



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

ParaNews (What's happening)

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THE GLOBAL EBOOK AWARDS



The judges have spoken and the scores are in. A gala awards ceremony was held in Santa Barbara on August 20. See the winners at

<http://awardsforebooks.com/awards-ceremony-2011/>



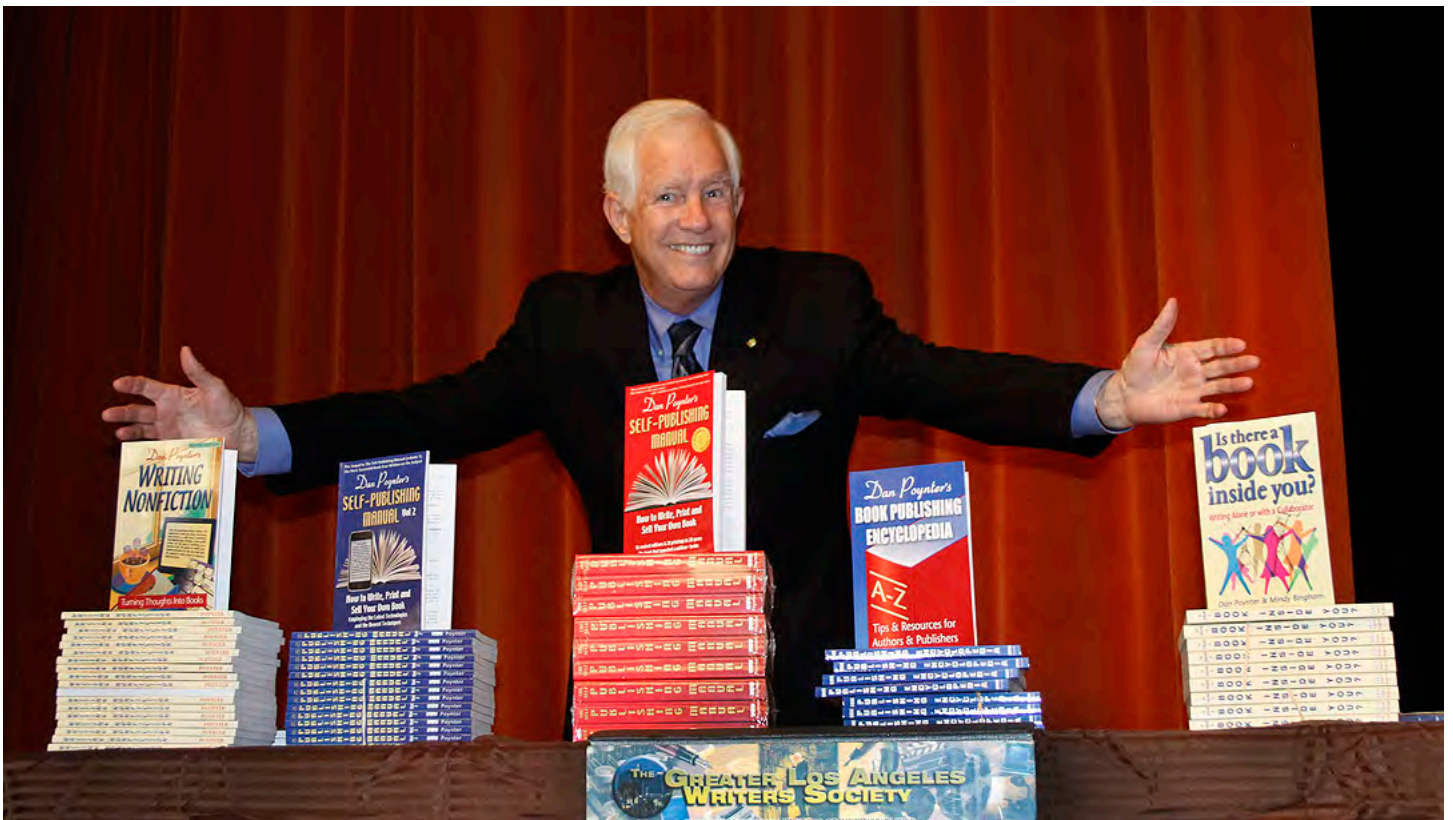


GLOBAL EBOOK AWARDS PHOTOS. SEE

<http://www.facebook.com/media/set/?set=a.10150273139711360.330831.362662376359&type=1>

or

<http://on.fb.me/oykjsR>



Dan Poynter and some of his books

Book Futurist and Industry Thought Leader

<http://parapub.com/sites/para/resources/allproducts.cfm>

Last Call

MASTERS

Creating Book Marketing Ideas that Soar



THE MASTERS OF BOOK MARKETING COMING TO ST LOUIS

Hosted by the St Louis Publishers Association.

