



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)
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- G. **ParaHumor** (We saved the fun for last)

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A. ParaNews

1. **WHAT'S WRONG WITH TRADITIONAL PUBLISHING**
--Jason Epstein



The financial crisis is only the proximate cause of the book publishing industry's difficulties. The deeper cause is structural and its symptoms have been visible, though largely unacknowledged, for years.

<http://www.thedailybeast.com/blogs-and-stories/2009-01-08/an-autopsy-of-the-book-business/>

2. AMAZON ANNOUNCES AUTHOR STORE

Pages are devoted to all of an author's Works. Each Author Store includes a bibliography, and can include a biography, author photo, and discussion board.

<http://www.publishersweekly.com/article/CA6625547.html>

<http://www.amazon.com/gp/feature.html?ie=UTF8&docId=1000286411>



3. FAULTY INSTRUCTIONS PROMPT RECALL OF ELECTRICAL WIRING HOW-TO-BOOKS BY THE TAUNTON PRESS; SHOCK HAZARD TO CONSUMERS

<http://www.cpsc.gov/cpscpub/prerel/prhtml09/09078.html>

Generally, courts have held that plaintiff's cannot rely on a book.

—A bookstore was not held liable for the contents of a cookbook where some ingredients were poisonous.

—An investor who lost money relying on the advice in a financial publication.

—A diet book where the plaintiff followed the diet religiously and suffered from malnutrition.

—A cookbook that failed to warn the reader to punch a hole in the top of the condensed milk can before heating it up on the stove.

—A body surfer was injured in Hawaii and sued the publisher for not warning that the beach was dangerous.

—A student who was injured treating herself with a constipation remedy prescribed in a nursing textbook.

—A boy who shot himself after reading a story about guns in *Boy's Life*.

—A Planned Parenthood pamphlet with an error on contraception.

According to Mark Warda (attorney turned publisher) of Sphinx Publishing, the rationale for these decisions is that if a publisher had to verify everything written in its books, no one could afford to be a publisher.

However, in some cases, courts have sided with the plaintiff:

—A publisher was held liable for a defective aviation map that led to a plane crash.

—*Soldier of Fortune* magazine was held liable for publishing an ad for a hit man, which resulted in a murder.

4. ARE PUBLISHERS STILL ACQUIRING BOOKS? THE ANSWER IS YES

according to agent Alan Rinzler.

<http://www.alanrinzler.com/blog/2008/12/31/are-publishers-still-acquiring-books-the-answer-is-yes/>

5. IF THE IPOD HAD A 9" SCREEN WOULD IT PROMOTE OR THREATEN THE KINDLE?

Many people are happily reading eBooks on their iPods and iPhones now. Apple might come out a larger iPod this year.

<http://www.teleread.org/blog/2008/12/31/ipod-tablet-with-7-or-9-inch-screen-in-the-fall-here-we-go-again-e-book-lovers-true-rumor/>

6. BORDERS GETS NEW CEO

<http://www.borders.com/online/store/PartnerSiteMediaRelationsView>

6A. SOME EMPLOYEES UNHAPPY

Insider's report.

<http://community.livejournal.com/iworkatborders>

7. IS YAHOO SPYING ON YOU?

--Alan Canton, ACanton@Adams-Blake.net

Some say "web Beacon" uses cookies to track the site you visit.

http://www.preemptivekarma.com/archives/2006/01/is_yahoo_spying.html

8. THE MOST SEARCHED BOOK GENRES OF 2008

What do people want to read?

- Emma Ward, eward@bookhitch.com, <http://www.BookHitch.com>

Romance, Fiction, and Science Fiction hold same top spots for two years straight. This year architecture books made an appearance in our top ten, knocking poetry books out of the top ten and down to number 13.

Bookhitch Index: Most Searched Genres of 2008:

1. Romance
2. Fiction
3. Science Fiction
4. Medical

5. Children's
6. Religion
7. Travel
8. Architecture
9. Education
10. Cooking
11. Psychology
12. History
13. Poetry
14. Art
15. Business and Economics
16. Biography and Autobiography
17. Foreign Language Study
18. Reference (General)
19. Photography

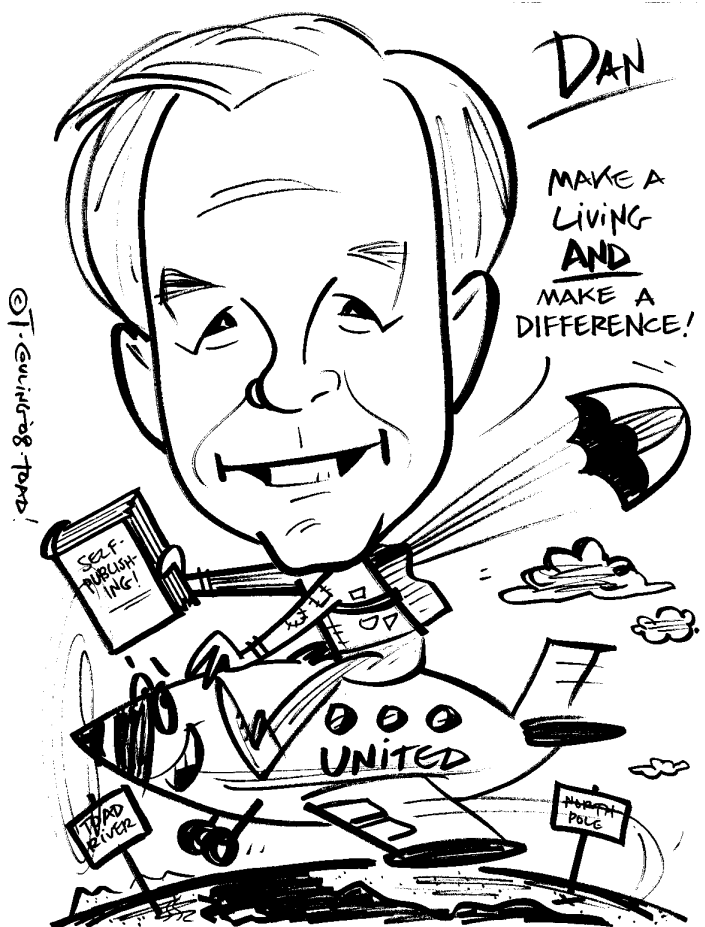
Bookhitch had over 2 million hits in 2008, an increase from 1.2 million in 2007 and has worked with more than 1,000 participating organizations to list their books.

9. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Anaheim, Antwerp, Atlanta, Bloemfontein, Calgary, Cape Town, Kuala Lumpur, Las Vegas, London (ON), London (UK), Los Angeles, Mannheim, Marietta, Marquette, Miami, Minneapolis, Missoula, Nashville, New York, Orlando, Paris, Pewaukee, Phoenix, Pittsburgh, Reno, San Francisco, Singapore, Smyrna, Sydney, Tampa, Valley Forge, Vancouver, Washington, 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>



10. CLERGYMAN CRITICIZES PUBLISHERS OF A CHILDREN'S DICTIONARY FOR REMOVING WORDS ASSOCIATED WITH RELIGION AND HISTORY.

The book published by Oxford University Press will no longer contain the words aisle, bishop, empire, monarch, willow, moss, fern, abbey, altar, chapel, monastery, monk, nun, minister, parish, pew, psalm, pulpit, saint, sin, devil, vicar, carol, cracker, holly, ivy, mistletoe, dwarf, elf and goblin.

<http://www.telegraph.co.uk/news/newstoppers/religion/4162078/Cleric-condemns-Oxford-dictionary-for-replacing-monarch-with-celebrity.html>

11. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

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

12. AUTHOR SOLUTIONS BUYS XLIBRIS.

http://www.ibj.com/html/detail_page.asp?content=28775

<http://southernreviewofbooks.blogspot.com/>

13. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

DanPoynter@ParaPublishing.com

Your address book may show

dpoynter@impulse.net or another old address.

Please make the change now.

14. 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.

To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

15. APPLE SAYS IT'S GOING TO ABOLISH DRM FOR MOST OF ITS 8 MILLION SONGS.

What are the implications for eBooks?

http://www.salon.com/tech/htww/2009/01/06/record_companies_surrender/index.html

16. BOOK SALES FLAT IN 2008

Unit book sales were virtually flat in 2008, slipping 0.2%, to 756.1 million units, according to Nielsen BookScan which tracks about 70% of all book sales.

<http://email.publishersweekly.com/cgi-bin2/DM/y/hA00OPtH0ZxX0Doqg0EF&rid=>

17. eBook READING INCREASES IN 2008

OverDrive reported that it registered approximately 5.3 million checkouts of digital material from the 8,500 libraries that used its service in 2008, a 76% increase over the 3 million checkouts in 2007.

<http://www.publishersweekly.com/article/CA6626593.html?nid=2286&source=title&rid=>

18. BOWKER AND NIELSEN NAMED ISTC REGISTRARS

The International ISTC Agency has named Bowker and Nielsen Book as the registration agencies that are authorized to assign ISTCs (International Standard Text Code) on behalf of publishers, authors and content owners.

<http://www.publishersweekly.com/article/CA6626404.html?nid=2286&source=title&rid=>

19. SMASHWORDS

Smashwords is a free platform for publishing electronic eBooks that would never go out of print and always be available for browsing via the Web. Authors and publishers can send the .doc file of their book to Smashwords for conversion into several formats and posting the eBooks for sale.

http://www.siliconvalley.com/news/ci_11409483?nclick_check=1

20. FICTION READING INCREASES FOR ADULTS

http://www.nytimes.com/2009/01/12/books/12reading.html?_r=2&scp=3&sq=fiction&st=cse

21. SALES INCREASE FOR SECOND-HAND BOOKS

<http://www.telegraph.co.uk/culture/books/4208828/Second-hand-book-sales-up.html>

22. LIBRARY USAGE IS UP

In tough times, area branches report higher circulation figures

http://www.tonawanda-news.com/thetonawandas/local_story_013004157.html?keyword=topstory

23. CHILDREN'S BOOKS MUST BE TESTED FOR LEAD

--Marie Rippel

The last issue of *Publishing Poynters*, mentioned CPSIA which necessitates the testing of children's books for lead. This is a critical issue, which affects publishers.

In our case, we are a small publisher with five titles, all curriculum for use with children. Because the act applies retroactively, our current inventory may need to be destroyed because testing would be cost prohibitive (our inventory represents 8 print runs, and each title and print run needs to be tested separately by an independent agency). Even more unbelievable, because of the short lead time, our two printers do not have testing lined up, so we are not able to get new certified inventory.

R.R. Donnelly wrote a letter to the government (attached), and the letter verifies that books must be tested even though books historically do not contain lead (<http://rrd.com/cpsia>).

Could you please send out an alert to all of your subscribers, encouraging them to contact their state representatives and senators?
<http://www.usa.gov/Contact/Elected.shtml>

This is a very important issue, and unless we make our voices heard, many of us will be out of business as of February 10.

>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

NOW, SIT DOWN AND WRITE SOMETHING

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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.

