



# 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

**ParaNews** (What's happening)

**ParaTips** (Guidance/advice on specific issues)

**ParaResources** (Sources of helpful information)

**ParaThoughts** (Editorial)

**ParaFreebies** (Giveaways)

**ParaCalendar** (Dan may be coming to visit you)

**ParaHumor** (We saved the fun for last)



### GREETINGS FROM CAPE TOWN

It is great to be back speaking in South Africa. Cape Town has a lot of important world geography and history.

While the U.S. is still cold and waiting for Spring, it is Autumn and warm here.

And, I get to come back here in late April.




## *Dan Poynter's* Global eBook Awards

### **FRIDAY ONLY. ENTER YOUR eBook F-R-E-E**

'Read an eBook Week' is from March 6-12, 2011. In celebration, on Friday, all eBook authors or publishers may enter one eBook in the Global eBook Awards with **NO entry fee**.

From midnight to midnight, Pacific time, Friday, March 11, 2011.

The \$59.00 fee will be waived. Any eBook author or publisher may enter one eBook.

Go to <http://AwardsForEbooks.com>.

Date and times are firm. No exceptions, no extensions, no tolerance.

This offer is real. No gimmicks, no come-ons, no fooling. **Enter now.**

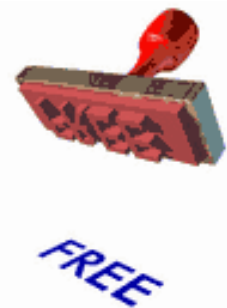
The Global eBook Awards are more than an honor for the best eBooks published, they offer high-profile publicity for both eBook authors and publishers.

Recognizing eBooks so that more readers will discover your eBook is the goal.

**Questions or problems?** Call Joseph Dowdy, Director of Awards: +1-805-742-4631

### **WHY SETH GODIN SNUBS TRADITIONAL PUBLISHING**

In August last year, many media pundits, and business journalists thought Godin had



lost his marbles. He announced on his blog (one of the most popular business and marketing blogs) that he would no longer be publishing books "traditionally." In a post titled Moving On, he wrote: "The thing is - now I know who my readers are. Adding layers or faux scarcity doesn't help you or me. As the medium changes, publishers are on the defensive. ... I honestly can't think of a single traditional book publisher who has led the development of a successful marketplace/ marketing innovation in the last decade.

<http://bit.ly/hrwgeH>

### **KINDLE eBook PIRACY ACCELERATES**

--David Carnoy

A lot of people think moving away from paper is a good thing. Maybe it is. But what should also be alarming to publishers is that the number of people pirating books is growing along with the number of titles that are available for download. The rise of the iPad has spurred some of the pirating, but now the huge success of the Kindle is also leading to increased pirating.

<http://cnet.co/eSekRJ>

On the other hand, see

<http://www.youtube.com/watch?v=0Qkyt1wXNII>

### **LIBRARIES LIMITED TO 26 eBook LOANS**

In the first significant revision to lending terms for eBook circulation, HarperCollins has announced that new titles licensed from library eBook vendors will be able to circulate only 26 times before the license expires.

"This make sense" said Dan Poynter, Book Industry Futurist, "Historically, paper books have been good for about 18 turns, or loans, before they self-destruct and libraries have to replace them. Twenty-six Loans, at two weeks per loan amount to a year of 'shelf time.'" <http://bit.ly/eFHIAV>

### **OPEN AND WORK WITH MOST POPULAR FILE FORMATS IN GMAIL.**

The Google Docs Viewer is used by millions of people every day to quickly view PDFs, Microsoft Word documents and PowerPoint presentations online. Not only is viewing files in your browser far more secure than downloading and opening them locally, but it also saves time and doesn't clutter up your hard-drive with unwanted files.

Today we're excited to launch support for 12 new file types:

- \* Microsoft Excel (.XLS and .XLSX)
- \* Microsoft PowerPoint 2007 / 2010 (.PPTX)
- \* Apple Pages (.PAGES)
- \* Adobe Illustrator (.AI)
- \* Adobe Photoshop (.PSD)
- \* Autodesk AutoCad (.DXF)
- \* Scalable Vector Graphics (.SVG)
- \* PostScript (.EPS, .PS)
- \* TrueType (.TTF)
- \* XML Paper Specification (.XPS)

Not only does this round out support for the major Microsoft Office file types (we now support DOC, DOCX, PPT, PPTX, XLS and XLSX), but it also adds quick viewing capabilities for many of the most popular and highly-requested document and image types.

In Gmail, these types of attachments will now show a "View" link, and clicking on this link will bring up the Google Docs Viewer.

## **RIGGIO TELLS PUBLISHERS 'TRANSFORMATIONAL GROWTH' AHEAD**

In an upbeat and optimistic keynote speech about the book market at the annual meeting of the Association of American Publishers, Barnes & Noble chairman Len Riggio said the industry is on the cusp of "transformational growth" led by the sale of digital content, and he urged publishers to produce different kinds of e-books ranging from novellas to books that can be updated.

