



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

- A. ParaNews (What's happening)
- B. ParaTips (Guidance/advice on specific issues)
- C. ParaResources (Sources of helpful information)
- D. ParaThoughts (Editorial)
- E. ParaFreebies (Giveaways)
- F. ParaCalendar (Dan may be coming to visit you)
- G. ParaHumor (We saved the fun for last)

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A. ParaNews



1. STATISTICS ON eREADER DOWNLOADS FOR PDAs & SMARTPHONES

Wattpad mobile usage continues to grow. Subscribers now come from 600 mobile operators in more than 160 countries with cumulative downloads of over 4 million. Although Java devices continue to be the most popular mobile eBook devices, the usage gap between Java devices and iPhone is shrinking.
<http://www.wattpad.com/metricsreport>

2. KINDLE NOW AVAILABLE TO THE REST OF THE WORLD FOR \$259.

http://www.amazon.com/gp/product/B0015T963C/ref=pe_31040_13479630_sv_kinc_0

3. APPLE LEAVING eBooks TO THE LITTLE PEOPLE

<http://www.businessinsider.com/apple-leaving-e-books-to-the-little-people-2009-10>

4. CANADA SUPPORTS PUBLISHERS

Book publishers in British Columbia had a government announcement to celebrate yesterday for a change, as Ottawa revealed details of where \$2.35-million in funding for the struggling industry will wind up.

The money - part of a funding announcement made last month - is meant to support production and promotion of books written by Canadians, industry-wide projects to increase the visibility of Canadian titles in the online marketplace, and internships in the publishing industry. The money comes from the Book Publishing Industry Development Program (BPIDP).

<http://www.theglobeandmail.com/news/national/publishers-cheer-ottawas-cash-injection/article1346667/>



5. AUTHORLINK.COM LAUNCHES NEW E-BOOK CONVERSION SERVICES for authors and small publishers, <http://www.authorlink.com/ebook-conversion>. Also see *Understanding the E-Book Marketplace, What Writers and Small Publishers Need to Know*, <http://www.authorlink.com/articles/item/736/Understanding-the-E-Book-Marketplace-What-Writers>.

6. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Calgary, Cologne/Köln, Columbus, Edmonton, Gold Coast, Indianapolis, Johannesburg, Lexington, London (UK), Los Angeles, Marlow, Midlands area, Montreal, New York, Orlando, Paris, Phoenix, Salt Lake City, San Francisco, Midlands, San Francisco, St Louis, Studio City, Tampa, Valley Forge, Washington, White Plains, Radio/Teleseminars/Webinars (everywhere). (MORE to be announced soon).



See the ParaCalendar on these content-filled seminars, below. See ALL the listings. Dan will visit some states/provinces/countries several times.

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

7. BOOK APPS OVERTAKE GAMES ON IPHONE

Books have become the most popular category of apps downloaded on the iPhone, overtaking games, according to a new research.

<http://www.telegraph.co.uk/technology/apple/6484962/Book-apps-overtake-games-on-iPhone.html>

It works in PR and it works in life- Only do business with people you like!

2. BE PREPARED

--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.



Prior to pitching an editor or writer, have all of your resources and materials readily accessible. Whether it is an article, biography or simply a headshot, have it on your desktop or in a recognizable file to send along. Having to play phone tag or follow up at a later time because you aren't prepared can highly discourage the writer or editor from working with you

3. "NEW AND USED" BOOKS ON AMAZON.COM

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



New publishers are frequently surprised and confused by the listings for "new and used" copies of their brand-new book on Amazon.com, eBay, and other sites. They are not stolen books or unreported sales. These online "virtual booksellers" are pulling title and inventory information from Ingram's electronic database feed, and they rarely have the books in their possession. They will order from Ingram when one of their customers orders the books from them, so the publisher still earns their royalties. If, however, you do believe an Amazon marketplace seller has listed an illegally reproduced or otherwise illegitimate copy of your work, contact your distributor or publisher (or Amazon, if you're working with them directly) so that they can address the issue.

4. BOOK DESIGN: PROMOTING YOUR BOOK WITH ARTICLES

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



How does one promote their book? "Persistence and determination" are the best ways.

I suggest you plan to do two or three things on an ongoing basis, you'll find this will eventually bring you the notoriety you are looking for.

Articles are one of the first and best ways for getting noticed.

The 5 Tip format is as follow:

1. create an outline - list several important points of relatedness from your book to current news and events
2. create a title that covers several keywords relating to the subject you've chosen
3. think about what is next for your audience to be interested in
4. take your list and explain 2-3 of the points in greater detail
5. determine what your audiences' desires are and write a little about how your book can help

People want more information, and if you offer them easy ways to get it, they will respond with interest.

