

Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



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DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

ParaNews (What's happening)

ParaTips (Guidance/advice on specific issues)

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ParaHumor (We saved the fun for last)



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ANNOUNCING



Dan Poynter's
Para Promotion Program
ParaPromotion.com





ParaNews



EBOOKS THAT MOVE

Ebooks may move but in what direction? A great observation by Mike Shatzkin.

We can be pretty sure that tablets that can deliver color-illustrated book pages will be in many hands very soon. (That's in addition to the tens of millions of iPads and many millions of Nook Color devices that have been sold already.)

This is presenting publishers with illustrated books on their list with what seems like an enormous opportunity. But it also presents some equally enormous. <http://bit.ly/v8oUfU>



OVERHEARD

With the rise of ebooks the cover has taken on an even more important role in presenting your book to the world.

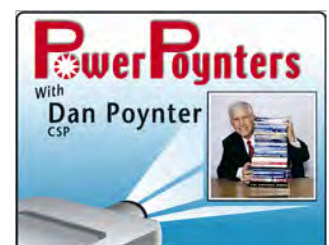
--Joel Friedlander, The Book Designer.

DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

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

<http://www.youtube.com/user/PoynterDan#p/u/6/mWI0fnBu7bs>



MATCHING YOUR BOOKS WITH BUYERS



The *Para Promotion Program* is a series of book promotion projects the author can accomplish without leaving home. The weekly assignments show the author what to do to reach his or her audience.

Each assignment takes five to 120 minutes to complete. The program not only shows the author how to promote his or her current book, it is a crash course in book promotion that can be applied to future books.

And authors who understand how to reach their audience tend to write books their readers want.

For details, see <http://ParaPromotion.com>

Para Publishing LLC, +1-805-968-7277, PO Box 8206, Santa Barbara, CA 93118 USA



The media reports that total book sales for 2011 will surpass \$32 billion dollars.

THE 6TH ANNUAL NATIONAL INDIE EXCELLENCE BOOK AWARDS ARE OPEN FOR SUBMISSIONS!



<http://www.indieexcellence.com>



OVERHEARD:

There are a thousand thoughts lying within a man that he does not know till he takes up a pen to write.

--William Makepeace Thackeray, novelist (1811-1863)



Dan Poynter's Global eBook Awards

GLOBAL EBOOK AWARDS FOR 2012

Imagine Your Ebook winning an award and:

- 📖 Putting an official "sticker" on your Ebook cover, website, Amazon page, and promotion materials.
- 📖 Getting buoyant feedback from judges with experience in your category of book.
- 📖 A free listing in *Publishing Poynters Marketplace* offering review copies for reviews in prestigious ebook dealers' sites such as Amazon.com, Barnes&Noble.com, and others.
- 📖 Being honored at an award ceremony in gorgeous Santa Barbara.
- 📖 Media coverage for your book and you.
- 📖 Winners and finalists will be listed on the official Global Ebook Awards site.
- 📖 Winners and finalists will receive Global Ebook Award certificates attesting to their honor.
- 📖 Winners will be announced to the media in news releases.
- 📖 Discounts on video trailers for YouTube, Amazon and your website.
- 📖 Discounts on other services for authors and publishers.

And much more...

To break out of the pack and rise above the noise, your ebook needs to get read. Readers have to read it, love it, and tell someone else. This is "word of mouth."

To be successful, fiction has to get read.

To be successful, nonfiction has to be brought to the attention of its category audience. The Global eBook Awards are designed to help you achieve these goals. The Awards are more than a "sticker" they come with a built-in publicity machine.

Accepting entries: Now.

Eligibility: eBook released anytime on or before March 11, 2012.

Application deadline: March 12, 2012 (midnight Pacific Time).

Award ceremony in beautiful Santa Barbara: Saturday, August 18, 2012.

This web site is not just about the Global eBook Awards. It is your resource for everything eBook.

Submitting your eBook for a Global Ebook Award is a publicity investment.

