



Your Publishing Poynters Newsletter: November 15, 2005

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.
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For the Small Print, scroll to end.

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<1-----ParaNews-----<

A. GOOGLE TO RESUME SCANNING LIBRARY BOOKS, despite mounting legal threats. See

<http://www.eweek.com/article2/0,1895,1878683,00.asp>

B. GOOGLE AND AMAZON TO SELL PORTIONS OF BOOKS. This is the next big thing in publishing says Godfrey Harris, the Executive Director of International Publishers Alliance, a nonprofit organizations that represents small and independent publishers at the major book fairs around the world (hrmg@aol.com), urges all publishers to embrace the current effort by both Google and Amazon.com to offer consumers the chance to buy portions of a book on the Internet rather than the whole book. While the press sees this as the equivalent of downloading a song from the Internet or reading the first and last chapter of War and Peace to avoid the boring stuff in between, small and independent publishers of trade books will be able to sell lots of important things from their publications rather than just a few of the whole publication itself. IPA introduced the same concept as E-SegmentedBooks.com at the London Book Fair several years ago as a way to increase the earnings of small and independent publishers. Few saw its possibilities at the time, but with Google and Amazon offering the engine, it could become the next BIG thing in publishing.

<http://www.latimes.com/technology/la-fi-amazon4nov04,0,387483.story?coll=la-home-headlines>

C. BOOK MACHINE ANNOUNCED. 3BillionBooks, Inc. (3BB), is planning to become the first company to globally deploy a low cost (under \$100,000), totally automatic book machine, which can produce between 15 - 20 library

quality paperback books per hour, on-site, in any language, in quantities of one, without any human intervention. See

<http://www.3billionbooks.com/>

D. YOU CAN BE ONE OF JUST 23 SAVVY PEOPLE to attend the last 2005 weekend seminar at Dan's place in Santa Barbara. Come and visit Dan's home, on a hill overlooking the Pacific on November 12-13. These book promoting workshops have been held quarterly for more than 20 years.

Just two seats left. For more information, see

<http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&usrid=10313032>

E. THE EIGHTEENTH INDEPENDENT AND SMALL PRESS BOOK FAIR will take place on December 3 and 4, 2005 at the Small Press Center, in midtown Manhattan. The Book Fair provides a relatively low-cost opportunity for independent and small publishers to interact with readers and colleagues, to sell books during a prime gift-buying weekend, and to help nurture the independent publishing community. Ingram Publisher Services are one of the industry sponsors of the Book Fair.

Nearly 4,000 visitors attended last December's Book Fair, and even more are expected this year. A number of excellent independent publishers—ranging from Seven Stories Press to Akashic Books to Soft Skull Press—will be in attendance. In addition, the Book Fair will host a diverse series of discussions, workshops, readings, and guests.

Publishers can still register to secure prime exhibition space at the event. Second and Third Floor spaces are still available, but filling up fast. Exhibit rates range from \$132 (for a shared table) to \$237. Paid-up members of the Small Press Center receive a 10% discount off the price of a table. For publishers that are not able to attend, the Book Fair's Co-operative exhibit room will sell their books for a flat fee (\$40 per title; \$35 for members), with no commission taken.

To register for the Independent and Small Press Book Fair, visit the webpage at www.smallpress.org. Apply online or mail the application form to: Independent and Small Press Book Fair, 20 West 44th Street, New York, NY 10036. For more information, call 212-764-7021.

F. PODCAST-CAN YOU SPOT A SELF-PUBLISHED BOOK?

“All self-published books do not look crummy but
Most of the crummy-looking books are self-published.”

Listen to Dan Poynter interview industry leaders on the quality of today's books. It's Publishing Poynters Radio. Plus other podcasts on book writing, publishing and promoting. Check out this great new technology.

Turn off your pop-up blocker and click on

<http://podcasts.yahoo.com/search?p=dan+poynter&c=b>

G. DAN POYNTER IS COMING TO VISIT. Please alert your writing and publishing colleagues.

Everywhere (teleconferences), Atlanta, Foster City, Goleta, Kuala Lumpur, Los Angeles, Oakbrook, Ottawa, Pewaukee, Reno, San Francisco, Santa Barbara, Santa Monica, Singapore, Sydney, Washington, DC.
(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://parapub.com/calendar.cfm?>

H. NICHE MARKET WORKSHOPS. Some books are stand-alone charleys, then it's time to find a new topic. But others are fundamental to a process, belief, or action around which an empire can be profitably built, with related speeches, workshops, articles, reports, CDs, cassettes, a newsletter, and related products strengthening the core concept. If directed to a niche market, the empire can also be tested quickly and for a song. For those creating their own empire, Gordon Burgett (author of Publishing to Niche Markets) is offering four identical "Niche Market Two-Day Empire Builder's Workshop(s)" in Los Angeles and San Francisco in January and February.
Check <http://www.buildyourempire.com/workshops06.htm> for details.