<http://bit.ly/fDIGas>



More than 200 million eBooks have been downloaded through Apple's iBooks store since it was launched roughly a year ago.

## **THE eBook USER'S BILL OF RIGHTS**

--Andy Woodworth

The eBook User's Bill of Rights is a statement of the basic freedoms that should be granted to all eBook users. <http://bit.ly/hn2pEc>

SATURDAY, MARCH 19, OAJI, CALIFORNIA

OJAI WRITERS CONFERENCE PRESENTS

# Master Classes for Writers

MARCH 19-27, 2011

OJAI, CALIFORNIA



Dan Poynter

“

WHETHER YOU SELL OUT  
TO A NEW YORK PUBLISHER  
OR PUBLISH YOURSELF, THE  
AUTHOR MUST DO THE  
PROMOTION.

Dan Poynter, *The Self-Publishing Manual*

”

## Reserve Your Seat with Dan Poynter

*Best-selling Author and Publishing Expert*

### **Saturday, March 19 - The New “Book” Model: Writing, Producing and Promoting Your Book.**

In this dynamic and comprehensive full-day intensive, you will discover how to write, publish and promote your book. Find out why Dan Poynter is THE godfather to thousands of successfully-published books.  
10am-4pm.



*Master Teachers. Master Classes. For Serious Writers of All Levels.*

SEATS ARE LIMITED. (805) 669-7373 [OjaiWritersConference.com](http://OjaiWritersConference.com)

## NEW ENGLAND PUBLISHING CONFERENCE SET FOR MARCH 25-26

The first annual New England Publishing Conference will be held in Waltham, Mass. (near Boston) starting in the afternoon on Friday, March 25 and continuing through Saturday, March 26. The conference, expected to attract about 100 publishers, focuses on the theme "Survive and Thrive" during this period of immense change in the book publishing industry.

Independent Publishers of New England (IPNE) is sponsoring the conference, designed to offer a packed schedule of information, insights, and networking activities at an affordable admission fee, starting at just \$120 (early-bird rate for members of IPNE and affiliate groups including IBPA). Speakers will include:

- David R. Godine, whose eponymous publishing company is celebrating its 40<sup>th</sup> successful year, concentrating on producing high-quality books regardless of social and technological trends.
- Cevin Bryerman, publisher of Publishers Weekly, the industry's leading trade journal.
- Tim Brookes, bestselling author and founder of the Champlain College Publishing Initiative, who maintains that with today's technology authors can often successfully bypass the traditional publishing industry.
- Several hands-on workshops where participants can learn new skills relevant to publishing, including converting book files to e-book formats, and setting up blogs using WordPress.
- A long list of other experts, such as children's book guru Anita Silvey, publishing business consultant Tom Woll, "rebel bookseller" Andy Laties, Boston Book-Festival founder Deborah Porter, and IBPA president Florrie Binford Kichler.

To find additional information about the conference and register to attend, go the IPNE site at [www.ipne.org](http://www.ipne.org) .



## **THE SANTA BARBARA WRITERS CONFERENCE**



which started in 1972, is returning after a two-year hiatus. The new owner is Monte Schultz, son of the late Charles Schulz.

June 18-23. Early registration prices end March 18.

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

## **APPS OUTSELL eBOOKS**

It was three years ago that Steve Jobs dismissed the Kindle reader as a futile attempt to change user behavior. Recently, Steve Jobs announced that the iBooks store served 100 million eBooks in its first 11 months of operations.

Let's look at the data. The chart in this article shows the sales ramp of three media types served by Apple: songs, apps and books.

<http://bit.ly/hpnFuZ>



## **THE DOWNFALL OF LARGE, NEW YORK PUBLISHING** **--Mark Coker.**

In the dark alleyways of publishing, an author uprising is brewing against Big Publishing.

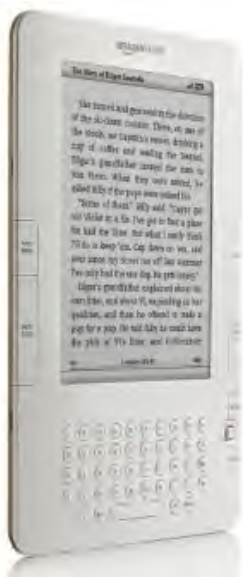
<http://blog.smashwords.com/2011/03/nietzsche-and-downfall-of-big.html>

## **PUBLISHERS ASK BORDERS TO RETURN INVENTORY**

As the Borders bankruptcy finishes its third week, some publishers are trying another tack to recoup at least part of their losses.

<http://bit.ly/eElKhc>

## COULD KINDLES BE FREE BY NOVEMBER?



Although Amazon's plans for the Kindle as an eBook publishing platform have been made clear by the software's ubiquity across nearly all operating systems, what is less clear is Amazon's plans for the Kindle eReader in this post-PC, tablet-centric age.