<http://globalebookawards.com/>

Video explanation: <http://www.youtube.com/watch?v=9yNa85sdA-A>

PUBLISHING UNIVERSITY IS MOVING

The famous Publishing University, hosted by the Independent Book Publishers Association, will be held in San Francisco, March 9-10, 2012.

Formerly scheduled prior to the BEA Book Fair in New York, the Publishing University is being moved to serve more of the membership. Future events are planned to circulate around the country.

<http://www.ibpa-online.org/pubresources/events.aspx>



OVERHEARD

Google is the new *Yellow Pages*.
If Google can't find you,
neither will anyone else.

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

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.



More than a sticker, you get feedback
from judges and reviews as well
as a page dedicated to your ebook.



Dan Poynter's
Global eBook Awards



ParaTips



BOOKS ARE SOLD ON CONSIGNMENT

--Rick Frishman, publisher Morgan James Publishing

<http://www.MorganJamesPublishing.com>



Publishing—the New York version—has been around for 75 plus years. Also known as the Depression Model, here’s what it looks like:

IF THE BOOKSTORE SELLS THEM - THE PUBLISHING HOUSE GET PAID MONEY

IF THE BOOKSTORE DOESN'T SELL THEM- THEY CAN RETURN ALL THE BOOKS

IF IS OK TO HOLD THE BOOKS FOR SEVERAL MONTHS AND THEN SEND THEM BACK

Archaic? You bet. And still, the vast majority of New York houses embrace the model; and authors scramble to enter into these medieval contracts for the “prestige” of being “under contract.”

Authors literally give their rights and souls away for the “honor” of being published by a “real” publisher. Here’s the truth: it’s very, very difficult to get a deal that has any bones to it today. For every Tim Ferris breakout (*The Four-Hour Work Week*), there are 10,000 wannabes that have books fall on their written faces. Unless you, dear author, land in the top five percent, your big time publishing experience will most likely be one big time let down, sucking wind. Deals are hard to come by; every major publisher is downsizing and editors are downright fearful.

We suggest you breathe deeply and consider your options.

The New Big Four

Is there hope? Is there an out? Could there be a better way to get published?

Absolutely, and we are here to show you why and how.

More and more authors are opting to go solo, creating their own publishing houses.

Why—simply this: It’s about quality; it’s about timing; it’s about control; and it’s about money.

The quality of the books published by mainstream publishers has changed. Paper is thinner; interior designs are iffy; and editing is so-so. The reality is, today's savvy author can create a better product, make money, and have a good time in the process. And not gasp for air.

Authors want input on how their books look and what they say. With a traditional publisher, cherished titles morph; and decisions about how the book will "look" are made without the authors input or OK. Control flies out the window. Messages and timing are always critical—unless a book has been "fast-tracked" by a publishing house ... meaning it's being pushed to get out
What's What in Publishing Today ...

within a few months—expect a book to be published 18 months after it's accepted by the publisher. Eighteen months is a long time—when you want your message out now. Your hot idea could be obsolete by the time your printed word appears. Here today, gone tomorrow.

Finally, the money issue can be shocking. Traditional publishers pay between 10 and 15 percent royalties on the net or retail price of the book— it's all in the contract—contracts after the year 2000, leaned toward the net number. Why is that important? Simply this—the average non-fiction book sells less than 6,500 copies. At the end of 2009, reports coming from New York indicated that overall sales for mid-list books (not the Jim Collins, Tim Ferris type of books) were in the 3,000 to 4,000 range. This won't seed your retirement nest egg.

Indeed. The old days, are, well, old. Dinosaurian. The new model of author, as publisher, has birthed. And we think it's a very, very good thing.



OVERHEARD:

The Internet isn't temporary. What you post today can lead people to you decades from now.

--Joe Konrath, Successful Author.

YOU CAN GET INTO LARGE PUBLICATIONS NOW

Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630;
PamLontos@gmail.com; www.PamLontos.com



Don't think you can't get into large publications: In reality, editors scramble daily to find people to interview who have knowledge on the latest issues and trends. Sandy Baker had never given a speech and her only credential was having lived through a tough time in her life. Because she was properly presented to the media, her first placement was in *U.S. News and World Report!*

BOOK DESIGN: Common Terms for Book Design - Defined.

