






*Dan Poynter's*  
**Children's Books**  
 On the Move







Turning Printed Books into Digital Books  
 Adding Color, Sound, Animations and Video

 **You & Publishing** 


Thank you for investing your

-  Time
-  Money

 Publishers are collegial

-  Helpful
-  Friendly
-  Supportive

**My Mission**



**I don't want people to die  
 with a book still inside them**





**You . . .**

Are a leader in your field  
 Your book will validate your expertise

Write what you know &  
 do what you love

For example, I have written 7  
 books  
 on parachutes & skydiving

**Come With Me**



**Be a "Participant" in *Your* Field**





## Pricing

- 📖 Hardcover: \$14.51
- 📖 Add \$5 for jacket
- 📖 Softcover: \$7.34



- 📖 Softcover sales increasing faster than hardcover

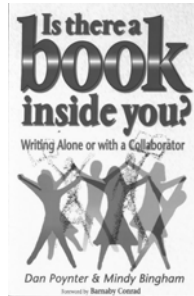
## Royalty Split



- 📖 50% to author
- 📖 50% to illustrator

## Collaboration

- 📖 Responsibility chart
- 📖 Collaboration agreement



## The Challenges

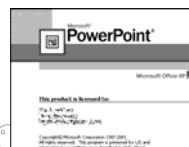
- 📖 Cost of printing
- 📖 Time to print
- 📖 Large inventory



"Out of every 10,000 children's books, 3 get published."  
--Jerrod Jenkins. 15 May 99.

## Publish in PowerPoint

- 📖 As easy to use as MS-Word
- 📖 Can insert photos, drawings, animations, sounds, video, hyperlinks.



## Publish in PDF Just Layout and Convert



## Another Way: With turning pages



<http://www.staggerleebooks.com/Daniel.htm>

## A Print Alternative



- 📖 Print color books with CreateSpace.com
- 📖 Small quantities
- 📖 Access to Amazon.com
- 📖 Quality work

## What Does the Reader Want?



"Kids are now bombarded by so much information from other media that books have to grab their attention—quickly."  
 --Sally Lodge, Publishers Weekly, January 12, 2004

## What the Customer Wants

The Millennials have a different vocabulary, different ways of relating with each other, different play opportunities and, certainly, different media bombarding their psyches. Accustomed to screen images changing more than 100 times per minute, this new generation simply won't tolerate being "communicated at," as if they were simply receivers. They expect people to meet them on their level, speaking their language, with their vocabulary, engaging them interactively.

They're good at multi-tasking and parallel processing. Accessing information in a non-linear fashion comes naturally, because they are accustomed to hyperlinking. Good graphics are vital to engagement. They have no patience for passive learning. (For them, learning is never a spectator sport.)

—Roger Herman, Strategic Business Futurist

## Compare pBooks to eBooks

- 📖 Cost: \$2.40 - \$3.00 each
- 📖 Investment: \$16-20,000
- 📖 Time: 2 months
- 📖 Inventory: 3,000 minimum
- 📖 Changes: No



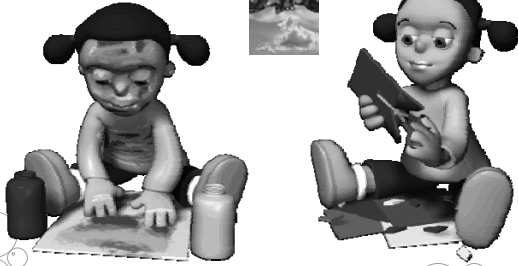
- 📖 Cost: 30 cents each
- 📖 Investment: Minimal
- 📖 Time: Minutes
- 📖 Inventory: Very small
- 📖 Changes: Yes



## eBook Advantages

- 📖 Animation
- 📖 Sound (audio files)
- 📖 Video (motion)
- 📖 Hyperlinks
- 📖 Interactivity
- 📖 Much lower cost

## Add Animations



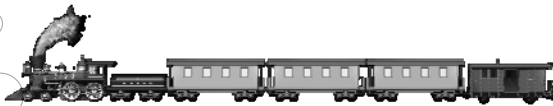
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## Animation with Sound Interactive

