support.

### Examples of What to Avoid

To stress benefits of your book, use copywriting that highlights those benefits in a way that is believable, specific, and relevant. In other words, avoid doing the following:

\* "This author is celebrated around the world as the leading expert on \_\_\_\_\_."

Really? Around the world? The leading expert? This had better be true. Unless you are Tony Robbins, reel this one in and be more specific: "He speaks to and coaches organizations in the United States and ## other countries on how to \_\_\_\_\_."

For more examples ...

And, to see the list of 15 words to avoid when writing testimonials, please click on the following link to see this article in its entirety. Go to <http://bookcovercoaching.blogspot.com/2009/01/when-good-testimonials-go-bad-15-words.html>.

### 11. 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>



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

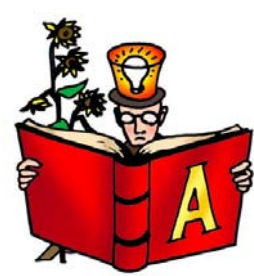
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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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## C. ParaResources



### 1. CALL FOR ENTRIES! THE NATIONAL BEST BOOKS 2009 AWARDS

Now Celebrating their 6th year of recognizing excellence in the publishing industry, The National "Best Books" Awards, sponsored by USA Book News, offers incredible media coverage for winners

and finalists during the busy 2009 retail holiday season. Plus, EVERY ENTRY receives a 6-month full-color listing on USABookNews.com, visited by thousands of book lovers per month, if you enter by March 31, 2009.

See <http://www.usabooknews.com/2009bestbooksawards.html> for complete information.

## 2. eBook SITE SHORTCOVERS LAUNCHED

Thousands of free samples for you to browse and read, thousands of bestselling books from the hottest authors and a wide range of great content. And a place to post your eBooks.

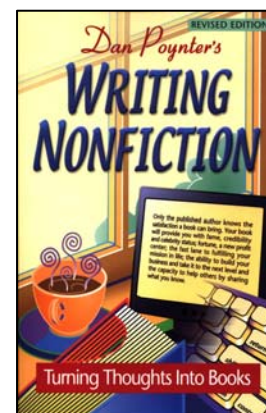
<http://www.shortcovers.com/>

## 3. IMAGINE BEING A PUBLISHED AUTHOR

*Writing Nonfiction: Turning Thoughts into Books.*

Your book will bring you fame, credibility and celebrity status; fortune, a new profit center; the fast lane to fulfilling your mission in life; the ability to build your business and take it to the next level and the capacity to help others by sharing what you know. This New Model will accelerate your book writing, producing, selling and promoting.

Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?



You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

## 4. GET WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

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

[602](#) Interviews, How Authors Get On Radio & TV

[603](#) Book Printing. At the Best Price

[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

[606](#) Publishing Fiction & Poetry

[607](#) Publishing Contract: Author-Publisher

[608](#) Your Publication Date

[609](#) Blurbs For Your Books, Testimonials, endorsements & quotations

[610](#) Children's Books, Resources for Writing, Producing and Promoting

Juveniles

[611](#) Newsletter Publishing; A Resource Guide

[612](#) Bestsellers, What They Are & How To Make Them

[613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food

[614](#) Selling Books Through The Gift Trade



- [615](#) pBooks to eBooks, Creating Digital Reading
- [616](#) Travel Books, Resources for Writing, Producing & Promoting Guidebooks
- [617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking
- [618](#) Religious Books
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- [620](#) Your Book Writing & Publishing Calendar
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- [623](#) Questions and Answers on Book Publishing
- [624](#) How to Set up & Run a Successful Book Publishing Business
- [625](#) Selling Books to Catalogs
- [626](#) Raising Money to Publish Books
- [628](#) Canadian Book Publishing
- [629](#) Making The Web Pay
- [630](#) Selecting a Book Title That Sells.
- [631](#) Covers That Sell Books
- [632](#) Bookshelf, Selling Books From Other Publishers
- [633](#) Beyond Remainders
- [634](#) Selling Books In The United States
- [635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products
- [636](#) Insurance for Publishers; Protecting Your Book Company
- [637](#) Selling Books To The Military Market
- [638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)
- [639](#) Autograph Parties & Signing Books
- [640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing
- [641](#) Merchant Status: Credit Cards for Publishers
- [642](#) Large Print Books: Making your Work Easier to Read.

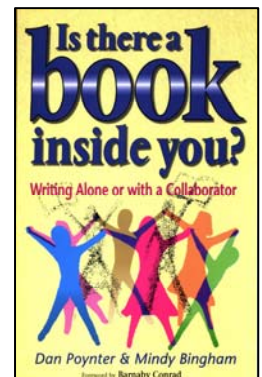
**5. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES.** See <http://parapublishing.com/sites/para/resources/allproducts.cfm>

## **6. WRITING YOUR BOOK WITH A COLLABORATOR**

You can be the author without being the writer. Dan Poynter gives you permission to work with a co-author, editor or ghostwriter.

But, if you hire out the writing portion of your book, come to an understanding with your collaborator before either of you writes one word. The risk is that one of the parties will feel that he or she is doing the majority of the work. The result is that the project screeches to a halt while an argument ensues.

Is There a Book Inside You?: Writing Alone or with a Collaborator supplies a responsibility chart and a contract. Don't lose momentum on your book project.



You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.  
<http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

## 7. BOOK EXPO AMERICA FLOOR PLAN

<http://floorplans.reedexpo.com/RX/Floorplans/2009/BEA/start.html>

## 8. CONVERT PDFs, OTHER FILES FOR YOUR KINDLE

Compatible with PDF, HTML, LIT, PDB, and CHM files, the program opens to a Windows file browser. Choose the file you want to convert, hit Open, and then choose your destination folder. The converter goes to work, generally converting files quickly--although this depends on the length of your document.