--- Karrie Ross Be It Now! 310-397-3408 <http://www.BookCoverDesigner.com> - covers@KarrieRoss.com Book Design, Consulting, Coaching, Marketing & Branding



1. Barcode / ISBN: a barcode is made from your ISBN and identifies/connects your book, ebook, audio book to the publisher. It will usually contain the price.

2. Complete Ownership of Book Design: it is important for the author to know that they have the rights to the final creative concept, title design configuration, and all files used in their book. If images from a stock photo site are used they would fall under separate agreement whether the author or designer purchased them, be sure to check the photo site for information.

3. Book Cover Design Layout: this is the concept that the designer comes up with based on the creative discussion with the author.

4. Proofs: this is the file you will receive once the designer has created the layout of the cover or interior. Be sure to print it out and read it over carefully. They are still a work in progress minor changes can be made.

5. Cover jpg thumbnail image files (72dpi and one 300dpi): these files are supplied to help make posting the book to websites or use in printed flyers, postcards, bookmarks etc. they will still need to be adjusted based on the type of use... so be sure to double check with your printer or other designer down the road when you plan to use them on anything.

Let me know if this was helpful and if you have any other questions please [contact](#) me. Remember, do something every day toward your book, web-presence, product, service and promotion.

Karrie Ross, [Book Designer Web-presence Branding, Coaching & Consulting Services](#)



OVERHEARD:

I've learned....

That to ignore the facts does not change the facts.

--Andy Rooney

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

and

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



KEEP IT SHORT! SHRINK THE SIZE OF YOUR URL

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



Shortening your URL now seems commonplace since the advent of Twitter <http://twitter.com> . When every character counts, it is important to have all the space you can get. But shortening a link does not just benefit when tweeting. With plenty of sites helping to minimize lengthy addresses, it is now very easy to pair down important URLs, like links to your blog posts. Author Lorie Marrero told us she shortens her URLs for Amazon reviews and purchases. Click here <http://searchengineland.com/analysis-which-url-shortening-service-should-you-use-17204> and here <http://www.rev2.org/2009/06/18/the-best-url-shorteners-for-twitter/> for more information.



Proofread carefully to see if you any words out.

WORD TRIPPERS

--Barbara McNichol, 520-615-7910, editor@barbaramcnichol.com.

Diffuse, defuse

"Diffuse" means to pour out and spread.

"The spilled oil *diffused* over the kitchen counter."

"Defuse" means to make less tense or dangerous.

"The tense emotions became *diffused* once the expert *defused* the bomb."



OVERHEARD:

Anyone who stops learning is old, whether at twenty or eighty.

Anyone who keeps learning stays young.

The greatest thing in life is to keep your mind young.

--Henry Ford

WHY YOU STILL DON'T HAVE AN AGENT: WRITERS, DON'T BE DESPERATE!

By Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

Do you want to know one of the top reasons why writers don't land agents? They're desperate. Agents can smell that desperation like a dead rat and they turn away as soon as they can.

Think about it like this. If you're just starting to date someone and they approach you in a desperate manner, begging and pleading, do you want to continue dating them? Hell, no! The same goes for agents. The problem is that many writers think the agent is the answer to all their prayers, and gee golly, if they could only land a book deal, they could quit that job they hate, tell their boss to shove it, pay all their bills, get out of debt and become famous. Just like that. Well, the truth is, all of that can happen, but not if you're in the space of desperation.



Calling your potential agent every week and wasting your time in online watering holes (writers' forums) complaining about how difficult it is to break into the publishing industry will never get you to your dream. I've interviewed everyone from James Patterson to Janet Evanovich, Nicholas Sparks to *Wimpy Kid's* Jeff Kinney, and you know what they all have in common? Is it talent? Luck? A great agent? Although they may all arguably have these, the true common denominator is that they get up every morning, sit their butts down, and write. I can guarantee that they are not calling or emailing their agent ten times a day and certainly not spending their time on online writers' watering holes.