When the Kindle first debut back in 2009, it was a pretty cool gadget, launching at \$350 and seemingly worth every penny (competing eReaders cost several hundred dollars more). Then the iPad came along, and made the Kindle suddenly seem irrelevant. Who wants a monochrome eReader that just lets you read eBooks and nothing else when you can have a vibrant, living, full-color tablet that can do everything from browsing to video to games?

Amazon, rather perfunctorily, reduced the price of the Kindle since the iPad debuted down to \$139 for the WiFi only version, but they've yet to update the Kindle to address any of the iPad's strengths. It's still black and white. It still just does reading. Amazon hasn't even hinted that they're working on the most obvious counter to the iPad: a color Android tablet. What gives?

Check out the chart in this article. *That's* what gives. Every generation, the Kindle — while barely improving in specs — gets cheaper and cheaper. At the current rate of price drops, the Kindle eReader will cost almost nothing by November of this year.

See <http://bit.ly/gEtZRI>

### ANDY ROONEY PONDERs eBOOKS

<http://bit.ly/hYMy5n>

→ SEND YOUR NEWS ITEMS to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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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.

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# ParaTips



## FROM THE HEART

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



The most successful networkers build relationships with others because they love people, the dynamics of relationships and are irreplaceable matchmakers. They love sharing their lives and experiences and being closely involved with others. It gives them a sense of community, jointness and purpose. Typically, they're always trying to fix all single people up on dates, send friends to their favorite hideaway resort, or introduce them to a cool new acquaintance. The top connectors are "people people" who come from the heart; with them matchmaking is a passion.

**Scores of successful networkers have told us that they derive more joy from building relationships than they do from the ultimate result.** They proudly proclaim that they're "networkers" and derive great pleasure from their work. They love nothing more than meeting new people, getting to know them and then connecting them with others.

Networking is built on enthusiasm and passion, which savvy networkers don't fake. Most people can immediately spot fakers, which turns them off and scares them away—and that makes it awfully hard to network.

### **Most successful networkers usually love:**

- People
- What they do and
- Giving of themselves without restriction.

Most successful networkers openly refer those they trust to their resources. To them matchmaking is a game, an opportunity, a calling. They feel that the more solid relationships they help create, the more successful they are. Instead of avoiding opportunities to play matchmaker, they jump at them. In response to requests for the names of contacts, the best networkers immediately reel off a few names and then repeatedly inject, "Oh, and also take down the name of \_\_\_\_\_" and, "Oh yeah \_\_\_\_\_" and "Then don't forget \_\_\_\_\_."

Generosity usually pays off because network members will rush to help those who have aided them or members of their network. It's the networker's way of saying "thanks," passing the baton and playing the network game its highest level.

**In most cases, it doesn't pay to hide your true agenda.** It's usually best to be open and clearly explain exactly what you want. For example, "Can you introduce me to Jack Jones?" If you sense reluctance or misgivings, back off. Everyone has personal limits so don't push or you may turn a potentially good source into someone who avoids you.

**When your contact is forthcoming, always express your appreciation and ask how you can reciprocate.** Some contacts will be direct and tell you exactly what they expect while others will be silent or noncommittal. If a contact wants a referral fee, clarify in advance how much he/she expects to avoid problems down the road. If he/she is too demanding, express your feelings up front or it will come back to haunt you at a later date.

More tips at <http://www.rickfrishman.com>

## **BOOK DESIGN:**

### **Photo Research: How to do it effectively and Why this is Important.**

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



Most of my clients come to me with an image already picked out. This can be good and not so good. The good part is that they have given some thought to the look they want for their cover. The not so good part is that the image may be too literal, misses the mark or is of poor quality, to name a few.

Sometimes this happens because the person doesn't know how to look for the image effectively... it can take many hours of searching to find the right emotional stream to follow for the right image to appear.

Here are some pointers for when you start looking.

1. Ask yourself the following:

Who is your audience and what, how will they use your book/information?

What is your main purpose, the benefit they will most likely need/want from you?

2. What are the keywords your audience will type in for a search for this information? Write them down.

3. Proceed to your photo site and type in your first word. A selection of images will show up on your screen, some will be relevant and others won't. As you look at the images and start finding ones you like, set up a lightbox and put them into it so you and your designer can come back to the lightbox and decide which image will work best for your book's cover.

4. As you look at the images your mind will begin to see other things in them that you hadn't thought about... so do another keyword search for this... and keep going until you have 30 or more images to weed through.

Deciding on whether your image will be real, illustrative, metaphorical or literal will all come up while you are searching. Be sure to turn over every stone. When my clients

hire me to design their book cover I take them to the photo-site and walk them through this process explaining the ins and outs of the thinking that goes along with it.

For more [book design information](#) visit my website.

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

Karrie Ross, Book Designer & Coach

### **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](#) is an awesome online resource authors can use to reach out to potential readers by finding topic-related groups and meetings. 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 to members, 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 or speaking engagement, in a different city.

### **WORD TRIPPER**

--Barbara McNichol, 520-615-7910, [editor@barbaramcnichol.com](mailto:editor@barbaramcnichol.com).