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

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Please forward this newsletter to your colleagues in book writing, publishing and promoting.

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<2-----ParaWants-----<
STORIES/INFORMATION WANTED

Contact requesters directly. Do not send stories, etc. to Dan.
Please forward these requests to your colleagues. They will thank you.
ParaWants are posted/archived for two months at
<http://www.u-publish.com/invite.htm>

A. I am editing a coffee table book on FAMOUS AND INFAMOUS BOOKSTORES, past and present, with brief essays by the writers, living or dead, who frequented them. I'm interested in hearing from folks who know of specific books, articles or other material in which a well-known writer talks about a specific bookstore in some detail. It can be recent or ancient. I'm also interested in bookstore photos -- published or not -- particularly older bookstores that no longer exist. -- Larry Portzline, info@bookstoretourism.com

B. LOST A JOB? I want your story. What happened? How it was handled? Your tale of the job search. I'm writing a book, What's Next? A Career Guide for Men. If you, or someone you know, has a story to tell, please get in touch. Thanks. nextbook@jancannon.com

C. I am in the process of researching a book about DOCTORS WHO HAVE LOST THEIR MEDICAL LICENSES (as I did). I am interested in their motivation for becoming medical doctors, what type of medicine they practiced and for how long and in what context (i.e. hospital, private practice, academic setting), how they lost their licenses and why, whether they applied for reinstatement and if so, what was the outcome, and what they have done since they've been unable to practice medicine.

For more info, or to send your story, please contact Melanie Cane at mels3dogs@msn.com

D. HUMOR IN THE CLASSROOM, AND, HUMOR IN THE WORKPLACE. Best-selling author (The Healing Power of Humor) is contracted to write two more books to be published next year by Gramercy Books, a division of Random House. For the first book, he is seeking short funny anecdotes related to students and/or teachers. For the second book, he is seeking funny incidents that relate to being on the job.

The anecdotes must be short (about 150 words) and laugh producing. They can be original or from previously printed sources. Send them to: humor@allenklein.com

E. I'm writing a book on OVERCOMING FIBROMYALGIA NATURALLY. Used one pain medication, no other drugs. Anyone who has used natural products with success to help alleviate symptoms of FMS, please contact me. I want to add that information to my book to help others with this disease.

--Patricia Andrews, fwataa@imbris.com

F. I am looking for stories or anecdotes from speakers, trainers or businessmen who have WORKED IN CHINA.

Humorous insights about the ways you connected with your audience or hosts would be welcome. How did you make people laugh? What helped you build a better relationship with your Chinese listeners?

Please email Warwick at warwick@warwickjohnfahy.com

G. MARINE CORP LEADERSHIP. I am writing, along with two other former Marines, a short book on applying principles of Marine Corps Leadership to Business. Would appreciate any and all suggestions about what YOU learned in the Corps and were then able to apply in business. Please send your suggestions to tbox@pittstate.edu.

H. I am looking for powerful personal stories that IT'S NEVER TOO LATE TO CHANGE YOUR LIFE, NEVER TOO LATE TO HEAL to be considered for my next book. Submission guidelines to "share your story" at www.irenewatson.com

I. I am putting a book together about SENIOR CITIZENS WHO HAVE LAUNCHED NEW CAREERS OR STARTED SUCCESSFUL BUSINESSES. I would welcome stories about older people (AARP eligible) who have stepped out on their own. Of particular interest: their reasons for the start-up; how they endured the usual tribulations of a start-up and why they chose the type of business they pursued. In appreciation to those responding, I will acknowledge your help in the book and you, and each person mentioned, will receive a signed copy of the book. Please respond to Don Bracken at brackendj@aol.com

--Don Bracken, History Publishing Company, LLC, author of *Times of the Civil War*

J. I am looking for stories/experiences on genealogy. Do you have a moving story or experience about your search for information on an ancestor(s)? Send to: Mark Van Wagoner @ www.markvan@sisna.com.

