

Your Publishing Poynters Newsletter: January 1, 2005

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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1. ParaNews
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<1-----ParaNews-----<

A. MUGGLE ALERT! Author J.K. Rowling announcing that the sixth book in her celebrated Harry Potter fantasy series, Harry Potter and the Half-Blood Prince, will hit book stores on July 16, 2005 in the U.S., Britain, Canada, Australia, New Zealand and South Africa.

--Michael Levine

Borders, B&N and Amazon have already announced 40% discounts.

B. THE TRADITIONALLY LONG LINES IN POST OFFICES during the holiday season were noticeably shorter this year See

<http://www.eweek.com/article2/0,1759,1737763,00.asp?kc=ewnws120904dtx1k0000599>

C. BOGUS eMAIL WORRIES USERS OF CELL PHONES. See

<http://www.msnbc.msn.com/id/6689499/>

D. AS SALES FLAG, PUBLISHER EYES RETAILERS' TURF. Large publishers are selling at retail and retailers are publishing. See NYT:

http://www.nytimes.com/2004/12/20/business/media/20book.html?o_ref=login&pagewanted=print&position

E. CELL PHONE DO-NOT-CALL LIST. NO DEADLINE.

<http://www.msnbc.msn.com/id/6689499/>

<http://www.snopes.com/politics/business/cell411.asp>

<http://www.qsent.com/wireless411/index.shtml>

F. PHYSICS MODEL CLAIMS TO PREDICT BOOK SALES. See
http://www.technologyreview.com/articles/04/12/rnb_121004.asp

G. GOOGLE MOVES INTO PRODUCT REVIEWS. Google is combining online reviews into its Froogle shopping-search service, but rather than eliciting new opinions it is aggregating reviews and ratings from around the Web. Get more info on Froogle Product Reviews here.
<http://ct.eneews.eweek.com/rd/cts?d=186-1435-2-79-66269-159315-0-0-0-1>

Google's Global Reach
<http://ct.eneews.eweek.com/rd/cts?d=186-1435-2-79-66269-159318-0-0-0-1>

H. BY 2010, MORE THAN 50 PERCENT OF BOOKS SOLD WORLDWIDE WILL BE PRINTED ON DEMAND at the point of sale in the form of library-quality paperbacks. See
<http://www.longbets.org/6>
and
<http://www.longbets.org/bets>

I. THE FINE PRINT, What Print-on-Demand and eBook Publishing Contracts Really Say is a new book by Mark Levine, JD. See
<http://www.Book-Publishers-Compared.com>

J. DO YOU HAVE A WRITER OR PUBLISHER IN YOUR LIFE?
Forward this newsletter and earn points with someone important to you.

K. THANKS FOR A GREAT YEAR. The circulation of this newsletter crossed 21,000. I am traveling 4,000 miles per week to spread the word on book writing and publishing. 2005 will be a banner year for the book publishing business.
--Dan Poynter

L. HELP DAN INTERNATIONALLY. I am traveling to Australia, Singapore, Mexico, Canada and South Africa over the next few months. I want help more by taking me message to writing, publishing speaking and aviation groups. See
http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html
<http://parapub.com/parachute/speaking.html>
<http://parapub.com/parachute/pdf/819-SpeakingonParachutes&Skydiving.pdf>
Let me know if you have leads.

M. STORIES/INFORMATION WANTED

1. CHRISTIAN MARRIAGE STORIES: Has your marriage ever had a makeover? Perhaps you just remodeled your relationship with a splash of color, or you might have called in a bulldozer and completely rebuilt it. If your marriage has survived a crisis (major or minor) I'd love to buy your story. For more info: email NancyCAnderson@msn.com web: www.NancyCAnderson.com

2. I am writing a PARENTING BOOK: *Raise a Confident Child* which includes interviews with children. I would like to hear from adults on what your parents did or didn't do to make you feel confident? JudyWright@ArtichokePress.com website: www.ArtichokePress.com

3. I am writing a book on WINDOW TREATMENTS that will answer "everything you could ever want to know about covering your naked windows." I'm looking for questions to answer. If anyone has any question about window coverings, they can send them to me and I will answer them personally! They can go to http://www.nikastewart.com/_wsn/page9.html or e-mail me: nikastew@comcast.net

4. SURVIVING SPOUSES. Did you have an estate plan or instructions about the location of key information? Either way, I would like to use your testimony to help others prepare for this situation. Please email brianbartes@aol.com.

