



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



November 1, 2011. Copyright © Para Publishing LLC. 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)



=====

ANNOUNCING



Dan Poynter's

Para Promotion Program

ParaPromotion.com



**Discover the secrets of book promotion with
personal guidance and proven weekly projects**



MATCHING YOUR BOOKS WITH BUYERS



The *Para Promotion Program* is a series of book promotion projects the author can accomplish without leaving home. The weekly assignments show the author what to do to reach his or her audience.

Each assignment takes five to 120 minutes to complete. The program not only shows the author how to promote his or her current book, it is a crash course in book promotion that can be applied to future books. And authors who understand how to reach their audience tend to write books their readers want.

For details, see <http://ParaPromotion.com>

Para Publishing LLC, +1-805-968-7277
PO Box 8206, Santa Barbara, CA 93118-8206 USA



Statistically, 6 out of 7 dwarfs are not Happy (according to Snow White).

AMAZON PAGES AND REVIEWS OF FAKE PRODUCTS

Wheelmate Laptop Steering Wheel Desk

by [Go Office](#)

★★★★☆ (585 customer reviews) |  (81)

Price: **\$19.98**

In Stock.

Ships from and sold by [ErgoWareHouse](#).

2 new from **\$19.98**



Hilarious. Read the entire page and all the reviews.

<http://www.amazon.com/gp/product/B000IZGIA8/>



Digital now represents 20% of U.S. publishers' sales in dollars.

ADS IN EBOOKS?

Many publishing companies are toying with the idea of building advertisements contained within books. The idea is that books can be sold at tremendously reduced costs or given away for free with the intention of making long term gains with making money on ad-clicks or people purchasing products. Would customers accept this?

<http://bit.ly/qPizay>



"There is nothing so useless as doing efficiently that which should not be done at all."

--Peter Drucker

AMAZON EMBRACES HTML FOR KINDLE

The ePub ebook standard has always been built on top of HTML. As has MOBI. But now, Amazon is taking it one step further with their [Kindle Format 8 standard](#), supporting HTML5-based formatting options.

This means that devices utilizing KF8 will [have a wider range](#) of image, font, and resolution options to choose from, making each eBook file more flexible.

<http://gizmo.do/oViUtI>

<http://bit.ly/u9rjLm>



OVERHEARD

A joke is a very serious thing.

--Winston Churchill

BEVERLY HILLS BOOK AWARDS

The 1st Annual Beverly Hills Book Awards™ is now accepting submissions for the 2012 contest year. The Beverly Hills Book Awards are open to all independent publishers and authors worldwide, including small press, self publishers and university presses. Print books published in 2009 thru 2012 are welcome to submit. The Beverly Hills Book Awards judges, experts in all phases of book production and publishing, evaluate many factors of the overall book; presentation, cover and interior design, title, sub title, back cover, and about the book. We celebrate books that represent overall excellence for each category.

The Beverly Hills Book Awards™ winners and finalists receive extensive media coverage and publicity.

Just as the Sundance Film Festival celebrates excellence in Indie films, the Beverly Hills Book Awards™ celebrates excellence in Indie books. We firmly believe in the idea that when more Indie books are created with excellence, it's good for the entire publishing industry.

Submissions are open from October 2011 – March 31, 2012. Winners and Finalists will be announced April 15, 2012.

<http://beverlyhillsbookawards.com/>

Brought to you by Ellen Reid of the National Indie Excellence Awards.

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



AMAZON THE PUBLISHER

Amazon.com has taught readers that they do not need bookstores. Now it is encouraging writers to cast aside their publishers.

Amazon will publish 122 books this fall in an array of genres, in both physical and ebook form. It is a striking acceleration of the retailer's new publishing program that will place Amazon squarely in competition with the New York houses that are also its most prominent suppliers.

<http://nyti.ms/qJ64ue>



Amazon is fashioning itself in the model of a traditional publishing company. There are currently six separate Amazon imprints: AmazonEncore, called the "flagship," focusing on "exceptional books and emerging authors;" AmazonCrossing, devoted to literature in translation; Thomas & Mercer, for mysteries and thrillers ("an exceptionally popular genre among Amazon customers"); Montlake Romance; 47North, with "a wide array of new novels and cult favorites;" and The Domino Project, for pamphlet-style books.

<http://bit.ly/pUsWxf>



Amazon is now selling more Kindle books than print books in both the U.S. and U.K.

IBPA'S INDEPENDENT GOES COLOR

Beginning with the November, 2011 issue, the Independent Book Publishers Association Independent will be printed in color.