Save these dates to meet with Dan Poynter, Judith Briles and Brian Jud.

Are you selling all the books you would like to?

Would you like to take your sales to their highest level?

If you answered yes, then September 30th and October 1st should be blocked on your calendar. Dan Poynter, Judith Briles and Brian Jud are coming to St. Louis – location TBD. The Three Masters of Book Marketing and Publishing will give you everything you need to know to make a big difference in your sales. Special discount for SLPA members!

September 30th -- Optional dinner with the Masters ... starts at 6.30 pm: personal coaching with Brian, Judith & Dan

October 1st -- It's a long day ... bring your computer. See the agenda at <http://mastersofbookmarketing.com/agenda/>
<http://tinyurl.com/6gwuqyq>
<http://slpa.memberlodge.com/>



OVERHEARD:

What are the last ten books you bought, and what made you buy them? Use those techniques to sell your books to other people. Do what works on you.

--Joe Konrath, Successful Author.

THE MOST DOWNLOADED FREE EBOOK APPS

<http://bit.ly/qsDIQq>

THE 25 MOST DOWNLOADED EBOOKS ON PROJECT GUTENBERG

Project Gutenberg is a free open source website that provides thousands of ebooks that are available in a multitude of formats. Some of the most popular ones include EPUB, HTML and the basic TXT file.



Here are the first ten of the 25:

- The Kama Sutra of Vatsyayana by Vatsyayana (25732)
- The Adventures of Sherlock Holmes by Sir Arthur Conan Doyle (18298)
- Pride and Prejudice by Jane Austen (15090)
- The Best American Humorous Short Stories (13854)
- Alice's Adventures in Wonderland by Lewis Carroll (12106)
- Ulysses by James Joyce (11361)
- How to Analyze People on Sight by Elsie Lincoln Benedict & Ralph Paine Benedict (11248)
- Adventures of Huckleberry Finn by Mark Twain (11063)
- The Art of War by Sunzi (10303)
- Secret Adversary by Agatha Christie (9228)

<http://bit.ly/qUPUbg>



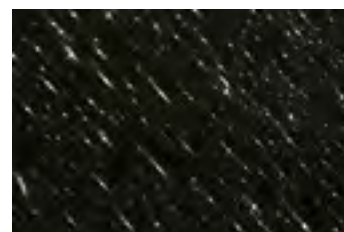
OVERHEARD:

Bad salespeople only know how to sell one thing – low prices.

-- Mark Hunter, USA.

SOUND EFFECTS BEING ADDED TO EBOOKS

It may surprise bookworms, but apparently masterpieces such as Jane Eyre are lacking a certain something – sound effects. In one example, a description of rain lashing against a window in a Sherlock Holmes story will be 'enhanced' with matching noises. There is huge support for the development, which is hoped, will make books more interesting and even spark young people's interest in literature.



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

<http://bit.ly/p3tXBA>

<http://bit.ly/nOGKzc>

<http://bit.ly/q4caTo>

**OVERHEARD:**

Brick & Mortar bookstores serve as a 'book showroom' for the roughly 10% of U.S. adults who buy ebooks.

--Simba Information.

→ **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



BOOKS ARE SOLD ON CONSIGNMENT

--Rick Frishman, publisher Morgan James Publishing

<http://www.MorganJamesPublishing.com>



If the bookstore sells them - the publishing house get paid money
If the bookstore doesn't sell them- they can return all the books
If is ok to hold the books for several months and then send them back

Archaic? You bet. And still, the vast majority of New York houses embrace the model; and authors scramble to enter into these medieval contracts for the "prestige" of being "under contract." Authors literally give their rights and souls away for the "honor" of being published by a "real" publisher. Here's the truth: it's very, very difficult to get a deal that has any bones to it today. For every Tim Ferris breakout (The Four-Hour Work Week), there are 10,000 wannabes that have books fall on their written faces. Unless you, dear author, land in the top five percent, your big time publishing experience will most likely be one big time let down, sucking wind. Deals are hard to come by; every major publisher is downsizing and editors are downright fearful. We suggest you breathe deeply and consider your options.

