

Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

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THE GIFT YOUR BOOK DESERVES



Dan Poynter's
Para Promotion Program
ParaPromotion.com





ParaNews



CURBSIDE HAIKU SAFETY SIGNS POSTED IN NYC Fun with words

The New York City Department of Transportation has posted 216 "Curbside Haiku" signs around New York City.

Each haiku expresses a different safety message by focusing on one transportation mode.

For example:

For more, see <http://bit.ly/rs3xA4>



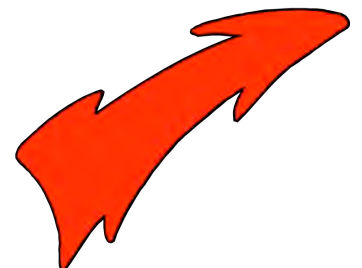
OVERHEARD:

You write to communicate to the hearts and minds of others what's burning inside you. And we edit to let the fire show through the smoke.
--Arthur Plotnik

EBOOK SALES CONTINUE TO SOAR.

Annual revenues from eBooks delivered to portable devices will rise to \$9.7 billion by 2016. That's an increase of almost \$7 billion from this year, which will see about \$3 billion in eBook sales.

<http://bit.ly/un0QHK>

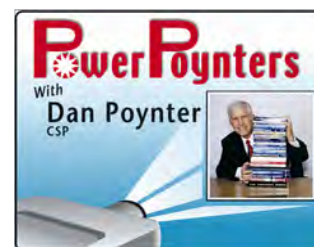


DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

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

<http://www.youtube.com/user/PoynterDan#p/u/6/mWl0fnBu7bs>



OVERHEARD:

A good editor understands what you're talking and writing about and doesn't meddle too much.

--Irwin Shaw

TO COMPETE WITH EBOOKS, SOME PUBLISHERS ARE DRESSING-UP PBOOKS



As more readers switch to the convenience of ebooks, publishers are giving old-fashioned print books a makeover.

Publishers are putting more thought into books' aesthetics. Many new releases have design elements usually reserved for special occasions — deckle edges, colored endpapers, high-quality paper and exquisite jackets that push the creative boundaries of bookmaking. If ebooks are about ease and expedience, the publishers reason, then print books need to be about physical beauty and the pleasures of owning, not just reading.

Is the book for reading and/or display?

<http://nyti.ms/uPmzU0>



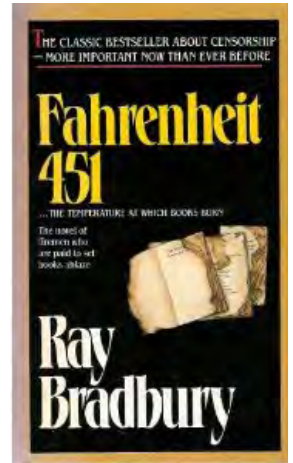
OVERHEARD:

SHIFT HAPPENS
But I ♥ California Anyway

IRONY: FAHRENHEIT 451 FINALLY AN EBOOK

Simon & Schuster released the eBook version of Ray Bradbury's classic novel *Fahrenheit 451*.

The famed 1953 dystopian classic about a future America in which people are ruled by electronic devices, reading is banned, and firefighters are ordered to set fires to burn books expressed Bradbury's deep-seated belief at the time that society was heading down a bad path where people's interest in literature and learning would eventually be replaced by television. He wasn't entirely wrong. <http://bit.ly/vrKAVb>



OVERHEARD:

Words are things; and a small drop of ink falling like dew upon a thought, produces that which makes thousands, perhaps millions, think.
--Lord Byron, (1788-1824)

WHAT DRM IS DOING TO THE PUBLISHING INDUSTRY

Results in unintended consequences?

The corporate drive for Digital Rights Management (locking ebooks) is motivated by the fear of ebook piracy. But aside from piracy, the biggest ebook-related threat to the Big Six publishers is called Amazon.com.

Until 2008, ebooks were a tiny market segment, under 1% and easily overlooked; but in 2009 ebook sales began to rise exponentially, and ebooks now account for more than 20% of all fiction sales. In some areas ebooks are up to 40% of the market and rising rapidly.



The Big Six's pig-headed insistence on DRM on ebooks is handing Amazon a stick with which to beat them harder.

<http://bit.ly/tL0qH3>



OVERHEARD:

My friends, love is better than anger.
Hope is better than fear.
Optimism is better than despair.
So let us be loving, hopeful and optimistic. And we'll change the world."
--Jack Layton

AGENCY EBOOK PRICING MODEL UNDER FIRE



The US Department of Justice (DoJ) plans to investigate the price of ebooks, just days after the EU announced a similar anti-trust probe.