It's time to stop thinking of your agent as the magical genie to make all of your wishes come true. Be professional, and let them chase you and if your writing is solid enough and your voice fresh enough, they will.



There are 152,000,000
blogs on the Internet.



OVERHEARD

The secret of good writing is to say an old thing in a new way or a new thing in an old way.

--Richard Harding Davis, journalist and author (1864-1916)

DON'T SEND REVIEW COPIES FOR THE REST OF THE YEAR

--Dan Poynter, The Book Futurist.

Review copies received after Black Friday could wind up as Christmas presents and not given the chance of review.

Collect your review-copy requests, package them, and drop them in the mail after January 1.

**OVERHEARD**

I find television very educational. Every time someone switches it on I go into another room and read a good book.

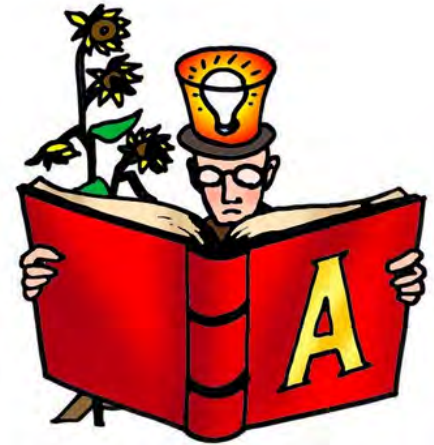
--Groucho Marx

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

Do you regularly forward this newsletter to friends, family members, and associates?



ParaResources



STICKERS FOR GLOBAL EBOOK AWARDS



When book buyers are presented with two comparable books, they are more likely to select the award-winning book over a book without a sticker.

Stickers may be ordered for books placing as Finalists and Winners of a category in the Global Ebook Awards.

Examples of the Finalist and Winner stickers are shown here.

For ebooks.

“Sticker” files for use on ebooks, websites, blogs, email messages, etc. are available at no charge. Download them here:

Finalist: <http://globalebookawards.com/wp-content/uploads/2011/11/Finalist.jpg>

Winner: <http://globalebookawards.com/wp-content/uploads/2011/11/Winner.jpg>

For paper books:

Most ebooks are also available in a paper edition. So we are making paper stickers available to honor other editions beside the ebook edition.

The Global Ebook Awards paper stickers are gold, shiny and round, measuring approximately 1.5”/38 mm in diameter. The print on the stickers is in color. The stickers have an adhesive and they can be easily (peel & stick) applied to the cover of your paper books.

See

<http://globalebookawards.com/award-stickers/>

Stickers and certificates are only available to Finalists and Winners.



TEST YOUR VOCABULARY

How strong is your vocabulary?

Take the 10-question quiz to find out—and maybe learn some new words along the way. You can try it as often as you'd like (there are dozens of different versions).

<http://www.merriam-webster.com/quiz/index.htm>



Many public secondary schools this fall will move away from textbooks in favor of the lightweight iPad tablet computers.

WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-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 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.

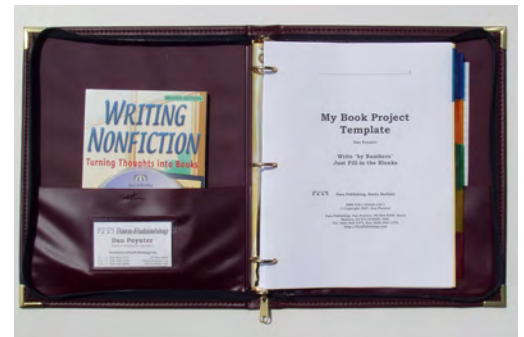
Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.

Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at

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



OVERHEARD



I went to the cemetery yesterday to lay some flowers on a grave.
I noticed 4 gravediggers walking about with a coffin.
3 hours later, they were still walking about with it.
I thought to myself, "These guys have lost the plot!"