The New Big Four

Is there hope? Is there an out? Could there be a better way to get published? Absolutely, and we are here to show you why and how.

More and more authors are opting to go solo, creating their own publishing houses. Why—simply this: It's about quality; it's about timing; it's about control; and it's about money.

The quality of the books published by mainstream publishers has changed. Paper is thinner; interior designs are iffy; and editing is so-so. The reality is, today's savvy author can create a better product, make money, and have a good time in the process. And not gasp for air.

Authors want input on how their books look and what they say. With a traditional publisher, cherished titles morph; and decisions about how the book will "look" are made without the authors input or OK. Control flies out the window.

Messages and timing are always critical—unless a book has been "fast- tracked" by a

publishing house ... meaning it's being pushed to get out

What's What in Publishing Today ... 19

within a few months—expect a book to be published 18 months after it's accepted by the publisher. Eighteen months is a long time—when you want your message out now. Your hot idea could be obsolete by the time your printed word appears. Here today, gone tomorrow.

Finally, the money issue can be shocking. Traditional publishers pay between 10 and 15 percent royalties on the net or retail price of the book— it's all in the contract—contracts after the year 2000, leaned toward the net number. Why is that important? Simply this—the average non-fiction book sells less than 6,500 copies. At the end of 2009, reports coming from New York indicated that overall sales for mid-list books (not the Jim Collins, Tim Ferris type of books) were in the 3,000 to 4,000 range. This won't seed your retirement nest egg.

Indeed. The old days, are, well, old. Dinosaurian. The new model of author, as publisher, has birthed. And we think it's a very, very good thing.

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



Some 21 percent of reading group members are now reading all or most of their selections on ereaders, up from 11 percent in 2009, according to a Reading Group Choices survey.

BOOK DESIGN: Using Your Website For Promotion... Do You Have a Website?

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



Don't forget to put up a website.

I know, you're thinking "... of course I'll have a website!"
BUT

- Will that site be working for you... or will you be working for it?
- Will you be able to maintain the site yourself...or need to hire someone to maintain it?
- Will it have bells and whistles that are supposed to make it easy to use or will it be easy to use?
- Will you offer your book for sale either by your own fulfillment or send them to Amazon to purchase?
- Be sure your sell copy is selling your benefits. Is it easy? Is it obvious?

- Will you blog about your subject?
- Will you be sure to use keywords and other SEO tactics for the search engines to like your site?
- Will it be interesting?

Just because a website is a given, a norm...understood... doesn't mean it will work for you...so be sure you work for it in the beginning and give it the life you want for you, your book and your stories and it will eventually be working for you.

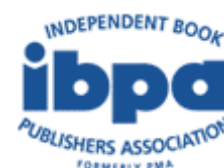
Remember, *do something every day toward your book, web-presence, product, service and promotion.*

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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



ADDITION OF EBOOK BEST-SELLER LIST TO THE *NEW YORK TIMES* BEGS THE QUESTION: How Do You Sell Ebooks?

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



With the introduction of the *NYT* best-seller list for ebooks <http://www.nytimes.com/best-sellers-books/e-book-nonfiction/list.html>, electronically published authors now have to ask the same question as their printed counterparts: how do I effectively market and sell my ebook?

At least for right now, the answer seems to be somewhat similar to how it's done for print books—write often, release often, and build a following. And while the *Times* may seem like the holy grail, best-seller lists certainly aren't the only measure of success. A perfect example of this is Amanda Hocking

http://www.usatoday.com/life/books/news/2011-02-09-ebooks09_ST_N.htm, a wildly successful ebook author, who credits Facebook, Twitter, and the popularity of the young adult genre with her runaway sales.

With ebooks, as with print books, it's imperative to foster a relationship with your readers and potential readers in order to get the word out about your work. Spend time with your audience, keeping an eye out for new ways to grow your online platform through social media and new technology. As an ebook author, you probably won't meet your readers face-to-face at a book signing, but that doesn't make your relationship with them any less important.