Find out more about IBPA. Ask for a [sample newsletter](mailto:info@IBPA-online.org).
info@IBPA-online.org



OVERHEARD:

To be persuasive we must be believable;
to be believable we must be creditable;
to be creditable we must be truthful
--Edward R. Murrow, broadcaster, USA.



Dan Poynter's Global eBook Awards

GLOBAL EBOOK AWARDS FOR 2012

Imagine Your Ebook winning an award and:

- 📖 Putting an official "sticker" on your Ebook cover, website, Amazon page, and promotion materials.
- 📖 Getting buoyant feedback from judges with experience in your category of book.
- 📖 A free listing in *Publishing Poynters Marketplace* offering review copies for reviews in prestigious ebook dealers' sites such as Amazon.com, Barnes&Noble.com, and others.
- 📖 Being honored at an award ceremony in gorgeous Santa Barbara.
- 📖 Media coverage for your book and you.
- 📖 Winners and finalists will be listed on the official Global Ebook Awards site.
- 📖 Winners and finalists will receive Global Ebook Award certificates attesting to their honor.
- 📖 Winners will be announced to the media in news releases.
- 📖 Discounts on video trailers for YouTube, Amazon and your website.
- 📖 Discounts on other services for authors and publishers.

And much more...

To break out of the pack and rise above the noise, your ebook needs to get read. Readers have to read it, love it, and tell someone else. This is "word of mouth."

To be successful, fiction has to get read.

To be successful, nonfiction has to be brought to the attention of its category audience. The Global eBook Awards are designed to help you achieve these goals. The Awards are more than a "sticker" they come with a built-in publicity machine.

Accepting entries: Now.

Eligibility: eBook released anytime on or before March 11, 2012.

Application deadline: March 12, 2012 (midnight Pacific Time).

Award ceremony in beautiful Santa Barbara: Saturday, August 18, 2012.

This web site is not just about the Global eBook Awards. It is your resource for everything eBook.

Submitting your eBook for a Global Ebook Award is a publicity investment.

<http://globalebookawards.com/>

Video explanation: <http://www.youtube.com/watch?v=9yNa85sdA-A>

CPSIA PASSED—CHILDRENS BOOKS AFFECTED

The Consumer Product Safety Commission voted to approve the final testing and certification rules under the Consumer Product Safety Information Act of 2008. This has been one of the pieces still to be put into place intended to protect children 12 and under from lead and other hazards in all kinds of products, including some books.

The new rules primarily affect publishers of novelty children's books and book-plus sets; most ordinary children's books were excluded from the testing and certification provisions. However, publishers of ordinary children's books are still awaiting the CPSC's interpretation of the amendment.

<http://bit.ly/uWMOOu>



OVERHEARD

Publication—is the auction of the mind of man.
--Emily Dickinson

HOW APPLE WON THE EBOOK-PRICING WAR WITH AMAZON

The answer is revealed in the recent [biography of Jobs by Walter Isaacson](#). Buried in a section about the launch of the iPad is a juicy tidbit about how Jobs made an end run around Amazon to the publishers and basically forced Amazon to adopt a new policy in ebook pricing. <http://tnw.co/sIZDAg>



64% of college students in a global survey said that if forced to choose, they would opt for having an internet connection rather than a car and 40% said the internet is more important to them than dating, going out with friends, or listening to music.

→ **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



BE PASSIONATE

--Rick Frishman, publisher Morgan James Publishing
<http://www.MorganJamesPublishing.com>



1. Are you passionate about your topic, your book?

Your words are you. That's a huge investment in itself. You've got to love what you are creating. Really care for it. Do you? It's like the difference between your job and your work ... a job is a job, hopefully it pays the bills. But work? It's part of your fabric, who you are. And when you love your work, passion enters the scene.

2. Is being in control important to you?

If you want your book cover to look a certain way; the interiors to have a specific presentation style; the paper to look or feel a certain way; the fonts to be of a definite type; the editing to be done your way that allows feedback; and to make input into the marketing strategies, control is important. With traditional publishers, you become a royal pain in the tush. Others may not give you options as well.

3. Is it important that your topic gets published within the next 4 to 6 months?

If your book needs to be available within the year, the odds are that it won't happen with a traditional publisher. Normally, a book is published approximately 18 months after a publisher signs the author.

4. Do you have the time to commit to your book project?

Creating a successful book takes time—lots of it. It's not just the writing. It's the book production that takes time and then all the post production marketing, which can go on for many, many months. If you want to be successful, you've got to become myopic at times and prioritize in favor of your book.