K. I need STORIES BY WOMEN ABOUT A SPECIFIC NEGATIVE EXPERIENCE WITH A MAN that would qualify him as a "bad boy" and what you did if anything to resolve it, did you end it or did he? I also need stories by women about a positive experience with a man that would qualify him as a "Prince." Any story is fine, can be sexual as long as R rated not X, romantic or a story about a boss or co worker, names will be changed to protect the not so innocent. Email your stories to Susie at the following address, Lightbee@aol.com Stories accepted will be put in a book.

==>SEND YOUR WANTED ITEMS to DanPoynter@ParaPublishing.com

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We challenge you to forward this newsletter to the book people in your address book.

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<3-----ParaSale-----<
SELLING OUT/PARTNER WANTED/TITLE CLOSEOUTS/ PUBLISHER SOLICITED.

A. ACCOUNTING PROGRAM. Discounted price on publishing program, Acumen (Cyberwolf), Single-User Software for a Mac.
Contact Vicki Lansky at Book Peddlers 952-912-0036 or email vickilee@aol.com

B. FOR IMMEDIATE ACQUISITION: Successful website providing consulting to writers and a lucrative national awards program for unpublished and

published authors. Perfect acquisition for publishing services company, POD printer or interested individual looking for the benefits of owning a small business. Complete support and training from current owner. Sale includes all rights to name of company, branded website, trademarked book awards program, membership database, and more. Asking price: \$15,000.00. E-mail <mailto:jb60030@yahoo.com> for more information.

C. REMAINDERS – Buy & sell. See <http://www.skufLOW.com/ssl/myremainders/>

==>SEND YOUR SELLING-OUT COMPANY OR STOCK TO
DanPoynter@ParaPublishing.com

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Do you have the guts, the nerve, the chutzpah to forward this newsletter to book people in your address book?

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<4-----ParaTips-----<

A. PUBLICITY: AIRTIME V PRINT.
--Pam Lontos, <http://www.PRPR.net>

Consider the best medium for your book publicity. Radio and television work great for topics with a mass appeal, like dieting, because they reach such a huge number of people. Business topics typically work better in print.

B. HOW IMPORTANT IS IT TO HAVE A PUBLISHER LOGO?
--Kathi Dunn, Dunn+Associates Design, <http://www.dunn-design.com>

Today's logo can be traced back to ancient China where artists and craftsmen marked their work with a distinctive pictorial symbol. In the industrialized age these personal marks evolved into trademarks which were protected by law. Your logo not only marks your products and your company but it also serves as a signature for your events. A strong logo instantly communicates an identity in a single image. It must have style. It must be timeless, appropriate and unique. It must be readable when larger than a billboard or smaller than a postage stamp, in one color or in full-color. A publisher logo has to be effective on book's spine - a small, less than half-inch space. And think about adding a tag line and how you can interchange tag lines for specific targeted genres. Remember, your logo is often the public's first contact with your company and helps establish that all-important first impression. Your logo is essentially the cornerstone of your brand-building efforts as a publisher.

C. LOGO PLACEMENT

--Robert Howard. www.bookgraphics.com

Most books in a book store are shelved with spines out. Although your logo may not be well known, it could help draw attention to your cover by virtue of it's color or shape.

D. INTERNATIONAL SHIPPING

--Rich Schell, JD, 847-404-2950, schell@wagneruslaw.com or

Should you be planning on shipping books abroad, you might want to acquire *The Global Entrepreneur: Taking your Business International* by Jim Foley. He is the Director of the International Trade Center at Bradley University.

E. HOW THE RIGHT URL CAN HELP YOU SELL MORE BOOKS

--Susan Kendrick/Graham Van Dixhorn, <http://www.WriteToYourMarket.com>

When you're trying to come up with a great title for your book, make sure to take this step. Go to a domain registration website, such as www.misk.com, and check for the availability of the title as a URL. This does two things. First, you find out if someone else already has a web presence under the name you are considering. Second, having this URL--preferably the .com--gives you an easy, memorable way to quickly point buyers to your book website in your online marketing; in print, radio, and TV interviews; and more. We've seen authors lose huge sales potential even after national TV exposure, simply because they gave out a long, obscure, or hard-to-remember website address. We've seen other authors rake in sale after sale with a book title and website address that make it easy for buyers to remember the name of the book--and where to buy it! For more ways to use URLs to your advantage and for proven strategies for coming up with just the right title for your book—plus a FREE consultation to get you started or help you with the final decision...Go to www.CoverThatBook.com and click on "New Double CD." Request the special coupon code and save 20% instantly.