**Disinterested, uninterested** – “Disinterested” means to be impartial and unbiased.

“uninterested” means not interested, bored, indifferent. “She was sufficiently *disinterested* in the outcome of the dispute to act as its mediator. Her partner, though, was completely *uninterested* in the case and walked away from it.”



### **IS MY PLATFORM BIG ENOUGH TO LAND AN AGENT?**

By Jeff Rivera, founder of [www.HowtoWriteaQuery.com](http://www.HowtoWriteaQuery.com)

You might be surprised how big your author's platform might be already. There are many different types of platforms, but they all basically mean that you have a built-in audience or fan base of people who are poised and ready to your book as soon as it comes out.

As Marcela Landres says in her book *How Editors Think: The Real Reason They Rejected You*, “It's not who you know, but who knows you.” That idea is at the core of having a strong platform.



It's important to think about this from the publisher's point of view in order to see just how crucial your platform is in landing you a book deal. Publishers are in the business of selling books; thousands of dollars are poured into printing costs and overhead, so they want to be sure that this book will pay off. After all, their job is on the line.

If you are a blogger that has at least 10,000 readers who make a point to read your work daily, or someone who regularly goes on the speaking circuit, talking to thousands of people at a time, it's likely that you have a strong enough platform for an agent and publisher to back up. Other example platforms include if you had a previously self-published book that sold at least five to ten thousand copies, or if you were once the president of a large company, association or non-profit, and continue to have the support of others in your group.

There are a ton of ways that you can create a platform for yourself, but no matter which approach you take, you have to make sure that there is enough publicity and buzz surrounding you to guarantee the success of your work.

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals.

### **BACK COVER SALES COPY**

-- Cathi Stevenson, <http://www.bookcoverexpress.com>

Most people will need reading glasses at age 40, and eyesight will continue to deteriorate until age 50 and beyond. Make sure your book text, cover, advertisements and posters aren't making it difficult for millions of people to read your message. For larger printed matter (such as book show signs), The Society for Environmental Graphic Design suggests each glyph should have a body width between 60% and 100% of the height and that each stroke weight should be between 10% and 20% of the height. Some fonts that fit this criteria include: Futura, Futura Condensed Bold, Futura Book, Frutiger Light, Frutiger, Frutiger Bold, Gill Sans, Gill Sans Bold, Optima, Bodoni, Bodoni Book, Century Schoolbook, Garamond, Garamond Semibold, Palatino and Palatino Bold.



### **EDITING & PROOFING: HOW IT WORKS**

-- Kathleen at Parlez-Moi Press

**Editing and Proofing:** No matter how skillful you are and no matter how much effort you put into your work it will need proofing. Mistakes occur even in books by major publishers. I am surprised by how often I find typos and inconsistencies in books by major authors. Independent publishers need to be particularly mindful of this. It is best if you can have your manuscript proofed by a professional – they are easy to find on the



Parlez-Moi Press  
Gloucester, Massachusetts

internet. Prices vary widely. If you are lucky enough to have an English teacher or someone very skillful at proof-reading among your family or friends, you can ask for their help but I recommend that at least two people with strong proofing skills read your manuscript. Neither of them will catch everything.

3. Editing is more complicated. A good copy editor is invaluable and can save you from making embarrassing mistakes. I'll discuss copy editing later. For now, realize that a good copy editor will make sure your tenses are consistent, you don't make glaring mistakes (like killing off a character in chapter ten who then appears in chapter thirty-five – unless that's part of the plot), etc. When I wrote *Each Angel Burns* I couldn't decide on the right name for the “bad guy”. I went through five names before I decided on “Sinclair”. Thank God my copy editor caught all the places I forgot to change his name or readers would have been very confused!

### **INCLUDE A SIGNATURE WITH YOUR EMAIL**

--Wendy Kram, [www.la4hire.com](http://www.la4hire.com)

Always include a signature with your email:

Your name

Author of **BOOK TITLE**

Your company name (if applicable)

Phone number

Email address

Website

Having a signature conveys a high level of professionalism and helps you brand yourself and your book. You'd be surprised that something as simple as including your signature and contact information could be a potential “tipping point” but it can be. As busy executives, there are many times when we're reviewing emails on our blackberries or iphones and if we're interested in contacting you, we can always reply to your email – however, there are occasions when an agent or publisher or their assistant might want to call you directly. When you include your phone number, all we have to do is click on the number and we can contact you while you've caught our attention and we have the time and impulse. If you *don't* include your phone number, you're creating extra legwork for your potential buyer. Keep in mind that publishers, editors, producers, and literary agents are extremely busy. Therefore do what you can to make it as easy as possible for them to contact you.



The same advice applies to your manuscripts, book proposals, treatments, screenplays and every submission you make. Always include your contact information on a Title Page. As a producer, I can't tell you how many times I receive scripts without a person's phone number or email address. Failing to include a signature comes across as careless, lacking in confidence and unprofessional. These are not the impressions you

want to give.

Instead, include all the pertinent information, take pride in your work and create a polished, confident and inviting first impression.

