



# Publishing Poynters Marketplace

*A Publishing Poynters* supplement about  
Buying, Selling and Reviewing.  
Authors and publishers helping each other.



December 2010. Copyright © Para Publishing. ISSN: 1530-5694.  
Published roughly monthly since 2005. Circulation more than 40,200. F-R-E-E  
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[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com); <http://ParaPub.com>; 1-800-PARAPUB  
For the Small Print, scroll to end.

## IN THIS ISSUE OF THE MARKETPLACE

- A. ParaStories**-Stories/Information Wanted
- B. ParaWants**-Publishing Items, Services & Help Wanted
- C. ParaSales**-Companies/Properties/Jobs/Rights to buy or for sale/Remainders
- D. ParaReviews**-Reviews on Amazon and B&N wanted
- E. ParaCoop**-Co-operative marketing programs. Offer/Join.



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Just returned from the Cat Writers Convention in White Plains, NY.  
Montreal and the convention of the Canadian Association of Professional Speakers next.  
I hope to see you and your book in my travels.



## A. ParaStories



### STORIES/INTERVIEWS/INFORMATION WANTED

**NEED STORIES** to flesh-out your book? List your wants here. Focus on a single topic and provide your contact information. Write tight: limit your listing to 100 words. Conform to the format so we can Copy\Paste and do not have to edit. Send your listing to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) Put "Stories Wanted" in the Subject line of your email. There is no charge for listings.

**WANT TO CONTRIBUTE YOUR STORY?** Contact requesters directly. Do not send stories, etc. to Dan.

### STORIES REQUESTED:

**1. Are you living on social security income only?** How are you managing? What secrets can you share?

New book on aging looking for stories. Thanks for your help.

--Jan Cannon email: [nextbook.moxie@gmail.com](mailto:nextbook.moxie@gmail.com)

### 2. Anthology: Call for Memoir Submissions

*Wisdom Has a Voice: Every Daughter's Memories of Mother*

Dates: September 1, 2010– February 1, 2011 (deadline)

Length: 2,000 – 2,500 words

Accepting compelling stories about mother (or mother figures) that express the wisdom shared or learned from a particular experience.

We are looking for personal narratives that possess a story arc with dramatic appeal. We will select stories that weave the significance of the unique experience into the storyline. Each selection should adapt easily to the spoken word as an audio version.

For more information or to contact the editors, please visit: [www.wisdomhasavoices.com](http://www.wisdomhasavoices.com)

### 3 Great Depression stories in south Texas

Stories wanted.

Lois Barrett **Brick Hill Publishing** [barrett@brickhillpublishing.com](mailto:barrett@brickhillpublishing.com) **Author & Former Reporter** *When The Earthquakes Spoke Preacher's Son & Henry Brown There Oughta*

Be A Law Gulf Coast Love Affair [www.brickhillpublishing.com](http://www.brickhillpublishing.com)

4. I am finishing a book on **poison oak and poison ivy**.

I added many folk remedies, but at the end I have a "resources" section where I list commercial remedies. I write a little bit about them and their ingredients (all natural, or petro chemicals etc). I am omitting those that definitely do not work, but most remedies work for some people and not for others.

Do you have a favorite product for cleaning the allergenic oil from the skin, stopping the itch, clearing up the rash fast, dealing with seepy blisters?

--Sandra Baker [screenmobile59@opendoor.com](mailto:screenmobile59@opendoor.com)

(Your story request could be listed here--at no charge.)

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Please help us help our readers.  
Forward this Marketplace newsletter to your colleagues in publishing.

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## B. ParaWants



**ITEMS/SERVICES/HELP WANTED.** This is a new section where book- and publishing-related items and services may be posted. Send your wants to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) Put "Item/Service Wanted" in the subject line.

If you supply a solicited item, contact the poster directly. Do NOT write Dan Poynter. If you know of a supplier, please help the poster by writing him or her.

If you are a supplier looking for customers, see <http://parapublishing.com/sites/para/resources/supplier.cfm>

### **ITEMS/SERVICES/HELP WANTED:**

**1.**

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This newsletter has a circulation of 41,000+.  
You must know several authors and publishers who don't receive it.  
Why not forward it to them?

