

# Publishing Poynters Marketplace

A *Publishing Poynters* supplement about  
Buying, Selling and Reviewing.  
Authors and publishers helping each other.



January 2012. Copyright © Para Publishing LLC. ISSN: 1530-5694.  
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[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com); <http://ParaPub.com>; 1-800-PARAPUB  
For the Small Print, scroll to end.

## IN THIS ISSUE OF THE MARKETPLACE

- A. ParaStories**-Stories/Information Wanted
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- D. ParaReviews**-Reviews on Amazon and B&N wanted
- E. ParaCoop**-Co-operative marketing programs. Offer/Join.



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## ANNOUNCING



*Dan Poynter's*  
**Para Promotion Program**  
[ParaPromotion.com](http://ParaPromotion.com)



**Discover the secrets of book promotion with  
personal guidance and proven weekly projects**



## A. ParaStories



### STORIES/INTERVIEWS/INFORMATION WANTED

**NEED STORIES** to flesh-out your book? List your wants here. Focus on a single topic and provide your contact information. Write tight. Conform to the format so we can Copy\Paste and do not have to edit. Send your listing to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) Put "Stories Wanted" in the Subject line of your email. There is no charge for listings.

**WANT TO CONTRIBUTE YOUR STORY?** Contact requesters directly. Do not send stories, etc. to Dan.

### STORIES REQUESTED:

1. I am looking for stories from **people who have started a financially successful business AFTER turning age 50+**. They should put the following in the SUBJECT "50 Plus Entrepreneur".

Please provide a brief summary of your story and provide your contact information and send it to EJ Cooper - [mind4success@gmail.com](mailto:mind4success@gmail.com)

Thank you  
EJ Karpeh

2. Words hold the power of life and/or death. I'm researching for an **article on the power of words and how they have shaped people's lives**. It could be words spoken/written to you, from you, or even to yourself. I'd love to hear your experience, either negative or positive.

Thanks so much,  
Barbara Ann Brown  
[barbara.brown28@yahoo.com](mailto:barbara.brown28@yahoo.com)

3. Do you have an **inspirational story** in your head, just waiting to get out? Do you want some recognition for your skills as a talented writer, but don't know where to begin?

If you answered yes to either of these questions, author Lois W. Stern has initiated an **Inspirational Tales contest** that could just be the answer to your prayers. See [www.Tales2Inspire.com](http://www.Tales2Inspire.com) for detailed information.

From Lois: "If those logos look slightly familiar, there's a good reason! A big thank you to Dan Poynter for guiding me to the graphic artist who developed his Global Ebook Award stickers."

--Lois Stern



4. I am in the process of writing a book on the **perils of a sexless marriage**.

I am looking for professional input from the following: a psychiatrist, OB/GYN, Social Worker, Financial Consultant, Pastor, Family Planner, School Counselor and Marriage Counselor who would be willing to be interviewed for the book.

If you are interested in contributing your professional skills please contact me at [mparsons66@yahoo.com](mailto:mparsons66@yahoo.com) for more information.

**(Your story request could be listed here--at no charge.)**

Please help us help our readers.  
Forward this Marketplace newsletter to your colleagues in publishing.



## B. ParaWants



**ITEMS/SERVICES/HELP WANTED.** This is a new section where book- and publishing-related items and services may be posted. Send your wants to

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

Put "Item/Service Wanted" in the subject line.

If you supply a solicited item, contact the poster directly. Do NOT write Dan Poynter. If you know of a supplier, please help the poster by writing him or her.

If you are a supplier looking for customers, see

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

### **ITEMS/SERVICES/HELP WANTED:**

**1.** I am in the process of writing a book on the perils of a sexless marriage. I am looking for professional input from the following: a psychiatrist, OB/GYN, Social Worker, Financial Consultant, Pastor, Family Planner, School Counselor and Marriage Counselor who would be willing to be interviewed for the book.

If you are interested in **contributing your professional skills** please contact me at [mparsons66@yahoo.com](mailto:mparsons66@yahoo.com) for more information.

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This newsletter has a circulation of 41,000+.  
You must know several authors and publishers who don't receive it.  
Why not forward it to them?