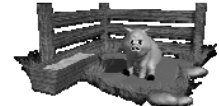


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## Add Interactive Sound



## Teach Reading & Spelling



## Add Video with Sound



## Import Video



## First Attempt at Video



## Hyperlinks

### Inside

Within the book

### Outside to the Internet

Encyclopedias

DK & Google: eEncyclopedia with 1,000 kids' sites

Websites

(example next)

## Hyperlinks: Jump to other pages

Animations

Animations with sound

Video

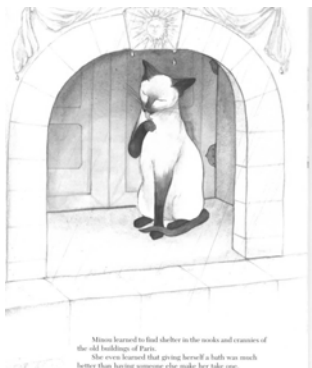


## Link to Sites



<http://www.WorldAlmanacForKids.com>

## Add Text



## Ask an Expert



(And More Hyperlinks)

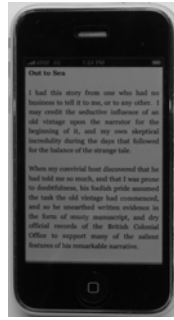
I like eBooks more than pBooks.  
Printed books do not understand me; they do not talk.  
I like books that move.  
My eBook is my friend.

## Printed Books



[Return](#)

## Electronic Books



[Return](#)

## Click on Animal For More Info



## Elephant Family



[Return](#)

## Pigs



[Return](#)

## Lions



[Return](#)

## Cows



[Return](#)

## Why Not?

- 📖 PowerPoint is easy to learn
- 📖 File\Package to CD
- 📖 Includes runtime edition of PowerPoint
- 📖 Other presentation programs



## Resources

- 📖 Animations  
<http://www.AnimationFactory.com>
- 📖 Clip Art  
<http://www.ClipArt.com>
- 📖 Printing "Sir Speedy in Whittier"  
<http://www.sswhattier.com/>
- 📖 Penny Paine  
<http://www.PaperPosie.com>



## Test the Market



Cost: 30 cents

## The New "Book" Model

A combination of traditional and self-publishing

- Make 500 copies of the CD
- 📖 Send 3 to selected agents
- 📖 Send 3 to selected publishers
- 📖 Send 400 for review. See Mailing Lists—142
- 📖 Send 5 to book clubs. See *LMP*
- 📖 Send 10-15 to foreign publishers. See *ILMP*
- 📖 Send 25 to opinion molders in your field
- 📖 Autograph book to get it past the secretary



Test the Market

## Outlets: 4 Major Channels

- 📖 Bookstores (5,000+)
  - 📖 Borders (1,204)
- 📖 libraries (3,000+)
- 📖 Toy stores (5,637)
  - 📖 Toys 'R' Us (1548)
- 📖 Big-box retailers (7,000)



## The Book Trade



## Your Book Distributor Will

- 📖 Send reps to the stores
- 📖 Warehouse and ship the books
- 📖 Collect the money
  - 📖 Handle the wholesalers
  - 📖 Handle the bookstores



## Distributors of Children's Books



- 📖 Independent Publishers Group  
📖 <http://www.IPGbook.com>
- 📖 Biblio Distribution  
📖 <http://www.bibliodistribution.com/distribution/>
- 📖 Rights & Distribution, Inc. (Lifetime Books)  
📖 <http://www.FellPub.com>
- 📖 Libreria de Habla Hispana  
📖 <http://www.spanishbook.com>
- 📖 SCB Distributors  
📖 <http://www.scbdistributors.com>
- 📖 DeVors  
📖 <http://www.devorss.com>
- 📖 Sunbelt Publications  
📖 <http://www.sunbeltpub.com>
- 📖 Clear Light Distribution  
📖 <http://www.ClearLightBooks.com>
- 📖 Booklines Hawaii  
📖 <http://www.ClearLightBooks.com>
- 📖 Shen's Books (focus on Asian culture)  
📖 <http://www.shens.com>
- 📖 Western International  
📖 800-634-6737

