



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

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A. ParaNews

1. WHAT'S HAPPENING WITH AMAZON'S KINDLE?

How many have been sold? See

http://blogs.computerworld.com/amazon_what_are_you_hiding

http://www.usatoday.com/money/industries/retail/2008-03-11-kindle_N.htm



2. BORDERS TO CUT INVENTORY

In order to jumpstart book sales, Borders will increase the number of titles it displays on shelves with the covers face-out. Consequently, inventory will shrink 5% to 10%. The chain will concentrate of the better-selling titles. See

http://online.wsj.com/article_email/SB120528554163329185-IMyQjAxMDI4MDE1MjIxODI1Wj.html

<http://news.shelf-awareness.com/msgget.jsp?mid=2195850>

<http://blog.publishedandprofitable.com/?p=106>

http://www.mediabistro.com/galleycat/bookselling/whose_books_will_borders_be_showing_off_80120.asp

http://www.mediabistro.com/galleycat/mailbag/borders_faceout_strategy_pump_up_the_volume_80235.asp

3. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Abu Dhabi, Albuquerque, Amsterdam, Auckland, Birmingham, Dallas, Durban, Goleta, Houston, Kuala Lumpur, London, Los Angeles, Melbourne, Miami, New York, Oklahoma City, Paris, Pittsburgh, Reno, Sacramento, Salzburg, Singapore, Toronto, Wellington, 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>

4. AOL FOUNDER STEVE CASE TO COMPETE WITH PAYPAL

--Shel Horowitz, shel@frugalfun.com

AOL founder Steve Case's latest venture is a competitor to Paypal called Revolution Money Exchange. And just as Paypal did at first, they are paying people to join--a \$25 incentive. I joined last night and today when I signed in the money was in my account.

If you'd like to be sent an invitation, send me a private email with the subject line "Revolution Invite, Please" (don't get creative with your subject lines as I may not spot it easily).

Disclosure: the first 50 who get an invite from me will earn me \$10 each.

Case understands viral marketing: I'm sure AOL's growth had a lot to do with sending starter disks around to the entire known universe. While pay-to-be-viral is a model most of us can't afford, it's worth looking at from a marketing theory POV.

5. BOOK PIRACY RAGES IN VIETNAM

See <http://www.thanhniennews.com/features/?catid=10&newsid=36750>
<http://vietnamnews.vnagency.com.vn/showarticle.php?num=01TAL160308>

6. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

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

7. GET YOUR BOOK INTO BARNES & NOBLE AND GET REVIEWS FOR BIG SALES — AN EXCLUSIVE SEMINAR

Publishers & Writers of San Diego (PWSD) will hold a unique seminar on Saturday, April 12 from 9:00 am to 12:00 noon at the new Encinitas Community Library, 540 Cornish Drive. "Get Your Book into Barnes & Noble and Get Reviews for Big Sales" will be presented by Larry Cox, book reviewer and syndicated columnist for King Features, and Marcella Smith, Director of Small Press and Vendor Relations for Barnes & Noble.

Smith will offer an exclusive insider's perspective on the bookstore business, discussing placing and selling books in Barnes & Noble stores and online, the trends in bookselling, and what drives successful store promotions. Cox will teach how to have the best chance of getting a reviewer's attention, reveal the step-by-step process of how a reviewer chooses which books to review, and discuss ways to leverage reviews for marketing impact.

Anyone interested or involved in writing, publishing, or anything related to books is encouraged to attend this one-time-only seminar. Cost for the event is \$117 (\$97 for members of PWSD). Space is limited, so get details and make reservations now at www.PublishersWriters.org.

8. GETTING PUBLISHED A TELESEMINAR WITH DAN POYNTER.

How to make the choice: Finding the right agent, locating the right publisher and/or self-publishing. A PaperPoint presentation; just like being there. Get the handout with all the slides and then listen to Dan explain the fastest, surest way to publication. May 13. See details at www.solutionsforwriters.com/dopp/77890.

9. THE 2008 PUBLISHING UNIVERSITY

(May 27-29 at the Wilshire Grand Hotel, Los Angeles, CA.)

Do you know that Publishing University...

- Is the largest educational event for independent book publishers?
- Offers more than 80 class offerings in nine tracks over three days and half are new this year?
- Offers an advanced track and advanced classes for previous attendees and experienced publishers?
- Is attended by more than 600 publishers from around the world?

