



Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



July 1, 2010. Copyright © Para Publishing. ISSN: 1530-5694.
Published continually since 1986. Circulation: more than 40,100. F-R-E-E
We don't accept advertising. We don't share your email address.
DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
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)



=====

I am currently on my 20th round-the-world speaking itinerary.

Was in Washington, DC, yesterday, now in SUNNY London for five days; Bangkok next stop.

This is my third time going west-to-east. I usually follow the sun flying to the west—17 times so far.

--Dan Poynter, The Book Futurist.

Guiding Publishers to the Next Level in Book Promotion



ParaNews



YOU CAN SPEND A DAY WITH THE MASTERS OF BOOK MARKETING

Judith Briles, Brian Jud and Dan Poynter will conduct a mini-seminar as a prelude to our upcoming series of one-day seminars around the US. During this one-hour webinar, Judith will give you some tips on how to sell more books and get paid to do it. Brian will tell you how to get more, profitable sales in non-bookstore markets. And Dan will describe opportunities that are emerging as the Book Trade evolves into new forms. Some changes we like and some we fear. Discover what is happening so you can take advantage of the changes rather than be buried by them.

Sign up at <https://www1.gotomeeting.com/register/720807968>

The Masters of Book Marketing have joined to host workshops **for published authors--only**. Events are scheduled for August 21 in Denver, November 6 in Chicago and November 13 in Phoenix.

For details, see www.MastersOfBookMarketing.com

FOUR STAR PUBLISHING UNDER INVESTIGATION

The book was to be the debut project of the [Birdville school district's](#) new Rising Authors program. Teachers, parents, students and school staffers invested more than \$2,000 to print it and buy promotional materials and first editions. But something went terribly wrong.

They paid [Four Star Publishing](#) in [Anderson, Indiana](#). George Grant promised that the books would be delivered in time. But they never arrived.

<http://ctwatchdog.com/2010/06/20/self-publishing-books-another-way-to-get-scammed-as-students-discovered>

MORE TROUBLES AT BORDERS

Bennett S. LeBow's investment in Borders Group Inc. has lost almost 30 percent since he became the unprofitable bookseller's largest shareholder a month ago. Borders is closing underperforming stores and investing in its website and digital-book unit in an effort to become profitable after four consecutive yearly losses.

<http://www.businessweek.com/news/2010-06-18/bennett-lebow-s-borders-stake-loses-almost-30-in-first-month.html>

eBOOKS TO OVERTAKE pBOOKS IN FIVE YEARS--Sony

"Within five years there will be more digital content sold than physical content. Three years ago, I said within 10 years but I realized that was wrong - it's within five. The same patterns Sony has experienced in the digitization of music and photography are now being repeated in the book market."

-- Steve Haber, president, Sony's digital reading business division.

eBOOK READER SALES SOAR

Global ebook reader shipments totaled 1.43 million units in the first quarter of 2010. Global ebook reader shipments from manufacturers to vendors in April-May 2010 reached 740,000 units, with Barnes & Noble's nook accounting for 37% and Amazon's Kindle trailing at 16%.

<http://www.digitimes.com/news/a20100621PD210.html>

OVERHEARD IN A BOOKSHOP - ARE READERS STUPID?

People who read lots of books are generally thought to be smarter than their less well-read counterparts -- but that idea could soon be challenged.

Bookstore owners across the UK are compiling a list of the most stupid and amusing remarks they have heard from shoppers.

<http://newslite.tv/2010/06/18/overheard-in-a-bookshop-are-re.html>

DC COMICS GOES DIGITAL

iPhone, iPad App Premieres on iTunes

An official free DC Comics app (Version 1.0) and store for iPhone, iPod Touch and iPad premiered on iTunes in the early hours of June 23, offering e-versions of DC titles for individual sale.

Like Marvel Comic's app, which debuted the launch day of Apple's iPad in early April, DC's app is powered by ComiXology, a leader in digital publishing for the comic book industry. Over 35 titles were available at launch, with prices ranging from \$0.99 to \$2.99.

The iPad is ideally suited for reading comics.