## C. ParaSales



### **SELLING OUT/PARTNER WANTED/POSITIONS OPEN/TITLE CLOSEOUTS/ PUBLISHER SOLICITED/RIGHTS.**

Send your selling-out company or inventory items to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com).  
Put "ParaSales-Selling Out" in the subject line.

### **SELLING**

**1.**

**(Your request could be here)**

You are in the information business.  
This newsletter is information.  
Forward it to your publishing colleagues now.



## D. ParaReviews



**REVIEWS SELL BOOKS.** Reviews make a book stand out. We can help each other by posting (five star) reviews at Amazon.com, B&N.com, BooksAMillion.com and other web sites.

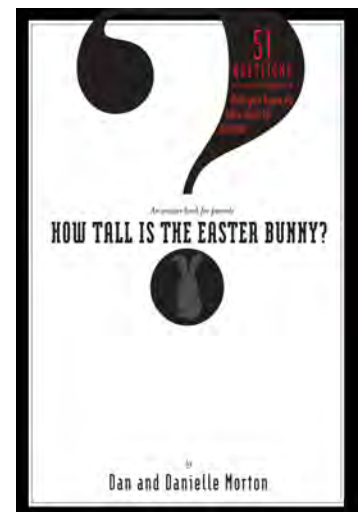
**IF YOU WOULD LIKE TO REVIEW BOOKS** in your area of interest/expertise, contact the listing publisher directly with your Postal address. Do not send your request to Para Publishing. Please award the book at least four stars or decline to review it. A review with fewer stars is harmful to sales. The book you receive is yours to keep. If you agree to review a book and receive it from the author, please let him/her know that you have and that you will contact them again after you complete your review.

**IF YOU WANT YOUR BOOK REVIEWED** on Amazon.com, B&N.com, etc., list it here in *Publishing Poynters Marketplace* (no charge). You must be willing to send a book and promotional materials (review-book package) to readers of *Publishing Poynters Marketplace* who contact you (usually 5 to 10 copies). Include the number of pages in your description and for children's books, list the age level for which the book is written. Make sure the book is already listed at Amazon.com.

Just send your request and description to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)  
Draft your request so that I do not have to edit it. Make it short. Just describe the book in a few words; don't send a lengthy review of it. Lengthy submissions will be returned for rewriting or ruthlessly cut. Reviewers only need enough information to see if they have expertise and an interest in your category. Supply full contact information including your email address. Write the draft as it should appear so that I do not have to do more than Copy\Paste. Put "Review Wanted" in the subject line.

**1. "How Tall is the Easter Bunny?"** 51 questions your child might ask... that you have no idea how to answer! [ISBN: 0615435955](https://www.amazon.com/dp/0615435955)

Perfect for parents and grandparents! This book covers many of the questions kids ask about the Easter Bunny, Santa Claus and the Tooth Fairy. We surveyed parents across America to get fun answers to questions like: "Why does Santa Need Price Tags?", "Where does the Tooth Fairy Live?" and of course: "How Tall is the Easter Bunny?". This is a great book for the upcoming holidays! 236 pages. Preview available on Amazon. Please contact the author Dan Morton via email if you would like to review this fun and whimsical book (email address: [dgmorton@gmail.com](mailto:dgmorton@gmail.com) ).  
Dan Morton



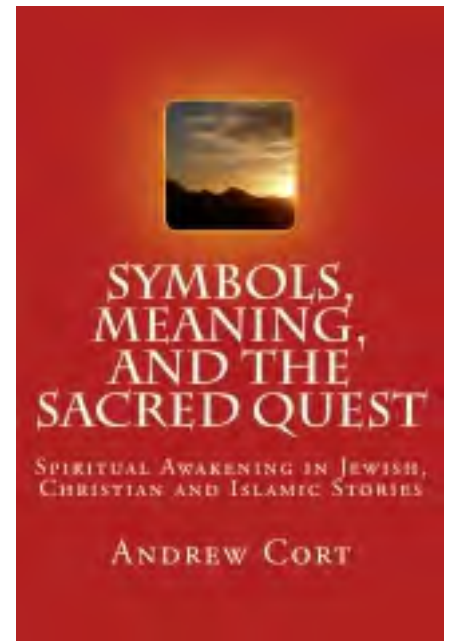
## 2. SYMBOLS, MEANING, AND THE SACRED QUEST: SPIRITUAL AWAKENING IN JEWISH, CHRISTIAN AND ISLAMIC STORIES

