



figure, resource or reference, in its 222 pages, links to a specific page on a web site for more information.

Keep this reference within easy reach; you will refer to it often. When you have questions, this book will supply the answers and they will be easy to find.

Just \$13.57 at Amazon:

<http://www.amazon.com/gp/product/1568601271/>

4. GETTING PUBLISHED WEBINAR WITH DAN POYNTER. In this fast-paced presentation Dan reveals the secrets to finding the right agent and locating the right publisher while simultaneously self-publishing. The New Book model has been proven to be the fastest, surest way to getting into print.

Large publishers take 18 months from the time they accept your manuscript until they get your book on the shelves in the bookstores. Royalty checks take even longer. Dan Poynter's SIMULTANEOUS PUBLISHING SYSTEM will get your manuscript into print in less than a month while still providing the agents and publishers an opportunity to bid on your work.

You can keep on dreaming about being published or you can discover Dan's proven plan and get into print. This simple yet revolutionary procedure will change your future and be the talk of your writing friends.

August 1: 4:00 PM/Pacific, 700 PM/Eastern.

A webinar: just like being there—without leaving home. See

<http://www.inthecompanyofwriters.com/Poynter.htm>

5. DAN POYNTER'S SEMINAR WITHOUT YOUR TRAVEL.

You can get Internet access to his 3+-hour New Book Model video program. You will see & hear him in action with more than 150 PowerPoint slides. It will be just like attending one of Dan's seminars without the travel and parking. Dan will take you through writing your book, publishing it and promoting the book. Nothing is left out. And you can go back to review any part or the entire show anytime you'd like, as many times as you'd like. This is his complete program—the one he has been doing all over the world as he flies more than 4,000 miles/week. See the 39-second description at

<http://northstarm2s.com/m2sv2/Dan1promo.html> (Need high-speed Internet access)

and

<http://www.selfpublishing-biz.com/>

6. 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.

To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

7. GET THE SELF-PUBLISHING MANUAL FOR \$13.57. Yes, the all-new, completely revised 16<sup>th</sup> edition can be yours for much less than the cover price of \$19.95. See

[http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-16th/dp/1568601425/ref=sr\\_1\\_1/002-1944765-4811212?ie=UTF8&s=books&qid=1177864204&sr=1-1](http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-16th/dp/1568601425/ref=sr_1_1/002-1944765-4811212?ie=UTF8&s=books&qid=1177864204&sr=1-1)

You save 32%. Act now.

8. DAN POYNTER IS COMING TO VISIT. Please alert your writing and publishing colleagues.

Adelaide, Albany, Amsterdam, Barcelona, Dallas, Detroit, Durban-SA, Goleta, Halifax-NS, Johannesburg, Kuala Lumpur, Las Vegas, London, UK, Los Angeles, Melbourne, AU, Millbrae, Munich, Nashville, New Orleans, New York, Norfolk, Puerto Vallarta, Sacramento, Shanghai, Valley Forge, (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>

9. BOOK SUMMIT 200& TO RETURN TO NYC. See

<http://www.BookSummit.com>

The next Summit will be held on Wednesday, September 26, 2007, at the Small Press Center, 20 W. 44<sup>th</sup> St, New York City. Mark your calendar now.

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

You have heard of paint-by-the-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 presentation 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 33-page book-writing template. All you have to do is to insert the template into a 3-ring binder and then fill in the blanks. Each page of the frontmatter, chapter headings and backmatter tells you what to put on that page—your book is structured and ready for your material.

<http://ParaPublishing.com> \*\*\*

Writing-by-the-numbers will accelerate your book project by helping you visualize the entire project and by guiding you through the writing process.

11. MAKING BOOKS ON-SITE, ONE AT A TIME. A book in 60 seconds. Will this change bookstores? See the video demo of the machine at

<http://www.ondemandbooks.com/perfectbook.mov>

>SEND YOUR NEWS ITEMS to 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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<B-----ParaTips-----<

1. "THE MEDIA HAS ADD"

A monthly tip from Rick Frishman Pres of Planned TV Arts

<http://www.plannedtvarts.com>

When sending a press release to a producer- remember producers have a very short attention span They are doing 10 things at once and do not have time to read more than one page.

Make your press release short and sweet. Make sure you have 5 bullets that stand out. Don't go on and on- you will turn them off Most importantly- make sure you show them what you will do for THEIR AUDIENCE You must do one of two things

- a) solve a problem
- b) be controversial

If you get them on the phone and have a chance to pitch them remember you have 30 seconds and then you are history. Make those 30 seconds count! Practice your pitch and have a lot of energy and enthusiasm.

Lastly don't give up. If they say no- it may be just a no for now- but you may get on in 6 months so don't burn any bridges.