F. WHEN LEARNING A NEW BUSINESS OR TRADE, the apprentice always starts with the small jobs. For example: A beginner auto mechanic might start with an oil change, not overhauling a transmission. The same approach applies with book publishing. Learn your strengths and weaknesses after publishing two or three mini reads, such as a 1-page newsletter, a 10-page chapbook, or a 20-page eBook. Then you will be better equipped to publish your big project.

--Judine Slaughter, <http://class.universalclass.com/diy101>

G. DUST JACKET COVERS - PAPER CHOICE

--- Karen Ross 310-397-3408 <http://www.karenross.com>

Paper... most are glossy, laminate, UV, etc., but have you really looked and felt them all...? Some are a delightful linen or uncoated stock that for, the right book, can really bring home another 'sense' to the reader. And for your paperbacks... be sure to get samples from the printer on 10 or 12 pt CS1 stock... the weight makes a difference too. karen@karenross.com

H. FIVE QUESTION-FIVE MINUTE WEB MAKEOVER QUIZ

--Judy Cullins, 20-year bookcoach, <http://www.bookcoaching.com>

If you haven't made Web sales and built your clients to an income you want, then maybe you need a Web Site makeover.

What I mean by that is, most people first contact a webmaster to put up their site. They can connect the links but not all are copywriters that bring in new customers and clients. You may have written your own material, but often it lacks the promotion know how to make your words sell. Take this quiz and the next step Web Marketing with stimulating sales copy writing.

Score the below questions from 0-5. Add up the total and see the recommendations at the end.

1. Does your home page include headlines that compel your visitor to click to product or service sales letter?

The number one mistake Web site owners make is not to give their valuable visitors a reason to buy. While mission statements and bios talk about you, benefit driven headlines make the difference--showing your potential buyers what outcomes they will receive.

2. Does your site offer a sales letter for each product or service you want to sell?

Visitors want you to help them make an informed decision. Educate them about your service in this piece whether it's in a long or short sales letter. If it's a product give them a reason to buy. Include benefits, features, and of course testimonials.

3. Do you make it easy for your visitor to buy?

At the end of your sales letter, include an order page on how to buy. Include each step because many people online are non-techie like your Internet marketing coach. Include the call the action link that takes your visitor straight to the order page. Check out a professional's site to see these skills in action.

4. Do you give your visitors what they want--free information?

Not only does a list of articles, ezines or tips on your site give free content--what visitors want--it also helps your site become number 1 to 10 in the search engines. That means 1000's of visitors a day. And that means more consistent monthly sales. Your non-techie Web coach is still number one in Google and 35 others after four years with the word "bookcoaching". Content is what makes people bookmark your site to return again and again.

5. Does your Web site bring you all the income you want?

Your site may be attractive and colorful, but check you monthly sales and make sure they increase to the income you want. It's not the hits, its the sales that really matter. Naturally, your site brings new contacts and develops an image too, but remember to measure your web site's success by the income it provides. Otherwise it's not worth a dime.

Recommendations

Score 0-4

If your score less than 5 you are ready for a complete makeover. Get help now.

Score 5 to 7

Your site is not doing much for your business. It needs improvement. Get a comprehensive Web site evaluation.

Score 8 to 10

Your site is doing well, but a web strategy could make it more successful.

Score greater than 10

Your Web site works. Get ongoing feedback for adding new content and making link changes. Realize your site cannot be static, and must keep growing and service your particular audience.

Putting up a Web site is not enough. It must give your targeted visitors what they want--free content, and it's copy must be punchy and persuasive to get your visitor to convert to a customer.