5. Do you want your covers to look a certain way?

We know of few authors from the traditional publishing world that are enamored with their book covers. Cover control is like a parent withholding the family car keys from a teenager. It's Introduction 3 power—publishers, and their marketing departments, often have fixed ideas that are in cement when it comes to covers. We know, we've had our share that we sometimes wanted to put a brown wrapper on. When we started publishing our own books, we liked the covers. So should you.

6. Is it important to have a quality looking book?

One of our friends had a book published in 2009 with a major publisher and did a visual comparison with another book published with the same publisher in 1984. The difference was amazing. The quality of the paper in the new version was thinner—it displayed the ink print on the other side; the quality of the cover in the older book—it laid flat. The newer one was already morphing open. The book that was 25 years old was in better shape than the book hot off the press. If the quality of how your book looks, feels and holds up is important, traditional, as well as other publishing options, may not work for you.

7. Are you willing to make mistakes, and correct them?

Every author makes mistakes. Every author turned publisher makes them. Can you forgive yourself? Can you ID from where the error was generated? Can you self-correct and redirect yourself?

8. Do you have the financial resources to support your book, and you?

You have to decide whether you are a hobbyist or casual author publisher, or ready to dive in and publish-publish. As a hobbyist, you will go the print-on-demand (POD) route for minimal moneys (\$500 to \$1500). But, as a serious author-publisher, you must be ready to invest several thousand dollars. Editors, designers and printers all add up. However, if you are successful, you can make an excellent return. It all goes back to passion, time, commitment, strategy and marketing.

9. Are you willing to learn from the pros and educate yourself?

You need to develop publishing smarts. There are plenty of books and workshops out there to help you fast-forward your learning

curve. The more you learn, the fewer mistakes you will make. We come across self and independent publishers every day who have kissed off thousands of dollars by failing to educate themselves. This project is part of the investment: becoming publishing smart and getting involved.

The classic books include :

Self-Publishing Manual Vol 1 by Dan Poynter

Self-Publishing Manual, Vol 2 by Dan Poynter

1001 Ways to Market Your Book by John Kremer

Guerrilla Publicity by Jay Conrad Levinson , Rick Frishman and Jill Lublin

How to Make Real Money Selling Books by Brian Jud Guerrilla Marketing for Writers by

Jay Conrad Levinson, Rick Frishman, Michael Larsen and David Hancock

Networking Magic by Rick Frishman and Jill Lublin.

Join groups such as: IBPA (Independent Book Publishers Association at www.IBPA-online.org

Author U at www.AuthorU.org. Attend their conferences, Boot Camps and Author 101 University. at www.AuthorUniversity101.com and www.AuthorU.org.

For marketing, John Kremer hits a homerun with his Ten Million Eyeballs online events at www.TenMillionEyeballs.com.

Dan Poynter's newsletter, *Publishing Poynters* is also a must read at www.ParaPublishing.com

Brian Jud's Book Marketing Matters at www.BookMarketingWorks.com.

The bottom line: don't jump in without understanding what the process is all about. Otherwise, you will kiss off a lot of money correcting mistakes before getting it right.

MORE TIPS AT <http://www.rickfrishman.com>



OVERHEARD:

It is impossible to discourage the real writers—
They don't give a damn what you say,
They're going to write.
--Sinclair Lewis.

BOOK DESIGN: What Goes on the Copyright Page? Example and place to start.

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



The copyright page is the page that follows and prints on the back of your main title page and is where you display the legal part of your self published book. Be sure to check several books in your category and see what they are using on their copyright page and determine what is best for yours. And be sure to run it by a legal representative, what I list below are suggested beginning points.

Here is a sample of the basics of what your copyright page will contain:

Book Title

Book Sub-title

Author Name (don't use "by")

Copyright © 20 __ (publisher or author)

All rights reserved. Except as permitted under U.S. Copyright Act of 1976, no part of this publication may be reproduced, distributed, or transmitted in any form or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher.

Publishers address and contact information

Visit our website at www.xxxxxxxx.com.

Library of Congress Cataloging-in-Publication Data (if you have filed for this)

ISBN-10: 0-0000000-0-0

ISBN-13: 000-0-0000000-0-0

Printed in the United States of America

Book Design by (designer name)

Editor or photographer names etc.

First Edition: (date by month and year)

10 9 8 7 6 5 4 3 2 1

Other items you might include:

1. Disclaimer for legal purposes for coaches, doctors etc.
2. Special credits for use of quoted work or other...
3. Other forms of publication ISBNs. (CDs, paperback, hardcover, audio book, etc.)

Remember, do something every day toward your book, web-presence, product, service and promotion.