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# C. ParaSales



**SELLING OUT/PARTNER WANTED/POSITIONS OPEN/TITLE CLOSEOUTS/PUBLISHER SOLICITED/RIGHTS.** Send your selling-out company or inventory items to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com). Put "ParaSales-Selling Out" in the subject line.

## SELLING

### 1. SEE MORE SUPPLIERS AT

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

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You are in the information business.  
This newsletter is information.  
Forward it to your publishing colleagues now.





## D. ParaReviews



**REVIEWS SELL BOOKS.** Reviews make a book stand out. We can help each other by posting (five star) reviews at Amazon.com, B&N.com, BooksAMillion.com and other web sites.

**IF YOU WOULD LIKE TO REVIEW BOOKS** in your area of interest/expertise, contact the listing publisher directly with your Postal address. Do not send your request to Para Publishing. Please award the book at least four stars or decline to review it. A review with fewer stars is harmful to sales. The book you receive is yours to keep. If you agree to review a book and receive it from the author, please let him/her know that you have and that you will contact them again after you complete your review.

**IF YOU WANT YOUR BOOK REVIEWED** on Amazon.com, B&N.com, etc, list it here in Publishing Poynters Marketplace (no charge). You must be willing to send a book and promotional materials (review-book package) to readers of Publishing Poynters Marketplace who contact you (usually 5 to 10 copies). Include the number of pages in your description and for children's books, list the age level for which the book is written. Make sure the book is already listed at Amazon.com.

Just send your request and description to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com). Draft your request so that I do not have to edit it. Make it SHORT (100 words max), no italics or bold type. Just describe the book in a few words; don't send a lengthy review of it. Lengthy submissions will be returned for rewriting or ruthlessly cut. Reviewers only need enough information to see if they have expertise and an interest in your category. Supply full contact information including your email address. Write the draft as it should appear so that I do not have to do more than Copy\Paste. Put "Review Wanted" in the subject line.

### **OFFERED FOR REVIEW:**

#### **1. The Art of Original Thinking--The Making of a Thought Leader**

A book on evolutionary thought leadership, triple bottom line thinking, and corporate consciousness. Author explores why it literally "pays to be good" and makes compelling case for workplace com/passion with dozens of business examples.

Jan Phillips, author - The Art of Original Thinking-The Making of a Thought Leader, Divining the Body, Marry Your Muse, God is at Eye Level, Making Peace, A Waist is a Terrible Thing to Mind

858-571-1417; <http://janphillips.com/home.htm>

**No matter what our attempts to inform, it is our ability to inspire that will turn the tides.** *from Marry Your Muse*

2. **HIRED!** How to Use Sales Techniques To Sell Yourself On Interviews, Career Press,  
 Author Elinor Stutz asserts, "The interview is not about you; it's about how well you will solve the company's problems and fit in with the company culture."



Discover How to:

- Achieve the right mindset for successful interviewing. •
- Conduct specific research prior to the interview
  - \* Ask specific questions that must be presented on the interview
  - \* Steer the conversation
  - \* Negotiate with ease

Making the style and approach unique is the key to winning an interview and hearing the word "Hired!" Pages: 224

Please let me know if you have any questions.

Elinor Stutz, International Speaker and CEO, **Smooth Sale, LLC, A Sales Training Company**, (415) 615-6887 / (800) 704-1499

#### **Author of:**

International Best-Selling Book

*"Nice Girls DO Get The Sale: Relationship Building That Gets Results"*

Published by Sourcebooks

#### **and**

*"HIRED! How to use Sales Techniques to Sell Yourself On Interviews"*

Published by Career Press

[www.smoothsale.net](http://www.smoothsale.net), [www.SmoothSaleBlog.com](http://www.SmoothSaleBlog.com)

### **3. REQUESTING A REVIEW FOR A CHILDRENS' BOOK**

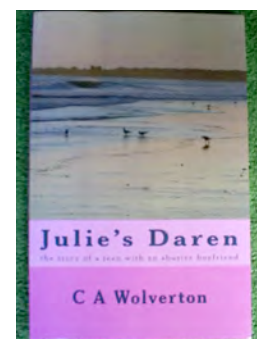
This elegantly illustrated, full-color paperback tells the story of a too-small frog, Cecil, who learns to smile in the face of teasing and loneliness. His smile turns his life around. For ages 4 through 9.