For more tips on selling and adapting your book to the screen, contact Wendy: [wendy@la4hire.com](mailto:wendy@la4hire.com) \* [www.la4hire.com](http://www.la4hire.com)

### **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>

### **THE FUN OF SEEING YOUR BOOK IN A FOREIGN LANGUAGE**

**Bob Erdmann, President-Columbine Communications & Publications**

***A Foreign Rights Publishing Consultancy With 50 Years' Experience***

[bob@bob-erdmann.com](mailto:bob@bob-erdmann.com)

Ph: 209-586-1566

[www.columbinecommunications.com](http://www.columbinecommunications.com)

We recently received copies of one of our client's books for which we negotiated translation-licensing rights in Arabic. What a kick to see this book in Arabic characters and symbols, reading from right to left, and from (what we consider to be) the back of the book to the front. Our client was equally fascinated and thrilled. What an amazing feeling to see your work in such a different "package" but bringing forth the same message albeit in and to a much different culture! Of course there are other languages that are unique in their styles, such as Russian, Czech, Japanese, Turkish, Chinese, Korean, Hindi, Indonesian, and others. What about quality you ask? You'd be surprised about the quality of the books sold in foreign rights that are being published in other countries. Many of our clients are sometimes quite taken back to find that their books published in Korea, Latin America, Japan, China, Germany, Spain and others far exceed the quality of their own published here in North America! "I don't know what I don't know" is what we all should think about at times!



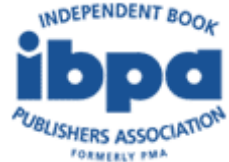
Although a foreign publisher will package your book into a format which is most saleable in their country they will, by no means, make any changes to the content of the book whatsoever without your consent. They will be contractually bound to "faithfully translate from English into their language and shall not alter or abridge the book in any way without explicit consent". Most of the time they will not want to make any changes. However, in certain instances, a change might be appropriate to make the content of the book more applicable to the foreign publisher's audience.

Occasionally a foreign publisher may wish to change the cover, again to make it more applicable to their audience. An obvious example of this would be if your cover contains photos or illustrations of Caucasians an Asian publisher may want to replace that photos or illustrations of Asians.

The bottom line is that when a foreign publisher acquires the right to translate and publish your book in their country they will be trying their very best to make their edition of your book a success. They will have a vested financial interest in doing so since they will have paid you an advance, as well as incurring considerable expenses for translating, designing, printing, distributing, marketing, etc.

**WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?**

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



→**SHARE YOUR TIP.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)



**The Gang of Six** is a term commonly used to collectively designate the behemoths of US trade publishing: Random House, Penguin, HarperCollins, Simon & Schuster, Hachette Book Group, and Macmillan.

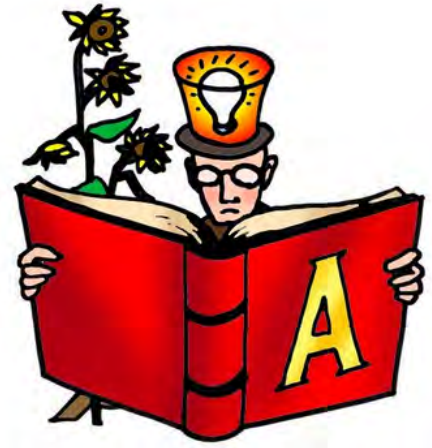
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Do you regularly forward this newsletter to friends, family members, and associates?

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# ParaResources



## RN to MSN Online

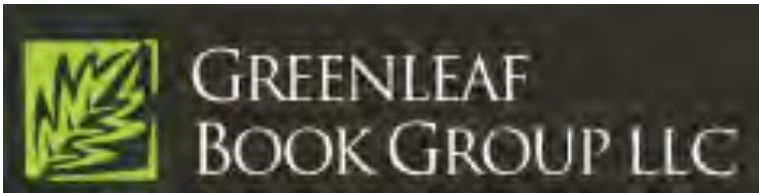
### Complete List of RN to MSN Schools

--Maryanne Osberg

Fabulous resource.

<http://rntomsonline.com/>

## GUIDANCE ON BOOK PUBLISHING



For excellent advice on book writing, publishing, and promoting, see the Greenleaf Book Group blog.

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

## HOW TO FIND THE RIGHT BOOK EDITOR

See

**Supplier List.** Find typesetters, editors, cover artists, book promoters and much more.

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

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.