I. SAN SERIF TYPEFACES: ARIAL V HELVETICA. See

amaclaren@chuck-maclarenlaw.com

--Pete Masterson, <http://www.aeonix.com>

J. SELLING FOREIGN RIGHTS

--Clint Greenleaf, CEO of Greenleaf Book Group, LP

www.greenleafbookgroup.com or 512-891-6100

If you're exploring selling the foreign distribution rights to your title, you can find listings of international publishers to solicit through International Literary Marketplace (by subscription at literarymarketplace.com), or consider working through PMA's Virtual Foreign Rights Book Fair (<http://www.pma-online.org/pmafair>). Be forewarned that gathering the contacts and communicating with overseas publishers is extremely time-consuming and logistically difficult due to time zones and language barriers. Consider contracting a literary agent for this purpose to capitalize on their contacts, their knowledge of foreign distribution rights market trends, and their experience with the details of such contracts

K. SENDING COVER IMAGES TO AMAZON.COM. Give the .jpg file the same name as the ISBN then FTP the file. The Amazon computer will match the cover file to the book's page in a day or two.

host name: <ftp.amazon.com>
user name: catalog
password: N3ikmJ4r

L. WHY ARE YOU PROMOTING THIS BOOK?
—Eric Gelb, <http://www.PublishingGold.com>

Always Set a Marketing Objective. Then Design Your Campaign, Program, Efforts, etc. to Attain That Objective. Period.

M. SEE HOW eBooks ARE SOLD. The Self-Publishing Manual, Writing Nonfiction and Successful Nonfiction are available for just \$7.99 in electronic download from Amazon.com and other web sites. Now you can have a fully searchable edition of these bestsellers. Visit the sites and see how eBooks are sold.

<http://www.fictionwise.com/eBooks/DanPoyntereBooks.htm>

and

<http://www.amazon.com/exec/obidos/search-handle-url/index=books&field-author-exact=Dan%20Poynter&rank=-relevance%2C%2Bavailability%2C-daterank>

And see Document 615 at

<http://parapub.com/getpage.cfm?file=products.html>

N. LARGE PRINT BOOKS. Some of our books are also available in large print editions. Larger print is designed for the visually impaired, people with reading disabilities and people learning English as a second language. See

<http://www.amazon.com/exec/obidos/tg/detail/-/1568600887>

<http://www.amazon.com/exec/obidos/tg/detail/-/1568601107/>

For information on how you can turn your book into large print editions and get them up on Amazon, see Document 642 at

<http://parapub.com/getpage.cfm?file=products.html>

And for information on producing and selling eBooks at Amazon, see Document 615.

O. After taking your advice and deciding to sell my books in police uniform stores instead of the traditional book store, I just received acceptance by Borders Books and they plan on placing a nice size order for their stores. It was the numbers that I showed them concerning the book sales in these other stores that did it. Thanks so much Rich Solita.

P. BOOKSTORES ARE A LOUSY PLACE TO SELL BOOKS. Go into a bookstore and look around. How many people came in to buy a book on skydiving? Now visit a parachute store. How many are interested in a book on skydiving? There are many places to sell books besides bookstore. They are easier to reach, much more lucrative and a lot more fun. To start

Thinking Outside of the Book (trade), See

<http://parapub.com/getpage.cfm?file=resource/promote.html>

Q. WHAT CAN THE PUBLISHERS MARKETING ASSOCIATION DO FOR YOU?
See

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

R. 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://parapub.com/maillist.cfm>

S. BOOSTS RANK IN GOOGLE BY HAVING IT FIND YOUR WEB PAGES AND BLOG whenever you use Google. See <http://www.smartzville.com/google-homepage.htm>
--Shel Horowitz, <http://www.frugalmarketing.com>

T. SELECTING A COVER DESIGNER. Beware of 'Rock Star' Designers--their work can be all about them. Great article with examples of bad covers. By Denny Hatch. See <http://napco.com/ newsletters/stories/commonsense/commonsense/284654639088028.html>

U. COPYRIGHT OFFICE, TURNAROUND TIME and IRRADIATION. On July 20, I mailed one of my publications (not a book) to the Copyright office for registration.

As far as I know, all mail to the Copyright Office still goes to Florida first for Anthrax baking (high-temperature irradiation).
The Copyright Office is the single largest recipient of mail in the Library of Congress.

Yesterday (read: nearly four months), we received our charred and sliced cheque back with a note saying the bank had refused the damaged cheque. The note from the Copyright Office went on to say
“The registration process was halted prior to the registration of your work and the case has been closed.”
In other words: start over.

Today I made up a new package and sent it to the Copyright Office via UPS, Two-Day Air.
I'm told that shipping with private carriers avoids the side trip to Florida due to easy sender traceability.

One report I found said: “The Copyright Office also reported that some of the mail it received was damaged by the irradiation process.

So, it appears they are taking some four months to register a copyright. It will be interesting to compare the time with Postal v UPS routing.