Karrie Ross, [Book Designer, Branding, Web-Presence, Coaching, Consulting Services](#)



OVERHEARD

My works are like water,
The works of great masters are like wine;
But everyone drinks water.
--Mark Twain.

WHEN APPROACHING THE MEDIA, THINK OF ONLY ONE THING:

Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630;
PamLontos@gmail.com; www.PamLontos.com



The media is thinking, "What's in it for me?"

They survive on advertising dollars. They have to constantly provide material that people want to read, watch or listen to. The bigger their audience, the more they can charge advertisers. Help their audience (readers or listeners) solve their problems or fill their needs. Know these key facts about your market: Age, sex, lifestyle, profession, problems, and needs. Once you've identified these points, address them when getting publicity for your book.



OVERHEARD

The muscles of writing are not so visible,
But they are just as powerful:
Determination, attention, curiosity, a passionate heart.
--Natalie Goldberg.

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

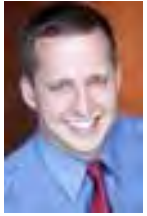
<http://www.pma-online.org/memben.cfm>

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



MEET UP WITH READERS ON MEETUP.COM

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



We are always spouting off about how pertinent it is to promote your book directly to your target audience. Here is one effective and easy way to do just that. MeetUp.com <http://www.meetup.com/> is an awesome online resource authors can use to reach out to potential readers. All it takes is creating a simple profile (it's free to join), and then researching groups in your area that might be interested in your book. For example, if you write science fiction, look for sci-fi specific book clubs. Speaking at the meet up, offering a special discounted price, or providing extra materials the group might find useful are all good ways to pitch yourself and your book. MeetUp.com can also come in handy when promoting an event, like a book signing, in a different city.



We're all in the same boat. Start rowing.
--Joe Konrath, Successful Author.

WORD TRIPPERS

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

Affect, effect – “Affect” is a verb meaning to change or influence. “Your quick action *affects* (influences) the outcome.” “Affect” is also a noun to mean feeling, emotion, or emotional response. “During his grief process, my client displayed an uncharacteristically flat *affect*.”

“Effect” is a verb meaning to bring about, to cause. “You can *effect* (bring about) a change easily.” “Effect” is also a noun meaning result or outcome. “The story has a desired *effect*.”



Pronunciation: "Affect" as a verb has the accent on the second syllable (**uh**-FECT), with the first syllable sounding like "uh"; "affect" as a noun places the accent on the first syllable (A -fect) with a sharper **the** "a" sounding like the vowel in "act." Using "effect" as a verb or noun, the accent is on the second syllable (eh-FECT or ee-FECT).



In 2011, 12% of U.S. adults owned an eReader device.

HOW REAL ESTATE DEVELOPERS CAN LAND A BOOK DEAL

By Jeff River, founder of www.HowtoWriteaQueryLetter.com

You've seen them on television and infomercials, with their high-pitched and hyper pitchmen; former real estate developers making more money than God selling their packages and books. Why not you, too? You certainly know more than they do. Perhaps you have an insider secret that few people know about. There's no reason why you can't have a mega-selling book deal just like them.



If you've ever dreamed of being an author, there is no better time than now. Why? Because right now, book publishers are anxious to acquire books from people with established credentials and experience.

The first step in getting a book deal is landing a literary agent. But how do you land one in the first place?

First, know that if you intend to write a nonfiction book, don't! That's right, if you want to write a how-to or memoir, anything nonfiction really, you only need to write a proposal. If you try to pitch an agent with an entire manuscript, 9 times out of 10, they won't read it. Instead, write the best book proposal you can.

Secondly, you need to demonstrate that you have a strong platform or built-in fan base of people ready to buy your book as soon as it hits the shelves. You can do this by starting a blog and proving that you have thousands of followers, with an opt-in mailing list, or maybe you are regularly in the media or are the president of an association with thousands of members you look to you for advice.

Third, you need to write a phenomenal query letter that is short and to the point and grabs the agent's attention. You can find some examples of query letters that worked by visiting: <http://howtowriteaqueryletter.com>

Follow these three steps and you'll be one step closer to winning that book deal you've always dreamed of.