WHERE TO GET WHAT?

RECOMMENDED SUPPLIERS FROM DAN POYNTER

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site.

<http://bit.ly/fpp9kC>



OVERHEARD:

I am a kind of paranoiac in reverse.
I suspect people of plotting to make me happy.
--J.D. Salinger, writer (1919-2010)

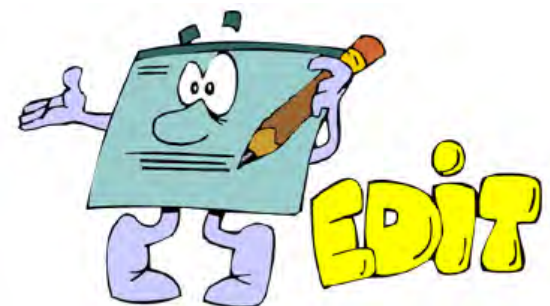
HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

Savvy authors use editors.

See the list at <http://bit.ly/ezge8d>

Interview several editors. Ask when they can do it, what they charge and if they have worked on your category of book.

You want someone who understands and loves the subject



GET YOUR BOOK REVIEWED

You may request reviews at *Publishing Poynters Marketplace*.

Offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com.

No charge for the listing. See a sample copy for details.

<http://parapub.com/files/newsletter/PPM-NOVEMBER%202011.pdf>

**OVERHEARD**

A very good editor is almost a collaborator.

--Ken Follett, Author.

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

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.

Receive more than 50 tips and tricks
as well as new and classic methods
to increase book sales all year long



Dan Poynter's

Para Promotion Program



ParaThoughts



SHOVELWARE—IT'S TIME TO RATE PUBLISHERS

--Seth Godin, Founder of the Domino Project.



Now that shelf space is infinite, now that ebooks take up no room and every seller of them has an incentive to have a nearly infinite selection, the inevitable next step shows up:

When anyone can publish a book, anyone will.

Far worse than the individuals publishing junk, though are organizations generating literally thousands of books that no one would happily buy if they knew what was in them.

These books are created by shoveling public domain content, often from Wikipedia, with no human intervention, no care, no attention to detail into ebooks. Worse, they are then mislabeled as something that feels like a pirated book or an interesting collection of essays.

While some bloggers have been doing this for a decade, surfing a blog is free and it's fast. Buying an ebook is neither.

The real losers here, in addition to the ripped off readers (and the [writers](#) who are having their names stolen), are the ebook platforms themselves. Once the Nook and the Kindle get a reputation as dark alleys filled with mislabeled junk, it will be hard to erase. If it were me running the store, I'd delete every single book from a publisher caught with junk like this. And I'd figure out how to rate not just authors, but [publishers](#), so it's not so easy for someone to show up and steal a brand and disappoint a customer.



→ **SHARE YOUR EDITORIAL THOUGHT.** Send it to DanPoynter@ParaPublishing.com

Enjoying this ezine?
Forwarded it to friends



ParaFreebies



FREE



DAN POYNTER HAS A F-R-E-E iPhone APP

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

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

The most expensive parts of book writing and publishing are the mistakes. You do not have to make them.

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

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

LIST YOUR BOOK(S) FREE ON THE PARA PUBLISHING WEB SITE.

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

→ **SHARE YOUR FREEBIE.** Send it to DanPoynter@ParaPublishing.com

Your publishing colleagues may be thinking about you.
They will think about you more often if you forward this ezine to them.



ParaCalendar



AUTHOR ON A SPEAKING TOUR.

Where in the world is Dan?
Showing people how to write, publish and
promote their books
One presentation at a time.

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.