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B. ParaTips



1. YOU ARE ALWAYS " ON"

--Rick Frishman--Founder of Planned TV Arts, <http://www.plannedtvarts.com>



When you arrive at a TV station to do an interview- remember you are being sized up the minute you get there. Don't wait to be energetic, and passionate till you get on the air. The receptionist is checking you out the minute you walk in the door. the interns and producers are too. Be nice to everyone. give them your book, ask if you can help them in any way. This is also true when you do a phone interview- You are "on" the minute you pick up the phone- not just when you go on the air. And as we just learned

from Rev. Jackson- remember your mike is always on. Don't say anything unless you want the whole world to know it!

Get more tips at <http://www.rickfrishman.com>

2. ARE YOU LOST IN THE SHUFFLE?

-- 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.



Stand out with great pitches. Every day editors and producers are bombarded with stacks and stacks of books and press kits, so make yours stand out and fit their topic. Be unique in your approach to get noticed. Rather than talk about yourself and your credentials in your pitch, tell the editor, reporter or producer how you can increase their ratings. Tell them how you can give information to solve the problems of their readers or audience. Talk about their show and their audience because that is what they're interested in. Think about how to adjust your topic to fit into these shows and publications.

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

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



4. BOOK DESIGN: PHOTO SCANS FOR THE INTERIOR OF THE BOOK

--- Karrie Ross 310-397-3408 <http://www.BookCoverDesigner.com>
covers@KarrieRoss.com



I can't encourage you enough to contact a knowledgeable professional if you are planning on having one or hundreds of photo/illustration images on the inside of your book. There are so many "if's" involved and the wrong road could cost not only money but quality in the end product. Be sure that your images are scanned at least 300 dpi, color or grayscale (color can be converted to B&W), jpg, or preferably tiff and at least 5'x7' in size. Do not scan already printed images unless that is the only image available and then you might want to invest in a service to do it for you; 72dpi images won't work unless they begin as a large file in size ie: 22" so when they are downsized to 5x7 & 300dpi the quality will still be there; don't scan directly into MS Word, the printer needs individual digital files. Remember, keep doing something everyday for the design and promotion of your book.

5. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES?

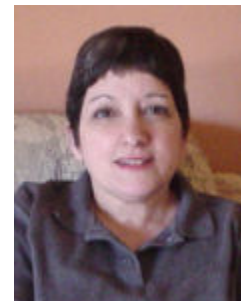
The book trade is only interested in new books. Special-interest magazines are concerned on the value of the (nonfiction) information. Of course, it is best to send out

review copies as soon as the books arrive from the printer but it is never too late as long as the book is not out of date. For a list of special-interest magazines, see <http://parapublishing.com/sites/para/resources/maillist.cfm>

6. CHOOSING THE RIGHT DESIGNER

--Michele DeFilippo, www.1106design.com

To find a designer, it's useful, first of all, to review the websites of various designers to determine the styles you like and those you don't. However, don't reject a designer if the samples aren't in the same genre as your book. Look for the underlying design skill, which a competent designer can apply to any topic. Second, ask your friends if they know a skilled designer. Third, attend local publishing group meetings, where you have the opportunity to meet several designers. Chances are, if you like each other in a social setting, you'll be successful working together as well.



When you have identified a few designers whose work you like, describe your project in detail in writing and ask them for a quote. Designers who ask a lot of questions are probably more experienced than those who ask few or no questions. Also, make sure that you will own the rights to the cover design, as well as any licensed images that may be used when the project is complete.

Pay attention to how long it takes the designer to respond to your request for a quote. Slow response times may mean slow service times later. Most of all, avoid designers who are impatient with your questions. Design is a service business, and you're entitled to a reasonable amount of the designer's time as the project proceeds.

When comparing designer quotes, be sure to ask how many concepts the designer will present for the price quoted. In the "good old days," it was standard procedure to offer multiple concepts. Now, many designers offer just one concept and revise from there. This takes less time, of course, but it won't give you an opportunity to decide which approach is more eye-catching.

One final note: when a designer follows up with you after sending you a quote, please don't ignore his or her communication. Even if you chose another vendor, the unsuccessful bidder can learn from your reasons to adjust their business practices accordingly.

7. WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com

Exacerbate, exasperate – To "exacerbate" is to increase the severity, bitterness, or violence of something. To "exasperate" is to irritate, extremely annoy someone, provoke to a high degree. "By trying to fix the sink himself, he only *exacerbated* the problem and *exasperated* his



wife before he finally called a plumber.”

8. 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>

9. TWEETING TWITTER

--Meryl K. Evans of meryl.net

Stay on top of twitter conversations either by creating keyword subscriptions at twilert.com (Google Alert for Twitter) or searching at search.twitter.com. Suggestions for keywords: competitor names, industry topics, and people and companies you'd like to learn from. Better yet, create a twitter account and follow reporters, writers, journalists, and industry experts. Don't just follow. Be sure to respond to other tweets with intelligent comments instead of "I agree" or "Thanks for the follow."



Meryl K. Evans, Content Maven for Hire, Writing :: Editing :: Research.

Web site: <http://www.meryl.net/>, Twitter: <http://www.twitter.com/merylkevans>

10. EXPECTING ROYALTIES FROM FOREIGN RIGHTS?

Many countries will withhold taxes unless you send them a Form from the IRS showing that you pay taxes in the U.S. Send for IRS Form 6166/8802.