- Classes are taught by the best practicing professionals in book publishing?
- Teaches you to work the numbers before making decisions; analyze P&L and ROI; plan, budget and create a fiscally-sound company?
- Gives you insights and ideas you can use immediately?
- Helps you turn your dreams and passions into reality and put some hard-earned money in your pocket?

See the classes at <http://www.pma-online.org/pmau/2008/template.aspx>. Register at <http://www.pma-online.org/pmau/2008/registration.aspx>. Use Discount Code PMAU08 and save \$50. Fmi: 310-372-2732, e-mail: info@pma-online.org

10. WRITING NON-FICTION IN AUDIO by Dan Poynter

This full book, MP3 download, describes the New "Book" Model: the technology has finally arrived to enable us to write, produce, sell and promote books faster, easier and cheaper. You will discover how to build your book rather than just write it. You will multipurpose your "book" into downloadable, CD and eBook versions. You will wring maximum value out of your work by spinning off audiotapes, videotapes, magazine excerpts, foreign-language editions and more. In fact, Writing Nonfiction will be your constant reference on writing and producing books as well as marketing your manuscript. The voice talent is Dan Snow.

See <http://www.lulu.com/content/178347>

11. BORDERS EXPLORES SALE, SUSPENDS DIVIDEND

Book retailer Borders Group suspended its quarterly dividend and said it was reviewing strategic options, including the sale of some or all of its businesses. See

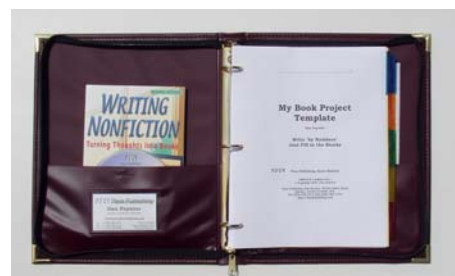
http://www.ft.com/cms/s/0/016f112a-f670-11dc-bda1-000077b07658,noOfParas=2,emailFormat=plainText,storyType=ultralight,dwp_uuid=883d080c-3010-11da-ba9f-00000e2511c8,print=no,i_email=y.html

And

<http://www.publishersweekly.com/article/CA6543507.html>

12. SHAMELESS NEW PRODUCT ANNOUNCEMENT—From Para Publishing.

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



Writing books is hard work—unless you have a plan.

Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum.

Dan Poynter will supply you with a 33-page book-writing template in a 3-ring binder. You just fill in the blanks. Each page of the frontmatter, chapter headings and

backmatter tells you what to put on that page—your book is structured and ready for your material. See

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

Writing-by-numbers will accelerate your book project by helping you visualize the entire project and by guiding you through the writing process.

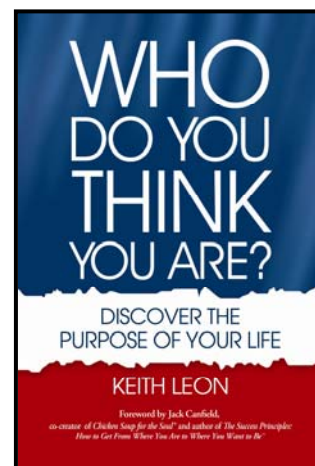
13. GREAT NEW BOOK...AND DAN IS IN IT!

Have you ever asked yourself these questions:

- Why am I here?
- What is the purpose of my life?
- How can I make more of an impact?

If you were offered the answers to these burning life questions, would you listen?

Author, speaker, life coach and entrepreneur, Keith Leon, in his new book, *WHO DO YOU THINK YOU ARE? Discover The Purpose Of Your Life*, takes you on the personal life journeys of inspirational self-growth leaders (including 10 teachers from the hit movie, *The Secret*), successful entrepreneurs, entertainers, educators and healers. Read the stories of well-known people who have found their answer to these questions, and find out when and how they became clear on their life's purpose. What do they believe about themselves, how do they continue believing it, and how do they keep going when other people (or the voice inside their own head) says, "Who do you think you are to attempt that or do that or claim that?" You will find the answers to these questions and more inside this book!



Because I am among those featured in it, I wanted to personally invite you to be one of the very first to own this groundbreaking new book. When you order today, you'll receive valuable bonus gifts you can use right now to improve your life.

To discover more, visit

<http://www.on2url.com/app/adtrack.asp?MerchantID=120919&AdID=370111>

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

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

>**SEND YOUR NEWS ITEMS** to DanPoynter@ParaPublishing.com

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. IF SOMEONE ASKS YOU FOR THE TIME.....ANSWER THE QUESTION

Don't tell them how to build a watch.

