



# 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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- A. ParaNews (What's happening)
- B. ParaTips (Guidance/advice on specific issues)
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- F. ParaCalendar (Dan may be coming to visit you)
- G. ParaHumor (We saved the fun for last)

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## A. ParaNews



### 1. ANOTHER QUARTER OF TRIPLE-DIGIT GROWTH FOR eBooks

<http://industry.bnet.com/media/10003685/another-quarter-of-triple-digit-growth-for-e-books/>

## 2. SONY LAUNCHES eBook FORMAT WAR WITH EPUB PUSH

Sony's online e-bookstore is making the move to the ePub format, which is used by many ereaders. Meanwhile, Amazon's eBook store is still tied to the Kindle's proprietary format. The move could help Sony catch eBook business from users of other devices and back Amazon into a corner.

<http://www.technewsworld.com/story/Sony-Launches-E-Book-Format-War-With-ePub-Push-67858.html?wlc=1250200536>

<http://www.publishersweekly.com/article/CA6685746.html?nid=2286&rid=#CustomerId&source=link>

[http://online.wsj.com/article\\_email/SB125121418474557227-IMyQjAxMDI5NTIxNjIyMTY0Wj.html](http://online.wsj.com/article_email/SB125121418474557227-IMyQjAxMDI5NTIxNjIyMTY0Wj.html)

## 3. TEXTBOOK PUBLISHER TO RENT TO COLLEGE STUDENTS

[Cengage Learning](#), announced that it would start renting books to students this year, at 40 percent to 70 percent of the sale price. When the rental term — 60, 90 or 130 days — is over, students can either return the textbook or buy it.

[http://www.nytimes.com/2009/08/14/education/14textbook.html?\\_r=1&emc=eta1](http://www.nytimes.com/2009/08/14/education/14textbook.html?_r=1&emc=eta1)

## 4. 21ST CENTURY BOOK MARKETING EVENT: OCTOBER 10th AND 11th

Register now at <http://mixiv.com/vp/60394/19167/> and get \$50 off the ticket price! But hurry because this offer expires on September 1st.

At this event you'll discover the most up to date information for marketing and selling your book! Topics Covered include:

- \* Publishing and Distribution Options: What's Best For Your Book
- \* Secrets for Attracting Traffic and Building your List
- \* How PR is Changing in the 21st Century
- \* How to Use Internet Search Engines to Market Your Book
- \* Marketing Venues Beyond the Bookstore: Teleseminars, Webinars, Virtual Book Tours, Web TV Shows and More
- \* Hi Tech Marketing- Using Blogs, Podcasts and Video blogs
- \* Social Networking: How to Use Social Networking Sites to Sell Books: YouTube, Facebook, Twitter and LinkedIn your Way to New Customers!
- \* Make Money Marketing and Selling Products: CDs, DVDs, Workbooks, Continuity Programs, Consulting and More
- \* Book Trailers
- \* Selling Your Book Through Amazon (SNP, Buy X get Y, and more)

And Much, Much more!

This event will sell out! We only have 200 seats available so register today:

<http://mixiv.com/vp/60394/19167/>

Hope to see you October 10th and 11th in sunny San Diego!

## 5. BULWER-LYTTON FICTION CONTEST 2009 RESULTS

a whimsical literary competition that challenges entrants to compose the opening sentence to the worst of all possible novels.

<http://www.bulwer-lytton.com/2009.htm>

<http://www.bulwer-lytton.com/#The rules>

## 6. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Calgary, Christchurch, Columbus, Ft Lauderdale, Johannesburg, London, Los Angeles, Mannheim, Miami, Missoula, Orlando, Phoenix, Pittsburgh, San Diego, Singapore, Studio City, Valley Forge, Vancouver, Victoria, Washington, White Plains, Radio/Teleseminars/Webinars (everywhere).

(MORE to be announced soon).

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

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



## 7. CHINA: NEXT LARGE MARKET FOR eBooks

There were 810,000 eBook titles and 79 million eBook readers in China in 2008

<http://www.teleread.org/2009/08/13/china-the-next-big-market-for-digital-publishing-810000-titles-79-million-readers-of-digibooks-in-2008/>

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

See

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

## 9. SONY LAUNCHES TOUCH-SCREEN EBOOK READER

The new devices, the Reader Touch Edition, which costs £249 and Reader Pocket Edition, which costs £179, go on sale on September 10. The Touch Edition can store up to 13,000 books and features a 6in touch-screen that users flick a finger over in order to turn pages of their virtual book. Users can also highlight passages and annotate text, and can even find out the meaning of a word just by tapping on it.