No matter what your subject, writing articles will help you take the first step to promoting your book. Remember, do something every day toward your book and promotion.

5. WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com

Right, Rite – A “right” is a just claim, something that is due to a person or governmental body by law, tradition, or nature; the interest possessed by law or custom in some intangible thing, i.e. movie rights. A “rite” is a prescribed or customary form for conducting a religious or other solemn ceremony; any customary observance or practice. “The First Amendment grants people the *right* to conduct *rites* in the religion of their choice.”



6. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

7. PUSH YOURSELF TO CREATE A VERY DETAILED OUTLINE

Mindy Gibbins-Klein – The Book Midwife™ www.bookmidwife.com
 Author of *24 Carat Bold – The Standard for REAL Thought Leaders*



Most people do not outline their books well enough. They either don't know how or they don't want to go to the required effort to do it properly. Yes, it is very exciting to do the writing and see the book progress, but it will actually progress faster and more smoothly if you have created a good outline. My advice would be to go at least four levels deep with each point you are making in a chapter. That will get you to specific examples or exercises and ensure you don't leave any points hanging. In my experience, writers who invest the extra time up front on a detailed outline write their book in half the time. Their books also need less editing, saving even more time – and money, in many cases. Get help at the planning and outlining stage; it's much easier then getting editorial advice after the fact and having to redo or rearrange a lot of the content.

[More 24 Carat Bold Tips](#)

8. HOW TO MAKE THE PRESS INTERESTED IN YOU AND YOUR BOOK

--Michael Volkin is the author of the new book *Social Networking for Authors-Untapped Possibilities for Wealth*. Check out his book and book marketing services at www.SellaTonofBooks.com.

I can't believe the number of authors I hear on the radio that get stumped by questions the host asks about their own book. Here is a tip that will not only make you sound better on the radio, but will make it easy on the press to want to pick you to interview as opposed to the hundreds of other books all competing for air time.

Write about 12-15 questions you would like the radio show host to ask you while on the air. After the questions are written, copy them onto a separate document and write the answers to those questions. Now you have two documents, one with questions and one with questions and answers. The one with questions will go to the radio show host (or other press) and the one with the answers will be your copy to have on standby during the interview. On the document with questions, put in parenthesis after each question how long the answer will take. For example: How long did it take you to write the book (answer takes 1 minute 30 seconds). This will greatly help the radio show host know how long each answer should take and helps the producer know long the interview will last.



Picture 50 books on a producers table, 49 of them are just authors looking for an interview. The host will have to read the books, develop the questions and make a timeframe for the interview. The other one is yours, with a list of questions and an exact time frame of the interview length. You are doing the work for them and they are more than likely going to pick your book out of the bunch. To get some radio interviews right now, go to www.BlogTalkRadio.com and contact some of the hosts with your new list of questions and watch your book sales take off.

For more tips and tricks on how to sell a ton of books, go to Michael Volkin's new website SellaTonofBooks.com and purchase Social Networking for Authors-Untapped Possibilities for Wealth.

9. WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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



8. BACK COVER SALES COPY

-- Cathi Stevenson, <http://www.bookcoverexpress.com>

Resist the urge to put too much copy on the back of your book. If the text is too small, the lines to close together, or too long, it's difficult for people to read and they'll just move on to a more "user friendly" book. Try to keep your text at least 11 pt, with a 12pt or higher leading (the space between the lines) and don't exceed 70 character spaces per line.



9. A LOOK AT ONE AUTHOR'S SUCCESSFUL BOOK LAUNCH AND HOW SHE DID IT

--Susan Kendrick, Co-Founder of Write To Your Market, Inc, specializing in book cover branding, copywriting, marketing, and coaching
<http://www.WriteToYourMarket.com>

Advice for New Authors—Do These Six Things Now. Hit the Road Running!

Hear directly from Susan Berg about what she's been doing to not only successfully market her book, but how her book has helped her get speaking engagements, connect with the media, be invited as a featured guest on a



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://DanSentMe.com/sites/para/resources/allproducts.cfm>

2.