--Rick Frishman--Founder of Planned TV Arts, <http://www.plannedtvarts.com>



You are now an author! And you have to communicate like an author. Be Brief.

Know what you are going to say and say it in as few words as possible. You are being judged every day - by everyone you meet. So practice getting your points down to 30 seconds. And Yes - Remember the KISS RULE. Keep It Simple Stupid. Simple wins....verbose sucks....

Practice- practice- practice

2. LET YOUR CLIENTS KNOW ABOUT YOUR PUBLICITY AND YOUR PROSPECTS, TOO.

--Pam Lontos, PR/PR, <http://www.prpr.net>



One business consultant was interviewed as an expert in USA Today about the techniques she used when hiring employees. When the story was published, the consultant sent an e-mail to her current clients, as well as five prospective clients, announcing the article. With that e-mail, she was able to close the deal on consulting jobs for three out of five prospective clients!

3. YOUR OWN LIVE TALK SHOW

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



Set up your own live talk show with BlogTalkRadio <<http://www.blogtalkradio.com/>> and be heard around the world. With more than 500 shows in its Books category, BlogTalkRadio is gaining popularity with authors. BlogTalkRadio uses both social networking and Internet radio broadcasting to help members connect with their audience.

There is no need for radio equipment to launch your own show, you just need a phone and Internet connection. Listeners can tune in live to the Internet radio shows and even call in to comment or ask questions. The shows are also archived and available via RSS and iTunes. BlogTalkRadio helps you promote your show by offering a media player and promotional button that you can easily embed in your own website or blog. The social networking tools allow listeners to discuss and share your show with others.

There is no cost associated with the radio shows, unless your phone carrier charges you for long distance calls. For more information check out BlogTalkRadio's FAQs <<http://www.blogtalkradio.com/FAQ.aspx>>. <http://www.greenleafbookgroup.com>

4. WHAT CAN THE PMA, THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU? See

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



5. STUDY BOOK TITLES

-- Arnold Howard, www.paragonweb.com

One of the best ways to come up with a great title is to see a list of the best examples you can find.

Whenever you find a great book title (i.e. while looking for books at Amazon), add the title to a list that you keep in a Word document. Place each title on a separate line. After you have compiled 30 or more titles, rate them with A (great), B (excellent), or C (good). Place the A, B, or C in front of each title. Then go to Table, select Sort, and alphabetically sort the list.

This list will be invaluable to you.

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

- [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](#) eBooks 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
- [619](#) Write It Once - Sell it Forever, How to Update Your Books
- [620](#) Your Book Writing & Publishing Calendar
- [622](#) Cooperative Book Promotion
- [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. WANT TO DOWN LOAD DAN POYNTER'S BOOKS AS eBooks?

See

<http://www.mobipocket.com/en/eBooks/searchebooks.asp?Language=EN&searchStr=dan+poynter&searchType=All&lang=EN&orderBy=best>

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

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

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

April 19. HOUSTON. Dan Poynter on book publishing. Fmi: The Book Connection, Rita Mills, rita@bookconnectiononline.com, rmills@ghg.net, 713-937-9184, <http://www.BookConnectionOnline.com>

April 23. TELESEMINAR. Book Promotion for Writers, Introverts and Other Reluctant marketers with Judy Cullins & Dan Poynter. Discover how to promote your book without leaving home. In this 90-Minute Teleclass you will get these results:

- Sell more books than you ever dreamed of.
- Get targeted Web traffic to your site to sell your book.
- Discover the # one f.ree book promotion on the Internet.
- Leverage what you have to get the word out.
- Share your book with your targeted audience--your style

5:00 Pacific time 8:00 Eastern time (1 1/2 hrs).

\$45 includes \$29 bonus reports. To register and for the Five Questions Dan and Judy will help you get answers for, go to <http://www.bookcoaching.com/teleclasses.shtml>
--Judy Cullins, judycullins@cox.net

April 26. SACRAMENTO. Northern California Publishers & Authors (Formerly the Sacramento Publishers & Authors). Fmi: Jennifer Martin, jenmartin@surewest.net, info@norcalpa.org, <http://www.norcalpa.org>

May 1-3. OKLAHOMA CITY. Oklahoma Writers Federation, Inc. Convention. Fmi: Amy Shojai, (903) 868-1022, shojai@verizon.net, <http://www.owfi.org/>

May 10. DALLAS. The North Texas chapter of the National Speakers Association. Dan Poynter on Turning Speeches into Books. Fmi: Carlos Sanchez, Hsittraining@aol.com, <http://www.speaker.org/>

May 13. TELESEMINAR. *Getting Published* a teleseminar with Dan Poynter. How to make the choice: Finding the right agent, locating the right publisher and/or self-publishing. A PaperPoint presentation; just like being there. Get the handout with all the slides and then listen to Dan explain the fastest, surest way to publication. See details at www.solutionsforwriters.com/dopp/77890.