One last piece of advice: read. Read other ebooks, read blogs by successful ebook

authors <http://jakonrath.blogspot.com/2011/01/guest-post-by-robin-sullivan.html> . Stay informed, stay current, and don't stop learning. If you have any tips that have worked for you and your ebook, please let us know! Send us a message at blog@greenleafbookgroup.com.

WORD TRIPPERS

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

CHILDISH, CHILDLIKE

When adults are "childish" they behave immaturely or foolishly; when they're "childlike" they behave with the wonder, creativity, and innocence of a child.

"Their complaints about the service sounded *childish* given the overcrowded conditions at the restaurant."

"The team's *childlike* approach to brainstorming gave us many creative ideas."



OVERHEARD:

Writers are the lunatic fringe of publishing.

--Judith Rossner

HOW NOT TO WRITE A QUERY LETTER: COMPARING YOUR BOOK TO A MEGA BESTSELLER

By Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

One of the biggest mistakes I see writer do is calling their book the next *Harry Potter*. Never, ever, compare your book to a huge top seller. Doing this makes you look like an amateur to the agent and actually turns the agent off on your work. Often times, once a book becomes as famous as *Harry Potter* or *Twilight*, for example, the industry gets oversaturated with authors sending in their wizarding world or vampire books. No agent wants to represent a book like that because they know the chances of it being a success is slim to none.

A better approach to take is comparing your writing style, rather than your book as a whole. For example, you can tell the agent in



your query letter than the style of the book is like JK Rowling meets Toni Morrison. This is more likely to peak the interest of the agent than hearing that your book is the next *Harry Potter*. They hear stuff like that all the time and are sick of it. It doesn't make you stand out and it doesn't get them interested in you enough to request a manuscript.

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With more than 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.

MASTERING SOCIAL MEDIA ETIQUETTE

We all spend a lot of time online. It seems that we fill every waking moment on one social-media site or another. These social-media sites are like the 21st-century town square, so you need to behave accordingly. Here are 20 suggestions.

1. Have a real picture of yourself as a profile pic. I need to know what you look like. It's only fair. If your Facebook photo includes a picture of your significant other, I know that you are seriously codependent. If it is a picture of your baby, I know I'll have very little to say to you at a dinner party. Also, offer me a few options. If all of your pictures are from the same angle, I know that you are ugly and have figured out that one angle that makes you look less ugly.

For 19 more, see
<http://bit.ly/pneeMT>



OVERHEARD:

To write what is worth publishing, to find honest people to publish it, and get sensible people to read it, are the three great difficulties in being an author.

--Charles Caleb Colton

BEFORE YOU GO TO PRESS

Spelling and Grammar Matter

-- Kathleen Valentine at Parlez-Moi Press, <http://www.parlezmoipress.com/>

Independent Publishers and Ebooks

The e-book revolution has made e-book publishing simple – maybe too simple judging by some of the dreadful books being published. All I can say is that at this point in the ebook industry “caveat emptor” – buyer beware.



Parlez-Moi Press
Gloucester, Massachusetts

If you have a book that you are considering publishing as an ebook go to Smashwords.com and download their style book – it's free. Format your book

according to their guidelines and then upload it to their distiller. They have the absolutely coolest technology imaginable for automatically converting your book (provided you format it correctly) to every device on the market from Kindle to Nook to Sony to plain old HTML. You can begin selling immediately and some writers use this as a no-investment way to test out new books.

The advantage to using Smashwords is it is free, it lets you test out your book before going to press, and it provides you with everything you need to know about specifications. **The disadvantages** are if your book is badly edited or badly written you run the risk of racking up some bad reviews which don't go away – ever.



OVERHEARD:

Digital is the future for the publishing industry in general while print will become a smaller part of the overall business.

--Jerry D. Simmons

RADIO INTERVIEW TIPS

Checklist for Your Best On-Air Performance

--Bill Frank, KKZZ AM 1400 - Positive Talk Radio, (805) 469-1526, wafj56@gmail.com

Before the Show Begins

- Eliminate possible distractions such as call waiting, pets, children, and mobile phones
- Consider "dressing up" even for phone interviews. You'll feel better and it'll show
- Determine how many books you're willing to give away on the air. Consider offering a discount to buyers if they purchase from your website immediately after the interview. If you give away books, it benefits only one or two listeners. If you discount books, it benefits all listeners
- Assure the host you'll do everything possible to give a great interview. Make sure it will be OK to give people a phone number where they can order the book.