<http://www.irs.gov/businesses/small/international/article/0,,id=122559,00.html>

Search for 6166. And <http://www.irs.gov/pub/irs-pdf/f8802.pdf>

11. AWARD DEADLINE FOR INDEPENDENT AUTHORS COMING UP!

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



The entry deadline for the Eric Hoffer Award for Independent Books, established to recognize excellence in independent publishing, is January 21, 2009. Categories include business, art, general and commercial fiction, children's, and health, among others. Winners will be announced for each category. A grand prize of \$1,500 will also be awarded. The awards are open to academic, independent, and small press books that were released or copyrighted in the last two years. Judges include authors, editors, agents, publishers, artists, and health and business professionals. Find entry details, read previous contest coverage, and view past winners and press releases at HofferAward.com <<http://www.HofferAward.com/>> .

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

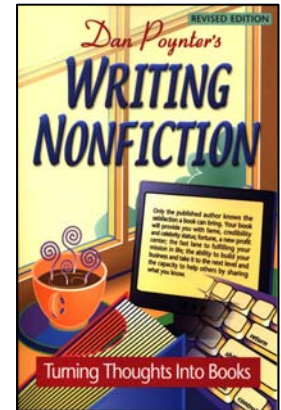
Winners and finalists will receive National Media & Industry exposure!
 All winners and finalists are eligible for the new 2009 Editors Choice Prizes!
 Please visit www.indieexcellence.com for a list of categories, and submission information.

3. IMAGINE BEING A PUBLISHED AUTHOR

Writing Nonfiction: Turning Thoughts into Books.

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?



You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.
<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

4. GET HELP WITH YOUR PROJECT

BOOK SHEPHERDS are a particular kind of consultant. 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. 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:



Alan Gadney, OneBookPro@aol.com
 Barbara Florio Graham (Canada), simon@storm.ca
 Barbara Kimmel, barbara@nextdecade.com
 Bob Goodman, rg@silvercat.com
 Bobbie Christmas, bobbie@zebraeditor.com
 Brian Jud, iMarketBooks@aol.com
 Cynthia Frank, Cynthia@CypressHouse.com
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 Mary Embree, maryembree@sbcglobal.net
 Mike Vezo, mvezo@mac.com
 Mindy Gibbins-Klein (UK), info@bookmidwife.com
 Patrick Ang (Singapore), PatAngLH@singnet.com.sg
 Rita Mills, rmills@ghg.net
 Serena Williamson Andrew Ph.D (Canada), sw@serenawilliamson.com
 Sharon Goldinger, pplspeak@norcov.com;
 Shel Horowitz, shel@frugalfun.com
 Shum F.P. (Malaysia), shumfp@pd.jaring.my
 Simon Warwick-Smith, sws@vom.com
 Sylvia Hemmerly, PubProf@TampaBay.rr.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>

5. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.
 Each has been recently updated. See <http://dansentme.com/sites/para/resources/allproducts.cfm>

- [602](#) Interviews, How Authors Get On Radio & TV
- [603](#) Book Printing. At the Best Price
- [604](#) How to Price Your Book
- [605](#) Locating the Right Distributor
- [606](#) Publishing Fiction & Poetry
- [607](#) Publishing Contract: Author-Publisher
- [608](#) Your Publication Date
- [609](#) Blurbs For Your Books, Testimonials, endorsements & quotations
- [610](#) Children's Books, Resources for Writing, Producing and Promoting Juveniles
- [611](#) Newsletter Publishing; A Resource Guide
- [612](#) Bestsellers, What They Are & How To Make Them



- [613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food
- [614](#) Selling Books Through The Gift Trade
- [615](#) pBooks to eBooks, Creating Digital Reading
- [616](#) Travel Books, Resources for Writing, Producing & Promoting Guidebooks
- [617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking
- [618](#) Religious Books
- [619](#) Write It Once - Sell it Forever, How to Update Your Books
- [620](#) Your Book Writing & Publishing Calendar
- [622](#) Cooperative Book Promotion
- [623](#) Questions and Answers on Book Publishing
- [624](#) How to Set up & Run a Successful Book Publishing Business
- [625](#) Selling Books to Catalogs
- [626](#) Raising Money to Publish Books
- [628](#) Canadian Book Publishing
- [629](#) Making The Web Pay
- [630](#) Selecting a Book Title That Sells.
- [631](#) Covers That Sell Books
- [632](#) Bookshelf, Selling Books From Other Publishers
- [633](#) Beyond Remainders
- [634](#) Selling Books In The United States
- [635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products
- [636](#) Insurance for Publishers; Protecting Your Book Company
- [637](#) Selling Books To The Military Market
- [638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)
- [639](#) Autograph Parties & Signing Books
- [640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing
- [641](#) Merchant Status: Credit Cards for Publishers
- [642](#) Large Print Books: Making your Work Easier to Read.

6. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See

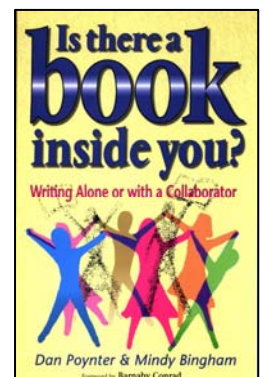
<http://parapublishing.com/sites/para/resources/allproducts.cfm>

7. WRITING YOUR BOOK WITH A COLLABORATOR

You can be the author without being the writer. Dan Poynter gives you permission to work with a co-author, editor or ghostwriter.

But, if you hire out the writing portion of your book, come to an understanding with your collaborator before either of you writes one word. The risk is that one of the parties will feel that he or she is doing the majority of the work. The result is that the project screeches to a halt while an argument ensues.

Is There a Book Inside You?: Writing Alone or with a Collaborator



supplies a responsibility chart and a contract. Don't lose momentum on your book project.