5.

EDITOR'S NOTE on submissions. This "Stories/Information Wanted" section has become very successful. You are welcome to submit your wants. PLEASE make them (much) shorter than those above and refer to a website for more info. Thanks

==SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

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"If you would not be forgotten as soon as you are rotten, either write things worth reading or do things worth writing."
~ Benjamin Franklin

having conversations with strangers (a "stranger talker"). Since she was a stranger talker, I knew I didn't have any excuse to remain silent.

Their conversation ended, and I started calming my nerves to initiate something with this woman. Noticing she was reading a book, I said: "Do you use bookmarks?" She replied "Yes!" with astonishment and added "but I don't have any with me today." Thanking God that I was an author who carried my own bookmarks, I presented her with one of mine and said "Here you go."

--Danish Ahmed, <http://www.ordinarywords.com/>

E. YOU CAN DONATE YOUR EXCESS STOCK/REMAINDERS and RECEIVE a TAX DEDUCTION for this year. For more information check the PMA site; <http://www.pma-online.org/Donate.cfm>
You will have to pay for the shipping to Illinois but if you are incorporated, you can deduct up to twice your investment in the books.
See

[633](#) Beyond Remainders; creative inventory reduction at <http://parapub.com/getpage.cfm?file=products.html>

F. GOOGLE ADDS MORE FEATURES AND SERVICES. See

<http://www/Google.com>

and click on More>>

G. OFFICE KISS. Keep your office applications simple, stupid. One of the main reasons that online web-based business applications like JAYA123 (<http://www.jaya123.com/>) are such a big hit with small businesses is because they are easy to use. The developers of these systems don't have all the 'whistles and bells' that a desktop application can have. Thus, by definition web apps are almost always easier to understand than boxed software. If you want to simplify your office environment, take a look at using online services for basic business chores like accounting, payroll, taxes, and check writing.

--Alan Canton, <http://www.jaya123.com>

H. INTELLECTUAL PROPERTY is the branch of law which governs the ownership of ideas and their expressions. Patents are usually for mechanical devices or chemical processes. Trademarks serve to identify the source of goods in the market; copyrights protect the expression of an idea in a fixed and discernible medium.

--Rich Schell, JD, 847-404-2950, schell@wagneruslaw.com.

I. RESEARCH. Check out book covers within and without your genre. Visit a book store or go on line to Amazon.com. Observe how type and images are used. Why are some covers more appealing than others? Adapt what you like to your own cover.

“He that will write well in any tongue must follow this counsel of Aristotle: to speak as the common people do, to think as wise men do.”
~ Roger Ascham

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A. BOOK PROMOTION MAILING LISTS. Magazines, newsletters and other places to send review copies and news releases. See <http://parapub.com/maillist.cfm>

B. 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://parapub.com/getpage.cfm?file=products.html>

C. CANADIAN PUBLISHERS. See The Canadian Supplement to the Self-Publishing Manual, Document 628 at <http://parapub.com/getpage.cfm?file=products.html>
And Selling Books in the US, where one-third of the world's books are sold, Document 634 at <http://parapub.com/getpage.cfm?file=products.html>
And Suzanne Anderson's book, Self-Publishing in Canada at <http://www.selfpublishing.ca/>

<4-----ParaThoughts----->

**BOOKS OFFER CREDIBILITY—
BUT ONLY IF PEOPLE KNOW YOU WROTE ONE**
by Todd Natenberg

If you haven't heard by now, being an author means far more than you having written a book. It's a foray into the speaking and consulting profession. But it only is if people know that you have a book.

There is no better way for people to know than by you simply telling them. But you can't just run around telling people you are an author. The key is to make it part of your in-person introduction and then to show them.