If you're on a personal spiritual quest, if you'd like to discover the "how to" lessons for spiritual awakening that lie hidden in the wonderful myths and legends of the western tradition, if you are fed up with narrow-minded bigotry and hatred – **then this book is for you.**

You can find out much more on my website/blog  
[www.Spirituality-and-Religion.com](http://www.Spirituality-and-Religion.com) .

For a Review Copy (Paperback, Kindle, or a PDF download) please contact me at [Andrew@AndrewCort.com](mailto:Andrew@AndrewCort.com)

Thank you,  
Andrew Cort

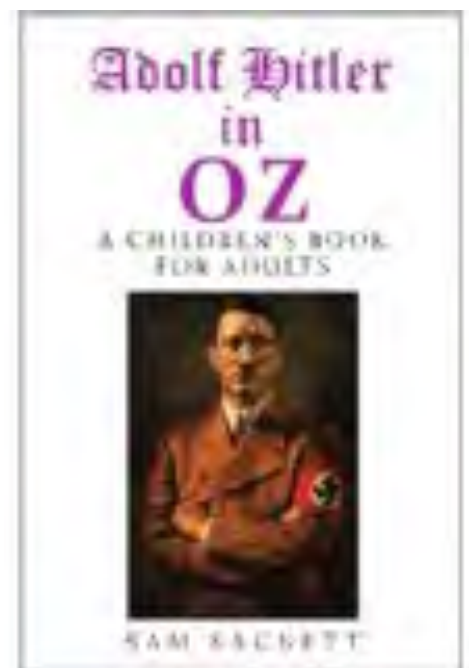


3. Two reviewers are wanted for **Adolf Hitler in Oz: A Children's Book for Adults**, a comic fantasy satire set in the Oz of Baum's later books. It's not for children because there are philosophical, political, and psychological implications that would be boring for them.

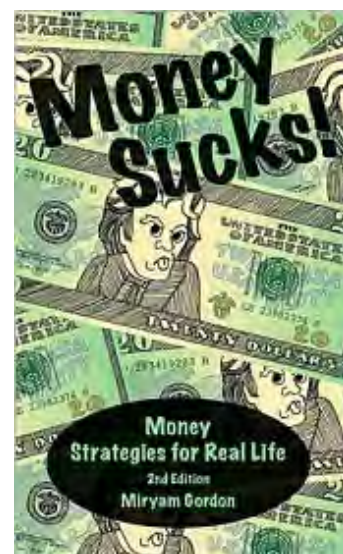
Friends, I have been diddled by two ladies who promised to write reviews of a previous book for [amazon.com](http://amazon.com) and got free signed copies without ever fulfilling their promise. A burnt child dreads the fire. I will e-mail *Adolf Hitler in Oz* as an attachment to the first two people who respond to this post, and when their reviews appear in the [amazon.com](http://amazon.com) website I will send them signed copies of the book.

E-mail me as [samsackett@netscape.net](mailto:samsackett@netscape.net).

Sam Sackett  
[www.samsackett.com](http://www.samsackett.com)



4. You don't often see the words "cute" and "**personal finance book**" in the same sentence! My 88-page basic finance review, *Money Sucks! Money Strategies for Real Life* needs more reviews on <http://www.amazon.com/gp/product/0977905829> and <http://search.barnesandnoble.com/Money-Sucks-Money-Strategies-for-Real-Life/Miryam-Gordon/e/9780977905829/?itm=3&USRI=money+sucks>



The book is focused toward young adults, aged 17 to 23. Still, anyone who doesn't know the information will be helped. Topics include: how to create a budget, how to fill out a W-4 IRS form, how to balance a checkbook, how to successfully manage credit cards, and techniques to keep your identity as safe as reasonably possible. Each of the nine short chapters includes a light-hearted one-panel cartoon that gives a little lift of humor. The overall feeling of the book is that financial information isn't that scary, and you can really manage your money successfully. But it takes some work to do it (and that sucks).