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

<http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

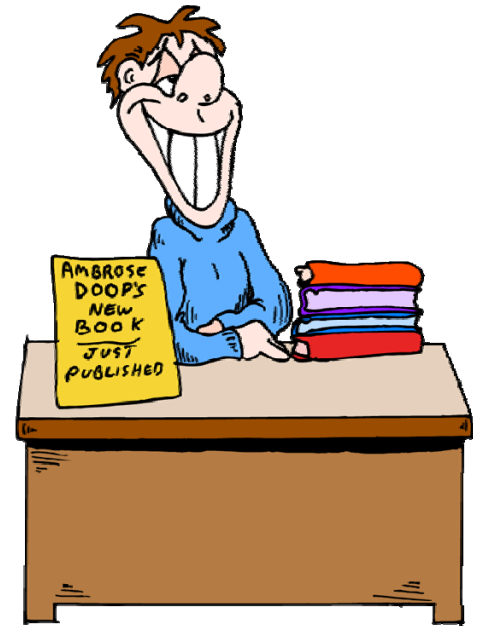
8. WHERE TO SEND REVIEW COPIES AND NEWS RELEASES.

Advertising space is expensive. Editorial space is free. Use these lists to send review copies to magazines, newsletters, ezines, special contacts, and newspapers with subject-specific and book review columns. Review copies and news releases are your least expensive and most effective form of book promotion. For a current list of magazines and counts, see

<http://parapublishing.com/sites/para/resources/maillist.cfm>

Here is a partial list to show you what is available:

- 20 Accounting magazines
- 33 Advertising magazines
- 47 African American magazines
- 4 Almanacs
- 16 Native American magazines
- 29 Antique magazines
- 28 Architecture magazines
- 342 Arts/literary/poetry
- 110 Automobile magazines
- 290 Aviation magazines (73 foreign)
- 29 Banking magazines
- 28 Boats/boating magazines
- 48 Building/Construction/Home
- 12 Home-business magazines
- 761 Business Magazines (62 foreign)
- 170 Magazines for children
- 65 Book, etc., columnists.
- 264 Computer/Web Magazines and n/l
- 7 Consulting magazines
- 328 Consumer Magazines (24 fgn.)
- 334 Cooking Magazines & columns
- 63 Counter culture, new age
- 26 Disability
- 21 Direct mail advertising Magazines
- 19 Economics magazines
- 310 Education magazines
- 51 Electronics & video
- 25 Energy magazines
- 202 Entertainment magazines



- 158 Environmental Magazines & cols
- 17 Expert witness/forensics Magazines
- 199 Farming & Gardening Magazines
- 55 Fashion magazines
- 128 Financial magazines
- 236 Physical Fitness magazines
- 20 Gambling magazines.
- 47 Gay & Lesbian magazines
- 55 Gift magazines
- 640 Health magazines
- 35 Health food stores
- 223 Hobby & crafts magazines
- 115 Home decorating/remodeling
- 54 Horse magazines
- 60 Humor magazines
- 33 Industrial magazines
- 25 Insurance magazines
- 173 Legal magazines for attorneys
- 44 Magazines for librarians
- 192 Lifestyle columns
- 81 Management magazines
- 99 Magazines for the media
- 106 Medical magazines
- 57 Magazines for men
- 419 Military (Base papers, magazines for retired personnel & mil. Magazines) (168 foreign)
- 109 Military attaches at foreign Embassies
- 196 Air Force, Navy, Marine & CG libraries
- 73 Motorcycle magazines
- 81 Film/movie magazines
- 145 Music magazines
- 283 New age magazines and contacts
- 6 Magazines-nonprofit organizations
- 19 Nursing magazines/newsletters
- 15 Office magazines
- 117 Outdoor magazines
- 54 Parachute & skydiving magazines
- 1507 Newspapers with book review & features columns. (472 foreign.)
- 72 Alternative newspapers.
- 138 Parenting magazines
- 96 Pet magazines
- 35 Photography magazines
- 57 Police: Law enforcement & correctional officers
- 216 Political magazines
- 248 Magazines for book publishers
- 57 Real estate magazines
- 71 Relationship magazines
- 740 Religious magazines

- 157 Magazines for salespeople
- 251 Science magazines (13 foreign)
- 230 Seniors: magazines for older people
- 26 Sewing magazines
- 7 Sex abuse magazines
- 87 Singles magazines & n/l
- 14 Social service magazines
- 456 Sports and leisure magazines
- 90 Magazines for youths/teens
- 434 Travel magazines & travel columns (10 foreign)
- 23 Trucking magazines
- 59 Vocation/Career magazines
- 222 Magazines for women
- 130 Magazines for writers

Fiction Reviewers

- 8 Mysteries
- 5 Romance novels
- 72 Freelance reviewers
- 450 Book review magazines

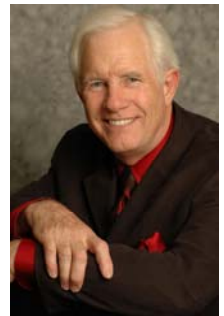
(Counts are constantly changing as we add to and correct the lists)

9. DINNERS WITH DAN

Dan Poynter is traveling the world to share his knowledge on book writing, publishing and promoting. He is probably headed for your area. See his Calendar at

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

This is your opportunity to discuss your book project with Dan over dinner (or sometimes a lunch). The agenda is to go around the table. Each participant describes who they are, what they do, what they want from their book and asks specific questions. Then Dan contributes ideas, sources and answers. Often other table-participants chime in.