As the owner of a sales training company, one of the best way we teach to earn client is to attend networking events. Whether it is a local chamber of commerce, an official lead swapping group, or an after hours event, at some point you will be asked what you do for a living.

Here's a specific idea:

Rather than just saying you are an author, when you describe what you do, physically hold up your book.

For instance, here's what I say, when people ask what I do:

"I'm Todd Natenberg, the president of TBN Sales Solutions and the author of this book, 'I just got a job in sales! Now what?' A Playbook for Skyrocketing Your Commissions. We increases commissions for salespeople and prosperity for businesses through customized training and consulting. We establish structures and procedures in all facets of the sales process, through workshops and individual one on one sales education, to teach reps to control their own destiny, to impact the bottom line. Our book is one vehicle with which we do that."

The key, though, is when they physically see the book, what do you think happens? Of course, they say, "Let me take a look."

Nobody talks to salespeople, but everyone wants to get help and give help to professional consultants.

Not just having a book—but people seeing your book—makes you that consultant.

--Todd Natenberg, www.ijustgotajobinsales.com
866-464-0339, todd@toddnatenberg.com.

<5-----ParaFreebies-----<

A. ONLINE CLASSES: Wireless security, Quark Express, Frontpage & more. See http://www.hplearningcenter.com/?mcID=em1_notebooks&jumpid=em_TAW_US/Dec04/SMB/ev/NoHa/FreeOnlineClass

B. MEMBERSHIP WEBSITES -- Tips, Techniques and Secrets -- An Insider's Guide to Publishing has recently been updated and reprinted.

If you'd like a f*r*e*e copy, I want blood.

I'm a veteran blood donor. I've been donating a pint about every 56 days for years. I'm up to about 15 gallons (well over a hundred pints).

So here's the deal. If you want a free copy of the book, go donate a pint of blood. Hospitals are especially in need of it this time of year.

Then send an e-mail to me at peter@swepa.com with the headline "blood for book." Gotta have that headline so it stands out from the Spam.

Just include your name and snail mail address and tell me you've made your blood donation. I'll send you a copy of the book. No charge, no postage, no nothing.

Someone will benefit from your blood donation. Hey, you might even save a life.

Alternatively you can buy the book here:

<http://www.swepa.com/products/item10.cfm>

C. BUSINESS E-MAIL BASICS. The site is entirely fr^ee and includes Netiquette 101 ending with a Quiz, real-time polls, a quarterly newsletter and Netiquette discussion forums.

http://www.onlinenetiquette.com/business_email_basics.html

<http://www.BecauseNetiquetteMatters.com>

--Judith

D. 2005 WRITER'S CALENDAR. See

<http://www.organizedwriter.com/calendar.htm>

==>SHARE YOUR FREEBIE. Send it to DanPoynter@ParaPublishing.com

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“You will find poetry nowhere unless you bring some of it with you.”
~ Joseph Joubert

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A. FOR LOTS OF F-R-E-E STUFF, see Freebies Magazine

<http://www.Freebies.com>

B. MORE F-R-E-E STUFF. See
<http://www.CoolSavings.com>

<6-----ParaCalendar----->

SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS
ONE PRESENTATION AT A TIME.

A. 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.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to use innovative techniques and leading-edge technology to write your books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at
<http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 20-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See
http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on parachutes and skydiving. See http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

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://parapub.com/calendar.cfm>

2005

January 6-9. CANCUN, Mexico. NSA Educational Retreat.
Dates Blocked. See <https://www.nsaspeaker.org/meetings/index.xpl>

January 14-18: JACKSONVILLE. Parachute Industry Association Symposium. Dan Poynter on an historical parachute subject. See <http://www.PIA.com>

January 20: EVERYWHERE – Teleconference. 1 pm Pacific/4 pm Eastern. Dan Poynter one how to get published. How to find an agent, how to locate a publisher and self-publish all at the same time. National Speakers Association Writing-Publishing Professional Emphasis Group monthly teleconference. Number to call: 512-225-3519. For the access code, Call PEG Chair Pam Lontos: 407-299-6128. Get the handout at http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html
P-40 Getting Published.