<http://www.telegraph.co.uk/technology/sony/6089080/Sony-launches-touch-screen-ebook-reader.html>

## 10. GOOGLE BOOK PROJECT FAR FROM SETTLED

As the deadline draws near for authors and publishers to opt out of a proposed legal settlement allowing Google Inc. to forge ahead with plans to scan millions of books, more opponents of the landmark deal are stepping forward, and the local literary world is growing more perplexed.

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/08/19/BUQH199RJU.DTL>

## 11. INVENTORY CHANGES AT BORDERS. LOSS WIDENS.

Borders reduced space and inventory, making its biggest pullback yet from the floundering music and DVD categories, where inventory was cut by half. The move freed up space to expand what Borders sees as higher-margin areas, such as children's departments with large arrays of educational toys and games.

Borders has struggled financially, having to receive extensions on its debt to help avoid the prospect of bankruptcy.

[http://online.wsj.com/article\\_email/SB125119749195656495-1MyQjAxMDI5NTIxNjEyOTY3Wj.html](http://online.wsj.com/article_email/SB125119749195656495-1MyQjAxMDI5NTIxNjEyOTY3Wj.html)

<http://www.publishersweekly.com/article/CA6685703.html?nid=2286&rid=#CustomerId&source=link>

## 12. WEBINAR ON PUBLISHING OPPORTUNITIES IN SOUTHEAST ASIA

**Venue:** Your Computer

**Date:** September 1, 2009, 8:30 PM EDT, 5:30 PM PDT

**Learn more/register:** <http://www.buyusa.gov/sanfrancisco/southeastasiapublishing.html>

Southeast Asia offers new and exciting opportunities for American Publishers. What's hot in Singapore, Thailand, and the Philippines? Find out from our panel of experts who will speak direct from their desks in Asia. You'll hear an overview of each country's market and learn strategies for getting your works out into this fascinating region. Can't make the live event? Your registration allows you to access all the PowerPoint's used, and downloadable audio/visual to replay the entire event. For more information contact: [Christina.Sharkey@mail.doc.gov](mailto:Christina.Sharkey@mail.doc.gov)

## 13. ISBN AGENCY COMPUTERS MIXES NUMBERS

The ISBN agency, run by the Bowker company, apparently has suffered a computer glitch. It appears some listings may have been lost and some duplicate numbers have been issued. Bowker is working on the computer glitch and has generously offered to pay for any expenses incurred.

In a letter to one publisher, Louise Timko of the US ISBN Agency said "Yes, Bowker will step up and pay for the costs incurred from the glitch in our system."

A business publisher who requested anonymity shared how his logbook of ISBN numbers disappeared several months after being assigned to a book. When the book was being setup for Amazon, its ISBN showed up as a work on Kindergarten teaching. When he contacted Bowker (who unfortunately doesn't give out phone numbers, all correspondence is by email), they quickly pointed the publisher to a new set of ISBNs and admitted a "computer glitch" might have caused the problem.

When the agency was asked to address the issues of additional costs related to the problem, they offered to pay for re-design costs. The publisher is invoicing Bowker for expenses to re-generate the barcode as well as changes to the title page and re-working the book cover as well.





## B. ParaTips



### 1. FLY WITH YOUR BOOK

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



When I am on a plane - I always have my book with me. Not only that- I have my book out and I am reading it.

You never know who you are going to sit next to. Here is another tip. Give your book to all of the flight attendants. How about the pilots? They all can talk up your book. If you are in a VIP LOUNGE you can even leave a couple of books on the table. The key lesson- always have your book with you and have it be seen. Give it away- it will come back to you in sales 100 fold!

For more tips go to [www.rickfrishman.com](http://www.rickfrishman.com)

### 2. KEEP IT SIMPLE

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



Don't get caught up trying too hard to impress your readers with jargon that they may not understand. Keep your writing original. Originality sets you apart from the rest. There is no need to conform to what you think will impress people. Using shorter, more technical terms will ensure that your readers don't get lost in technical terminology, as well. People are likely to appreciate your work more if it is in plain English.