For a copy to review contact [dgbucher@aol.com](mailto:dgbucher@aol.com) .

Also visit my website at <http://OutskirtsPress.com/cecillearnstosmile>.

### **4. Julie's Daren, the story of a teen with an abusive boyfriend tells a good story with a powerful message.**

This YA novel is intended for upper level teens and is available on amazon in both hardback and eReader editions. Will send PDF or hard copy to interested reviewers. Reviews Needed on Amazon and [BN.com](http://BN.com)  
 Contact author at [carrolwolverton@hotmail.com](mailto:carrolwolverton@hotmail.com).



## 5. SEVERAL BOOKS FOR REVIEW:

***PRODUCTIVE RELATIONSHIPS: 57 Strategies for Building Stronger Business Connections*** by sociologist, business and relationship expert, and author Dr. Jan Yager (Publication date: February 2011). You will learn 57 strategies including how to

- deal with the vampire, the idea thief, and 13 other negative types
- become a better listener
- network more effectively handle the workplace bully

While supplies last, contact [hannacroix@aol.com](mailto:hannacroix@aol.com) (Hannacroix Creek Books, Inc., <http://www.hannacroixcreekbooks.com>) for a review copy. Please indicate if you are open to receiving a pdf file instead of a book. In your response, please indicate, in addition to [amazon.com](http://amazon.com) or [bn.com](http://bn.com), or any other blogs or review sites that you write for. Thank you for your mailing address.

***ALMOST AN ORPHAN*** by Lawrence Cohen, a memoir by an 87-year-old first time author who grew up in the 1920s and 1930s in New York City and who was in World War II.

While supplies last, contact [hannacroix@aol.com](mailto:hannacroix@aol.com) (Hannacroix Creek Books, Inc., <http://www.hannacroixcreekbooks.com>) for a review copy. Please indicate if you are open to receiving a pdf file instead of a book. In your response, please indicate, in addition to [amazon.com](http://amazon.com) or [bn.com](http://bn.com), or any other blogs or review sites that you write for. Thank you for your mailing address.

***SOUND FROM A STAR***, 3rd YA novel by Fred Yager, author of REX and CYBERSONA and two adult thrillers. In *Sound from a Star*, Devon Turner, a lonely, depressed teenager whose parents are on the verge of divorce, thinks he's picked up music from outsider space on his satellite dish.

While supplies last, contact [hannacroix@aol.com](mailto:hannacroix@aol.com) (Hannacroix Creek Books, Inc., <http://www.hannacroixcreekbooks.com>) for a review copy. Please indicate if you are open to receiving a pdf file instead of a book. In your response, please indicate, in addition to [amazon.com](http://amazon.com) or [bn.com](http://bn.com), or any other blogs or review sites that you write for. Thank you for your mailing address.

***MY NAME IS ERIC*** by Rei Kimura. She's the author of numerous novels published internationally but this is the first English language version of this novel to be published in the U.S., which is written as if from the dog's point of view, with foreign editions already published in Korean and Singapore. The author lives and works in Singapore and Tokyo.

While supplies last, contact [hannacroix@aol.com](mailto:hannacroix@aol.com) (Hannacroix Creek Books, Inc., <http://www.hannacroixcreekbooks.com>) for a review copy. Please indicate if you are open to receiving a pdf file instead of a book. In your response, please indicate, in addition to [amazon.com](http://amazon.com) or [bn.com](http://bn.com), or any other blogs or review sites that you write for. Thank you for your mailing address.

***THE PRETTY ONE*** by Jan Yager, First solo novel by this co-author of two adult thrillers (UNTIMELY DEATH and JUST YOUR EVERYDAY PEOPLE). This psychological novel

explores the weight challenges that successful psychologist and bestselling author Dr. Emily Taylor faces as she seeks to understand the roots to her weight challenges. While supplies last, contact [hannacroix@aol.com](mailto:hannacroix@aol.com) (Hannacroix Creek Books, Inc., <http://www.hannacroixcreekbooks.com>) for a review copy. Please indicate if you are open to receiving a pdf file instead of a book. In your response, please indicate, in addition to [amazon.com](http://amazon.com) or [bn.com](http://bn.com), or any other blogs or review sites that you write for. Thank you for your mailing address.