The EU has questioned whether firms have "engaged in anti-competitive practices" regarding the price of ebooks, "possibly with the help of Apple", which breaks EU antitrust regulations. In particular, the commission is concerned competition has been hampered after the five publishers adopted the 'agency model' which saw them setting the price for eBooks sold through Apple's store, iBook, with the revenue split between the publisher and Apple.

<http://bit.ly/rCtDkN>



OVERHEARD:

Before you make the key, study the lock.
--Joe Konrath, Successful Author.

AMAZON'S BID FOR EXCLUSIVITY

Amazon yesterday launched a broadside against competing ebook retailers when it introduced a new program that requires authors to remove their books from competing retailers.



The new service offering, KDP Select, promises participating authors a shot at earning their share of a \$500,000 monthly pool of cash.

But there's a catch. Actually, there are multiple catches as outlined in Amazon's Terms and Conditions for the program.

<http://huff.to/szGgFs>



OVERHEARD:

People blame bad luck,
no one blames bad judgment.
--Bob Besco, aviator.

FEDEX AND UPS RAISE RATES FOR 2012

Beginning January 2, 2012, the cost of envelope and small package shipping via FedEx or UPS is going up.

Ground shipping rates for both will increase by a net average 4.9 percent.

For details, see

<http://news.bookweb.org/news/fedex-and-ups-raise-rates-2012>



OVERHEARD:

Writing is adding; editing is subtracting.

--Michael Larsen, Literary Agent.

SURVEY RESULTS IN NEW EBOOK STATISTICS

eBooks PUBLISHING
INDUSTRY
STATS

revolution having on both book publishing revenues and the ways publishers operate?

Skyrocketing sales of Kindles, iPads, smartphones, and new eReader-based devices are driving record-breaking ebook sales. But what impact is the digital publishing revolution having on both book publishing revenues and the ways publishers operate? The information in this survey was collected from more than 1,300 book publishers from the Consumer, Professional, Education, and Corporate markets. The report documents ebook trends, strategies, and best practices that have emerged in the publishing industry since Aptara's first survey in 2009.

<http://bit.ly/tlhQ3e>

→ **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.



ParaTips



DON'T IGNORE SMALL PUBLICATIONS

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



Although they aren't sold on newsstands, you never know who's reading them. Pam Ammondson did an interview with a small travel magazine not expecting anything to come of it. A writer at *Time* magazine happened to read the article and called to interview her. When *Time* came out, NBC Nightly News saw it and she ended up having a film crew come to her house for the Tom Brokaw newscast.



OVERHEARD:

So many times, in business and in life, it's that one extra degree of effort that separates the good from the great.

BOOK DESIGN: Book Titles—Where do they come from?

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



Finding a great title for your book can be one of the most challenging yet satisfying processes you will go through. The title is the purpose of your book and very important that it presents your book's subject in the best way possible. It needs to grab your audiences' attention, make them question and think and act by picking up the book and start reading and eventually buy.

You'll need to go through a series of questions, digging deep into the why, how, what motivated you to write the book in the first place... then dialogue and become the 'devil's advocate' coming up with as many arguments, ahem, questions, as possible so we flush out what the underlying concept is.

One way is to write down a bunch of possibilities and have people vote, another way is to go through the manuscript looking for 'themes' and writing them down, also any re-occurring words and then haul out the Thesaurus and create a whole other list. Then, start creating phrases of 3-5 words, short preferable. Look at them over and over and keep reworking them until you get what you want. Hopefully, there will be some 'meat' in the title to assist with the sell. And, of course, keeping in mind who the audience is for your book. What are their interests, mind-set, demographic, etc. that are another part of the equation. IF you need more [book design information](#) call me or visit my website.

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:

The wishbone will never replace the backbone.
-- Will Henry

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>



A person without a sense of humor is like a wagon without springs -- jolted by every pebble in the road.
--Henry Ward Beecher, preacher and writer (1813-1887)

MEET UP WITH READERS ON MEETUP.COM!

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



We are always spouting off about how pertinent it is to promote your book directly to your target audience. Here is one effective and easy way to do just that. MeetUp.com <http://www.meetup.com/> is an awesome online resource authors can use to reach out to potential readers. All it takes is creating a simple profile (it's free to join), and then researching groups in your area that might be interested in your book. For example, if you write science fiction, look for sci-fi specific book clubs. Speaking at the meet up, offering a special discounted price, or providing extra materials the group might find useful are all good ways to pitch yourself and your book. MeetUp.com can also come in handy when promoting an event, like a book signing, in a different city.