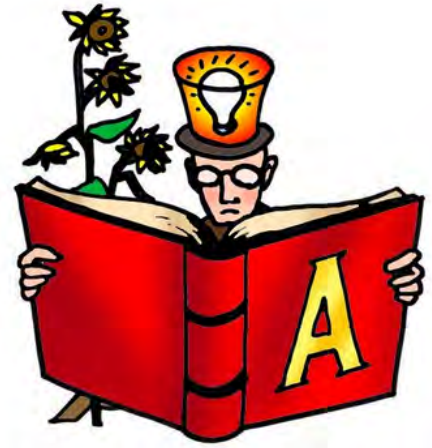
Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals

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

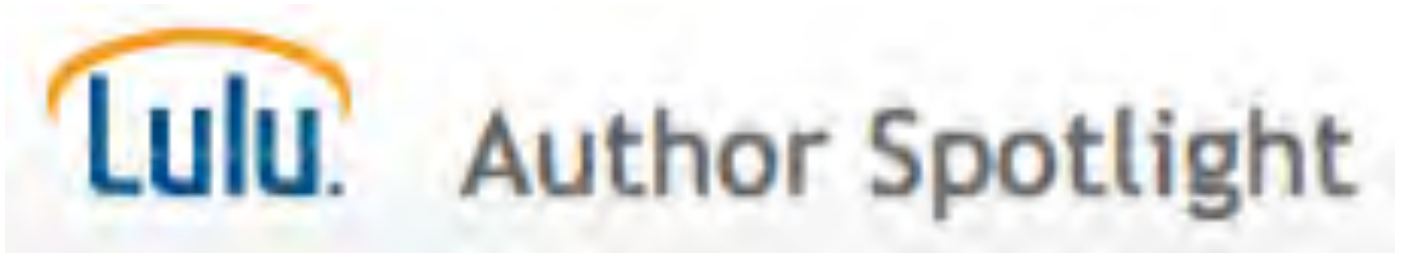
Do you regularly forward this newsletter to friends, family members, and associates?



ParaResources



DAN POYNTERS AUTHOR PAGE AT LULU



<http://bit.ly/pGCPQc>



OVERHEARD:

Never allow friends or acquaintances to edit a book when you are self-publishing. They only see subject matter, not the errors which need to be omitted. Also, they are prone to think of your friendship, not your ability as an author.

--Lois Barrett, Brick Hill Publishing.

INGRAM CONTENT GROUP VIDEO OVERVIEW

<http://bit.ly/pvcOIO>



OVERHEARD:

Happiness is inspiring your reading audience to believe in themselves.

--Barbara Gaughen Müller.

POCKET-SIZED BOOK BROCHURES

Imagine a pocket-sized card measuring 2.75 x 4.25 announcing and describing your book. Not a typical business card but a small brochure you can hand to people—and they can slip it into a pocket. A card that announcing your book or service, describes it and tells people where to get it.

These unique cards are the brainchild of author Dan Poynter and cover artist Robert Howard. Rough out what you want and Robert will design your cards, have them printed, and delivered directly to you.

Color both sides (4/4) on heavy 14 pt. gloss stock.

The cost is an unbelievably low \$200 for 2,500 gorgeous promotion cards plus shipping.

Robert Howard,
rhdesign@q.com, +1-970-225-0083



Para Promotion Program

<http://ParaPromotion.com>

<p>Discover the secrets of book promotion with Personal Guidance and proven, weekly project assignments.</p> <p>The Para Promotion Program is a series of book promotion projects the author can accomplish without leaving home. The weekly assignments show the author what to do to reach his or her audience.</p>	<p>Each assignment takes five to 120 minutes to complete. The program not only shows the author how to promote his or her current book, it is a crash course in book promotion that can be applied to future books.</p> <p>And authors who understand how to reach their audience tend to write books their readers want.</p>
---	---

Para Publishing LLC,
<http://ParaPromotion.com>, +1-805-968-7277
PO Box 8206, Santa Barbara, CA 93118-8206, USA

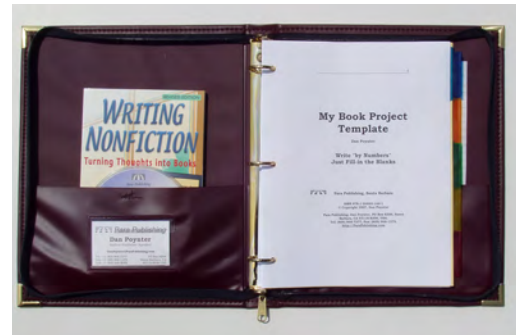


830 languages are spoken on the island of New Guinea. New York City is second with 800.

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

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged



and lose momentum.

Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.

Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at

<http://parapub.com/sites/para/information/writing.cfm#mbp>



Amazon sold 95,000 Kindle Fire color tablets on the first day,

CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.

The Independent Book Publishers 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://bit.ly/eE1DQo>



OVERHEARD:

Most people are mirrors, reflecting the moods and emotions of the times; few are windows, bringing light to bear on the dark corners where troubles fester. The whole purpose of education is to turn mirrors into windows.