6. I've been voted Best Writer/Author for 2010 in October by The View Magazine. The dark side has always captured my imagination, and now, after the success of *The Judas Syndrome*, I have finished the second book of the series, *Rebirth*, due for release fall of 2010, with a third in mind. What was to be a single effort, has become an epic telling of the end times.

I'd love for **The Judas Syndrome** to be reviewed on Amazon.

It's the end of the world, do you know who your firends are? *The Judas Syndrome* is an Apocalyptic tale that follows a group of teenagers on a journey through the end times. It's been described as "a coming of age tale, told at the end of an age".

I'm happy to send those with an eReader a free version of the e-book for review, in whatever format their reader requires.

The second book of the series is due out soon, and I offer the same for any reviews of it. [mikepoeltl@hotmail.com](mailto:mikepoeltl@hotmail.com), [www.the-judas-syndrome.com](http://www.the-judas-syndrome.com)

**7. Worried that an over-indebted Federal government will cause the dollar to collapse?** Don't be. The dollar will not melt down nor inflation run amok. My 170 page book looks more deeply at and debunks the runaway inflation arguments. Written as an easy read for the layperson as well as quite revealing for the finance-savvy. Check [Amazon.com](http://Amazon.com) for more book info by entering ISBN# 1936069229 or my website at [www.hyperinflation-us.com](http://www.hyperinflation-us.com)

--Rich Moheban, 414-372-7943

**8. "The Smartest Words Ever Spoken: 1001 Timeless Quotations"** now listed on Amazon. We'd appreciate having you review our book. It is a compilation of 1001 of the best motivational quotes as determined by the more than 53,000 fans of Facebook's ['Conceive! Believe! Achieve!'](#) page.

Here are the Amazon links:

- paperback - [http://www.amazon.com/Smartest-Words-Ever-Spoken-Timeless/dp/0986678937/ref=sr\\_1\\_2?ie=UTF8&s=books&qid=1288627826&sr=8-2](http://www.amazon.com/Smartest-Words-Ever-Spoken-Timeless/dp/0986678937/ref=sr_1_2?ie=UTF8&s=books&qid=1288627826&sr=8-2)
- kindle [http://www.amazon.com/Smartest-Words-Ever-Spoken-ebook/dp/B0049B2C80/ref=sr\\_1\\_1?ie=UTF8&m=AZC9TZ4UC9CFC&s=books&qid=1288627826&sr=8-1](http://www.amazon.com/Smartest-Words-Ever-Spoken-ebook/dp/B0049B2C80/ref=sr_1_1?ie=UTF8&m=AZC9TZ4UC9CFC&s=books&qid=1288627826&sr=8-1)

We're available by phone or email, [rpoulin@abcpublishing.org](mailto:rpoulin@abcpublishing.org), to answer any further questions.

--Robin Poulin, A Better Choice Publishing, 1-888-700-8414, ABCPublishing.org  
Books that make a difference!

## 9. AIR TRAVEL SECRETS

The *Air Travel Handbook* is about flying as a passenger in commercial aviation. It is not a broad how-to and where-to travel book, it is specific to air travel. It is for the frequent flyer.

People who often travel by air are usually flying for business. They have unique requirements that rarely occur to the holiday traveler. Frequent flyers need quick, comfortable and reliable transportation. While the flights are taking them to their business, the time in the air is not part of the business.

To the business flyer, time is money. They need to get through the airport quickly, board the plane early, ride comfortably, save time by eating while flying, be able to use their computer or go through papers on the plane, get off the plane quickly, etc.

That is what the *Air Travel Handbook* is about.

Occasional flyers will find this book fascinating; frequent flyers will find it essential. Both will find it fun.

As an author and professional speaker, **Dan Poynter** flies more than 6,000 miles/9,000 kms each week. He has completed 20 round-the-world itineraries, visited more than 50 countries (including skydiving into the North Pole), and spends more than 40% of his year outside the U.S. He has flown more than 2 million miles on United Airlines and has earned Global Services status, the "Black Card."



Dan is the editor of the Global Speakers Federation *NewsBrief*, a twice-a-month newsletter on professional speaking and travel. He is a licensed pilot, FAA Master Parachute Rigger and USPA Skydiving Instructor/Examiner. Dan studies, writes and speaks on travel, aviation, and book writing/publishing.