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

YOU KNOW YOUR QUERY LETTER SUCKS WHEN ... You Send CC it to Agents at the Same Time

--Jeff Rivera, founder of <http://www.HowtoWriteaQueryLetter.com>

I wanted to vomit when I saw this. It was just so sad to see a perfectly skilled writer ruin their chances of landing an agent. They actually CC'd the same query letter to a bunch of agents all at the same time.

Now, come on now! Seriously. Don't you hate it when you get those FWD's and chain letters warning you that you'll have 500 years of bad luck and eternal damnation if you don't forward their email to 3000 of your closest friends?

It's the same way with agents. They know you're simultaneously querying other agents but why rub it in their face? It's not necessary.

You need to make each query letter unique and make the agent feel that you understand exactly what their needs and desires are when receiving submissions.

Yes, they know you're querying other agents. They're not stupid, but they don't want to hear about it. It's kind of like when you're first dating someone. You know you're not exclusive yet but you don't want to hear them talk about the passionate hot steamy sex



they had with someone else the night before. No, and the same goes for an agent. They want to be treated as special.

If you send a bulk email out to them and 30 other agents, no one is going to respond to you other than to tell you to "Take them off the list". That's not what you want.

Write a unique query letter tailored for each potential agent and you'll be one step closer to landing an agent.

If you would like to see an example of query letters that worked, visit: <http://www.HowtoWriteaQueryLetter.com>



Amazon will **publish** 122 books this fall in a multitude of genres, in both physical and ebook form

A.WORD.A.DAY

--Anu Garg, <http://wordsmith.org/words/samizdat.html>



samizdat (Self-Publishing)

PRONUNCIATION:
(SAH-miz-daht)

MEANING:

noun: An underground publishing system used to print and circulate banned literature clandestinely. Also, such literature.

ETYMOLOGY:

From Russian samizdat, from samo- (self) + izdatelstvo (publishing house), from izdat (to publish).
Coined facetiously on the model of Gosizdat (State Publishing House).

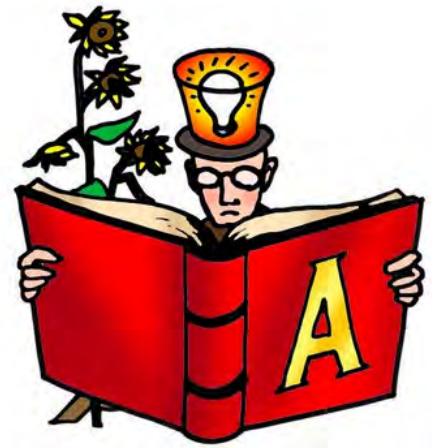
Explore "[samizdat](#)" in the Visual Thesaurus.

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

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



ParaResources



GET YOUR LIBRARY SCIENCE DEGREE ONLINE GUIDE

What Types of Library Science Programs Exist and What Are They Called?

A few colleges offer an associate's degree in library science. Here are two of the most common:

- Associate of Arts (A.A.) in Library Technology
- Associate of Applied Science (A.A.S.) in Library and Information Science
-

These two programs both contain core classes, such as English, history, math, and social science. You will also take classes such as public speaking, computer use in libraries, college libraries, and public school libraries. The total is 64 hours, or roughly two to three years of study.

<http://librarysciencedegree.org/>



OVERHEARD:

An editor is a person who knows more about writing than writers do, but who has escaped the terrible desire to write.

--E.B. White

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>



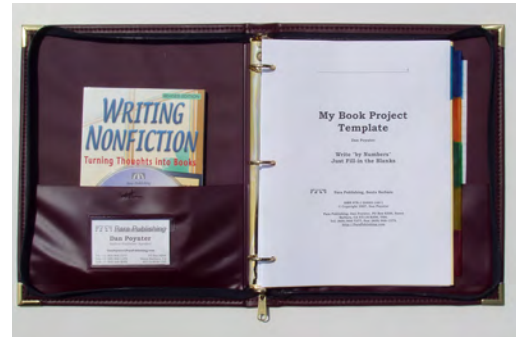
We have a massive system to regulate creativity. A massive system of lawyers regulating creativity as copyright law has expanded in unrecognizable forms, going from a regulation of publishing to a regulation of copying.