--Sydney J. Harris

WHERE TO GET WHAT?

RECOMMENDED SUPPLIERS FROM DAN POYNTER

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site. <http://bit.ly/fpp9kC>



GET HELP WITH YOUR PROJECT

BOOK SHEPHERDS are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book Shepherds are:

Zip Code/ Country	Name	Email	Website
	Shel		
01035	Horowitz	shel@PrincipledProfit.com;	www.frugalmarketing.com
06001	Brian Jud	brianjud@bookmarketing.com;	www.bookmarketingworks.com
	Barbara		
07930	Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314	Mike Vezo	mvezo@mac.com;	HelpUPublish.com
	Bobbie		
30188	Christmas	bobbie@zebraeditor.com;	www.zebraeditor.com
	Janice		
45701	Phelps	authors@janicehelps.com;	www.janicehelps.com
68137	Lisa Pelto	lisa@conciergemarketing.com;	www.conciergemarketing.com
77041	Rita Mills	rita.mills@comcast.net;	http://www.bookconnectiononline.com
78704	Tanya Hall	tanya@greenleafbookgroup.com;	www.greenleafbookgroup.com
	Judith		
80015	Briles, PhD	judith@briles.com;	www.TheBookShepherd.com
	Linda		
85226	Radke	info@FiveStarPublications.com;	http://www.FiveStarPublications.com
	Ellen		
87505	Kleiner	blessingwy@aol.com;	www.blessingway.com
	Jacqueline		
89509	Simonds	jcsimonds@beaglebay.com;	www.beaglebay.com
90212	Ellen Reid	booksherp@mac.com;	www.booksherp.com
90245	Jan King	jan@janbking.com;	www.janbking.com
	Alan		
91304	Gadney	info@onebookpro.com;	www.onebookpro.com
	Lindee		
92111	Rochelle	Lindee@LRochelle.com	www.penchantforpenning.com
	Sharon		
92653	Goldinger	pplspeak@att.net;	www.detailsplease.com/peoplespeak
	Gail Kearns	Gail@topressandbeyond.com;	
93103	Gail Kearns	info@topressandbeyond.com;	www.topressandbeyond.com
94304	John Eggen	John@MissionMarketingMentors.com;	www.missionmarketingmentors.com
	Peter		
94801	Beren	peterberen@aol.com;	www.peterberen.com
	Cynthia		
95437	Frank	cynthia@cyprsshhouse.com;	www.cyprsshhouse.com
	Simon		
	Warwick-		
95476	Smith	Bunyip@vom.com;	www.warwickassociates.net
	Barbara		
	Florio		
Canada	Graham	BFG@SimonTeakettle.com;	www.SimonTeakettle.com
	Serena		
	Williamson		
Canada	Andrew	info@bookcoachpress.com;	www.bookcoachpress.com

Ph.D

Malaysia	Shum F.P.	shumfp@pd.jaring.my;	www.infopreneur-books-publishing.com
New Zealand/ Australia	Maria Carlton	maria@marukibooks.com;	www.marukibooks.com
Singapore	Patrick Ang	patrick.anglh@yahoo.com.sg;	www.bookmanna.com
South Africa	Val Waldeck	vwaldeck@telkomsa.net;	www.pilgrimpublications.biz
	Mindy Gibbins-		
UK	Klein	mindy@bookmidwife.com;	www.bookmidwife.com

The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.

Interview several to see what each one can do for you.

If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://parapublishing.com/sites/para/resources/supplier.cfm>



DC Comics plans to release 100 graphic novels in eVersions exclusively on the Amazon Kindle Fire.

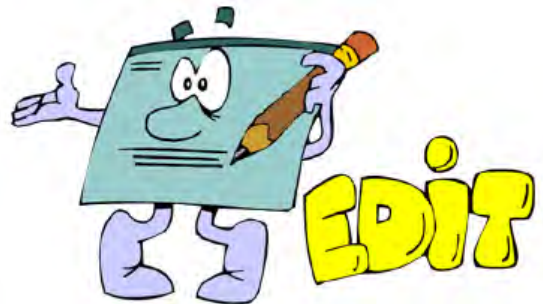
HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

Savvy authors use editors.

See the list at <http://bit.ly/ezge8d>

Interview several editors. Ask when they can do it, what they charge and if they have worked on your category of book.

You want someone who understands and loves the subject

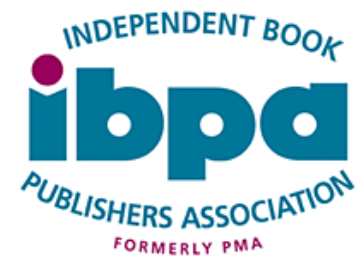


The Nielson Company reports that women are more likely to own an eReader than men. According to Nielsen, as of 2010, women controlled 61% of the eReader market.