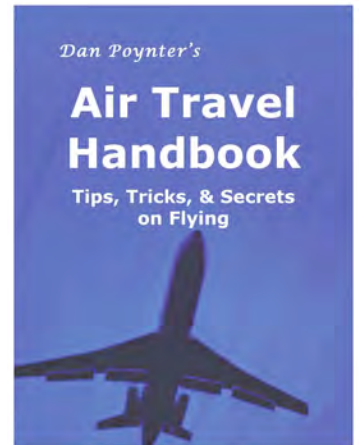
**Available as an eBook** in your choice of formats; Kindle (mobi), Epub, PDF, RTF, Sony Reader, PDB (Palm), plain text, html, etc. 222 pages, \$4.97  
Print edition will be higher.

<http://www.smashwords.com/books/view/24746>

Also a Kindle book at Amazon.

**Air Travel is easier and more fun when you know the inside secrets.**

For a PDF review copy, contact [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)



10. **WHAT DID YOU EXPECT?:** A powerful book about achieving success through your expectations including anecdotes and illustrations to assist the reader in becoming aware of their own potential; defining and coping with everyday expectations.

The powerful lessons to be learned from this book are how to:

1. Improve your relationships at work, home & play
2. Gain the ability to deal with conflicting opinions in everyday life
3. Harness proper communication skills to achieve your expectations
4. Create awareness of emotions and traits involved in the results of expectations
5. Discover insight into your own spiritual need
6. Question your thoughts about the role of government

I am seeking reviews. For a review copy, contact [lsigmon@expectbsa.com](mailto:lsigmon@expectbsa.com) or visit my book website: <http://outskirtspress.com/Whatdidyouexpect>

--Lynn W. Sigmon

### **11. Insights on the Exodus, King David, and Jesus /**

The Greatest Bible Study in Historical Accuracy:

The Hebrew and Christian Bibles, The Koran, and the Book of Mormon

First Edition

Author: Steefen

ISBN-10: 145 366 309 6 / EAN-13: 978 145 366 309 7

Publisher: CreateSpace

Date of publication: July 2010

[steefen1@yahoo.com](mailto:steefen1@yahoo.com) / [www.waterbearingfish.com](http://www.waterbearingfish.com)

Book Trailer: [http://bit.ly/WBF\\_Video1](http://bit.ly/WBF_Video1)

Listed on Amazon: <http://amzn.to/historical-accuracy>

Insights by Steefen presents interpretations of the Adam & Eve story, the Jacob and Joseph stories, the Exodus, King David, the 23<sup>rd</sup> Psalm, Jesus and Paul now that Egyptology and a reading of the works of Josephus beyond the Testimonium Flavianum have been added to the historical-critical approach to the study of 1) sacred scripture and 2) the Historical Jesus.

Five copies are available for review.

(Send request via email with Subject Line: Publishing Poynters Invitation to Review Insights by Steefen)

### **12. It's "Heart Reflections and Other Love Beads."**

(poetry anthology).

"Baby boomers and teens both will find something in common with this poetry anthology. The author's musings reflect the thoughts of a teen in the ever-changing

1960's. She fashions a literary necklace consisting of love, peace, nature, and post-cancer poems; includes original artwork. 52 pages. Amazon/Barnes and Noble--print and Kindle. For review copy: [mbt@rochester.rr.com](mailto:mbt@rochester.rr.com) (585) 729-3554 . Thank you in advance—let's get this off the ground!!!  
MaryAnne Beyer-Tweed

**13. Boot Camp Fitness for All Shapes and Sizes, 276 pages, softcover and eBook**

Boot Camp Fitness is a practical and useful complete boot camp fitness manual. Packed with exercise photos and charts. Find out how to eat right, exercise without a gym, how to start a fitness boot camp, weight loss and much more. Lt. Col. Bob Weinstein, USAR-Ret., Author, email: [TheHealthColonel@BeachBootCamp.net](mailto:TheHealthColonel@BeachBootCamp.net), website: [www.beachbootcamp.net](http://www.beachbootcamp.net)