### 3. REVIEWS ON AMAZON.COM

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



Amazon.com customer reviews are a great way to boost book sales. Steve Weber has a helpful guide on how to get your book reviewed on Amazon

<<http://www.amazon.com/gp/richpub/syltguides/fullview/RNCWTLEMV71VM>> . Also be sure to solicit reviews from friends, family, colleagues, and fans. If someone contacts you with positive feedback about your book, send an email asking him or her to put those kind words to work! Below is a sample template you can customize (just swap out the

titles in the text and the ISBN in the link) and then send to people who have given you positive feedback:

> Dear [Name],

>

- > Thank you for your kind words about *Give Peace a Deadline*. If you have
- > a spare moment, it would be a great help if you could post a review of
- > it on Amazon and let other potential readers know why you liked it.
- > It's not necessary to write a lengthy, formal review—a summary of the
- > comments you sent me would be fine. Here's a direct link to the review
- > form for Give Peace a Deadline. Note that your review will not show up
- > on Amazon until just before or after the pub date.
- >
- > <http://www.amazon.com/review/create-review?asin=1929774869>
- >
- > Many thanks,
- > [Your Name]

#### 4. BOOK DESIGN: WHAT GOES ON THE BACK COVER?

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



Book covers are just one part of the book design process. Ask yourself, what part does the back cover play in the sale of my book? It's said the cover design brings them in, it's the hook....and the back cover sells them. Here is a list of what's needed for the back cover.

Parts to Your Books Back Cover: Use for fiction or non-fiction...  
the bullet points are mostly for non-fiction.

1. Category and price. This is usually the first line on the back cover.  
Price: This has several places on the back where it can be positioned.
2. Headline: What is the main benefit you want your readers to get out of your book.
3. First paragraph: is usually a descriptive short summary, collective of back up facts or statements.
4. Sub heading and Bulleted list: the sub heading leads you into the features, the bullet points.
5. The closing paragraph: one or two sentences to sum it up and call to action.
6. Author Photo and Bio: if there is room add a photo and short intro to the author or their company.
7. Testimonial: an endorsement from a well know person and what they think about your book.
8. Signature: company name and contact info, website and location if you

want. Usually on the bottom left.

9. Barcode: The barcode is made from your ISBN that you get from bowker.com and it is usually positioned on the bottom right, although there is no standard placement. Try to always know what your book price will be before you make it so the price can be in the barcode

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

## 5. WORD TRIPPER

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

**Prognosis, prognostication** – While “prognosis” and “prognostication” both mean a forecast or prediction, “prognosis” specifically refers to the probable course or outcome of a disease, especially the likelihood of recovery. “The *prognosis* for many cancers is good if they are detected early.” “Before daily weather forecasts, the Farmers’ Almanac was often used for *prognostication*.”



## 6. WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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



## 7. USE MY 4/12/3 TECHNIQUE FOR MORE BOOK SALES

--Michael Volkin is the author of the new book *Social Networking for Authors-Untapped Possibilities for Wealth*. Check out his book and book marketing services at [www.SellaTonofBooks.com](http://www.SellaTonofBooks.com).



A large part of social networking is the grouping of individuals into a particular group of interest. People join websites like Facebook and MySpace to find people of similar interests. All social networking websites allow users to connect to each other via buttons and groups. The more friends you have on these websites, the bigger your network is.

I finished an experiment a few months ago which proved beneficial to my book sales. My first goal was to make over 100 friends a week. The concept here was the more friends I had the bigger my network and the more people would hear about my book. But the reverse happened. Even though I was adding many friends, none of those friends got any personal attention. After several more experiments, I found the perfect number. If you use 4 different social networking sites to make 12 friends per week (with an interest in the subject of your book), by contacting each friend at least 3 times your book sales will increase dramatically. Each friend is getting enough personal attention to be interested in your book, and will possibly purchase it. But, the book sales don't stop there. Those customers will tell their friends and so on and so forth. In essence, you gave the perfect amount of people a small bit of attention, enough for them to become a sales engine for you.

Give it a try for one week, it takes a bit of persistence but it works.