<http://www.newsarama.com/comics/dc-comics-ipad-iphone-app-100623.html>

THE eBook PRICE WARS HAVE BEGUN

A few hours after Barnes & Noble slashed Nook prices, Amazon has announced a [special \\$189 price](#) for the Amazon Kindle--coupled with free shipping.

http://www.mediabistro.com/galleycat/ebooks/ereader_price_wars_have_commenced_165311.asp

http://www.publishersweekly.com/pw/by-topic/digital/devices/article/43601-b-n-amazon-drop-prices-on-e-reading-devices.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=de09ad0b4e-UA-15906914-1&utm_medium=email



FACTOID

In Japan, eBook sales are four times those in the U.S., but are mostly of comics on mobile phones

FLORIDA PUBLISHERS ASSOCIATION 2010 PRESIDENT'S BOOK AWARDS . CALL FOR ENTRIES.

The FPA has issued a Call for Entries in its FPA 2010 President's Book Awards competition for books with 2008 or 2009 copyright dates. To learn more, visit <http://tinyurl.com/2b7lw65>. While it is a members-only competition, interested publishers, authors or illustrators may join FPA (at a discounted rate) at the time they enter a book. Membership is not limited to Florida residents. Deadline for receipt of entries has been extended to Wednesday, July 7.

DAN POYNTER CAN SHARE A SPEECH WITH YOUR GROUP

There are many presentations on book writing, publishing and promoting to choose from.

A. Writing Books



📖 SO YOU WANT TO WRITE A BOOK

An Introduction to Writing, Publishing and Promoting

📖 THE NEW "BOOK" MODEL

How to write, publish & promote your nonfiction book

📖 WRITING YOUR NONFICTION BOOK

Converting Your Knowledge & Research into the Written Word

📖 CHILDREN'S BOOKS:

On the *move*.

📖 YOUNG AUTHORS

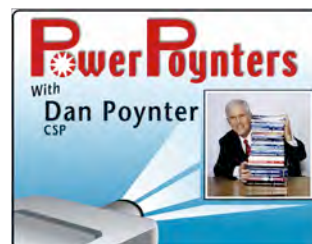
How They are Writing and Reading

📖 WRITEAHOLISM - Humor
Just say NO to keyboards

B. Publishing Books

📖 BOOK PRODUCTION
Printing eBooks, Audiobooks, Apps & More

📖 PACKAGING
Great Titles Sell More Books



C. Book Promoting, Marketing & Distributing

📖 BOOK PROMOTION
For Writers, Introverts & Other Reluctant Marketers

📖 SOCIAL NETWORKING FOR BOOKS
Confirming Subjects and Finding Markets

📖 SELLING BOOKS ABROAD
Through Remote Marketing

D. The Book Publishing Industry

📖 PUBLISHING INDUSTRY OPPORTUNITIES
Book Publishing: Past, Present & Future

📖 I LEARNED FROM THAT

📖 THE ADVANTAGES OF BEING A SMALLER PUBLISHER.

See Speech Descriptions for detail

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>

➔ **SEND YOUR NEWS ITEMS** to DanPoynter@ParaPublishing.com

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»  
~~~~~

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.

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»  
~~~~~



ParaTips

YOU NEED A MAILING LIST

--Rick Frishman publisher Morgan James Publishing



Mailing lists are hybrids that are a combination of electronic publications and Internet communities. They're easy to use and ideal for beginners. Basically, mailing lists are interactive discussion groups in which members send emails on subjects of mutual interest that are circulated to the other list members. Some lists moderate or screen messages while others distribute messages unscreened.

You can build your network by contributing to mailing lists or starting your own. If you start your own mailing list, it can be purely commercial. You can freely send press releases and distribute information or promotional materials. Mailing lists can operate as separate networks or to solidify your contacts with business associates: employees, customers/clients, suppliers, retailers and the media. Plus, they enable list members to communicate directly with one another.

When you start a mailing list, you set the rules and chart the direction of the list. The interactive nature of mailing lists causes them to operate more like discussion groups. As with discussion groups, the tone, direction and nature of mailing lists can shift with the addition and deletion of members, internal and external developments and time.

Sites listing mailing lists are at:

- Do List—www.dolist.net
 - Discussion Lists—www.discussionlists.com
 - Point Arrow—www.pointarrow.com
 - Publicly Accessible Mailing Lists—www.paml.net
 - Tile.Net—www.tile.net
 - Topica—www.liszt.com
 - Web Scout Lists—www.webscoutlists.com
- more tips at <http://www.rickfrishman.com>

GET TO THE POINT

--Pam Lontos is the author of "*I See Your Name Everywhere*" and president of PR/PR, a public relations firm that specializes in experts. www.prpr.net.