January 20-21: SAN DIEGO. Infinity Writer's Conference. Dan Poynter on book writing. Doubletree Hotel. Fmi: John Harnish, (610) 520-2500, enjoyoften@comcast.net, <http://www.infinitypublishing.com>

January 25: 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. <http://www.LearningAnnex.com>

January 29-30: AJIJIC (GUADALAJARA), MEXICO. Lake Chapala Writers Conference. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Also: Children's Books, On the Move and Spinoff Book Promotion. Fmi: Karen Blue or Harriet Hart, MexicoBlue@prodigy.net.mx or ChateauCrow@hotmail.com , <http://www.mexico-insights.com>

February 4-6: BURBANK. National Speakers Association Winter Workshop. Writing Your Book by-the-Numbers. Dan Poynter supplies a 33-page template for writing your book. Just fill in the blanks. Writing-Publishing Professional Emphasis Group. Fmi: Pam Lontos, (407) 299-6128, Pam@prpr.net, <http://www.NSAspeaker.org>. Dates Blocked.

February 10: GOLETA, CA. Santa Barbara chapter of the Experimental Aircraft Association (EAA). Lawnchair Larry: The story of Larry Walters who attached 43 weather balloons to a lawnchair in 1982. He shot into the air over Los Angeles—to 16,000 feet. 7:30 pm. See http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html Old Fire Station on Hartley Place, Goleta. Fmi: Vern Hanna, 805-967-9421; vHanna@mindspring.com

February 17: SAN FRANCISCO. 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 (415) 788-5500. Register on line and save. <http://www.LearningAnnex.com>

February 18-20: SAN FRANCISCO. Second Annual San Francisco Writers Conference. Sir Francis Drake Hotel. Dan Poynter will speak on writing. Fmi: Michael Larsen, (415) 673-0939, larsenpoma@aol.com, <http://www.SanFranciscoWritersConference.com>

February 22: DENVER. Colorado Free University. Writing & Publishing Nonfiction, a seminar by Dan Poynter. The full New Book Model course. 5:57–10 pm. Fmi: Dawn Borg, Dawn@compuskills.com (303) 399-5593, <http://www.FreeU.com>

February 23: DENVER. Writing Your Book by-the-Numbers. Dan Poynter supplies a 33-page template for writing your book. Just fill in the blanks. Colorado Chapter of the National Speakers Association. Fmi: Don Cooper, (303) 832-4248, Don@DonCooper.com, <http://www.nsa.colorado.org>

March 8: 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. <http://www.LearningAnnex.com>

March 12: ANN ARBOR, MI. Promoting Your Book, Accelerating Your Career. Books 201: Quick and easy techniques for promoting both your book and your speaking. Michigan chapter of the National Speakers Association. FMI: Richard Paul, 800-579-8051, VentKing@RichardPaul.com, <http://www.nsamichigan.org/>

March 13: ANN ARBOR, MI. Is There a Book Inside You? Books 101: The New Book Model Program. How to write, publish and promote your book. Michigan chapter of the National Speakers Association. FMI: Richard Paul, 800-579-8051, VentKing@RichardPaul.com, <http://www.nsamichigan.org/>

March 18-20: SURFERS PARADISE, Australia. Dan Poynter on Book writing and publishing. National Speakers Association of Australia national convention. Fmi: NSAA@ledger.com.au, <http://www.NationalSpeakers.asn.au>

March 31-April 2: SINGAPORE. Internationally Speaking – A World of Possibilities hosted by The Asia Speakers Association of Singapore, International Federation of Professional Speakers and the National Speakers Association. <http://www.asiaspeakers.org/>

April 11: TELECONFERENCE on Writing Your Book. International Coach Federation (ICF). 6:30-8 pm Eastern Time/3:30 Pacific. Global Virtual Community meeting. The bridgeline for members and guests on the call is: 646-519-5883, Callers Pin No.: 0684#. Go to http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html before the teleconference to get the following handouts.
--Handout. Books 101, P-31: The New Book Model
--P-47 Book Writing Layout Template. 33 pages.
Fmi: Robin Retherford, 541-686-2720, Robin@ActionCoaching.info