PSYCHOLOGY/SELF-HELP TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: psychology, self-help, wellness, women's issues, men's issues, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

REFERENCE/DIRECTORIES TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: Reference books, directories, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

BOOKS FOR REVIEW CATALOG MAILING

This catalog produced by PMA mails to 3,500 book reviewers at daily metro and weekly newspapers across the U.S. \$210 per title. Click here: http://www.ibpa-online.org/programs/coopcats_bfr.aspx

BOOKSTORE CATALOG MAILING

This catalog produced by IBPA mails to 3,500 independent bookstore and chain buyers across the U.S. \$230 per title. Click here: http://www.ibpa-online.org/programs/coopcats_bksllr.aspx

PUBLIC LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at public libraries. \$215 per flyer. Click here for details: <http://www.ibpa-online.org/programs/library.aspx>

PUBLIC LIBRARY ASSOCIATION (PLA) SHOW

Display your book(s) at this every-other-year show, which attracts public librarians and support staff. \$95 per title. This year's show will be in Portland, OR. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

BOOKEXPO AMERICA (BEA) SHOW

Get your own booth or display your book(s) at this annual show attracting everyone involved in the world of publishing. This is the largest show in the US each year and this year's show will take place in New York City. \$95 per title or \$3,500 per booth. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

AMERICAN LIBRARY ASSOCIATION (ALA) SHOW

Get your own booth or display your book(s) at this annual show attracting librarians from around the country. This is the annual show of the American Library Association and this year's show will take

place in Washington, DC. \$95 per title or \$2,200 per booth. Click here for more details.:

https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

3. ATTENTION: INSPIRATIONAL AUTHORS

New list recommends books that inspire readers to "reach for unreachable stars."

Check it out here:

<http://www.flashlightworthybooks.com/Don-Quixote-Realizing-Impossible-Dreams-Self-Help/533>

If you believe your book is on a par with the ones recommended, send a review copy to Hunt Henion, P.O. Box 1682, Eureka, MT 59917 OR a PDF e-book to hunt@eurekadsl.net (send whichever book format shows best). Books that are acceptable for the list will also get the review copied to Amazon and 20 "Don Q Point of View seals of approval"

<http://i875.photobucket.com/albums/ab313/hunthenion/SealofApproval.jpg> with more available for a nominal charge.

--Hunt Henion

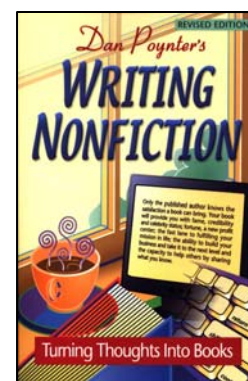
4. WRITING NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. Just \$7.97. See

<https://www.smashwords.com/books/view/2722>

Your book will bring you fame, credibility and celebrity status; fortune, a new profit center; the fast lane to fulfilling your mission in life; the ability to build your business and take it to the next level and the capacity to help others by sharing what you know. This New Model will accelerate your book writing, producing, selling and promoting.

Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?



Imagine being a published author

Writing Nonfiction: Turning Thoughts into Books.

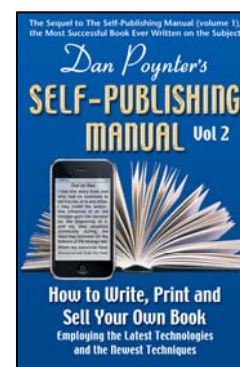
You can also get this \$14.95 paper book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

5. 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.

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

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

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

Save 32%, now just \$10.17.

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

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I dare you to forward this ezine to writers and publishers.

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D. ParaThoughts



THE BOOK INDUSTRY IS CHANGING

Some things we like and others we don't.
Our worries and complaints will not affect the outcome.

“We can't direct the wind but we can trim our sails.”

What we must do is try to figure where the industry is going and attempt to get out in front.

There will always be a market for the specialized types of books that most small publishers publish. That being said, we must realize that eyeballs are moving from print to online. And we must accept that the future of merchandise sales will be with the online stores.

Let us continue to follow the news, collect statistics, and reinvent our companies.

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

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Please Copy\Paste this newsletter into your email program and then send it to your colleagues in publishing. They will appreciate you.

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E. ParaFreebies

1. USE BLOGGING TO PROMOTE WRITING

Carolyn Howard-Johnson and Phyllis Zimbler Miller have a f.ree blogging chapter to help fiction writers use blogging to promote their writing. The chapter is available at www.FictionMarketing.com

2. DISCOUNT "COUPONS" FROM AMAZON, B&N AND OTHER BOOK OUTLETS

<http://www.couponwolf.com/Books---Mags-Coupon/index.html>

3. HELP PUBLISHERS FIND YOU

Many authors choose to self-publish hoping it will pave the way to a larger contract with a mainstream publisher, but until now there hasn't been an effective method to make this transition. The Publetariat Vault is a searchable database that brings self-publishing authors and mainstream publishers and content producers together. Authors in The Vault list their books, their current sales/download data, reviews, synopsis, excerpt, as well as other important data publishers have requested.

Peter Cox of the Litopia writer community and Redhammer Management, has offered to provide negotiation services for any Vault members who receive an offer and don't already have representation.