Hmmm, and I am curious what the heat might do if you tried to register a CD. One report says: “The irradiation process may damage tapes, videos and film.”

So use UPS or FedEx.
--Dan Poynter

V. GET LISTED IN THE YEARBOOK OF EXPERTS, save \$100 and get 30 days free. As an author, you qualify to be listed as a resource on your subject. Make yourself available to the media. The deadline is November 15 but if you click this link, you can qualify for the extended deadline of December 15. See http://www.expertclick.com/Referral/Para_Publishing

==> 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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<5-----ParaResources-----<

A. PARENTING BOOK AWARDS. New award program for the best of the best books. The Parent to Parent Adding Wisdom Award program picks the best books for parents. The books are judged and reviewed by *real* parents for *real* parents and is the only award program to ever be honored by Disney. See www.AddingWisdomAward.com for more details.

B. AMAZON and B&N RANKINGS. Measuring prices and price competition online:
Amazon and Barnes and Noble. See <http://gsbwww.uchicago.edu/fac/austan.goolsbee/research/amzn.pdf>

C. WHAT AMAZON SALES RANKS MEAN. See <http://www.fonerbooks.com/surfing.htm>

D. WHAT IS YOUR PUBLISHING COMPANY WORTH? See <http://www.bizmark.net/Articles/article31.htm>
and <http://www.ivanhoffman.com/selling.html>

E. WHAT DOES YOUR TELEPHONE NUMBER SPELL? See <http://www.phonespelling.com/cgi-bin/result.cgi>
-Jim Zinger

F. PITCHING OPRAH. Do you have a great idea for a show based on your book? Is there a topic you feel passionately about? The producers of *The Oprah Winfrey Show* want to hear from you! See

http://www.oprah.com/email/reach/email_showideas.jhtml

G. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION? See our Supplier List. Find typesetters, cover artists, Book Promoters and much more.

<http://parapub.com/supplier.cfm>

H. TRACK YOUR BOOK'S HISTORY AT AMAZON.COM. See

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

I. IF YOUR TITLE IS NOT SELLING THE BOOK, CHANGE IT. You can make any changes you wish in your next edition (the authority is confirmed to you by the First Amendment of the Constitution of the United States.) For a list of well-known books that had alternative original titles, see Document 156 at

<http://parapub.com/getpage.cfm?file=products.html>

J. INTERACTIVE CENSUS MAPS. See

<http://barbera.caliper.com/maptitude/census2000maps/map.asp>

K. DICTIONARY. See

<http://dictionary.reference.com/>

L. THESAURUS. See

<http://www.visualthesaurus.com/index.jsp>

M. NEED SOMEONE TO DESIGN, TYPESET AND LAYOUT YOUR BOOK? See the Supplier List at

<http://parapub.com/supplier.cfm?>

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

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Why keep this valuable newsletter to yourself when you can forward it to your book colleagues? They will appreciate your generosity.

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<6-----ParaThoughts-----<

WRITE WHAT INTERESTS YOU

What do you want to be doing in two years?

Plan your future and your book now. It is best not to write on something that you are no longer interested in and do not want to pursue.

For example, let's say you have been selling cars for the past ten years, but your hobby is golf and you are pretty good at the game. Do not write on cars even though you are an expert. Write on some aspect of golf. Once your book is published, people will request interviews, articles, seminars and consulting. Plan now to make sure they approach you on a subject you are passionate about.

Rich and Sue Freeman never intended to become writers. After 20-odd years climbing the corporate ladder, they requested six-month leaves to hike the Appalachian Trail from Georgia to Maine. Some 2,200 miles later, they conquered Mount Katahdin only to hear they would not be returning to the company. They had been downsized.

With all options open to them, they decided to share their newfound love of the outdoors. They kept hiking, researching, writing and applying their years of corporate knowledge to running the business.

Their first effort was a guidebook on the trails around their hometown that could be used by people of all ages out for a stroll. Books on hiking trails led to guides on biking trails and then to publishing other outdoor-recreation authors. Their income dropped the first year but they were alive with a new passion. The latest book from Footprint Press is *Bruce Trial; An Adventure Along the Niagara Escarpment*.

<http://www.footprintpress.com>

Turn your passion center into your profit center. Do not write about what you *used* to do, pursue what you *want* to do.

“My object in living is to unite my avocation and my vocation.” —Robert Frost (1874-1963), American poet, *Tramps in Mudtime*.

(Excerpted from Successful Nonfiction by Dan Poynter.