<http://bit.ly/gZEUkE>

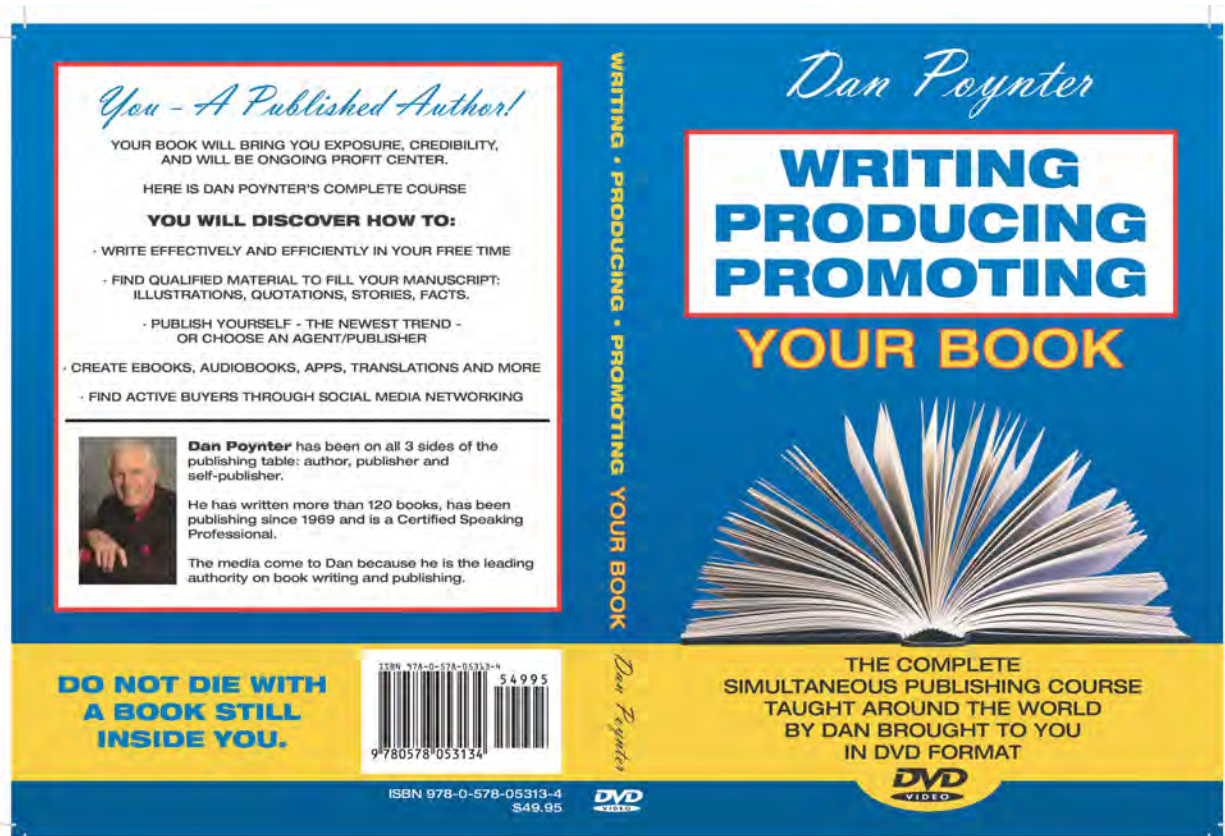
## WHERE TO GET WHAT? RECOMMENDED SUPPLIERS FROM DAN POYNTER

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>



## 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.

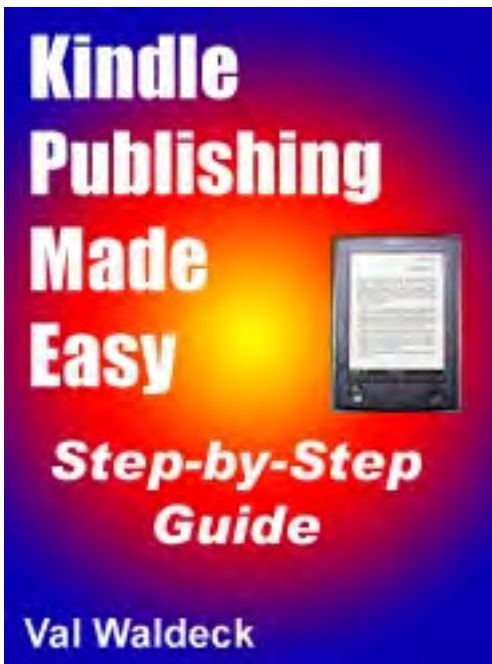
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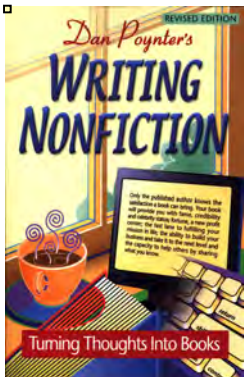
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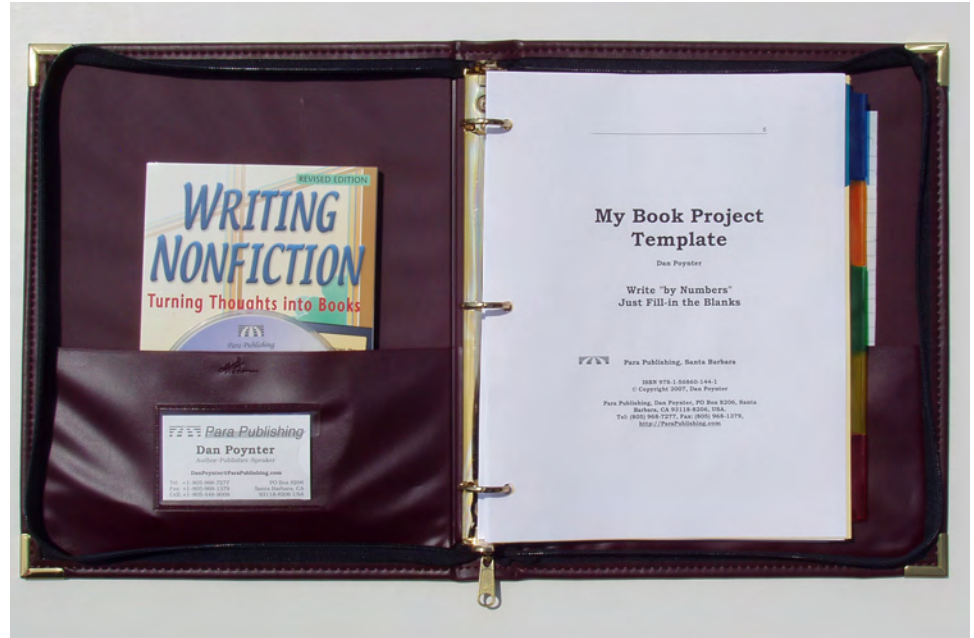
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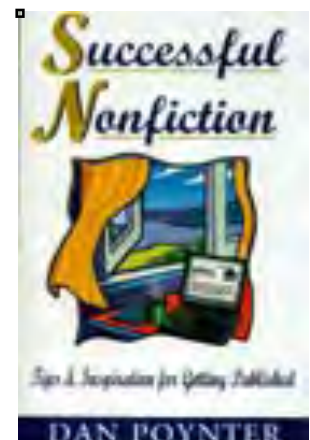
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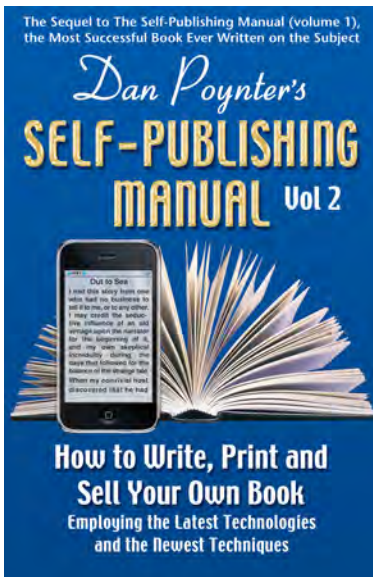
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# ParaThoughts



## 1. WHEN DOES A WORD BECOME A WORD?

--Dan Poynter, the Book Futurist, <http://ParaPub.com>

New words are often appended to existing words to help explain what they mean. Such is the case with "electronic book." Initially, it was written e-book and most style manuals still reference the word this way.

Years ago, we dropped the hyphen and wrote the word "eBook."

Now that the ebook has reached the tipping point and will soon surpass the printed book, it deserves to be recognized as its own word. It is time to spell the word "ebook." When starting a sentence, the first letter will be capitalized and read: "Ebook."

The only exception will be in some URLs. For example, which are clearer? [www.globalebookawards.com](http://www.globalebookawards.com) or [www.GlobalEbookAwards.com](http://www.GlobalEbookAwards.com)? [www.awardsforebooks.com](http://www.awardsforebooks.com) or [www.AwardsForEbooks.com](http://www.AwardsForEbooks.com)