May 15. TELESEMINAR. Book publishing for professional speakers. The Writer-Publisher Professional Expert Group of the National Speakers Association. 10-11 AM Pacific time. Fmi: Pam Lontos, (407) 299-6128, Pam@prpr.net, <http://www.NSAspeaker.org>.

May 27-29. LOS ANGELES. PMA Publishing University. Nine tracks to choose from. More than 600 publishers expected. See the classes at <http://www.pma-online.org/pmau/2008/template.aspx>. Register at <http://www.pma-online.org/pmau/2008/registration.aspx>. Use Discount Code PMAU08 and save \$50. Fmi: 310-372-2732, e-mail: info@pma-online.org

May 30-June 1. LOS ANGELES. BEA Book Fair.

<http://www.bookexpoamerica.com/App/homepage.cfm?moduleid=42&appname=288>

June 8 – July 8

ROUND-THE-WORLD SPEAKING TOUR

June 9. TORONTO. Turning Speeches into Books: the full New Book Model program in the afternoon plus The Book Game for Speakers, Extroverts & Others Who are Stalking Oprah in the evening. See

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

Toronto chapter of the Canadian Association of Professional Speakers. Contact Randall Craig, randall@randallcraig.com, (416) 918-5384.

June 14. AUCKLAND, New Zealand. Book writing, publishing & promoting. Fmi: Maria Carlton, maria@MariaCarlton.com, +64 (7) 853 9001, +64 (21) 849 948.

<http://www.PhantomPublishing.co.nz>

June 16. WELLINGTON, New Zealand. PowerPoint Tips & Tricks: Illustrating Your Spoken Message with Multimedia. All about computers, remotes, which projectors are best for travel, AV carts, microphones, PA systems, labeling computers to speed setup, backup equipment, and more. This is not your usual 'how to use' or 'introduction to' PowerPoint. National Speakers Association of New Zealand, Wellington chapter. Fmi: John Faisandier, +64-4 476 8186, john@faisandier.co.nz, <http://www.nationalspeakers.org.nz/>

June 17 WELLINGTON, New Zealand. Book writing, publishing & promoting. Fmi: Maria Carlton, maria@MariaCarlton.com, +64 (7) 853 9001, +64 (21) 849 948.

<http://www.PhantomPublishing.co.nz>

June 21. SINGAPORE. Book Camp with Dan Poynter on book writing, publishing and promoting. Fmi: Patrick Ang, +65-62419769, +65-98531380,

PatAngLHL@singnet.com.sg. <http://www.danpoynter.com.sg/>

June 28. DURBAN, South Africa. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model programme. Fmi: Val Waldeck, +27 (0) 83 273 4700, vWaldeck@telkomsa.net

July 4. LONDON, UK. "How to Write, Publish and Promote Non-Fiction Books" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, mindy@bookmidwife.com, <http://www.BookMidwife.com>.

July 7. MIAMI. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 6:30 to 10:00 PM. Fmi: IME Enrichment Center, Manny Sarmiento, 8181 NW 36th St, #8-D, Miami, FL 33166, TICKETFL@aol.com, 1-305-477-7600, <http://www.imeglobalgroup.com>

August 2-8. NEW YORK. National Speakers Association (NSA) convention.

<http://www.nsaspeaker.org;>

August 12. TELECONFERENCE. Publish Your First Book. NSA Academy. National Speakers Association. FMI: Michael Soon Lee, 800-417-7325, seminars@netvista.net.

**August 20 – September 15
ROUND-THE-WORLD SPEAKING TOUR**

September 5-6. SALZBURG, Austria. German Speakers Association (GSA). Fmi: Claudia Haider, +49 (0) 81 41 5 35 98 59, c.haider@germanspeakers.org
<http://www.germanspeakers.org/de/Convention2007.php> .
http://www.germanspeakers.org/de/documents/Flyer_Convention_USA_070601_ck_d.pdf

September 11-14. ALBUQUERQUE. Parachute Industry Association. Dan to speak on an aviation topic. See <http://www.PIA.com>

September 20. PITTSBURGH, PA. The Pittsburgh chapter of the National Speakers Association. Dan Poynter on Turning Speeches into Books. Fmi: Barbara Thompson, barbara@BarbaraThompson.net, (412) 851-4195.