[http://www.download.com/8301-2007\\_4-10187502-12.html?tag=contentBody;photoPromoMain](http://www.download.com/8301-2007_4-10187502-12.html?tag=contentBody;photoPromoMain)

## 9. TEN EXPRESSIONS TO BAN FROM WRITING AND SPEECH

<http://blogs.harvardbusiness.org/silverman/2009/02/10-business-words-to-ban.html>

## 10. BOOK PROMOTION PROGRAMS FROM PMA/IBPA

Joan Baird, Programs Manager, IBPA, the Independent Book Publishers Association, Tel: 310.372.2732, [Joan@ibpa-online.org](mailto:Joan@ibpa-online.org), <http://www.ibpa-online.org>

Here are the upcoming March and April deadlines for some great marketing opportunities at IBPA. Please remember this is the registration deadline only. For most programs, materials will need to be in 10 days after the registration date.

### MARCH 15th Deadlines:

#### K-12 LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at Elementary, Middle, Jr. High and High School libraries. \$215 per flyer. Click here for details:

<http://www.ibpa-online.org/programs/library.aspx>

#### FICTION/POETRY TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 3,900 acquisition librarians. We will feature books in the following categories: Fiction, Poetry, Literature, Essays, etc. \$350 per title. Click here:

[http://www.ibpa-online.org/programs/coopcats\\_target.aspx](http://www.ibpa-online.org/programs/coopcats_target.aspx)

### March 31st Deadlines:

#### COLLEGE LIBRARY MAILING

Send your flyers to 3,200 acquisition librarians at College, Jr. College and University libraries. \$215 per flyer. Click here for details

<http://www.ibpa-online.org/programs/library.aspx>

#### PUBLIC LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at public libraries. \$215 per flyer. Click here for details







See him in action:

<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>

Dan also speaks on aviation, parachutes and skydiving. See

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

For more information, get in touch with the Contact person listed below and see the host's Website.



ALSO SEE THE CALENDAR ON OUR WEBSITE:

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

## 2009

### March 8 – March 30 AROUND-THE-WORLD SPEAKING ITINERARY

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

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

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

Only cost is your dinner. 6:00 PM

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**June 21 – July 4**  
**AROUND-THE-WORLD SPEAKING ITINERARY**

June 2-3. NORTH WILDWOOD, NJ. North Wildwood Writers Conference. Fmi: Carolyn Miller.  
[nwbwc09@gmail.com](mailto:nwbwc09@gmail.com), [http://nwbwc.com/Home\\_Page.php](http://nwbwc.com/Home_Page.php)

June 25. AUCKLAND. National Speakers Association of New Zealand (NSA/NZ), Auckland chapter.  
 Fmi: Yvonne Godfrey, [yvonne@n21.co.nz](mailto:yvonne@n21.co.nz), +649 (413) 9777,  
<http://www.nationalspeakers.org.nz/comingevents.html>

June 27. AUCKLAND, NZ. Phantom Publishing Seminar. Fmi: Maria Carlton,  
[maria@PhantomPublishing.co.nz](mailto:maria@PhantomPublishing.co.nz), +64 (7) 853 9001, <http://www.PantomPublishing.co.nz>

June 29-30. SINGAPORE. National Book Development Council (NBDCS). Fmi: Patrick Ang,  
[patanglh@singnet.com.sg](mailto:patanglh@singnet.com.sg), +65 (6443) 9404, <http://www.bookcouncil.sg/>

July 3. LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: [info@bookmidwife.com](mailto:info@bookmidwife.com), +44 (20) 8364 2884, <http://www.bookmidwife.com/>

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

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

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

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

September 11-12. MANNHEIM. German Speakers Association (GSA).  
<http://www.english.gsa-convention.org>  
<http://www.germanspeakers-association.de/>

September 13. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention.  
<http://iffps.org/meetings.html>

September 19. VANCOUVER, BC. Turning Speeches into Books. Vancouver chapter of the Canadian Association of Professional Speakers (CAPS). Fmi: Ron Grender, [ron.greender@gmail.com](mailto:ron.greender@gmail.com), 778-688-7065  
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

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

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

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

October 17. LAS VEGAS. National Speakers Association/ Las Vegas (NSA/LV) chapter. FMI: RJ DiDonato, [rjd@nstreams.com](mailto:rjd@nstreams.com), (702) 436-0786, <http://www.NSAlasVegas.com>

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

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

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

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

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

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

## 2010

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

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

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

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



**ADULT:**

A person who has stopped growing at both ends and is now growing in the middle.

**BEAUTY PARLOR:**

A place where women curl up and dye.

**CANNIBAL:**

Someone who is fed up with people.

**CHICKENS:**

The only animals you eat before they are born and after they are dead.

**COMMITTEE:**

A body that keeps minutes and wastes hours.

**DUST:**

Mud with the juice squeezed out.

**EGOTIST:**

Someone who is usually me-deep in conversation.

**HANDKERCHIEF:**

Cold Storage.

**INFLATION:**

Cutting money in half without damaging the paper.

**MOSQUITO:**

An insect that makes you like flies better.

**RAISIN:**

Grape with a sunburn.

**SECRET:**

Something you tell to one person at a time.

**SKELETON:**

A bunch of bones with the person scraped off..

**TOOTHACHE:**

The pain that drives you to extraction.

**TOMORROW:**

One of the greatest labor saving devices of today.

**YAWN:**

An honest opinion openly expressed.

and MY Personal Favorite!

WRINKLES:  
Something other people have, similar to my character lines

(Generic Smiley)

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**The Small Print**



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