Since each book is unique, they do not compete. That is why authors and publishers are so open, helpful, friendly and supporting. We are not competitors, we are conspirators. Discussing each others' projects over Dinners with Dan, becomes a great learning experience for all; many of the ideas can be applied to one's own project.

Your only cost will be your own meal.

Seating is limited to one table of nine eager participants plus Dan.

You must register and be confirmed ahead of time. Contact Becky@ParaPublishing.com. +1-805-968-7277.

situation, I argued, exposed long-standing flaws in the business model of the publishing houses—specifically, the practice of publishing books without doing any market research to see if anybody would want the books, and without doing any marketing to make sure that people actually knew about the books being published.

It's hard to fault the publishing industry for having a lack of a sense of humor right now. It's really under siege. Layoffs have taken place at six major houses, with likely more losses of jobs to follow. The publishing industry is entering an era of consolidation, whether it wants to or not, in which it will publish fewer books, and perhaps it will put more thought and effort into determining which books should be published and more thought and effort into how to let the world know that these books exist and are available for purchase.

The problem is that the publishing industry still doesn't understand the basics of the situation it faces. Well, dinosaurs had never seen meteorites before, so they didn't know exactly what to make of them, either. So let's take a brief look at what the publishing industry thinks is the problem, and then let's see what the problem really is.

In any article on the troubles in the publishing industry today, or in any conversation you have with anyone in publishing, you'll hear the mantra over and over again—"advances and returns." By advances, the publishers are saying that they are simply paying too much money to authors, and that if they reduce the amount of money they pay authors, they will have gone a long way toward solving their problem. Oh, of course! Writers are overpaid! Why didn't I think of that?

A famous survey from the 1970s indicated that writers made slightly more money on average than people who flipped the burgers at McDonald's. No, I don't think overpaying writers is the problem.

Then there's the question of returns, which is a much more serious problem and much more indicative of the real problems the industry faces. When book publishers send books to bookstores, they do so on a one hundred percent returnable basis, which means that if the bookstore doesn't sell the books, they can ship them right back to the publisher for one hundred percent credit. This is a very different situation from the way cars and trucks are sold. If an auto dealer wants to have cars on his lot, he has to buy them from GM. He can't just ship them back if they don't sell. He's got to buy them, pay interest on them, pay to have them cleaned every day, and pay a sales force to move them off the lot. Not so in publishing—a bookstore's risk is essentially limited to rent, utilities, and salaries. They get their stock—their books—from publishers on a no-risk basis.

It doesn't really matter when times are good and people are whipping out their credit cards. At those times, return rates are relatively low, and relatively stable. Unfortunately for the publishing industry right now, returns are at record highs. The statistics for November, 2008, the last numbers I've seen, were, as I understand it, the highest in the history of the book industry. So it's easy to understand why publishers would be fixated on the question of returns, along with those pesky high advances they're allegedly paying out to authors.

The idea that authors are overpaid is so idiotic that I'm not even going to address it. The real question is why publishers are mistakenly focusing all of their attention on getting the percentage of returns down. By going around and telling each other, "All we have to fix is advances and returns," the publishing industry is missing the point of its problems, and missing them in a very major way. Here's why.

If bookstores are returning books in great numbers, there's only one reason—it's because nobody wants them. So the publishers are mistakenly trying to figure out how to get people to buy more of what they don't want, instead of thinking through how to create and sell more of what people do want. Publishers do practically no marketing research before they buy a book. They just go on their gut feeling that if they print it, people will buy it. They will also publish, each quarter, say, a hundred books, and only give marketing attention to a small handful of those books. Put that together—choosing products based on hunches instead of market research, and deliberately failing to market the products they offer—and you've got a recipe for low sales, low income, and, not unsurprisingly, high returns.

The publishing industry is not going to save itself by focusing on some sort of magic bullet that will reduce returns. It's also not going to save itself on the backs of authors, only a miniscule percentage of whom can actually make a full-time living writing books. The only way publishers are going to achieve any kind of success in today's marketplace is if they drastically reduce the number of books they publish, have good reason to publish each of the books they choose to publish, and then market the hell out of those books.

All of the assumptions about book buyers that might have been true a generation ago, the assumptions that still drive the publishing industry, are ancient history. People no longer read the newspaper, so they no longer read or are influenced by book reviews. You don't have six channels on TV—you have six hundred, so getting on TV to flog your book means much less today. There's an Internet competing for the time and attention of people who used to spend money on books. In fact, the whole model of paying money for information, the basis for the entire publishing industry, is going by the wayside. And it's tough to put a banner ad for Netflix into a paperback (although the publishing industry has flirted, unsuccessfully, with sticking advertising into books in the past).

There was a telling comment in one of the news stories about the troubles the publishing industry is now facing, by one of the largest publishers. He said that in the 1970s, when the economy was weak, editors at publishing houses were told that they could not go to certain expensive restaurants. The economy changed, the rules were relaxed, and everybody went back to five-star dining as usual.

In other words, we've seen economic downturns before and we've survived them. That statement reflects a level of complacency among the publishing industry that I find shocking. This downturn is different from previous ones, because it occurs at a time when publishers no longer have a monopoly, or even a strong grip, on the dissemination of information in society. Not with the Internet, YouTube, and social networking. It's a little like saying, "We dinosaurs have seen meteorites before. We'll survive."

My advice: If you can get a bet down somewhere, take the meteorites, and give the points. To paraphrase Mark Twain, the demise of the publishing industry as we know it is not exaggerated in the least.

The New York Times best-selling author Michael Levin runs www.celebrityghost.com and www.thepublishedexecutive.com. He blogs at www.funniestbloginamerica.blogspot.com.