For more great tips get my Million Dollar Rolodex at <http://www.rickfrishman.com>

2. GOOD, FAST OR CHEAP?

--Ron "Hobie" Hobart, Dunn+Associates Design, <http://www.dunn-design.com>

Do you want your book designed and published good, fast and cheap? The problem with that is that you can have only two of the three. The fast-and-cheap combo is very popular right now ... but it produces substandard quality and cookie-cutter looks - not a winning combination if you want to sell a sizeable number of books or if you care how the book influences your brand. You get a limited number of templates to choose from for your book cover. And if the company you select is successful at selling their services to other price-sensitive authors, there will be even MORE books that look like yours!

Plus, these book production

"factories" have no time in the schedule or room in the budget to slow down and pay attention to quality or your image. The bottom line is ... when you pay dime store publishing prices, you need to expect dime store quality books.

3. LIST YOUR BOOK on the Para Publishing web site along with your URL. There is no charge. See

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

4. WHAT CAN THE PMA, THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU? See

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

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

5. PROOFREADING YOUR MANUSCRIPT IS NOT ENOUGH

-- Michele DeFilippo, [www.1106design.com](http://www.1106design.com)

When choosing an book-interior designer, ask if proofreading is included in the per page rate for typesetting, and ask about the qualifications and experience of the proofreader. Some low-cost typesetters will look the pages over on screen while working, but this isn't enough. The typeset pages should be printed and proofread on paper, to check for the inevitable errors that everyone missed along the way, as well as to spot typographic spacing issues that simply don't show up as well on a monitor. Proofreading can take even longer than the typesetting itself, so the price per page will be higher, but your book will be a much better product for the time and money spent on this necessary step.

6. DO COLLEAGUES ASK YOU FOR BOOK ADVICE? Tell them about our f.ree InfoKits.

Each will give them all they need—in writing. See

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

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

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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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<C-----ParaResources-----<

1. KEYBOARD SHORTCUTS FOR MS-WORD. See

[http://www.helpwithpcs.com/tipsandtricks/keyboard\\_shortcuts\\_microsoft\\_word.htm](http://www.helpwithpcs.com/tipsandtricks/keyboard_shortcuts_microsoft_word.htm)

2. BOOK FULFILLMENT IS EXPENSIVE AND TIME-CONSUMING. John Huenefeld says shipping books costs 7% to 14% of sales depending upon whether most of the books go out in single packages or by the carton. See

<http://parapublishing.com/sites/para/information/fulfillment.cfm>

3. WHERE TO SEND REVIEW COPIES AND NEWS RELEASES. Advertising space is expensive. Editorial space is free. Use these lists to send review copies to magazines, newsletters, ezines, special contacts, and newspapers with subject-specific and book review columns. Review copies and news releases are your least expensive and most effective form of book promotion. For a current list of magazines and counts, see

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

4. PUBLISHING RESEARCH. Our revamped web site has a dynamite search engine. It can even locate tips, resources and information in our newsletters over the past 10 years. This is an infinitely-valuable research tool. Try it

<http://ParaPub.com>. See the Search box at the top of the page.

5. SELLING TO CATALOGS. 7,000 catalogs are published in the U.S. and 1,00 more are available in Canada. Each year they mail 11.8-billion catalogs to recipients. Catalogs move lots of books. You can get your book into several category-specific catalogs. See Document 625 at

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

6. TITLES SELL THE BOOK. Some six out of ten books on the bestseller lists have dynamite titles. See Document 156: book titles that were changed at

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

7. GLOSSARY OF PAPERMAKING TERMS. See

<http://www.conservatree.org/learn/Papermaking/Glossary.shtml>

==SHARE YOUR RESOURCE. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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I dare you to forward this ezine to writers and publishers.

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<D-----ParaThoughts-----<

REALIZE THE VALUE OF INFORMATION

From Successful Nonfiction by Dan Poynter

Information about a product or service often earns more than the product or service itself. Pick just about any product, service or industry and you will find that the consultants, seminar leaders and authors are making more money than the business owners.

Patti attended a real estate seminar to learn more about the speaker's angle on the business. Of course, the speaker was selling books and tapes in the back of the room (BOR sales).

Later she went to work for the speaker's seminar company and discovered the company made more money on books, tapes and seminars than on real estate.

She also discovered that she bought the wrong book. She did not need a book on real estate. She needed a book on how to write a book because there is more money in information.

People buy nonfiction books to learn something or to solve a problem. Your nonfiction book contains valuable information that people will buy to save time and money. Buying some books is cheaper than a mistake.

"The new source of power is not money in the hands of the few but information in the hands of many."

—John Naisbitt, author, Megatrends 2000.