## Library Distributor



- 📖 Quality Books  
📖 <http://www.quality-books.com>

## Make Dealers

- 📖 Associations
- 📖 Magazines
- 📖 Events
- 📖 Catalogs
- 📖 Premium sales
- 📖 Fund raisers
- 📖 Government & Military



## Amazon.com Sells CDs and Downloads



## Promotion: Reviews

- 📖 Send review copies to
  - 📖 108 Children's magazines
  - 📖 126 Parenting magazines
  - 📖 247 Senior magazines
  - 📖 187 Women's magazines
  - 📖 306 Education



See Book Promotion Mailing Lists at  
<http://ParaPublishing.com>



## Online Promotion

Go where potential clients gather

- 📖 Blogs
- 📖 Forums
- 📖 Websites
- 📖 Amazon annotations

Spend time Social Networking  
 Using Social Media

## Promotion: Mailings

- 📖 IBPA/PMA Library Mailing.  
<http://www.PMAonline.org>



## Promotion: email Announcements



- 📖 Broadcast to your house list & email address book
  - 📖 Ask them to *forward* the announcement
  - 📖 No spamming



## Your Signature (.sig) at the end of your email messages



Speaking in Singapore; Cape Town Next.  
 When I am traveling, my messages and answers tend to be short.  
 Thank you for your understanding.

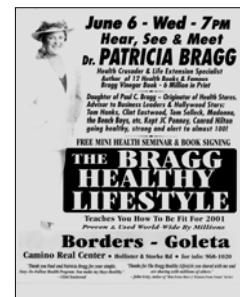
Dan Poynter, Author (120+ books), Publisher (since 1969), Speaker (CSP).  
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 Bus: +1-805-968-7277, Mob: +1-805-448-9009.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com), <http://ParaPublishing.com>

Drive eyeballs to your website

## Mini Seminars (not autographings)



- 📖 Store provides the roof--only
- 📖 Author provides the audience
- 📖 Use FRA list
  - 📖 Invite everyone you know within driving distance



## You *Can* Do It

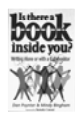


## If You Are

Thinking,  
Planning  
or Writing



Writing with  
someone  
else



Publishing  
or  
Promoting

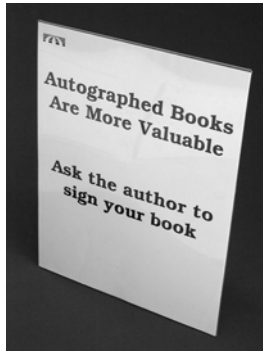


The New Way  
to Write,  
Publish &  
Promote



Your Learning Resources

## This Sign Sells More Books



## Book Poster

- 📖 Color photocopy enlargement
- 📖 About \$40
- 📖 Velcro tabs on back for carpeted air-walls
- 📖 24" tall. Laminated.
- 📖 Can be rolled to fit in luggage



## Badge or Button



Gets the  
conversation  
started on your  
favorite subject—  
Your book

About \$3 each

## Radio & TV Interviews

- 📖 Most of the people being interviewed have a book
- 📖 12 ways to get on radio & TV
- 📖 See Document 602
- 📖 Start with Phoners from home

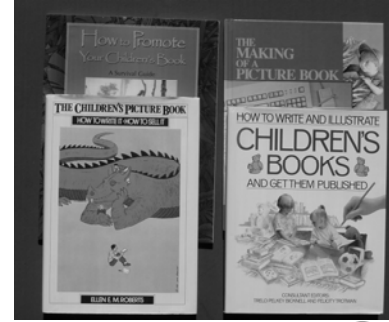


## Dates to Tie-in to



- 📖 February 1: Children's Music Book Day
- 📖 March 28: Children's Picture Book Day
- 📖 April 1: International Children's Book Day
- 📖 April 29-National Family Reading Week
- 📖 September: Children's Book Month
- 📖 November 18: National Children's Book Week