Audiences and readers love to hear firsthand accounts of experiences relating to the topic because it helps them know you on a more personal level. But don't overload the reporter with unnecessary information that isn't directly related to the story, and don't ramble. If you can't convey your message in a concise time, then your answer won't be used

BOOK DESIGN: USING PENCIL ILLUSTRATIONS, WHAT TO LOOK OUT FOR...

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



You need to be very careful when you scan pencil. That being said, it's used a lot. If your image is an outline, the line needs to be as solid as possible and in a 2B or softer pencil.

If your illustration is a full out image shaded etc, when it's scanned you need to be sure that you don't lose any of the mid-tones or make the darker areas more solid than you wanted. Pencil has a 'shine' quality when scanned that you might have trouble with.

Your illustrator should know how to draw to get the best results from today's technology, be sure you let them know how their final product will be used. They might also offer the service of scanning them for you. Or you might find a professional imaging house to scan for you.

Each medium has a unique production process for them. It's a good idea to have an open conversation with the illustrator, designer and printer before work is done to get the best results for your final product. If you have any other questions about your book, please feel free to contact me.

Remember, do something every day toward your book and promotion.
Karrie Ross, [Book Designer](#) & Coach

WORD TRIPPER

--Barbara McNichol, 520-615-7910, editor@barbaramcnichol.com.

"Bridal, bridle – "Bridal" means of, for, or pertaining to a bride or a wedding. A "bridle" is a harness consisting of a headstall, bit, and reins that restrains and guides a horse; it can also mean to curb or restrain. "The *bridal* party waited under the wedding canopy when the groom arrived on a white steed with an ornate *bridle*."



YOUR IMAGE

--Clint Greenleaf, Greenleaf Book Group LLC, <http://www.greenleafbookgroup.com>



Now is the time to establish, enhance, or even reinvent your author image. Marketing yourself is huge part of making any writer's book a success. The Internet—and social media, more specifically—has increasingly become the most important aspect of a publicity campaign. If you have not already ventured onto online reading communities and other sites that can help authors spread their work, there is no better time than now! Here are a few to get you started:

- **[Red Room](#)**: A site dedicated to connecting authors and readers. As a Red Room author, you can create a very professional customized page that allows you to upload published works, reviews, interview transcripts, videos, podcasts, as well as blog entries.



ParaResources



ACCESSORIES FOR YOUR KINDLE

Covers, lights and more.

<http://www.kindleboards.com/blog/>

THE PARAPUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his findings every day. Discover where the book industry is going. See

<http://blog.parapublishing.com/>



FOLLOW DAN POYNTER ON TWITTER

<http://www.twitter.com/DanPoynter>

FLIP BOOK VIEWER HAS REAL PAGES

For an example, see chapters one to three of Dan Poynter's *Writing Nonfiction*. Turn the pages with a mouse click or drag them to the side. Explore all the buttons on the page.

Easy to use, just load the PDF of your book into it.

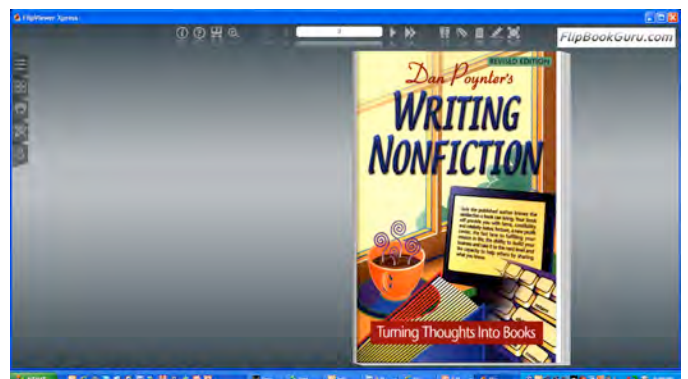
<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerexpress.html>

(May take several seconds to load)

And see the last *Publishing Poynters* in the FlipViewer format.