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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. FOR LOTS OF FRÉE STUFF, see Freebies Magazine  
<http://www.Freebies.com>

2. 20-PAGE HANDOUT FROM DAN'S NEW BOOK MODEL PRESENTATIONS. A \$20.00 value. FRÉE. See  
<http://parapublishing.com/sites/para/speaking/formsbank.cfm>

3. LIST YOUR BOOK(S) FREE ON THE PARA PUBLISHING WEB SITE. See <http://parapublishing.com/sites/para/resources/successstories.cfm>

4. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - FREE. See <http://parapublishing.com/sites/para/information/business.cfm>

5. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – FREE. Each kit consists of more than eight pages of details, tips and resources. Each is geared to a level of The New Book Model.

==>SHARE YOUR FREEBIE. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Writers and publishers love this newsletter. Why not forward it to them?

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<F-----ParaCalendar-----<

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

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>

2007

August 1. TELESEMINAR. Getting Published. How to find an agent, locate a publisher and publish yourself all at the same time. Dan Poynter reveals the fastest, surest way to publication. 4:00 PM/Pacific, 700 PM/Eastern.  
A webinar: just like being there—without leaving home. See <http://www.inthecompanyofwriters.com/Poynter.htm>

August 6. LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save.

August 9. FREDERICKSBURG, VA. Parachute Museum Trustees' Meeting. Date Blocked.  
<http://www.nationalskydivingmuseum.org/>

August 11. NEW ORLEANS. Turning Speeches into Books. NSA/New Orleans. Fmi: Roy Balentine, +1-601-941-5955, +1-601-992-2330, [rab@SchoolSafetyConsultants.com](mailto:rab@SchoolSafetyConsultants.com)  
<http://www.nsaneworleans.com/>

August 16-September 16. ROUND-THE-WORLD SPEAKING TOUR

August 17-19. DETROIT. Metro Detroit Literary Collective. Fmi: Sheri Brooks, +1-248-763-2254, [MetroDetroitLiteraryCollective@MillbNetwork.com](mailto:MetroDetroitLiteraryCollective@MillbNetwork.com),  
<http://www.mllbnetwork.com>

August 22. SHANGHAI, China. Dan Poynter on book writing and publishing. Professional Speakers Association of China. Fmi: Warwick John Fahy, tel: +86 21 6101 0486, Mob: +86 1391 786 7502, [Warwick@WarwickJohnFahy.com](mailto:Warwick@WarwickJohnFahy.com), Skype: WarwickJohnFahy.

August 27 ADELAIDE, Australia. Dan Poynter on book writing and publishing. National Speakers Association of Australia (NSAA), South Australia chapter. Fmi: Derrick McManus, [Derrick@DerrickMcmanus.com](mailto:Derrick@DerrickMcmanus.com), 0414 600069.

August 28. ADELAIDE, Australia. South Australian Parachute Council of the Australian Parachute Federation. Dan to speak on an aviation topic. Evening. Fmi: Greg Smith, [greg@skydiving.com.au](mailto:greg@skydiving.com.au), Tel: 0411 875 867

August 31. JOHANNESBURG, South Africa. Dan Poynter on PowerPoint Tips & Tricks. National Speakers Association (NSA/SA), Johannesburg chapter. Fmi: Annie Greeff, [annie@AnnieGreeff.com](mailto:annie@AnnieGreeff.com), Tel: 0860 067272, Tel: 083 468 0164,  
<http://www.nsasouthafrica.co.za/events/index.asp?Type=Cat&CatID=2>

September 1. JOHANNESBURG, South Africa. Dan Poynter on book writing and publishing. Fmi: Val Waldeck, [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net), +27 (0) 83 273 4700

September 6-8. MUNICH, Germany. Dan Poynter on book writing and publishing; a pre-convention event on the 6th. German Speakers Association (GSA). Fmi: Claudia Haider, +49 (0) 81 41 5 35 98 59, [c.haider@germanspeakers.org](mailto:c.haider@germanspeakers.org),  
<http://www.GermanSpeakers.org>

September 11. ALBANY, NY. Dan Poynter on book writing and publishing. Fmi: The Knowledge Network, 1510 Central Avenue, 12205, 518-452-2675,  
[Learn@KnowledgeNetwork.org](mailto:Learn@KnowledgeNetwork.org)

September 14-16. NASHVILLE. Parachute Industry Association. Dan speaks on an aviation topic. See <http://www.PIA.com>

September 21: NORFOLK, VA. Turning Speeches into Books. Virginia chapter of the National Speakers Association (NSA/VA). Fmi: Sandy Dumont, (757) 627-6669, [Sandy@TheImageArchitect.com](mailto:Sandy@TheImageArchitect.com), <http://www.nsaveirginia.org/>

September 25: NEW YORK CITY. Turning Speeches into Books. New York City chapter of the National Speakers Association (NSA/NYC). Fmi: Debra Burrell, LCSW, 212 754 6232, [DebraBurrellCSW@aol.com](mailto:DebraBurrellCSW@aol.com). <http://www.nsa-tri-state.org/>

September 26: NEW YORK CITY. Book Summit: Industry Leaders Discussing the Future of Publishing in a Flat world. Small Press Center. See <http://www.BookSummit.com>

September 27: VALLEY FORGE. Writers Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), 877BUYBOOK. <http://www.authorsconference.com/>

September 28-30: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500. <http://www.authorsconference.com/>

October 2. LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save.