## It is Cheaper to buy some Books Than to Make a Mistake



30 minutes to take this photo and insert it

## Forums (Cheap Consulting)



- 📖 PUB-FORUM. <http://www.pub-forum.net/>
- 📖 SELF-PUBLISHING. <http://finance.groups.yahoo.com/group/self-publishing/>
- 📖 PUBLISH-L. <http://www.publish-l.com/>
- 📖 SmallPubCivil. <http://finance.groups.yahoo.com/group/smallpub-civil/>
- 📖 Fiction\_L. <http://www.webrary.org/rs/flimenu.html>
- 📖 Children's Books. <http://www.egroups.com/search?query=youngchildrensbooks>
- 📖 IND-E-PUBS. eBooks. <http://www.ind-e-pubs.com/>  
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- 📖 POD Publishers [http://finance.groups.yahoo.com/group/pod\\_publishers/](http://finance.groups.yahoo.com/group/pod_publishers/)
- 📖 Publishing Design <http://groups.yahoo.com/group/publishingdesign/>
- 📖 Book Signings/Mini Seminars. <http://groups.yahoo.com/group/booksigners/>
- 📖 Copy Law. <http://groups.yahoo.com/group/copyright-future/>

## More help with your project



- 📖 The Calendar in *The Self-Publishing Manual*
- 📖 <http://ParaPublishing.com>
- Our Web site
- 📖 Book Shepherds in InfoKits
- 📖 *Suppliers List* on Web site
- 📖 Affinity Groups (Listservs)
- 📖 Come to a weekend workshop in Santa Barbara

If there is anything you did not understand today, contact me.

## Evaluation Form

**FFN Evaluation/Questionnaire**

Please take a moment to share your thoughts about this event.

1. How well did you learn what you needed to know to start your own business?

	Not at all	Not much	Some	Quite a bit	Very much
1. I learned a great deal from this event.					
2. The speakers were very helpful.					
3. The speakers were very knowledgeable.					
4. The speakers were very interesting.					
5. The speakers were very entertaining.					

2. How well did you learn what you needed to know to start your own business?

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100. How well did you learn what you needed to know to start your own business?

## Start Today

- 📖 Discard old thinking about children's books
  - 📖 The kids want eBooks
- 📖 Build a book for a child or grandchild
  - 📖 Personalize it with his or her name

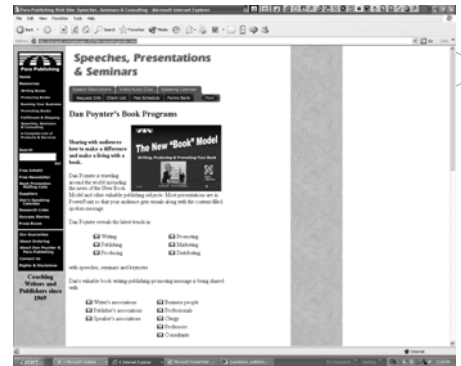
Imagine Being a Published Author

## Advantages

- 📖 The child in your life will love it
- 📖 You will break into print
- 📖 You can send a copy to agents and publishers
- 📖 You can't beat the price
- 📖 The project will be a learning experience for you

## Please Tell Others About this Program

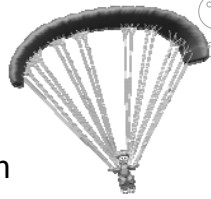
See Program Details on the Website



## Publishing is Like Parachuting

Each is a game of odds

The object is to have fun and reduce the odds as much as possible



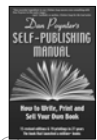
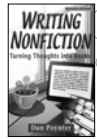
## Questions

While we are finishing up and taking questions, please take a moment to tell me how you liked today's presentation, by

📖 Filling out the *Evaluation Form/Questionnaire*

and

📖 Signing up for the FREE *Publishing Poynters* ezine



## The Plan

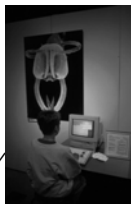
"When we first started writing, we hoped to learn the magic trick to getting published, but we learned there isn't one. Finding success in the children's market is like any other genre: it takes persistence, patience, plenty of revising and a true appreciation of children's literature."

—Debbie Dadey & Marcia T. Jones, authors of *Story Sparks*.

"Anyone who has ever taken a shower has had a good idea.

The people who make a difference are those who get out of the shower and head for the keyboard."

—Dan Poynter



# The End

Or is it  
*Your* new Beginning?

Best Wishes for Success