--Lawrence Lessig

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>

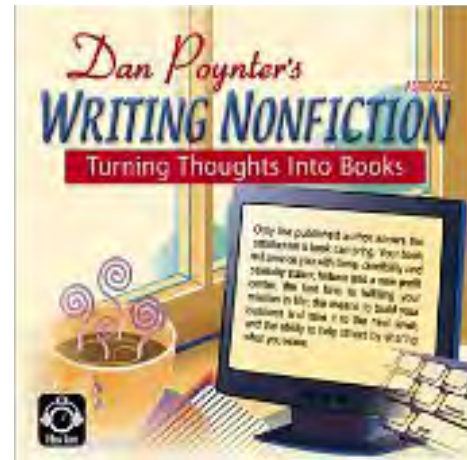
OVERHEARD:

No author dislikes to be edited as much as he dislikes not to be published.
Russell Lynes



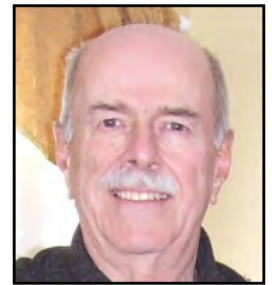
WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAXf>



FOREIGN RIGHTS PROGRAM FOR AWARD-WINNING BOOKS.

Industry veteran Bob Erdmann and his foreign rights publishing consultancy Columbine Communications & Publications is calling for submissions of Award-Winning nonfiction titles to be considered for its Spring 2012 Foreign Rights Promotion. The promotion will reach out to foreign publishers worldwide who are interested in award winning books in business, psychology/self-help, parenting, health, education and other nonfiction subjects.



Bob is a past two-term president of Independent Book Publishers Association (formerly PMA). Columbine is his highly esteemed foreign rights publishing consultancy representing more than 200 North American nonfiction authors and publishers.

For more information contact Bob Erdmann at bob@bob-erdmann.com, Ph: 209/586-1566. www.columbinecommunications.com



A classic is something that everybody wants to *have* read and nobody wants to read.

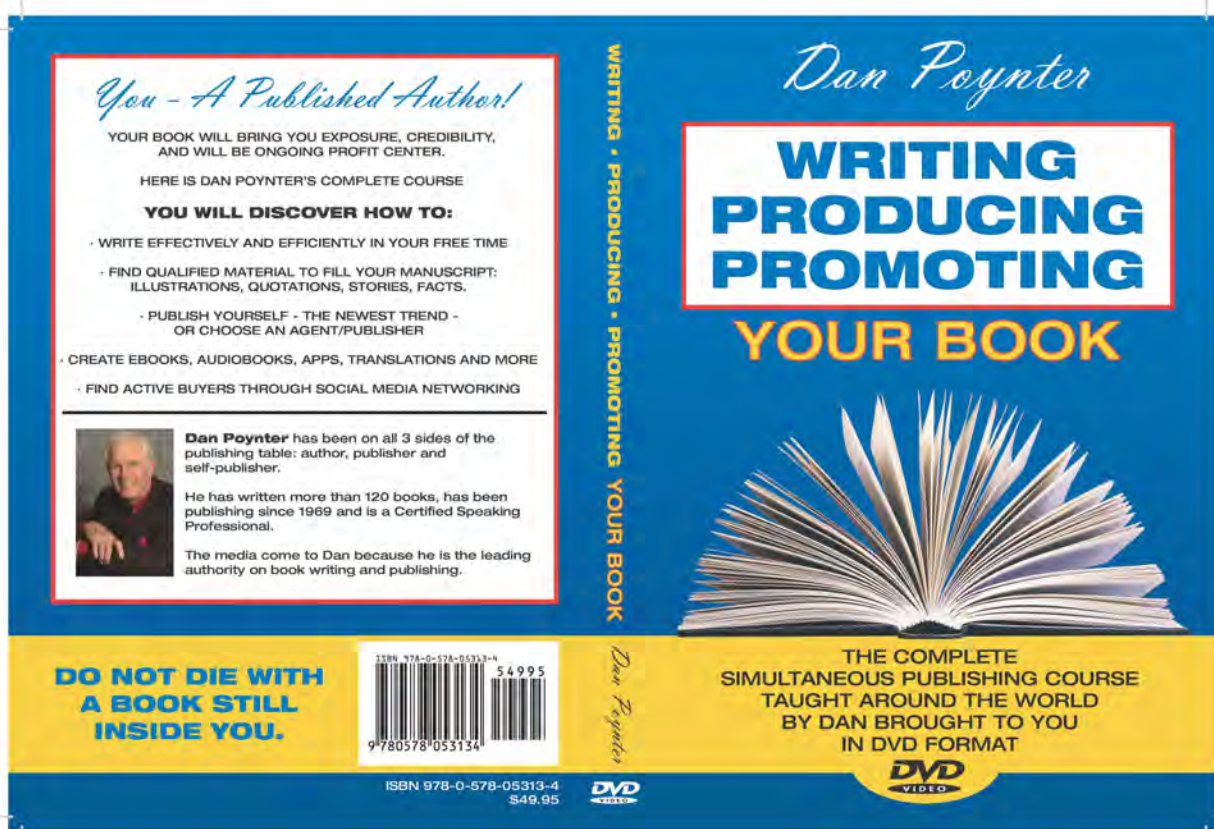
CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.