==>**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. 411 CALLS, NO CHARGE

Here's a number worth putting in your cell phone, or your home phone speed dial: 1-800-goog411. This is an awesome service from Google, and it's f.ree -- great when you are driving on the road with no pen, pencil or paper handy.

Don't waste your money on information calls and don't waste your time manually dialing the number. I am driving along in my car and I need to call the golf course and I don't know the number. I hit the speed dial for information that I have programmed.

The voice at the other end says, "City & State." I say, " Garland , Texas ." He says, "Business, Name or Type of Service." I say, "Firewheel Golf Course." He says, "Connecting" and Firewheel answers the phone. How great is that? This service is nationwide, and it is absolutely f.ree!

Click on this URL and watch the YouTube demo video.

<http://www.google.com/goog411/>

2. As a special thank you to my blog readers and ezine subscribers, I've compiled an ebook, *Top Book Marketing Tips of 2008*, featuring a collection of 14 popular articles from the Book Marketing Maven blog and *The Savvy Book Marketer* newsletter. This complimentary ebook can be downloaded at <http://snipr.com/bookmarketingtips>.
--Dana Smith

3. PUBLISHING POYNTERS MARKETPLACE

Post requests for stories for the book you are writing, request help wanted for specific projects, list companies or rights you want to buy or sell and offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com. No charge.

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

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

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Writers and publishers love this newsletter. Why not forward it to them?

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F. ParaCalendar



AUTHOR ON A SPEAKING TOUR.

Where in the world is Dan?
Showing people how to write, publish and promote their books
One presentation at a time.

Dan Poynter is circling the world to show people how to make a difference and make a living through their books. He shares two major programs and many specific ones.

See him in action:
<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>

Dan also speaks on aviation, parachutes and skydiving. See <http://parapublishing.com/sites/para/speaking/index.cfm>

For more information, get in touch with the Contact person listed below and see the host's Website.



ALSO SEE THE CALENDAR ON OUR WEBSITE:

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

2009

January 2 – January 19

AROUND-THE-WORLD SPEAKING ITINERARY

January 10. HINCKLEY, Leicestershire, UK. British Parachute Association, Annual General Meeting. Dan Poynter to speak on an aviation subject. Fmi: Martin Shuttleworth, Martin@BPA.org.uk, 01 16 278 5271, <http://www.bpa.org.uk>

January 11. HINCKLEY, Leicestershire, 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, <http://www.BookMidwife.com>.

January 13-16. MARIETTA. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Contact Becky@ParaPublishing.com to register. +1-805-968-7277. Only cost is your dinner. 6:30 PM. Four Dinners and One Lunch scheduled between Tuesday and Friday. Most are full.

January 16. MARIETTA. Knowledge Shop-Atlanta. A Day with Dan Poynter. Writing & Publishing Nonfiction. Books 101: The full New Book Model program and more. 10 AM to 5 PM. Fmi: Knowledge Shop, 180 Cobb Parkway, Suite C24, Marietta, GA 30060-9307. (678) 766-6666, theknowledgeshop@aol.com, <http://www.knowledgeshopatlanta.com/index.cfm>

January 17. SMYRNA. National Speakers Association, Georgia Chapter (NSA/GA). Dan will speak on How to Write Your Book and Book promotion for Extroverted Speakers. Fmi: Wendy Kinney, Wendy@WendyKinney.com, (404) 784-0699, <http://nsageorgia.org/>

February 4-13. RENO. Parachute Industry Association Symposium. Fmi: Patricia Thomas, (813) 782-9242, pat@sunpath.com, <http://www.PIA.com>

February 14. San Francisco. Dinner with Dan. During the San Francisco Writers Conference. Mark Hopkins hotel. 6:00 PM. Limited to 9. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your own dinner.

February 14-15. 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/>

March 8 – March 30
AROUND-THE-WORLD SPEAKING ITINERARY

March 11-12. PARIS. The Association Française des Conférences Professionnels (AFCP). Dan Poynter to provide a keynote address. <http://www.association-conferenciers.com/>

March 13–14 ANTWERP. Professional Speakers Association of Holland. (PSA-Holland) Antwerp, Belgium. <http://www.psaholland.org>

March 19. SINGAPORE. Dinner with Dan. Royal Plaza on Scotts. Discuss your book project with Dan. Limited to nine. Register with Patrick Ang, +65 (6443) 9404 (Off), +65 (9853) 1380 (mob), patrick.anglh@gmail.com
 Only cost is your dinner. 6:00 PM

March 21-22. SINGAPORE. Book Camp. 9-5. Fmi: Dr Mel Gill and Patrick Ang. Fmi: +65 (6846) 6168, drmelgill@gmail.com.

March 26. SYDNEY, Dinner with Dan. Sheraton on the Park. Limited to nine. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. 6:00 PM.

March 27-29. SYDNEY. 19th National Speakers Association/Australia convention. Fmi: 1-800-090-024, Secretariat@NationalSpeakers.asn.au, <http://www.NationalSpeakers.asn.au>

April 5 – April 23.
AROUND-THE-WORLD SPEAKING ITINERARY

April 10. BLOEMFONTEIN, South Africa. Bloemfontein Flying Clubs. Fmi: Johan Naude, johan.naude@mangaung.co.za, (083) 492-8300.

April 11. BLOEMFONTEIN, South Africa. Bloemfontein Skydiving Centre. Fmi: Johan Naude, johan.naude@mangaung.co.za, (083) 492-8300.