<http://fvxpress.digiflip.com/PP-ezine1April10a/flipviewerexpress.html>

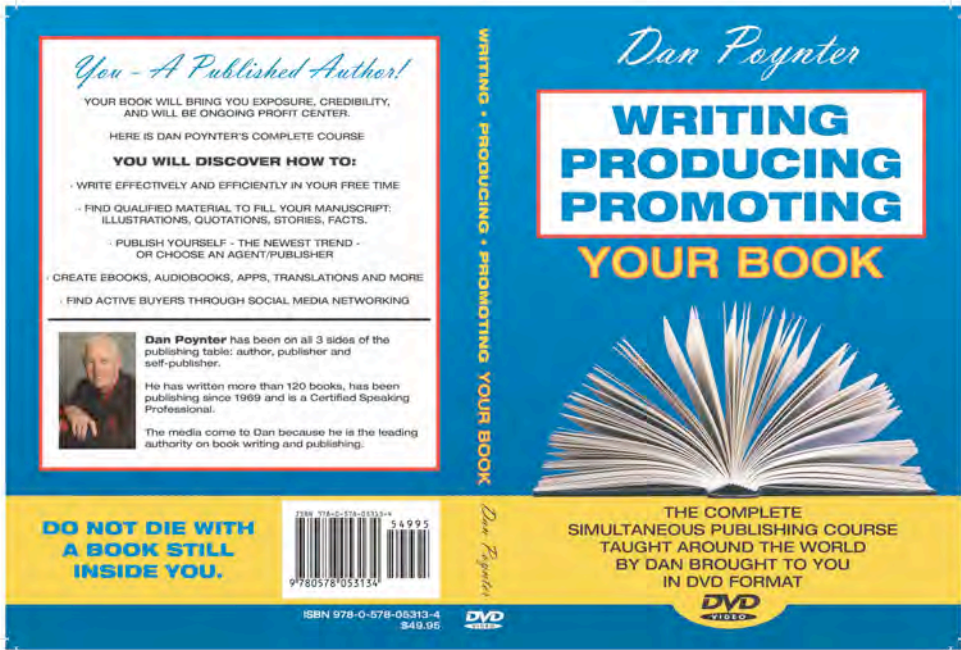
For more info on this eBook System, see <http://www.FlipViewer.com>



SIMULTANEOUS PUBLISHING COURSE NOW ON DVD

Dan Poynter’s most popular course. 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.

A steal at \$49.95. Contact Billy Ashby, billy@printshopcentral.com.

➔SHARE YOUR RESOURCE. Send it to DanPoynter@ParaPublishing.com

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~

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.

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~



ParaThoughts



ARE PRINTED BOOKS LIKE BUGGY WHIPS?

--Dan Poynter, the Book Futurist.

With the lure of eBooks will the printing of books decrease?

How will a decrease affect book printers, book wholesalers & distributors, brick-and-mortar bookstores, selling seasons, book sales reps, returns, remainders, etc?

With more authors dealing directly with Amazon, Apple, Google and B&N.com, what will happen to the large six publishers in New York, literary agents and other mired in publishing books the old way?

The book industry is going through a sea change.

Some publishers like the changes and others do not.

These changes are driven by economics and customer/reader preference.

So no one can alter the changes.

The best course of action is to embrace the changes and get out in front.

The alternative is to continue trying to sell "buggy whips."

➔ **SHARE YOUR EDITORIAL THOUGHT.** Send it to DanPoynter@ParaPublishing.com

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~

Enjoying this ezine?
Forwarded it to friends.

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~



ParaFreebies



COVER THAT BOOK

Audio CD describing
Insider Secrets for Writing & Designing a Bestselling Book Cover.
A \$79 value

PLUS
A one-on-one personal consultation
A \$350 value
No Charge

Contact Hobie Hobart of Dunn & Associates Design.
Hobie@Dunn-Design.com

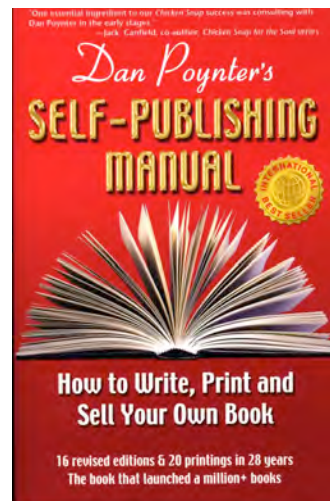
DAN POYNTER ON THE FUTURE OF BOOK PUBLISHING And what you can do about it.

A Cover to Cover interview with Frank Gromling.
Click, then wait for the advertising to pass.
http://files.wnzf.com/cover_to_cover_061910.mp3

SAMPLE THE SELF-PUBLISHING MANUAL

You can read 20% of the book at no cost.

See
<http://sony-ebook-samples.com/sample/14222/the-self-publishing-manual-volume-1>



DAN POYNTER HAS A F-R-E-E IPHONE APP

This App has detailed guidance (InfoKits) on book writing, publishing and marketing. These materials will guide through every step toward your goal to become a successfully-published author.