EBOOK REALITY SHOW (AND TELL)

This IBPA Roundtable chronicles the ebook experiences of numerous publishers. Read what other publishers say.

<http://bit.ly/sVHPVP>



OVERHEARD

Writing is easy.

All you have to do is cross out the wrong words.

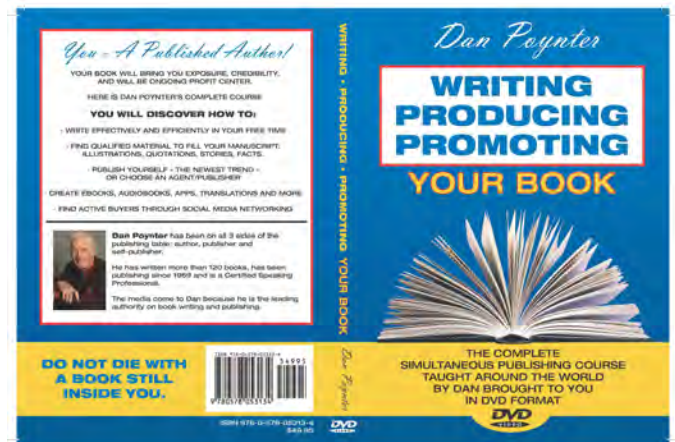
--Mark Twain.

PUBLISHING COURSE NOW ON DVD

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.

<http://www.amazon.com/Poynters-Writing-Producing-Promoting-Your/dp/0578056488/>

OVERHEARD:

To read is to translate, for no two persons' experiences are the same.

A bad reader is like a bad translator:

he interprets literally when he ought to paraphrase and paraphrases when he ought to interpret literally.

--W.H. Auden, poet (1907-1973)

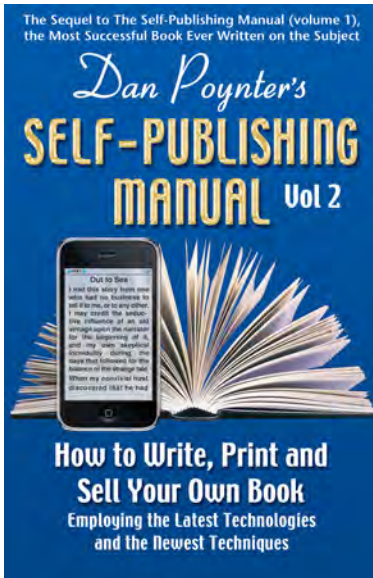


THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.

You will discover how easy it is to:



- 📖 *Build* your book rather than just *write* it—and copyright it in your name.
- 📖 Print a small quantity and keep a small inventory.
- 📖 Multipurpose your “book” into downloadable, CD, and eBook versions and others.
- 📖 Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.
- 📖 Bypass the publishers and go directly to a short-run book printer.
- 📖 Set up your own publishing company and take the tax breaks.
- 📖 Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
- 📖 Promote your book for virtually no costs via social media.

Available as an eBook in ten different formats. \$7.97

<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://amzn.to/f8eXO4>

Save 32%, now just \$10.17.



6,900 languages are spoken in the world.
Two are lost each month.

→**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



IGNORING BOOK AWARD DEADLINES

Don't wait until the deadline to enter.

There are advantages to entering book award programs well before their deadlines. Judges need time to read books. Judges are happier (and presumably nicer) when given time to read leisurely, than if they are rushed. Authors benefit when judges read on their regular reading schedule.



For example, The Global Ebook Awards is accepting entries up to March 12, 2012. Books entered months earlier will attract more judges—and the judging may be more considerate.

Judges are experts in their favorite category of book. They are bloggers, authors, publishers and publicists. They love to read, talk about, and write about just one genre or category. Once a book is entered into nomination, they read the book and often tell other about their new read.

Savvy authors submit their books well before the deadline. The sooner a book is entered, the more time the judges have to consider the book and to post reviews in their blog, on Amazon.com, etc.

See

<http://globalebookawards.com/>

**OVERHEARD**

It is with words as with sunbeams.
The more they are condensed,
The deeper they burn.
--Robert Southey

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

Enjoying this ezine?
Forwarded it to friends



ParaFreebies



FREE ILLUSTRATION RESOURCE



Flickr offers more than 200-million photographs from Creative Commons that can be use for book covers and book interiors.