During the Show

- Do **not** turn the talk show into a nonstop commercial for your book. The host will quickly stop the interview if you do
- Consider yourself as a co-host of the show. Make sure your energy and enthusiasm are up. Find ways to take control of the interview without seeming obvious about doing so
- Be loose, relaxed and willing to laugh at yourself
- Start with a story that dramatically sets up the problem or larger issue your book addresses

- Make the audience feel the problem before you prescribe the cure. People don't want to buy a book, they want a solution to their problem.
- Hit people's emotional hot buttons: fear of loss, fear of pain, the desire for gain or the desire for pleasure
- Only make strong promises or seemingly outrageous claims if you can back them up
- If you don't know the answer to a question, say you don't know and deflect the question to something you do know. For example, "I don't know the answer to that, but I *can* tell you..." Never lie.
- Stand up during the interview, whenever possible. It helps you project. Remember to smile. It shows in your voice
- Let listeners know in advance that you'll be giving out a contact phone number
- Use a landline telephone. Cordless or mobile phones may produce static or interference
- Address the host by name. Write down the names of the host and co-hosts prior to the interview
- Address the *callers* by name. Jot down the name of the call when s/he calls in
- Share how you struggled with the problem so the listeners can relate to you
- Give your contact information out at least once in the middle of the interview and again at the end

After the Show

- Confirm with the producer or host that your interview met their listeners needs
- Send a thank-you note. Let the host and producer know you are available if they ever need a last minute guest
- Call the producer one month later and ask if s/he wants to do something again in the future
- Ask the producer or host for a testimonial, if appropriate
- Ask for a recording of the show in advance. Confirm your shipping address for the package



OVERHEARD:

To read a book, to think it over, and to write out notes is a useful exercise; a book which will not repay some hard thought is not worth publishing.

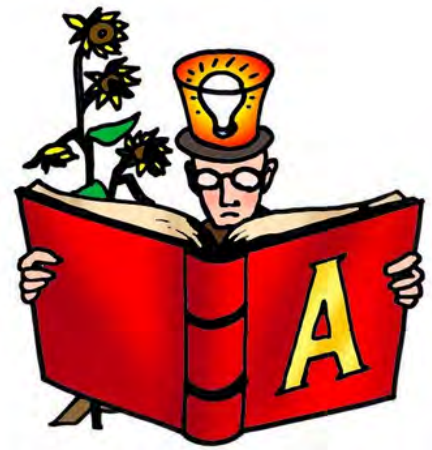
--Maria Mitchell

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

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



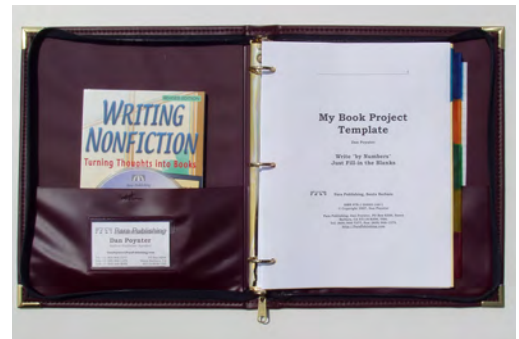
ParaResources



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

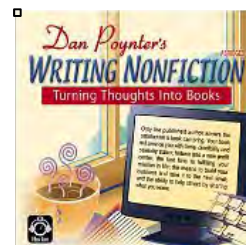
<http://parapub.com/sites/para/information/writing.cfm#mbp>



if you own a Nook you can take it into a Barnes & Noble retail store and connect to the store's Wi-Fi. You can then sample any of the store's available ebooks. When you leave the store, the book disappears from your Nook unless you decide to buy it.

WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAXf>



CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC. The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See <http://bit.ly/eE1DQo>



OVERHEARD:

If it weren't for received ideas, the publishing industry wouldn't have any ideas at all.

--Donald E. Westlake

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>



Overheard:

When an old person dies,
A library vanishes.