For more tips and tricks on how to sell a ton of books, go to Michael Volkin's new website [SellaTonofBooks.com](http://SellaTonofBooks.com) and purchase his new book *Social Networking for Authors-Untapped Possibilities for Wealth*

### 8. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

### 9. MAKE SURE YOUR BOOK COVER DRIVES TRAFFIC TO YOUR WEBSITE: HOW TO STAY IN TOUCH WITH ANYONE WHO BUYS OR EVEN SEES YOUR BOOK

--Susan Kendrick, Co-Founder of Write To Your Market, Inc, specializing in book cover branding, copywriting, marketing, and coaching  
<http://www.WriteToYourMarket.com>



We are big proponents of strategically writing your book cover to make the most of it as the lead-generating tool it is. One way is to use it to drive visitors to your website in such a way that you learn who they are and how to stay in touch with them.

Terry Whalin's new book, *Jumpstart Your Publishing Dreams*, (click on the link at the end of this top to see Terry's book cover), is a good example of this particular lead-generating strategy. Terry is a veteran literary agent and publishing expert. He has also become a good friend of ours in the book publishing industry. We respect him and the work he does to help authors, so are pleased to use his new book cover and his book as an example.

### Think About How Things Usually Happen

Even if someone has already bought your book, there is no guarantee that they will ever visit your website. And, unless someone buys the book from your website--if they buy it on Amazon, in a store, from someone else's website, from a catalogue, etc. -- you will never know who they are or how to stay in touch with them about what else you have to offer.

Furthermore, when people do visit your website, you need to have a strategy in place for finding out who they are how to let them know about your other products, services, special offers, teleseminars, and more. This is typically called a "name capture" device.

### Here's How to Make That Happen -- Right on Your Book Cover

One of the best strategies for making sure people visit your website and give you their contact information is to include an offer right on your book cover that they have to go to your website to claim.

To see **this book cover and the rest of this article**, which outlines how to put this strategy to use on your book, the chain of events you set into motion when you do, three more tips to get you started, and more, please go to <http://bookcovercoaching.blogspot.com/2009/07/make-sure-your-book-cover-drives.html>.



looking for both new and active regional titles, as well as national titles. These buyers also seem to be looking for books to bring into their stores for the holiday season. This year we are displaying at 4 of the larger Regional Booksellers shows. Click here for more details.: <http://www.ibpa-online.org/pubresources/exhibits.aspx>

Terry Nathan, Executive Director, IBPA, the Independent Book Publishers Association, 627 Aviation Way, Manhattan Beach, CA 90266, 310.372.2732, [terry@ibpa-online.org](mailto:terry@ibpa-online.org)  
<http://www.ibpa-online.org>

### 3. CALL FOR ENTRIES



You are invited to enter the 22nd Annual IBPA Benjamin Franklin Awards® competition for excellence in publishing throughout the year 2009. This publisher award includes fifty plus categories, recognizing excellence in both editorial and design, and is regarded as one of the highest national honors in independent book publishing.

IBPA member - \$80 per title, per category

Non-IBPA member - \$180 for first title, which includes a one year membership in IBPA; \$80 per title, per category for second and subsequent entries.

<http://ibpabenjaminfranklinawards.com/>

--Teresa Fogarty, [teresa@ibpa-online.org](mailto:teresa@ibpa-online.org)

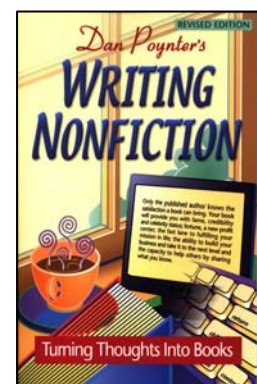
### 4. WRITING NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. Just \$7.97. See