**14. Weight Loss – Twenty Pounds in Ten Weeks, 220 pages, softcover and eBook**

Weight Loss and weight management book with a ten week exercise and eating plan to lose twenty pounds. Full of easy-to-use tools to organize and implement the program: exercise photos, ten week exercise chart, 1,200 and 1,600 calorie menus, calorie burn charts, workout log, food diary and more. The author, Lt. Col. Bob Weinstein, USAR-Ret., has been featured on the History Channel. email: [TheHealthColonel@BeachBootCamp.net](mailto:TheHealthColonel@BeachBootCamp.net), website: [www.beachbootcamp.net](http://www.beachbootcamp.net)

**15. Food & Fitness Journal – Achieve Your Goals in Ninety Days, 212 pages, softcover and eBook**

The Food & Fitness Journal includes: - Daily inspirational health and fitness quote - 1,200 Calorie Meal Plan - Workout Guide - Free Resources on Exercising and Eating - Three-step Goal-setting Action Plan - Fitness Test, military-style - Lifestyle Change Contract - Portion Size Guide - Calorie Burn Charts Benefits of the Journal: - Feel better and look better. - Break bad eating habits. email: [TheHealthColonel@BeachBootCamp.net](mailto:TheHealthColonel@BeachBootCamp.net), website: [www.beachbootcamp.net](http://www.beachbootcamp.net)

**16. The Tale of the Little Duckling, 44 pages, softcover, hardcover and eBook**

The Tale of the Little Duckling is a heart warming story about a freshly hatched girl duckling. She takes a journey to find out who she is and where she came from and meets many animals along the way. In the end, she happily finds the answers with a wonderful friendship. Beautiful illustrations that will delight children and their parents. For ages 4 to 8. Contact the author, Grit Weinstein at [gritweinstein@gmail.com](mailto:gritweinstein@gmail.com), website: [www.LollopandFriends.com](http://www.LollopandFriends.com)

**17. Lollop Goes Olympic, 54 pages, softcover, hardcover and eBook**

A fun and entertaining story about an athletic rabbit and his animal friends, Sniffy the little piglet, Dory the little rabbit, and Maddy and Paddy the sheep. Filled with exciting, color illustrations, the author injects important life lessons about friends, team work,

winning and losing. All valuable for the upbringing of our children and helping them to get along and support each other. Contact the author, Grit Weinstein at [gritweinstein@gmail.com](mailto:gritweinstein@gmail.com), website: [www.LollopyandFriends.com](http://www.LollopyandFriends.com)

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Be a Hero!  
Your publishing colleagues will think you are thoughtful and generous if you forward this ezine to them.

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## E. ParaCoop



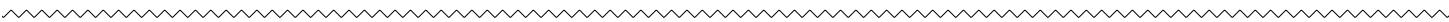
**CO-OPERATIVE MARKETING PROGRAMS.** Want other authors or publishers to join you in a mailing or share a booth at a fair? Whether you are buying or selling, list your wants here. Note your book genre/category.

### CO-OP PROGRAMS:

**1. CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.** The Publishers Marketing 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://www.ibpa-online.org/programs/programs.aspx>

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Friends help friends.  
Publishing friends forward this ezine to their publishing friend.





# Announcements

- 1. YOUR (FRÉE) LISTINGS** should be tight and complete. We do a minimum of editing; what you send is what we'll print. Remember to include your email address.
- 2. WE WILL NOT REPEAT LISTINGS** within a six-month period. If you want an item to appear more often, send your CC# and we will charge you \$29 for each repeat.
- 3. THIS ISSUE OF THE MARKETPLACE CAN BE FOUND AT**  
<http://parapublishing.com/sites/para/resources/newsletter.cfm>

**4. CHANGE YOUR ADDRESS BOOK**  
 Dan Poynter's email address is  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)  
 Your address book may show  
[dpoynter@impulse.net](mailto:dpoynter@impulse.net) or another old address.  
 Please make the change now.

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**The Small Print**

YOU ARE RECEIVING this F-R-E-E newsletter because you are on Dan Poynter's option-in Publishing Poynters mailing list.



PLEASE RECOMMEND THIS NEWSLETTER to your book colleagues. Just click on "Forward" in your email program.

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

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TIME TO SHARE. Please send your items for listing to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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**Para Publishing. Dan Poynter:** Author (120+ 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: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009. 530 Ellwood Ridge.  
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