November 2-4. LONDON/Heathrow. Professional Speakers Association. (PSA). <http://www.professionalspeakers.org/events.html>

December 6-8 HALIFAX. Canadian Association of Professional Speakers (CAPS). [Ravi@TeamChrysalis.com](mailto:Ravi@TeamChrysalis.com), <http://www.CanadianSpeakers.org>

## 2008

January 12. MILLBRAE, CA. National Speakers Association-Northern California. Dan Poynter on Turning Speeches into Books. A full day on book writing and publishing. Fmi: Cindy Ventrice, 650-871-4220, [info@NSAnc.org](mailto:info@NSAnc.org), <http://nsanc.org/>

February 9-10. PUERTO VALLARTA, Mexico. Puerto Vallarta Writer's Conference. Fmi: David Lyons, [rdlyons1@yahoo.com](mailto:rdlyons1@yahoo.com), +1-903-258-9690.

February 17-23. BARCELONA, Spain. Parachute Industry Association Symposium. Dan Poynter speaking on an aviation topic. Fmi: <http://www.PIA.com>

March 14-15. AMSTERDAM, Netherlands. PSA/Holland first national convention. Fmi: Hans Ruinemans, [hans.ruinemans@businesstales.com](mailto:hans.ruinemans@businesstales.com), [hans.ruinemans@glocorp.com](mailto:hans.ruinemans@glocorp.com), +31 35 699 1999, <http://www.psaholland.org/>

March 28-30. MELBOURNE, Australia. National Speakers Association of Australia (NSAA) convention. Fmi: [secretariat@nationalspeakers.asn.au](mailto:secretariat@nationalspeakers.asn.au), 1800 090 024

April 2-3. KUALA LUMPUR. Malaysia Association of Professional Speakers (MAPS) convention. [http://www.maps.org/events\\_up.asp](http://www.maps.org/events_up.asp). Fmi: Anthony Fernandez, 019 3160 444, [anthony@maps.org.my](mailto:anthony@maps.org.my)

April 4-6. DURBAN, South Africa. National Speakers Association of South Africa (NSASA) convention, Sibaya Convention Centre. Fmi: Richard Mulvey, 0861 – 444888, [richard@richardmulvey.com](mailto:richard@richardmulvey.com), <http://www.nsasouthafrica.co.za/>, <http://www.nsasouthafrica.co.za/convention2008>

April 26. SACRAMENTO. Northern California Publishers & Authors (Formerly the Sacramento Publishers & Authors). Fmi: Jennifer Martin, [jenmartin@surewest.net](mailto:jenmartin@surewest.net), [info@norcalpa.org](mailto:info@norcalpa.org), <http://www.norcalpa.org>

May 10. DALLAS. The North Texas chapter of the National Speakers Association. Dan Poynter on Turning Speeches into Books. Fmi: Carlos Sanchez, [Hsittraining@aol.com](mailto:Hsittraining@aol.com), <http://www.speaker.org/>

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HELP PUBLISHING POYNTERS-help your colleagues.  
This ezine relies on subscribers to send in tips and resources.  
So, it stands to reason, the more subscribers, the more tips.  
You can expand the circulation by telling your book colleagues about Publishing Poynters--and collecting business cards.  
Then mail the cards to us.  
Your writing & publishing colleagues will thank you for being so thoughtful.

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<G-----ParaHumor-----<

A THIEF IN PARIS  
--Ira Rimson

A thief in Paris planned to steal some paintings from the Louvre. After careful planning, he got past security, stole the paintings and made it safely to his van.

However, he was captured only two blocks away when his van ran out of gas.

When asked how he could mastermind such a crime and then make such an obvious error, he replied, "Monsieur, that is the reason I stole the paintings. I had no Monet to buy Degas to make the Van Gogh."

(and you thought I didn't have De Gaulle to reprint this story.  
Well, I figure I have nothing Toulouse.)

==>SHARE YOUR HUMOR. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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THE SMALL PRINT

YOU ARE RECEIVING this F-R-E-E newsletter on book writing,  
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address and subscribe your new one.

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where the publishing industry is headed. Just click on "Forward"  
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