<https://www.smashwords.com/books/view/2722>

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

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



Imagine being a published author

*Writing Nonfiction: Turning Thoughts into Books.*

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

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

### 4. GET HELP WITH YOUR PROJECT

**BOOK SHEPHERDS** are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book Shepherds are:

Alan Gadney, [OneBookPro@aol.com](mailto:OneBookPro@aol.com)  
 Barbara Florio Graham (Canada), [simon@storm.ca](mailto:simon@storm.ca)  
 Barbara Kimmel, [barbara@nextdecade.com](mailto:barbara@nextdecade.com)  
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 Cynthia Frank, [Cynthia@CypressHouse.com](mailto:Cynthia@CypressHouse.com)  
 Ellen Reid, [BookShep@mac.com](mailto:BookShep@mac.com)  
 Ernie Weckbaugh, [CasaG@wgn.net](mailto:CasaG@wgn.net)  
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 Mindy Gibbins-Klein (UK), [info@bookmidwife.com](mailto:info@bookmidwife.com)  
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 Rita Mills, [rmills@ghg.net](mailto:rmills@ghg.net)  
 Serena Williamson Andrew Ph.D (Canada), [sw@serenawilliamson.com](mailto:sw@serenawilliamson.com)  
 Sharon Goldinger, [pplspeak@norcov.com](mailto:pplspeak@norcov.com);  
 Sharon Lindenburger (Canada), [Sharon@WriteAWiseBook.com](mailto:Sharon@WriteAWiseBook.com)  
 Shel Horowitz, [shel@frugalfun.com](mailto:shel@frugalfun.com)  
 Shum F.P. (Malaysia), [shumfp@pd.jaring.my](mailto:shumfp@pd.jaring.my)  
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 Tanya Hall, [tanya@greenleafbookgroup.com](mailto:tanya@greenleafbookgroup.com)  
 Val Waldeck (South Africa). [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net)



The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.

Interview several to see what each one can do for you.

If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://parapublishing.com/sites/para/resources/supplier.cfm>

## 5. 2010 INDEPENDENT PUBLISHER BOOK AWARDS - First Call for Entries



The 14th annual Independent Publisher Book Awards, conducted to honor the year's best independently published titles, are now accepting entries for books with 2009 or 2010 copyrights or released in 2009 and early 2010. The annual contest is presented by Jenkins Group and their book marketing website, IndependentPublisher.com, headquartered in Traverse City, Michigan. This year's contest is open to books copyrighted 2009 or 2010, or that were released in 2009 or early 2010. National category early-bird entry fee is \$75; Regional category can be added for \$45; Outstanding Books of the Year consideration at no extra charge. Final deadline is March 20, 2010. Print guidelines and entry form: <http://www.independentpublisher.com/IPPY2010Guidelines1.pdf>  
Enter online at: <http://www.independentpublisher.com/ipland/IPAwards.php>

## 6. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery. Each has been recently updated. See <http://dansentme.com/sites/para/resources/allproducts.cfm>

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

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

[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

[606](#) Publishing Fiction & Poetry

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

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

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

[615](#) eBooks to eBooks, Creating Digital Reading



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

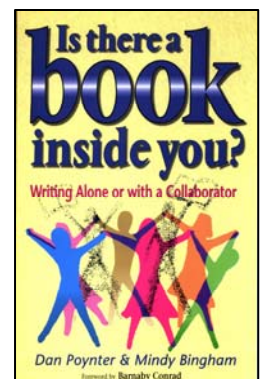
**7. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES.** See <http://parapublishing.com/sites/para/resources/allproducts.cfm>

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

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

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

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



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

## 9. SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBOOK

Select from ten different formats. See

<https://www.smashwords.com/books/view/2730>

Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.

Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.

This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.

You can also get this \$14.95 paper book at Amazon.

[HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR\\_1\\_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1](HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR_1_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1)

## 10. CHRISTIAN SMALL PUBLISHER BOOK OF THE YEAR AWARD ACCEPTING NOMINATIONS



Christian Small Publisher Book of the Year Award honors books produced by small publishers each year for outstanding contribution to Christian life. This year, nominations will be accepted in eight categories; an increase of four categories from previous years. Nominations must be received by November 15, 2009.

<http://www.christianpublishers.net/>

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

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



The latest versions of the iPhone have an app titled "Voice memos." You can record a short message and attach it to e-mail.

Therefore, it appears Apple is crafting the iPhone for short messages and for voicemail.

Could it be that the new Apple tablet computer will have all the features of the iPhone plus a keyboard?

We will know in a month or so.

==>**SHARE YOUR editorial thought.** Send it to [DanPoynter@ParaPublishing.com](mailto: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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# E. ParaFreebies



**1. F.FREE DOWNLOAD OF JANELLE BARLOW'S**  
*Twittermania: The Definitive Dictionary of all Things Twitter.*  
<http://www.tmius.com/>

**2. 100 SOCIAL SITES FOR BOOKWORMS**  
<http://www.onlinecollege.org/blog/>

**3. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – FRËE.**  
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



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

## **AROUND-THE-WORLD SPEAKING ITINERARY #16**

### **September 1-20, 2009**

September 10. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention. <http://iffps.org/meetings.html>

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

September 15. MIAMI. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 9:00 – 1:00 PM. Fmi: IME Enrichment Center, Manny Sarmiento, 8181 NW 36<sup>th</sup> St, #8-D, Miami, FL 33166, [TICKETFL@aol.com](mailto:TICKETFL@aol.com), 1-305-477-7600, <http://www.imeglobalgroup.com>

September 17. VICTORIA, BC. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 5:30 to 9:00 PM. FMI: Carlyne Taylor, [carolyne@24carrotlearning.com](mailto:carolyne@24carrotlearning.com), (250) 920-6399, <http://www.24carrotlearning.com/eventdetails.cfm?event=2528>

September 18. VANCOUVER, BC. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner.