For 108 more inspirational tips, See

<http://parapub.com/getpage.cfm?file=/resource/writing.html>

(Scroll down to SUCCESSFUL NONFICTION: Tips & Inspiration for Getting Published by Dan Poynter. This is a gift book for the writer within or the writer in your life. It might be described as Life's Little Instruction Book meets Chicken Soup for the Writer's Soul. Each page hits you right in the thought process with a tip, an explanation, an illustrative story and a writing quotation. All writers will find this book informative, insightful and fun. "Bet you can't read just one."

(You will discover: 38 Tips on how to write, 11 Tips on why you should write, 4 Tips on why your writing project should be a book, 21 Tips on what to write, 7 Tips on doing research, 9 Tips for building your book, 3 Tips on Copyright, 10 Tips for finding the right agent or publisher, 6 Tips on book promotion, And much, much more.

(Successful Nonfiction is a beautiful book. The soft cover book has gold stamping, embossing, French flaps, end sheets and a matte finish. It is a book as an "art form".

ISBN 1-56860-061-5. Softcover book, 5.5 x 8.5, 144-pages. \$14.95

For a review, see

<http://www.compulsivereader.com/html/modules.php?op=modload&name=News&file=article&sid=374>)

==>SHARE YOUR THOUGHT. Send it to 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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<7-----ParaFreebies-----<

A. CONTENT FOR WRITING WEBSITES. Two javascript graphs you can put on your website to help augment the content. One graph provides writing contest deadline information and the other one offers randomly generated writing prompts. These can go on websites or blogs and are very easy to load. See <http://www.oncewritten.com/FreeWebsiteContent.php>

B. CREATING A POLISHED, PROFESSIONAL LOOK FOR YOUR BUSINESS is a smart move. And with our free Sales and Marketing templates, it's easy to do. These customizable templates can help you design and produce your own marketing materials in-house. You can create materials for desktop and commercial printing, give your company a dynamic presence on the web, and help ensure your e-mail and other communications maintain a consistent look and feel. See <http://www.microsoft.com/smallbusiness/products/office/business-templates.mspx>

(Turn off your pop up blocker)

C. GALLEY COVER LAYOUT FORM. Paint by the number outline. See Document 149 at <http://parapub.com/getpage.cfm?file=products.html>

D. DOES SELF-PUBLISHING WORK? It worked for John Grisham, Richard Nixon and Stephen King. See Document 155 at <http://parapub.com/getpage.cfm?file=products.html> and see http://parapub.com/success_list.cfm?

E. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – F-R-E-E. Each kit consists of more than eight pages of details, tips and resources. Each is geared to a level of The New Book Model.

- =Researching and Writing
 - =Producing printed books, eBooks & dBooks.
 - =Marketing, promoting & distributing.
- See

<http://parapub.com/getpage.cfm?file=/infokit.html>

F. MORE F-R-E-E STUFF. See

<http://www.CoolSavings.com>

G. PAPERPOINT SEMINAR ON BOOK WRITING WITH DAN POYNTER. If you or a colleague are in the writing stage on a nonfiction book, get this freebie now.

Listen at

http://www.michaelpoynter.com/audio/PF2_DanPoynter.mp3 and

Get the handout at

http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html

Scroll down and download the three pieces of P-47.

Then look at the Template and slides and listen to the seminar.

This PaperPoint seminar is just like being there.

==>SHARE YOUR FREEBIE. Send it to DanPoynter@ParaPublishing.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 telling your book colleagues about
 Publishing Poynters--and collecting business cards.
 Then mail the cards to us.
 Your writing & publishing colleagues will thank you for being so thoughtful.

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<8-----ParaCalendar----->

WHERE IN THE WORLD IS DAN?
SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS
ONE PRESENTATION AT A TIME.

A. Dan Poynter is circling the world to show people how to make a difference and make a living through their books. He shares two major programs and many specific ones.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to use innovative techniques and leading-edge technology to write your books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at <http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 28-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on parachutes and skydiving. See http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

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://parapub.com/calendar.cfm>

2005

November 12-13: SANTA BARBARA. Book marketing/promotion/distribution retreat in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&usrid=10313032>

November 15: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

November 18: OAK BROOK/CHICAGO. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. National Speakers Association/Illinois chapter. Fmi: Jeff Korhan, 630-774-8350, jKorhan@TrueNature.com, <http://www.nsa-il.org/>

November 19-20: FOSTER CITY, CA. Cat Writers Association. Dan Poynter on publishing. Fmi: Fran Shaw, (717) 397-9531, franshaw1@juno.com, <http://www.CatWriters.org>

December 1-3: OTTAWA. Canadian Association of Professional Speakers annual convention. Hilton Lac-Leamy, Ottawa-Gatineau. Fmi: <http://www.canadianspeakers.org/>

2006

January 5-8. TUCSON. NSA-U. Dates blocked.