Send an email to [greenelmspress@gmail.com](mailto:greenelmspress@gmail.com) and indicate if you would like a hard copy or an emailed pdf (pdfs are preferred of course and since it's short, it's easy to read on screen).

Miryam Gordon  
(Author and Publisher)  
Green Elms Press  
PO Box 15186  
Seattle, WA 98115

5. Seeking Amazon, Barnes & Noble and other online reviews for our non-fiction war memoir, *Friends for Life: Strangers Brought Together by the War in Iraq*. This modern war story is told through the voice of two women, chronicling the experiences and emotions of a yearlong deployment to Iraq. Patti, the mother of an Army medic, and Jennifer, sister of an Infantry soldier, forge an online friendship as their soldiers fight together in Operation Iraqi Freedom. Patti and Jennifer spent the year supporting their soldiers and comforting each other while their boys battled with the Deuce Four Stryker Brigade in the fierce fight to secure Mosul, Iraq.



For additional information online, visit <http://friendsforlifebook.weebly.com>. Contact Jennifer MackInday at Sandy Island Press by email, [Jennifer@sandyislandpress.com](mailto:Jennifer@sandyislandpress.com) to request a review copy or to speak with the authors

6. In **Good Riddance: Showing Clutter the Door**, authors and professional organizers Susan Borax and Heather Knittel challenge the reader to imagine a life minus 30-year-old college textbooks, boxes full of mildewed tie-dyed garments and drawers brimming with leaky soy sauce packets. These are but a few of the 100 household clutter culprits the authors identify as CRUD (Completely Ridiculous Useless Debris), responsible for holding your home hostage. Armed with helpful guidelines, readers will find the inspiration to probe that terrifying crawl space, tackle the avalanche-prone linen closet and open the boxes coated with the protective layer of dust. The book supplies a dose of comic relief for those struggling with life-long co-dependent relationships with their possessions. This 156 page guide examines, elucidates and offers practical solutions for fighting the battle against clutter. Instead of cringing, the reader will laugh her way to a clutter-free existence in less time than it would take to alphabetize her CDs, spend her tax refund or get her husband to replace a leaky showerhead.



ISBN Number: 978-0-9867177-0-3

I am looking for reviews. For review copies contact:

Susan Borax, Author at [goodriddance@shaw.ca](mailto:goodriddance@shaw.ca)

Available on [Amazon.com](http://www.amazon.com) - <http://www.amazon.com/GOOD-RIDDANCE-Showing-Clutter-ebook/dp/B004ASOT78>

Susan Borax, Good Riddance Professional Organizing Solutions  
604 421 5952, Web: [www.goodriddance.ca](http://www.goodriddance.ca)

## 7. "STOP LOSING MONEY IN THE STOCK MARKET!"

**Wall Street Craps** is a street-smart guide for savvy independent investors that shows exactly how to "play" today's hot & cold stock market game for fast money with less risk. In this easy-to-understand book, you'll discover the 10 most critical steps to accelerating your success in the stock market including: (1) Divide up your funds wisely, (2) Select only the best buy candidates, (3) Evaluate the market with more precision, (4) Know when to place your bets, (5) Stay sharp when you're in game, (6) Decide when to cash out, and (7) Know Thy Self and adjust your play accordingly.

I am seeking positive reviews for Amazon and Barnes & Noble. For a free review copy (your choice of either eBook or hardcopy), contact: [info@stevenakamoto.com](mailto:info@stevenakamoto.com)

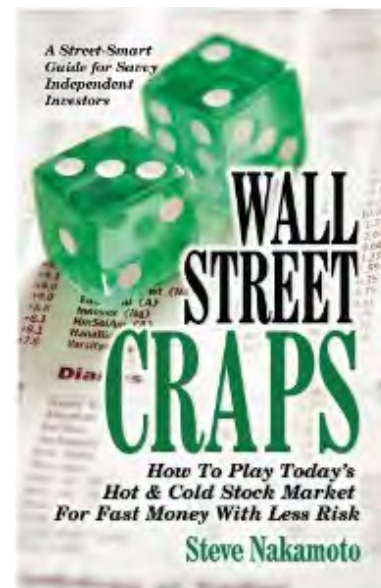
Thank you,

Steve Nakamoto

ISBN-10: 0-9670893-8-7, ISBN-13: 978-0-9670893-8-6

Page Count: 192, Category: Business/Investing

Website: [www.WallStreetCraps.com](http://www.WallStreetCraps.com)