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 Barbara	brianjud@bookmarketing.com;	www.bookmarketingworks.com
07930	Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314	Mike Vezo Bobbie	mvezo@mac.com;	HelpUPublish.com
30188	Christmas Janice	bobbie@zebraeditor.com;	www.zebraeditor.com
45701	Phelps	authors@janicephelps.com;	www.janicephelps.com
68137	Lisa Pelto	lisa@conciernemarketing.com;	www.conciernemarketing.com
77041	Rita Mills	rita.mills@comcast.net;	http://www.bookconnectiononline.com
78704	Tanya Hall Judith	tanya@greenleafbookgroup.com;	www.greenleafbookgroup.com
80015	Briles, PhD Linda	judith@briles.com;	www.TheBookShepherd.com
85226	Radke Ellen	info@FiveStarPublications.com;	http://www.FiveStarPublications.com
87505	Kleiner Jacqueline	blessingwy@aol.com;	www.blessingway.com
89509	Simonds	jcsimonds@beaglebay.com;	www.beaglebay.com
90212	Ellen Reid	booksherp@mac.com;	www.booksherp.com
90245	Jan King Alan	jan@janbking.com;	www.janbking.com
91304	Gadney Lindee	info@onebookpro.com;	www.onebookpro.com
92111	Rochelle Sharon	Lindee@LRochelle.com	www.penantforpenning.com
92653	Goldinger	pplspeak@att.net; Gail@topressandbeyond.com;	www.detailsplease.com/peoplespeak
93103	Gail Kearns	info@topressandbeyond.com;	www.topressandbeyond.com
94304	John Eggen Peter	John@MissionMarketingMentors.com;	www.missionmarketingmentors.com
94801	Beren Cynthia	peterberen@aol.com;	www.peterberen.com
95437	Frank Simon	cynthia@cypresshouse.com;	www.cypresshouse.com
95476	Warwick- Smith Barbara Florio	Bunyip@vom.com;	www.warwickassociates.net
Canada	Graham Serena Williamson Andrew	BFG@SimonTeakettle.com;	www.SimonTeakettle.com
Canada	Ph.D	info@bookcoachpress.com;	www.bookcoachpress.com www.infopreneur-books- publishing.com
Malaysia	Shum F.P.	shumfp@pd.jaring.my;	
New Zealand/	Maria		
Australia	Carlton	maria@marukibooks.com;	www.marukibooks.com
Singapore	Patrick Ang	patrick.anglh@yahoo.com.sg;	www.bookmanna.com
South Africa	Val Waldeck Mindy Gibbins-	vwaldeck@telkomsa.net;	www.pilgrimpublications.biz
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>



OVERHEARD:

"Act as if what you do makes a difference. It does."
--William James

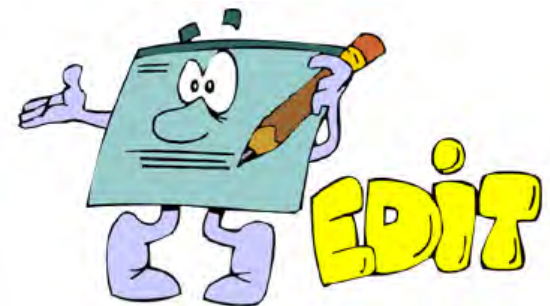
HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

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



OVERHEARD:

Fame is only good for one thing - they will cash your check in a small town.
--Truman Capote

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/>



PUBLISHING COURSE NOW ON DVD

You - A Published Author!

YOUR BOOK WILL BRING YOU EXPOSURE, CREDIBILITY, AND WILL BE ONGOING PROFIT CENTER.

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- FIND QUALIFIED MATERIAL TO FILL YOUR MANUSCRIPT: ILLUSTRATIONS, QUOTATIONS, STORIES, FACTS.
- PUBLISH YOURSELF - THE NEWEST TREND - OR CHOOSE AN AGENT/PUBLISHER
- CREATE EBOOKS, AUDIOBOOKS, APPS, TRANSLATIONS AND MORE
- FIND ACTIVE BUYERS THROUGH SOCIAL MEDIA NETWORKING

Dan Poynter has been on all 3 sides of the publishing table: author, publisher and self-publisher.

He has written more than 120 books, has been publishing since 1969 and is a Certified Speaking Professional.

The media come to Dan because he is the leading authority on book writing and publishing.