Go to <http://www.flickr.com/search/advanced/>. Scroll down and check three boxes: "Only search within Creative Commons-licensed content," "Find content to use commercially," "Find content to modify, adapt, or build upon." Then search by keywords to find free images to use in your work.



OVERHEARD:

A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.
--Winston Churchill

SOCIAL MEDIA MAGAZINES

Each of these social media magazines will solve this problem by finding the best content available, wherever it currently resides (and in whatever format - written, audio/video), and make it easily accessible -- and USABLE for business people everywhere.
Free subscriptions

<http://socialmediamags.com/index.php>

FUTURE OF BOOKS.

Mercy Pilkington of Goodereader Interviews DanPoynter live at the Self-Publishing Book Expo in NYC.

<http://www.youtube.com/watch?v=301ldTPP59Y>



OVERHEARD:

I've never seen a worse situation than that of young writers in the United States. The publishing business in North America is so commercialized.
Manuel Puig

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

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.

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>



2011



CANADA. November 27-29. Toronto.

Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

2012



USA. February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

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

FRANCE. March 22-23, 2012. Paris (May be moved to Fall)
French Speakers Association annual convention (AFCP).
Annual convention.



<http://www.association-conferenciers.com/>

AUSTRALIA



March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI:

<http://www.NationalSpeakers.com.au/convention>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,

<http://bit.ly/gREshz>

HOLLAND/BELGIUM



April 19-21 Amsterdam, The Netherlands. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

SOUTH AFRICA. April 27-29 - Durban

Annual convention of the Professional Speakers Association of Southern Africa. FMI:



Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: nikki@psasouthernafrica.co.za Web:

<http://www.psasouthernafrica.co.za>

MALAYSIA. May 4-5



Malaysian Association of Professional Speakers (MAPS) convention.

http://www.maps.org.my/events_up.asp

SINGAPORE. May 8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.



<http://bit.ly/hz539k>

USA. June 5-7. Book Expo America, New York.

USA. July 14-17. Indianapolis.



NSA/US Convention.
Marriott Hotel.

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

GERMANY. GSA Sept 7-8, Düsseldorf
(GSA) convention at the Hilton hotel.



<http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

UNITED KINGDOM. October 4-7. 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://bit.ly/gREshz>

2013

USA. July 27-30. Philadelphia, PA.



NSA/US
Marriott Hotel, Downtown.

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

Convention.

CANADA.



December 8-12. Global Speakers Summit.
Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

2014

USA. June 29 – July 2. San Diego.



NSA/US

Convention.

Marriott Hotel & Marina.

Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

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



OVERHEARD

Finishing a book is just like you took a child out in the backyard and shot it.

-Truman Capote, author.

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

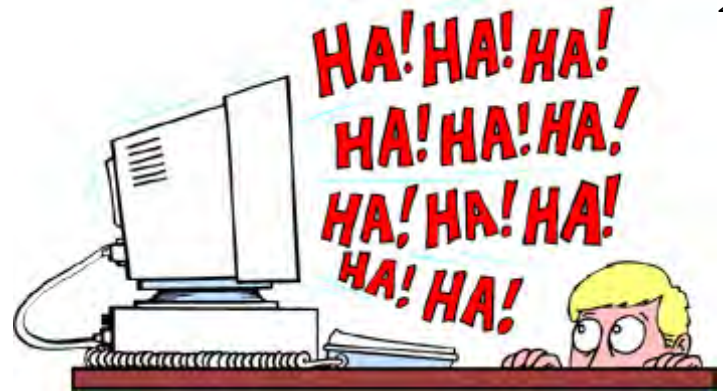


What are the brick-and-mortar bookstores doing to lure buyers through their doors?

--Dan Poynter, The Book Futurist.



ParaHumor



THE MAGAZINE AD

--Anu Garg

According to an old joke (perhaps a true story), there's this ad in a magazine:

Learn to write novels.
Easy-to-understand instructions.
Send \$20.

You send money to the given address and in return they send you a dictionary with the instructions:

"Some assembly required."

(Generic Smiley)

Publishing Poynters: The chronicle of the future of our business.



OVERHEARD

A writer — and, I believe, generally all persons — must think that whatever happens to him or her is a resource. All things have been given to us for a purpose, and an artist must feel this more intensely. All that happens to us, including our humiliations, our misfortunes, our embarrassments, all is given to us as raw material, as clay, so that we may shape our art.

--Jorge Luis Borges

=====

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

AFFILIATE PROGRAMS. Occasionally, I'm a compensated affiliate for some of the programs I tell you about. I only list people and programs I have checked out and believe in.

~~~~~  
Para Publishing LLC. 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)