## **8. How to Raise Disciplined and Happy Children: Mastering the Power of Positive Reinforcement**

By Jerry Adams, Ph. D., Child and Adolescent Psychologist

ISBN: 978—1463530914, 206 pages. Published in both print and ebook formats on [Amazon.com](http://www.amazon.com), <http://www.howtoraisedisciplinedandhappychildren.com/>

Why is raising disciplined and happy children so difficult? Part of the answer lies in the often confusing and conflicting advice heaped upon new parents, especially those extreme views that are pushed particularly forcefully. One side urges protecting children's self-esteem even during misbehavior, in the interests of raising happy children. The other side insists that any noncompliance must be dealt with swiftly and harshly, to assure children are taught obedience. While most parents find little comfort from either extreme, research shows that in practice, punishment is the automatic reaction of most parents to persistently unacceptable behavior — even though they recognize that punishment does not achieve lasting compliance.

Over several decades, I developed and refined a class for parents to deal with such confusion, basing my approach on rigorously established principles of behavior change which I adapted to the everyday lives of the families I served. In response to requests from parents for a handy reference, I wrote *How to Raise Disciplined and Happy Children*. In it I describe a comprehensive strategy for guiding children to meet parental expectations and to develop the age-appropriate self-discipline necessary for security and happiness. The book was written for busy parents, parents raising children of all ages, types of behavior challenges, and circumstances.

I am looking for reviews posted on [Amazon.com](http://www.amazon.com), from both parents and child care professionals. I can email PDF copies of the book or send review copies by mail. Please contact me at: [jradams@san.rr.com](mailto:jradams@san.rr.com) Thank you.

## **9. Few people would deny that **Subprime, 9/11, derivatives on Wall Street and Nasdaq 5000** damaged the US economy to extreme levels.**

All four of these historic events came out of the 1990's and fiscal year 2000. Thus the 1990's destroyed the 21<sup>st</sup> century before the new century could even get started. Bill Clinton fathered in the subprime movement and he failed to stop Bin Laden when the US was attacked. Clinton changed the Bank regulations, signed in the derivatives bill and was in office during Nasdaq 5000.

Clinton inherited the valuable peace dividend and then lost it. Clinton was an unfit President. How many books have actually described what happened to this once great country!

[usa1998.com](http://usa1998.com)

Phil Nothstein <[philnothstein@gmail.com](mailto:philnothstein@gmail.com)>

## 10. **Don't you want to know how the family feud between the Nevilles, the Lancasters, and the Yorks started the Wars of the Roses?**

People love reading about family feuds. Especially at Christmas time. And Cecy Lee Neville's extended family in 1400s England was something special. Not only do you have the usual dysfunctional dynamics going on, but these people were feuding over the throne of England.

I am seeking a review of this historical novel. If interested, please email me at [cynthia@spunstories.com](mailto:cynthia@spunstories.com), or visit my website, <http://www.spunstories.com>.

Thwarted Queen is available as an ebook, as a 4-volume set of e-books and as a 3-volume set in paperback on Amazon and other outlets.

Cynthia Haggard  
Author of THWARTED QUEEN,  
now on Amazon, Barnes & Noble and Smashwords.

WEBSITE & BLOG: <http://www.spunstories.com>  
LINKEDIN: <http://www.linkedin.com/in/cynthiahaggard>  
FACEBOOK: <http://www.facebook.com/cynthia.haggard>  
TWITTER: <http://twitter.com/#!/cynthiahaggard>

11. In **"Satchi and Little Star," a new picture book** by Donna Marie Seim, a young island girl yearns to have a horse. But, when she asks her mama and papa they both say, "Satchi, wild horses are meant to be wild."