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

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Park Ridge Hotel and Conference Center, Valley Forge, PA. Call to register: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), 610-626-2436. <http://www.authorsconference.com/>

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Dan Poynter to speak on what is happening in the publishing industry and where it is going. Park Ridge Hotel and Conference Center, Valley Forge, PA. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), 610-626-2436. <http://www.authorsconference.com/>

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

October 11. SAN DIEGO. 21<sup>st</sup> Century Book Marketing. Your Publishing Choices: Ways to get your book into print. Fmi: Jessie Schwartzburg, 619-795-9858, [JessieSchwartzbu@hotmail.com](mailto:JessieSchwartzbu@hotmail.com), <http://www.21stcenturybookmarketing.com/>

October 16. LAS VEGAS. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner.

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

October 30-31. SINGAPORE. Seminar for Young Authors. Fmi: Janus Education, Catherine Khoo, 63368985, [Catherine@CatherineKhoo.sg](mailto:Catherine@CatherineKhoo.sg)

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

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

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

November 18. SALT LAKE CITY. NSA/Mountain West. Fmi: Brad Barton, [brad@BradBartonSpeaks.com](mailto:brad@BradBartonSpeaks.com), 801-392-4088.

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

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

December 16. STUDIO CITY. Book Publicists of Southern California. Dan Poynter to speak on the future of the book publishing industry. Annual Holiday program. Sportsman's Lodge, 12825 Ventura Blvd, Studio City, CA. 5:30 PM. Reservations required. Fmi: Irwin Zucker, 323-461-3921, [IrwinZuckerPR@AOL.com](mailto:IrwinZuckerPR@AOL.com), <http://www.BookPublicists.org>.

## 2010

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

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

February 12-14. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, [Sfwriterscon@aol.com](mailto:Sfwriterscon@aol.com), <http://www.sfwriters.org/>

March 13 & 14. AMSTERDAM. PSA/HOLLAND. Tentatively scheduled for Amsterdam. <http://www.pсахolland.org/>

April 23-25. AUSTRALIA. <http://www.nationalspeakers.asn.au/index.html>

April 30-May 2. SOUTH AFRICA. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114 [admin@psasouthernafrica.co.za](mailto:admin@psasouthernafrica.co.za), <http://www.psasouthernafrica.co.za>

May 8. WASHINGTON, DC. Turning Speeches into Books. The full New Book Model Program. DC Speakers Association. Fmi: Cheree Warwick, (703) 489-4589, [cheree@TheProfitPartner.com](mailto:cheree@TheProfitPartner.com), [http://www.nsadc.org/meetings\\_events/eventcalendar.asp](http://www.nsadc.org/meetings_events/eventcalendar.asp)

May 25-27. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 17-20 Orlando, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](http://www.OrlandoWorldCenterMarriott.com). Location Phone: +1-407-239-4200 <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

October 19-22. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP) <http://www.association-conferenciers.com/>

November 12-14. UNITED KINGDOM. Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakers.org](mailto:admin@professionalspeakers.org), +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November ?? . WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion. <http://www.CatWriters.org>

December ?? . MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

## 2011

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xml>

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association.  
At the brand new Marriott Hotel.

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

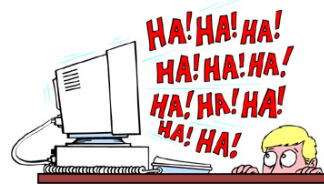
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# G. ParaHumor



## EVERY NATION HAS TO WRITE A BOOK ABOUT THE ELEPHANT

The French book - The Sex Life of the Elephant

The English book - Elephants I have Shot on Safari

The Welsh book - The Elephant and its Influence on Welsh Language and Culture

The American book - How to Make Bigger and Better Elephants

The Japanese book - How to Make Smaller and Cheaper Elephants

The Finnish book - What Do Elephants Think about Finnish People