The Independent Book Publishers 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://bit.ly/eE1DQo>



PUBLISHING COURSE NOW ON DVD



The New "Book" Model: How to write, publish & promote your nonfiction book is available in a home study version. This is the complete 3.5-hour course with Dan and his multimedia slides.

You will discover how to use new techniques and the latest technology to write your book faster, produce your book for less (printed, audiobooks & eBooks) and promote your book more effectively. Dan will share the secrets to finding an agent, contacting a publisher and publishing yourself. He has your step-by-step plan.

This is Dan's most popular presentation and it incorporates timely pieces of his other presentations. A steal at \$49.95.

<http://www.amazon.com/Poynters-Writing-Producing-Promoting-Your/dp/0578056488/>

➔**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.



ParaThoughts



AUTHORS COMMIT HISTORY

--Dan Poynter, the Book Futurist.

In my speeches to authors, I remind them that when they write, they are "committing history."

Other authors will read their books when they research and previous authors will be repeated.

It is an ominous responsibility.

When I see an error in a book, I sometimes mention it in an Amazon review.

We need to help fellow authors by pointing out errors.



OVERHEARD:

You have a better chance of getting struck by lightning than becoming successful in this biz.

But if you really want to get hit by lightning, you can improve your odds.

--Joe Konrath, Successful Author.

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

Enjoying this ezine?
Forwarded it to friends



ParaFreebies



AUTHORNOMICS INTERVIEWS DAN POYNTER

Discover where buyers for your books are now.
Andrea Hurst interviews Dan Poynter, the Book Futurist.

<http://www.andreahurst.com/index.php?s=poynter>



OVERHEARD:

An editor becomes kind of your mother. You expect love and encouragement from an editor.

--Jacqueline Kennedy

→ **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



17

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. Sheraton Fisherman's Wharf.
The hotel is located at: 2500 Mason Street San Francisco, CO 94133
(415) 362-5500

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

<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.

June 9-14. Santa Barbara.
 40th Annual, Santa Barbara Writers Conference. Hyatt Hotel (Formerly Hotel Mar Monte).
<http://SBwriters.com>

USA. July 14-17. Indianapolis.

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

USA. August 9-12. Boiling Springs.

Veteran Speakers Retreat
 Ed Helvy. Allenberry Resort in Boiling Springs, PA
 near Harrisburg.
<http://veteranspeakersretreat.org/>

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>

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



ParaHumor



TEN CHILDREN'S BOOKS NOT RECOMMENDED BY THE NATIONAL LIBRARY ASSOCIATION

10. Clifford the Big Dog is Put to Sleep
9. Charles Manson Bedtime Stories
8. Daddy Loses His Job and Finds the Bottle
7. Babar becomes a Piano
6. Controlling the playground: Respect through Fear
5. Curious George and the High-Voltage Fence
4. The Boy Who Died from Eating All His Vegetables
3. Things Rich Kids Have, but you never will
2. Let's Draw Betty and Veronica without their clothes on
1. The Care Bears Maul Some Campers and are Shot Dead

(Generic Smiley)



A man does what he must - in spite of personal consequences, in spite of obstacles and dangers and pressures - and that is the basis of all human morality.

--Winston Churchill

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

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The Small Print

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

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

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

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

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

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

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

AFFILIATE PROGRAMS. Occasionally, I'm a compensated affiliate for some of the programs I tell you about. I only list people and programs I have checked out and believe in.

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Para Publishing LLC. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
PO Box 8206, Santa Barbara, CA 93118-8206 USA. 530 Ellwood Ridge, 93117.  
Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009  
<http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