Satchi decides that she will catch and tame one all by herself. Through joys and trials, Satchi begins to understand what true friendship really is.

Inspired by the beautiful wild horses in the Caribbean, author Donna Seim weaves the story of a young girl, a wild horse, and how they touch each others' lives.

Contact  
Skye Wentworth, Publicist  
[skyewentworth@gmail.com](mailto:skyewentworth@gmail.com)  
978-462-4453

## 12. **Smarter Branding Without Breaking the Bank: Five Proven Marketing Strategies You Can Use Right Now to Build Your Business at Little or No Cost**

by Brenda Bence

978-0-9833025-1-3

If you believe you lack the money, people, time, or ideas to create a thriving brand for your small business, think again. International branding expert and entrepreneur Brenda Bence shares FIVE powerful marketing assets you already have that can get you big-brand results no matter how limited your budget – even if you’re a solo-preneur. Create a robust brand marketing plan, and apply lessons from real-world case studies across a variety of businesses. 168 pages.

Write to [Brenda@BrendaBence.com](mailto:Brenda@BrendaBence.com). Publisher: Global Insight Communications - Las Vegas, NV

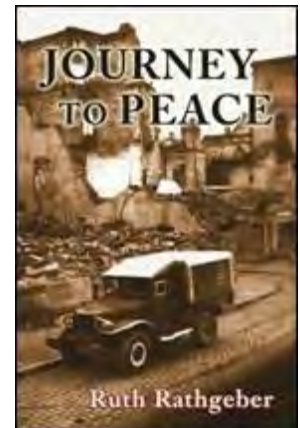
## 13. **Journey to Peace**

By Ruth Rathgeber

ISBN: 978-0-9784455-1-5

Pages: 273 pages

Drawing on the author’s real-life experience, this autobiographical novel follows the life of Karin von Holbig, a young German working as a reporter in occupied Poland as the Third Reich crumbles at the end of World War II. Narrowly escaping the Russian army as it pushes west toward Berlin, she embarks on a grueling, life-threatening journey from Poland to Germany and eventually to Canada, in search of a life without war.



More details at the publisher’s web site [www.ganneth.com](http://www.ganneth.com) .

Available at [www.chapters.indigo.ca](http://www.chapters.indigo.ca) and [www.amazon.com](http://www.amazon.com)

If you want to review this book and post your review on Amazon and/or other suitable web sites, please send your name and mailing address to Gail Bebee (author’s daughter-in-law) [gbebee@gailbebee.com](mailto:gbebee@gailbebee.com) and we’ll send you a review copy.

**(Your review request could be listed here--at no charge.)**

Be a Hero!

Your publishing colleagues will think you are thoughtful and generous if you forward this ezine to them.



## E. ParaCoop



**CO-OPERATIVE MARKETING PROGRAMS.** Want other authors or publishers to join you in a mailing or share a booth at a fair? Whether you are buying or selling, list your wants here. Note your book genre/category.

### CO-OP PROGRAMS:

**1. CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.** The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See <http://www.ibpa-online.org/programs/programs.aspx>

Friends help friends.  
Publishing friends forward this ezine to their publishing friends.



# Announcements

- 1. YOUR (FRÉE) LISTINGS** should be tight and complete. We do a minimum of editing; what you send is what we'll print. Remember to include your email address.
- 2. WE WILL NOT REPEAT LISTINGS** within a six-month period. If you want an item to appear more often, send your CC# and we will charge you \$29 for each repeat.
- 3. THIS ISSUE OF THE MARKETPLACE CAN BE FOUND AT**  
<http://parapublishing.com/sites/para/resources/newsletter.cfm>

**4. 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.

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**The Small Print**

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



PLEASE RECOMMEND THIS NEWSLETTER to your book colleagues. Just click on "Forward" in your email program.

BACK ISSUES are archived at  
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TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up for Publishing Poynters at  
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TIME TO SHARE. Please send your items for listing to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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**Para Publishing LLC. Dan Poynter:** Author (120+ 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. 530 Ellwood Ridge.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) More than 500 pages of helpful information: <http://ParaPublishing.com>