DO NOT DIE WITH A BOOK STILL INSIDE YOU.

ISBN 978-0-578-05313-4
9 780578 053134 54995

ISBN 978-0-578-05313-4
\$49.95

THE COMPLETE SIMULTANEOUS PUBLISHING COURSE TAUGHT AROUND THE WORLD BY DAN BROUGHT TO YOU IN DVD FORMAT

DVD VIDEO

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:

Writing is a way of talking without being overheard.
--Jules Renard.



FOLLOW DAN POYNTER ON TWITTER

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



OVERHEARD:

If you're not in love with the sound of your own voice, how can you expect anyone else to ever be?

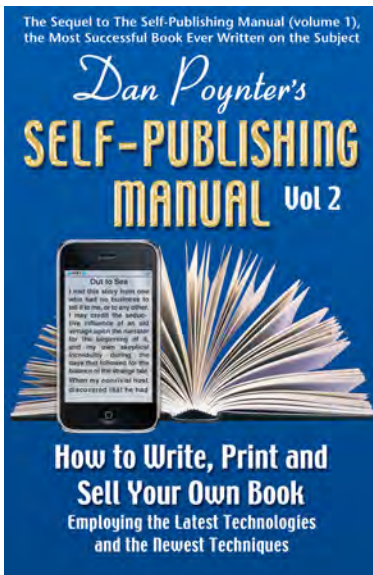
--Joe Konrath, Successful Author.

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While writing my first 90 books, I was magazine editor, publisher, book publisher, executive, etc., so I was established in publishing. three of my seven or so books were biographies of sports stars and really opened doors for me in that area.

--Jerry B. Jenkins

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**OVERHEARD:**

A joke is a very serious thing.

--Winston Churchill

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--Jeffrey Gitomer, USA.

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2011

GERMANY. GSA Sept 9-10, München/Munich.
(GSA) convention at the Hilton hotel.



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

USA. September 23. National Skydiving Museum, Hall of Fame dinner. Historic Terminal A lobby, Ronald Reagan Washington National Airport, (DCA). FMI: Nancy Kemble, nKemble@SkydivingMuseum.org, +1-540-604-9745.

USA. October 1. St Louis.

Masters of Book Marketing: Judith Briles, Brian Jud and Dan Poynter.
Hosted by the St Louis Publishers Association.



For details, see www.MastersOfBookMarketing.com <http://slpa.memberlodge.com/>



UNITED KINGDOM. October 7-8. Coventry, Midlands.
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>



USA. October 22. NEW YORK. Self-Publishing Book Expo. Fmi: Diane Mancher, +1-212-353-3478 (bus), +1-917-971-4929 (mobile).
<http://www.SelfPubBookExpo.com>



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



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>

HOLLAND/BELGIUM



March 31- April 1???. GHENT, Belgium. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
<http://bit.ly/gREshz>

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>

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

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>

Convention.



OVERHEARD:

“Writing is a solitary endeavor, but not a lonely one. When you write, your world is populated by the characters you invent and you feel those people filling your lives.”

--Danielle Steel

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



ParaHumor



FLAX SNACKS

--John L. Gann, Jr.

There's a new healthy snack food on the market made from flax seeds.

Flax snacks?

Yes, and they're so popular you see their ebony-colored containers piled up in the stores.

Stacks of black packs of flax snacks?

You can even find them at the old sidewalk newsstands.

Those shacks have racks of packs of flax snacks?

Yes, but retailers are worried that a proposed special tax may hurt sales.

Who enacts a tax on flax snacks?

Well, it hasn't been approved yet because Maxwell Sachs, the tax commissioner, hasn't pushed it.

So Max Sachs has been lax on the tax on flax snacks?

Yes, and he's been sharply criticized for his inaction.

Attacks on Max for letting the tax on flax snacks slip through the cracks?

Well, it's said that flunkies on his staff sabotaged measures to approve the tax because they didn't want the work of administering it.

So in fact it was the acts of slacker hacks working for Max?

But even though they tried to conceal what they had done, Max has come to their defense.

Despite the flack, Max backs those hacks who covered their tracks? The whole pack should get the axe!

Well, those are the facts.



OVERHEARD:

A man is not finished when he is defeated. He is finished when he quits.

--Richard M. Nixon

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

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