Christchurch on 22 October, Singapore on 28 October, and Shanghai on November 1. Then

November 9. UTRECHT. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, victor@acquirol.nl

November 12. LONDON, UK. "Turning Experts into Published Authors" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, mindy@bookmidwife.com, www.bookmidwife.com/november10, <http://www.BookMidwife.com>.

November 13-15. LONDON (area). Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November 18. SALT LAKE CITY. NSA/Mountain West. Fmi: Brad Barton, brad@BradBartonSpeaks.com, 801-392-4088.

November 19. PHOENIX. Arizona Book Publishers Association. FMI: Gwen Henson, (480) 777-9250. Gwen@AZBookPub.com, <http://www.azbookpub.com>

November 19-22. PHOENIX. National Speakers Association (NSA/US) Fall Conference. Arizona Grand Resort. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

December 6-8. CALGARY. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

December 12. TAMPA. Interactive Self-Publishing Workshop with Dan Poynter and others. See the video description and details at http://selfpublishingmarketing.com/Events_Announcements.html

December 16. STUDIO CITY. Book Publicists of Southern California. Dan Poynter to speak on the future of the book publishing industry. Annual Holiday program. Sportsman's Lodge, 12825 Ventura Blvd, Studio City, CA. 5:30 PM. Reservations required. Fmi: Irwin Zucker, 323-461-3921, IrwinZuckerPR@AOL.com, <http://www.BookPublicists.org>.

2010

January 10. COLUMBUS, OH. Turning Speeches into Books. The full New Book Model Program. National Speakers Association, Ohio Chapter. Crowne Plaza Hotel, 33 E. Nationwide Boulevard, Columbus, Ohio 43215. FMI: 866-900-6446, lauralee@nsaohio.com <http://www.nsaohio.com/calendar/>

January 23. EDMONTON. Canadian Association of Professional Speakers (CAPS), Edmonton chapter. Fmi: Charmaine Hammond, 1-780-464-3828, charmaine@HammondGroup.biz, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=325>

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](http://www.marriott.com/nashville). Location phone: +1-615-889-9300. Fmi: http://www.nsaspeaker.org/nsa_events/default.asp

February 12-14. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, Sfwriterscon@aol.com, <http://www.sfwriters.org/>

February 20. St LOUIS. NSA/St Louis chapter. Dan Poynter on *Turning Speeches into Books*. Fmi: Lethia Owens, +1-636-244-5041, lethia@lethiaowens.com, <http://www.nsastlouis.org/>

March 13 & 14. AMSTERDAM. PSA/HOLLAND. Tentatively scheduled for Amsterdam. <http://www.psaholland.org/>

April 23-25. AUSTRALIA. <http://www.nationalspeakers.asn.au/index.html>

April 30-May 2. JOHANNESBURG. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114 admin@psasouthernafrica.co.za, <http://www.psasouthernafrica.co.za>

May 8. WASHINGTON, DC. Turning Speeches into Books. The full New Book Model Program. DC Speakers Association. Fmi: Cheree Warwick, (703) 489-4589, cheree@TheProfitPartner.com, http://www.nsadc.org/meetings_events/eventcalendar.asp

May 12. TELECONFERENCE. The Self-Publishers Online Conference. Dan Poynter gives the opening keynote on the book industry. Hosted by Susan Daffron. <http://www.selfpublishersonlineconference.com/>

May 25-27. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](http://www.mynsa.org/EVENTS/FullCalendar.aspx). Location Phone: +1-407-239-4200 <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

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

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

October 19-22. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP) <http://www.association-conferenciers.com/>

November 12-14. UNITED KINGDOM. Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

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

- . Downing the lid will stop your dog's sequence of drink/lick-you.
- . A plastic garbage bag will only open from the other end.
- . After any self-assembly, parts will remain.
- . Skill will be seen as management ability, causing disastrous promotions.
- . The crucial memo in the outbasket will snag on an adjacent paper clip and go to file.
- . On successive charts of an organization, the number of boxes will not decrease.
- . Managers consider subordinates' premonitions mainly in the post-mortems.
- . Unless controlled, work will flow to the competent until they submerge.
- . Progress will lag in areas where the highest overtime rates lie waiting.
- . Your career will unfold as a series of miscalculations, not all yours.
- . Along most dotted lines, the perforations will prove stronger than the paper.
- . Your future will depend upon having the courage of your misconceptions.

(Generic Smiley)

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The Small Print

YOU ARE RECEIVING this F-R-E-E newsletter on book writing, publishing and promoting because you are on Dan Poynter's 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.

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

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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP).  
Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
PO Box 8206, Santa Barbara, CA 93118-8206 USA. 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)