April 16: DENVER. Colorado Independent Publishers Association (CIPA). Dan Poynter on Selling Books to Non-Traditional Markets and Recycling Your Material into Magazine Articles. Fmi: Mary Jo Fay, 303-841-7691, MaryJo@outoftheboxx.com, <http://www.CIPAbooks.com>

May 12: WASHINGTON, DC. Learning Center Secrets, a new program by Dan Poynter for current presenters and those who want to break into this business. There are more than 25 private adult ed schools (such as First Class) across the U.S. and Canada. They have classes on every conceivable subject. Discover where the centers are, what they want and what to do when you get there. 6:27 to 10 pm. First Class, Inc., Lifelong Learning Center. Fmi: Deb Leopold, 202-797-5102, TakeAClass@aol.com, <http://www.TakeAClass.org>

May 13: WASHINGTON, DC, First Class, Inc., Lifelong Learning Center. Books 101, The full New Book Model program. Fmi: Deb Leopold, 202-797-5102, TakeAClass@aol.com, <http://www.TakeAClass.org>

May 14: WASHINGTON, DC. Washington Independent Writers. Dan Poynter on a Self-Publishing panel. Fmi: Joseph Barbato, 703-379-5441. JABarbato@aol.com, <http://www.WashWriter.org>

May 17: 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. <http://www.LearningAnnex.com>

May 21: INDIANAPOLIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Indiana chapter of the National Speakers Association. FMI: Larry Holycross, 317-891-0158, Larry@LarryHolycross.com

May 31-June 2: NEW YORK. PMA Publishing University. Dan Poynter on book promotion. New York Marriott. Fmi: Publishers Marketing Association, <http://www.PMAonline.org>.

June 3-5: NEW YORK Book Expo America. Javitts Center, New York City. See <http://www.bookexpoamerica.com/>

July 23-24: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

July 26: 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. <http://www.LearningAnnex.com>

October 21: ORLANDO, FL. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. bemis@nnba.net, <http://www.nnba.net> \$69. Open to the public.

October 24-26: SALT LAKE CITY. The Caterpillar Club; an historical aviation multimedia presentation for the Survival And Flight Equipment Association (SAFE). Fmi: Jeani Benton, 541-895-3012, safe@peak.org, <http://www.SafeAssociation.com>

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to DanPoynter@ParaPublishing.com

A first grade teacher presented to each child the first half of a well known proverb and asked them to come up with the remainder of the proverb.

1. Don't change horses.....until they stop running.
2. Strike while thebug is close.
3. It's always darkest beforeDaylight Saving Time.
4. Never underestimate the power of termites.
5. You can lead a horse to water but how?
6. Don't bite the hand that looks dirty.
7. No news isimpossible.
8. A miss is as good as a Mr.
9. You can't teach an old dog new math.
10. If you lie down with dogs, you'll stink in the morning.
11. Love all, trust me.
12. The pen is mightier than the pigs.
13. An idle mind is the best way to relax.
14. Where there's smoke there's pollution.
15. Happy the bride who gets all the presents.
16. A penny saved is not much.
17. Two's company, three's the Musketeers.
18. Don't put off till tomorrow what you put on to go to bed.
19. Laugh and the whole world laughs with you, cry andyou have to blow your nose.
20. There are none so blind as Stevie Wonder.
21. Children should be seen and not spanked or grounded.
22. If at first you don't succeed get new batteries.
23. You get out of something only what you ...see in the picture on the box.
24. When the blind lead the blind get out of the way.
25. Better late thanpregnant

(Generic Smiley)

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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 opt-in Publishing Poynters mailing list.

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://parapub.com/getpage.cfm?file=/news.html>

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

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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.  
PO Box 8206, Santa Barbara, CA 93118-8206 USA. Tel: 805-968-7277; Fax: 805-968-1379; Cell: 805-448-9009  
<http://ParaPublishing.com>: More than 500 pages of helpful information.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)