Hasn't ebook earned the right to be its own word?

## 2. SHOULD THE NAME OF THE EZINE BE CHANGED?

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## **2011**

March 12. CAPE TOWN, South Africa. Book Camp with Val Waldeck of Durban.

FMI: +27 (0) 83 273 4700, [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net), <http://www.ValWaldeck.com>

March 14, CAPE TOWN, South Africa. Dan Poynter on *PowerPoint Tips & Tricks* and *Speaking Disasters*. Professional Speakers Association of Southern Africa (PSASA), Cape Town Chapter. 19:00 – 21:00 hours. FMI: Mark Berger, [Mark@MarkBerger.co.za](mailto:Mark@MarkBerger.co.za)

March 19-21. OJAI. Ojai Writers Conference.

Dan Poynter speaking Saturday on the New Book Model: Writing, Publishing and Promoting Your Book. A full six-hour program. Ojai Writers Conference—Master Class Ojai, CA, Mar 19, 2011 - Mar 27, 2011, Contact: Sequoia Hamilton, [staff@ojaiwritersconference.com](mailto:staff@ojaiwritersconference.com), <http://ojaiwritersconference.com>

April 1-4. MELBOURNE, Australia. National Speakers Association/Australia, annual convention.



<http://www.speakersconvention2011.com.au/>



April 13. A Global Speakers Network meeting and other events will be held on April 13th. NOORDWIJK, near Amsterdam. <http://www.psaholland.org/>

April 14, 15 and 16. NOORDWIJK, Netherlands.  
Fourth Global Speakers Summit to be held in conjunction with the  
PSA/Holland annual Convention.