April 16-19. CAPE TOWN, South Africa. 3rd Global Speakers Summit. South Africa. Fmi: Richard Mulvey, 0861 – 444888, richard@richardmulvey.com, <http://www.nsasouthafrica.co.za/>, <http://www.iffps.org/>

April 19. CAPE TOWN, South Africa. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Register with Val Waldeck, +27 (0) 83 273 4700, <http://www.ValWaldeck.com>
 3:00 PM. (Tea).

April 20. CAPE TOWN, South Africa. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model programme. Evening. Fmi: Val Waldeck, +27 (0) 83 273 4700, vWaldeck@telkomsa.net

May 6. MILWAUKEE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Site TBD. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner. 6:30 pm.

May 7. PEWAUKEE, Wisconsin. Turning Speeches into Books. National Speakers Association, Wisconsin Chapter (NSA/WI). Fmi: Robert Ian, (608) 523-4208, robertian@robertian.com, <http://www.wisconsinspeakers.com/>

May 8. NASHVILLE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner.

May 9. NASHVILLE. National Speakers Association/Tennessee chapter. Fmi: Raeus Cannon, raeus@CannonSystems.com, <http://www.nsatennessee.com/>, (615) 378-0120

May 15. MARQUETTE, MI. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Site TBD. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 16. MARQUETTE, MI. Upper Peninsula Publishers & Authors Association (UPPAA). 2009 Annual Conference. Fmi: Walt Shiel, 906-523-4118, WShiel@SlipdownMountain.com, <http://www.uppaa.org/>

May 22. LONDON, ON. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Oscar Taylor's Restaurant. To register, contact Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 23. LONDON, ON. Canadian Association of Professional Speakers/SW Ontario chapter. Dan Poynter on book writing, publishing and promoting. Fmi: Greg Schinkel (519) 685-2116, gschinkel@uniquedevelopment.com, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=276>

May 25-27. NEW YORK. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

May 28-31. NEW YORK. Book Expo America (BEA Book Fair), Javits Center. Fmi: <http://www.bookexpoamerica.com/>

July 17. PHOENIX, Arizona. Global Speakers Network meeting, prior to the NSA convention. <http://iffps.org/meetings.html>

July 18-21. PHOENIX. National Speakers Association (NSA/US) Convention. Phoenix, Marriott Desert Ridge. Fmi: 480-968-2552,
<http://www.nsaspeaker.org/meetings/index.xpl>

August 15. TAMPA. Dan Poynter on book writing, publishing and promoting. NSA/Central Florida. Fmi: <http://www.NSAcentralFlorida.com>

August 28-30. MISSOULA, MT. Parachute Industry Association. Holiday Inn, Downtown. Fmi: <http://www.PIA.com>

September 11-12. MANNHEIM. German Speakers Association (GSA).
<http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

September 13. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention.
<http://iffps.org/meetings.html>

September 19. VANCOUVER, BC. Turning Speeches into Books. Vancouver chapter of the Canadian Association of Professional Speakers (CAPS). Fmi: Ron Grender, ron.grender@gmail.com, 778-688-7065
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:30 PM.

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500.
<http://www.authorsconference.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 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 11-13. UAE. PSA/ME. Professional Speakers Association/Middle East University/convention. <http://www.PSAmee.org>

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

May 31-June 2. WASHINGTON. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

June 3-June 6. WASHINGTON. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 17-20. ORLANDO. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

November 12-14. MIDLANDS area, UK. 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>

2011

June 6-8. LAS VEGAS. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

June 9-12. LAS VEGAS. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

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HELP PUBLISHING POYNTERS-help your colleagues.
This ezine relies on subscribers to send in tips and resources.
So, it stands to reason, the more subscribers, the more tips.
You can expand the circulation by telling your book colleagues about Publishing Poynters--and collecting business cards.
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Your writing & publishing colleagues will thank you for being so thoughtful.

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G. ParaHumor



HUMOR FOR LEXOPHILES (LOVERS OF WORDS)...

--Marti Miller

1. The roundest knight at King Arthur's round table was Sir Cumference. He acquired his size from too much pi.
2. I thought I saw an eye doctor on an Alaskan island, but it turned out to be an optical Aleutian.
3. She was only a whisky maker, but he loved her still.
4. A rubber band pistol was confiscated from algebra class because it was a weapon of math disruption.
5. The butcher backed into the meat grinder and got a little behind in his work.
6. No matter how much you push the envelope, it'll still be stationery.
7. A dog gave birth to puppies near the road and was cited for littering.
8. A grenade thrown into a kitchen in France would result in Linoleum Blownapart.
9. Two silk worms had a race. They ended up in a tie.
10. Time flies like an arrow. Fruit flies like a banana.
11. A hole has been found in the nudist camp wall. The police are looking into it.
12. Atheism is a non-prophet organization.
13. Two hats were hanging on a hat rack in the hallway. One hat said to the other, 'You stay here, I'll go on a head.'
14. I wondered why the baseball kept getting bigger. Then it hit me.
15. A sign on the lawn at a drug rehab center said: 'Keep off the Grass.'

16. A small boy swallowed some coins and was taken to the hospital.
When his grandmother phoned to ask how he was, a nurse told her,
"No change yet!!!"
17. A chicken crossing the road is poultry in motion.
18. It's not that the man did not know how to juggle,
he just didn't have the balls to do it.
19. The short fortune-teller who escaped from prison was
a small medium at large.
20. The man who survived mustard gas and pepper spray is now
a seasoned veteran.
21. A backward poet writes inverse.
22. When cannibals ate a missionary, they got a taste of religion.

(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.



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subscribe your new one.

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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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Aging Cats.

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<http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)