October 11. NATICK, MA. NSA/NE. A full day on book writing and publishing. National Speakers Association/New England chapter. Fmi: Dennis Mahoney, (617) 298-0404, dennis@dennismahoney.org, <http://www.nsanewengland.com/default.asp>

November 7-9. BIRMINGHAM, UK. Professional Speakers Association of the UK & Ireland. (PSA). <http://www.psaconvention.com/>

December 14-15. ABU DHABI. Professional Speakers Association of the Middle East (PSA/ME). Abu Dhabi, UAE. Reg Athwal, Reg@RegAthwal.com, +971 (0) 43321837, <Http://www.PSAME.org>

2009

February 5-13. RENO. Parachute Industry Association Symposium. <Http://www.PIA.com>;

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HELP PUBLISHING POYNTERS-help your colleagues.
This ezine relies on subscribers to send in tips and resources.
So, it stands to reason, the more subscribers, the more tips.
You can expand the circulation by forwarding this newsletter.
Your writing & publishing colleagues will thank you for being so thoughtful.

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G. ParaHumor

GROANERS

Janet Hill,

cherycrk@3riversdbs.net



- * I wondered why the baseball was getting bigger. Then it hit me.
- * Police were called to a day care where a three-year-old was resisting a rest.
- * Did you hear about the guy whose whole left side was cut off? He's all right now.
- * The roundest knight at King Arthur's round table was Sir Cumference.
- * To write with a broken pencil is pointless.
- * When fish are in schools they sometimes take debate.
- * The short fortune teller who escaped from prison was a small medium at large.
- * A thief who stole a calendar got twelve months.
- * A thief fell and broke his leg in wet cement. He became a hardened criminal.
- * Thieves who steal corn from a garden could be charged with stalking.
- * We'll never run out of math teachers because they always multiply.
- * When the smog lifts in Los Angeles , U C L A.
- * The math professor went crazy with the blackboard. He did a number on it.
- * The professor discovered that her theory of earthquakes was on shaky ground
- * The dead batteries were given out free of charge.
- * If you take a laptop computer for a run you could jog your memory.
- * A dentist and a manicurist fought tooth and nail.
- * What's the definition of a will? (It's a dead giveaway)
- * A bicycle can't stand alone; it is two tired.
- * Time flies like an arrow; fruit flies like a banana.
- * A backward poet writes inverse.
- * In a democracy it's your vote that counts; in feudalism, it's your Count that votes.
- * A chicken crossing the road: poultry in motion.
- * If you don't pay your exorcist you can get r epossessed.
- * With her marriage she got a new name and a dress.
- * Show me a piano falling down a mine shaft and I'll show you A -flat miner.
- * When a clock is hungry it goes back four seconds.
- * The guy who fell onto an upholster y machine was fully recovered.
- * A grenade fell onto a kitchen floor in France , resulted in Linoleum Blownapart.
- * You are stuck with your debt if you can't budge it.
- * He broke into song because he couldn't find the key.
- * A calendar's days are numbered.
- * A lot of money is tainted: 'Taint yours, and 'taint mine.
- * A boiled egg is hard to beat.
- * He had a photographic memory which was never developed.
- * A plateau is a high form of flattery.
- * Those who get too big for their britches will be exposed in the end.
- * When you've seen one shopping center you've seen a mall.
- * When she saw her first strands of gray hair, she thought she'd dye.

- * Bakers trade bread recipes on a knead to know basis.
- * Santa's helpers are subordinate clauses.
- * Acupuncture: a jab well done.

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

(Generic Smiley)

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The Small Print

YOU ARE RECEIVING this F-R-E-E newsletter on book writing, publishing and promoting because you are on Dan Poynter's option-in Publishing Poynters mailing list.



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.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is interested in selling more books or wants to know where the publishing industry is headed. Just click on "Forward" in your email program.

BACK ISSUES are archived at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

PRIVACY STATEMENT: We will not distribute your email address to anyone. Period.

TIME TO SHARE. Please send your news items and promotion ideas to DanPoynter@ParaPublishing.com

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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
 PO Box 8206, Santa Barbara, CA 93118-8206 USA. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009  
<http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)