<http://www.pсахolland.org/>

**SOUTH AFRICA.** April 29 - May 1. CAPE TOWN.

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](mailto:nikki@psasouthernafrica.co.za) Web:

<http://www.psasouthernafrica.co.za>

**USA.** ONLINE. May 10-12. Self-Publishers Online Conference. Ventura, CA.

Fmi: Susan Daffron, (208) 265-3646, [sdaffron@logicaexpressions.com](mailto:sdaffron@logicaexpressions.com),

<http://www.SPAWN.org>.

**USA.** May 21-23. NEW YORK. IBPA Publishing University

Fmi: <http://www.PMA-online.org>

**USA.** May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center.

Fmi: <http://www.bookexpoamerica.com/>

**MALAYSIA.** May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention.

[http://www.maps.org.my/events\\_up.asp](http://www.maps.org.my/events_up.asp)

**SINGAPORE.** May 28.



Asian Professional Speakers-Singapore. Annual convention.

<http://bit.ly/hz539k>

June 11. BETHESDA, MD.

National Speakers Association, DC chapter. *Writing Books for Speakers*. Fmi: Liz Fletcher  
Brown, [Liz@LizFletcherBrown.com](mailto:Liz@LizFletcherBrown.com), 410-798-5745,

[http://www.nsadc.org/meetings\\_events/eventcalendar.asp](http://www.nsadc.org/meetings_events/eventcalendar.asp)

June 22. SANTA BARBARA. Santa Barbara Writers Conference. Dan Poynter speaks on  
the present state of and the future of publishing. 4 PM. Fmi: Nicole Starczak, 805-568-  
1516, [info@Sbwriters.com](mailto:info@Sbwriters.com), <http://www.Sbwriters.com>



**USA.** July 16. LOS ANGELES. Greater Los Angeles Writers Society. Dan Poynter speaking on the *New Wild West of Self-Publishing*. 2:45 – 5:30. **Palms-Rancho Park Library, Ray Bradbury Room**, 2920 Overland Ave., Los Angeles, CA 90064  
 FMI: Tony N. Todaro, President, GLAWS, PO Box 2267, Redondo Beach, CA 90278.  
 Studio (weekdays 10-6) 310-379-2650  
 Mobile (weekends): 310-621-3530  
<http://www.glaws.org>

**USA.** July 30-August 2. Anaheim, CA.



NSA/US Convention.

[Marriott Anaheim](http://www.marriott.com). Location Phone: +1-714-750-8000  
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

**GERMANY.** GSA Sept 9-10, München/Munich.



(GSA) convention at the Hilton hotel.

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

**UNITED KINGDOM.** October 6-9. Midlands area.



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



**CANADA.** November 27-29. Toronto.

Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

## 2012

### USA



February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

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

**FRANCE.** March 22-23, 2012. Paris



French Speakers Association annual convention (AFCP).  
Annual convention.

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

### HOLLAND/BELGIUM



March 31- April 1???. GHENT, Belgium. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

**UNITED KINGDOM.** April 14, 2012. London Venue.



PSA/UK Spring Convention.

[admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,  
<http://bit.ly/gREshz>

**USA.** July 14-17. Indianapolis.



NSA/US Convention.  
Marriott Hotel.

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

**UNITED KINGDOM.** October 4-7. LONDON area.



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





# ParaHumor



1. How Do You Catch a Unique Rabbit?  
Unique Up On It.
2. How Do You Catch a Tame Rabbit?  
Tame Way.
3. How Do Crazy People Go Through The Forest ?  
They Take The Psychopath.
4. How Do You Get Holy Water?  
You Boil The Hell Out Of It.
5. What Do Fish Say When They Hit a Concrete Wall?  
Dam!
6. What Do Eskimos Get From Sitting On The Ice too Long?  
Polaroids.
7. What Do You Call a Boomerang That Doesn't Work?  
A Stick.
8. What Do You Call Cheese That Isn't Yours?  
Nacho Cheese.
9. What Do You Call Santa's Helpers?  
Subordinate Clauses.
10. What Do You Call Four Bullfighters In Quicksand?  
Quatro Cinco.
11. What Do You Get From a Pampered Cow?  
Spoiled Milk.
12. What Do You Get When You Cross a Snowman With a Vampire?  
Frostbite.

13. What Lies At The Bottom Of The Ocean And Twitches?  
A Nervous Wreck.

14. What's The Difference Between Roast Beef And Pea Soup?  
Anyone Can Roast Beef.

15. Where Do You Find a Dog With No Legs?  
Right Where You Left Him.

16. Why Do Gorillas Have Big Nostrils?  
Because They Have Big Fingers.

17. Why Don't Blind People Like To Sky Dive?  
Because It Scares The Dog.

18. What Kind Of Coffee Was Served On The Titanic?  
Sanka.

19. What Is The Difference Between A Harley And A Hoover?  
The Location Of The Dirt Bag.

20. Why Did Pilgrims' Pants Always Fall Down?  
Because They Wore Their Belt Buckles On Their Hats.

(Generic Smiley)

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

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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.

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