Read the FAQs. See the Book Research Resources (Sources), Book Publishing Statistics (BookStats), Book Publishing Vendors (Suppliers), Dan on stage (Videos) and Books, Writing Kits & Reports on book writing, publishing and promoting (Products). Subscribe to Dan's free Publishing Poynters newsletter. Attend Dan's programs (Speeches). See the Events (Dan's Calendar).

The most expensive parts of book writing and publishing are the mistakes. You do not have to make them.

See <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=352965979&mt=8>

or
Search the App store for Dan Poynter. **Now the App is F-R-E-E**

→ **SHARE YOUR FREEBIE.** Send it to DanPoynter@ParaPublishing.com



SEE THE PARASITE
<http://ParaPublishing.co>

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~

Your publishing colleagues may be thinking about you. They will think about you more often if you forward this ezine to them.

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~



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.

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.

See him in action:

<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>



Dan also speaks on aviation, parachutes and skydiving. See

<http://parapublishing.com/sites/para/speaking/index.cfm>

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>

2010

June 20 – July 6 Round-the-World Speaking Itinerary #20

June 24, LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: info@bookmidwife.com, +44 (20) 8364 2884, <http://www.bookmidwife.com/>

June 26. LONDON, UK. PSA/UK, London chapter. Fmi: Chris Roycroft-Davis, chris@crd.me.uk,

July 3-4. SINGAPORE. Book Camp. Fmi: Patrick Ang, patrick.anglh@yahoo.com.sg, +65 (6443) 9404, <http://www.exec-directions.com/index.php>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](#). Location Phone: +1-407-239-4200

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

August 6-8. LEXINGTON, KY. Parachute Industry Association meeting.

August 13-15. DELAND, FL. National Skydiving Museum Celebration: Joe Kittinger 50th Anniversary.

Fmi: Nancy Kemble, +1 (540) 604-9745, nkemble@skydivingmuseum.org,

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

August 21. DENVER. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com



September 9. KÖLN (Cologne), Germany. Global Speakers Network meeting. <http://www.germanspeakers-association.de/>

September 10-11. KÖLN (Cologne). German Speakers Association (GSA). <http://www.english.gsa-convention.org>, <http://www.germanspeakers-association.de/>

September 24-26. VALLEY FORGE. 11th annual Express Yourself Published Authors Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500. <http://www.authorsconference.com/>

September 30 – October 3. MARLOW, UK. Crowne Plaza, Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

October 14-16. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP) <http://www.association-conferenciers.com/>

October 22-24. MYRTLE BEACH. South Carolina Writer's Workshop. Fmi : Carrie McCullough, mcculloughca@bellsouth.net, 706-798-9545. <http://www.myscww.org/conference/> Hilton Myrtle Beach Resort.

November 6. CHICAGO. . Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 13. PHOENIX. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion. <http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

2011

February 18-20. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

April 1-3 DALLAS. CSP/CPAE Summit.

The Joule hotel, located downtown.

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

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

April 14, 15 and 16. NOORDWÿK, Netherlands.

Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.

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

May 21-23. NEW YORK. IBPA Publishing University

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

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

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

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US)

convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

October 6-9. UK, Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK)

convention. Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association.

At thee brand new Marriott Hotel.

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

October 4-6. UK, London area. Professional Speakers Association of the UK & Ireland. (PSA/UK)

convention. Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥««»¥«»§«»¥«»  
~~~~~

Prove you love for this newsletter by forwarding it to your book colleagues.

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥««»¥«»§«»¥«»  
~~~~~



ParaHumor



SLURLS - THE UNINTENDED CONSEQUENCES OF SLURRED URLS

Five of the funniest web urls

Experts Exchange – a site where programmers can trade advice – is found at www.expertsexchange.com

La Drape – a British company selling high-end quilted bedspreads – is listed at www.ladrape.co.uk

American Scrap Metal – a scrap metal recycling firm – has its website at www.angelfire.com/alt/americanscrapmetal

Speed of Art – a collective of art designers – are online at www.speedofart.com

Therapist Finder – a directory for therapy services – can be located at www.therapistfinder.com
<http://www.telegraph.co.uk/technology/7787167/Hilarious-web-addresses-revealed-in-new-book.html>

(Generic Smiley)

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~

Don't be selfish. Forward this newsletter to colleagues.

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~

=====

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 option-in Publishing Poynters mailing list.

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.

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

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

PRIVACY STATEMENT: We will not distribute your email address to anyone. Period.

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

~~~~~  
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. 530 Ellwood Ridge, 93117.  
Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009  
<http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)