Dan also speaks on aviation, parachutes and skydiving. See <http://parapublishing.com/sites/para/speaking/index.cfm>

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

ALSO SEE THE CALENDAR ON OUR WEBSITE:
<http://parapublishing.com/sites/para/speaking/calendar.cfm>



2012

USA



February 3-5. Dallas. National Speakers Association 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

USA



February 9. Daytona Beach, FL. National Skydivers Museum Trustee Meeting.
Hilton Hotel. <http://SkydivingMuseum.org>

USA

February 10-12, Daytona Beach, Florida.
Parachute Industry Association winter meeting.
Hilton Daytona Beach Oceanfront Resort
<http://www.pia.com/MEETINGSCHEDULE.htm>

USA

February 16-19. San Francisco Writers Conference. Mark Hopkins hotel.
Dan speaking on book publishing.
<http://SFwriters.org>

USA

March 9-10. San Francisco.
IBPA Publishing University.
<http://www.ibpa-online.org/pubresources/events.aspx>

FRANCE. March 22-23, 2012. Paris (May be moved to Fall)
French Speakers Association annual convention (AFCP).
Annual convention.



<http://www.association-conferenciers.com/>

AUSTRALIA

March 30 – April 1. National Speakers Association of Australia (NSAA)
annual convention. Hilton hotel, Gold Coast. FMI:
<http://www.NationalSpeakers.com.au/convention>

UNITED KINGDOM. April 14, 2012. London Venue.




PSA/UK Spring Convention.
admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
<http://bit.ly/gREshz>

HOLLAND/BELGIUM

April 19-21 Amsterdam, The Netherlands. Annual convention of PSA
Holland.
<http://www.PSAHolland.org>

SOUTH AFRICA. April 27-29 - Durban

Annual convention of the Professional Speakers Association of Southern Africa. FMI:
 Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086
 515 0906 (SA only) email: nikki@psasouthernafrica.co.za Web:
<http://www.psasouthernafrica.co.za>

MALAYSIA. May 4-5

Malaysian Association of Professional Speakers (MAPS) convention.
http://www.maps.org.my/events_up.asp

SINGAPORE.

May 8. Preceding the HR Summit, May 9-10.
 Dinner event on May 7.
 Asia Professional Speakers-Singapore. Annual convention.
<http://bit.ly/hz539k>

USA.

June 5-7. Book Expo America, New York.
<http://www.bookexpoamerica.com/>

USA. July 14-17. Indianapolis.

NSA/US Convention.
 Marriott Hotel.
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

GERMANY. GSA Sept 7-8, Düsseldorf
 (GSA) convention at the Hilton hotel.

<http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

UNITED KINGDOM. October 4-7. LONDON area.

Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
 Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
 3700 504, <http://bit.ly/gREshz>

2013

USA



March 21-29, Daytona Beach, Florida.
Parachute Industry Association meeting and symposium.
Hilton Daytona Beach Oceanfront Resort
<http://www.pia.com/MEETINGSCHEDULE.htm>

USA. July 27-30. Philadelphia, PA.



NSA/US Convention.
Marriott Hotel, Downtown.
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

CANADA.



December 8-12. Global Speakers Summit.
Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

2014

USA. June 29 – July 2. San Diego.



NSA/US Convention.
Marriott Hotel & Marina.

Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

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



The choice between PCs and Macs isn't a technology decision - it's a religious decision.

Prove your love for this newsletter by forwarding it to your book colleagues.



ParaHumor



WHERE I HAVE BEEN

--Marti Miller

I have been in many places, but I have never been in Cahoots. Apparently you can't go there alone. You have to be in Cahoots with someone.

I've also never been in Cognito. I hear no one recognizes you there.

I have, however, been in Sane. They don't have an airport. You have to be driven there. I have made several trips there, thanks to my family, friends and those where I have worked.

I would like to go to Conclusions, but you have to jump and I am not too much on physical activity anymore.

I have also been in Doubt. That is a sad place to go and I try not to visit there too often.

I've been in Flexible, but only when it was very important to stand firm.

Sometimes I'm in Capable, and I go there more often as I'm getting older.

One of my favorite places to be is in Suspense, It really gets the adrenalin flowing and pumps up the old heart. At my age I need all of the excitement I can get.

(Generic Smiley)

Publishing Poynters: The chronicle of the future of our business.

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The Small Print

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