January 9: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

January 26-29. RENO. Parachute Industry Association. Dan Poynter on an aviation subject. FMI: <http://PIA.com>

February 10-12: ARLINGTON, VA. National Speakers Association Winter Workshop. Fmi: <http://www.NSAspeaker.org>

February 17-19: SAN FRANCISCO. Third Annual San Francisco Writers Conference. Mark Hopkins Hotel. Dan Poynter will speak on Getting Published. Fmi: Michael Larsen, (415) 673-0939, larsenpoma@aol.com, <http://www.SFwriters.org>

March 2-3: PEWAUKEE. Wisconsin chapter of the National Speakers Association. Radisson Hotel. Fmi: Sally Anders, 608-239-2127, AnderSal@chorus.net, <http://www.WisconsinSpeakers.com>

March 26-April 3. AUSTRALIA. National Speakers Association of Australia. March 31-April 2, Sydney. Fmi: <http://www.nationalspeakers.asn.au/>, nsaa@ledger.com.au

April 16-24. SOUTH AFRICA. National Speakers Association conference. Mount Grace, Magaliesberg, near Johannesburg, April 21-22. Fmi: Paul DuToit, Paul@congruence.co.za, <http://www.nsasouthafrica.co.za>

May 1-8: SINGAPORE & MALAYSIA. Boot Camp in Johor Bahru May 6-7. Fmi: Kumar: kumar@masteryasia.com, <http://www.MasteriaAsia.com>. +603-9059-6488.

May 16-18. WASHINGTON, DC. Publishers Marketing Association Publishing University.

May 19-21. WASHINGTON, DC. Book Expo America. Convention Center. Dates Blocked.

May 22. WASHINGTON, DC, First Class, Inc., Lifelong Learning Center. Books 101, The full New Book Model program. Fmi: Deb Leopold, 202-797-5102, TakeAClass@aol.com, <http://www.TakeAClass.org>

July 22-25. ORLANDO. National Speakers Association annual convention. Dates blocked.

August 24-27. ARLINGTON, VA. Parachute Industry Association. Dan Poynter on an aviation subject. FMI: <http://PIA.com>

October 20: ATLANTA, GA. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. bemis@nnba.net, <http://www.nnba.net> \$69. Open to the public.

<9-----ParaHumor----->

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS, THE ARTS AND/OR WORDS. If you have a laugh to share, please send it to DanPoynter@ParaPublishing.com

THINGS THAT HALLMARK CARDS DON'T SAY
From Shel Horowitz

Heard your wife left you,
How upset you must be.
But don't fret about it...
She moved in with me.

Looking back over the years
that we've been together,
I can't help but wonder...
"What the hell was I thinking?"

Congratulations on your wedding day!
Too bad no one likes your husband.

How could two people as beautiful as you
Have such an ugly baby?

I've always wanted to have
someone to hold,
someone to love.
After having met you
I've changed my mind.

I must admit, you brought Religion into my life.
I never believed in Hell until I met you.

As the days go by, I think of how lucky I am...
That you're not here to ruin it for me.

Congratulations on your promotion.
Before you go...
Would you like to take this knife out of my back?
You'll probably need it again.

Happy Birthday, Uncle Dad!
(Available only in Tennessee , Kentucky & West Virginia)

Happy birthday! You look great for your age.
Almost Lifelike!

When we were together,
you always said you'd die for me.
Now that we've broken up,
I think it's time you kept your promise.

We have been friends for a very long time ..
let's say we stop?

I 'm so miserable without you
it's almost like you're here.

Congratulations on your new bundle of joy.
Did you ever find out who the father was?

Your friends and I wanted to do something special for your birthday. So we're having you put to sleep.

So your daughter's a hooker, and it spoiled your day. Look at the bright side, it's really good pay.

(Generic Smiley)

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

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THE SMALL PRINT

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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.  
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<http://ParaPublishing.com>: More than 500 pages of helpful information.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)