



Your Publishing Poynters Newsletter: June 1, 2006

## PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.

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For the Small Print, scroll to end.

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IN THIS ISSUE FROM PARA PUBLISHING  
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- 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)

<A-----ParaNews----->

1. WHAT ARE INDEPENDENT BOOKSTORES REALLY GOOD FOR? See

<http://www.slate.com/id/2141725/>

and in the UK

<http://books.guardian.co.uk/shoptalk/story/0,,1780436,00.html?gusrc=rss>

<http://books.guardian.co.uk/news/articles/0,,1769457,00.html>

and, an independent store speaks out. See

<http://www.memphisdailynews.com/Editorial/StoryTwoCol.aspx?id=92857>

2. HOW THE CHAIN STORES BEAT THE INDEPENDENTS. See

<http://www.villagevoice.com/books/0621,collins,73282,10.html>

3. AMAZON'S BEZOS ON THE FUTURE OF RETAIL. See

[http://seattlepi.nwsourc.com/business/270292\\_tech15ww.html](http://seattlepi.nwsourc.com/business/270292_tech15ww.html)

4. COME TO SANTA BARBARA on July 8-9 for a life-changing, business-expanding Book Promotion Workshop. Just you and 22 others will be treated to two days of intense coaching on book marketing, promoting and distributing. Held at Para Publishing, high on a hill, overlooking the Pacific.

For more information on investing in this \$995 event (\$795 for the second person from the same company), see

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

or

<http://parapublishing.com/sites/para/information/access.cfm?isbn=Document%20167&qty=1&isdl=1>

or call 800-PARAPUB.

5. THE SELF-PUBLISHING MANUAL has been updated—again. 15 revised editions and 19 printings in 27 years. This is a complete update: new information, typesetting, illustrations and cover. Shipping now. See <http://www.amazon.com/gp/product/1568601344/> Amazon is offering an incredible 34% discount. You pay only \$12.97. Hurry, this introductory price can't last.

6. WHAT HAPPENED AT THE BEA BOOK FAIR IN DC? See [http://www.huffingtonpost.com/rob-spillman/surving-the-bookexpo-gula\\_b\\_21431.html](http://www.huffingtonpost.com/rob-spillman/surving-the-bookexpo-gula_b_21431.html)

7. BEA'S HOPE FOR BUZZ MOSTLY FIZZLED.  
--Godfrey Harris

Book Expo America returned to Washington, DC for the first time in nearly 20 years. The trade show was housed in the capital's relatively new, strangely designed, and decidedly disjointed Convention Center. Over the past two decades, this book fair has changed radically. It used to be that the aisles were filled with interested booksellers from every corner of the country. No more. As independent bookstores were swallowed by the big chains, the show became more of a reason for publishers to meet suppliers--paper mills, ink houses, advertising specialists, printers, and the like. But that was dull and hardly a basis for promoting books and reading. For the last two or three years, the show has morphed again into a PR-driven, celebrity staging ground. The idea is to use the trade show to generate buzz about new books. But the only celebrities turning out in Washington this year turned out to be the likes of Paula Poundstone, George McGovern, Sen. Barack Obama, Helen Thomas, Arianna Huffington, and Sen. Edward M. Kennedy. The best the entertainment business could produce for the convention were Bob Newhart and Jim Bellushi. Worse, Robert Kiyosaki (Rich Dad, Poor Dad) and Donald Trump announced that they were self-publishing a new book called Why We Want You to Be Rich. It suggests that the big corporate-owned publishers may now be going the way of the independent bookstore--but in the opposite direction. Rather than accumulating imprints, the giant media conglomerates are now trying to divest themselves of their minor players, such as publishers, in the search for a greater return on investment. In short, it was not a particularly useful fair for most of the participants and there were few signs it will get any better in the future. For additional comments or observations on book fairs as a marketing tool, contact Godfrey Harris ([hrmg@aol.com](mailto:hrmg@aol.com))

8. BOOK SALES UP, THOUGH FORECAST IS PESSIMISTIC.  
Increase in revenues, books sold, balanced by people who don't read. See <http://www.msnbc.msn.com/id/12870994/>

9. ROBERT RINGER, author and self-publisher of three #1 bestsellers, will join Dan Poynter in three precedent-setting teleconferences that you will not want to miss — May 30, June 6, and June 8.

As a result of his unique marketing strategy, two of Ringer's books were listed by The New York Times among the 15 best-selling motivational books of all time.

If you're really serious about wanting to write, publish, and market your book into a bestseller, you won't want to miss this ONCE-IN-A-LIFETIME OPPORTUNITY to hear Robert Ringer and Dan Poynter discuss every aspect of the art of book promotion.

For details, click on the following link, or cut and paste it into your browser:

<http://m301.infusionsoft.com/go/DPPUB/Poynter/>

And see the ParaCalendar, below.

10. ATTENTION INTROVERTED WRITERS. Teleclass: "Book Promotion for the Introvert or Reluctant Marketer". June 28 at 5PM-6:30PM pdt, 8PM-9:30PM edt.

Want to know about how to multiply book sales? Yes, use rational low-cost ways and yes, allow the internet door to open new opportunities for your book's expanded sales. Dan Poynter and Judy Cullins, book coaches, will present this teleclass on Five Ways to Get your Book to Top-Selling Status!

Dan and Judy Will Help you Get Answers For These Questions:

A. How can I market my book on the internet-primarily through articles and excerpts that I submit to article directories and top web sites in my book's subject?

B. How can I get my book's back cover to work for me?

C. Why should I know more about my book's benefits? And how should I write them to attract buyers?

D. Why is my email signature file so important to selling my book? How can I improve it to compel many sales?

E. How will review copies help sell my book? What's the process so it's targeted and within my budget?

Both Dan and Judy are authors' advocates. We want you to succeed.

Investment: \$44.95 that includes two special reports valued at \$30. That's 74.95 value for only \$44.95 and you get two coach's valuable information instead of one! Only way to register: Call either tollfree 866-200-9743 or 619-466-0622 from 9-6 pacific daylight times. See more information and benefits at <http://bookcoaching.com/teleclasses.shtml>

Questions? email [Judy@bookcoaching.com](mailto:Judy@bookcoaching.com) or call 866-200-9743 (9-6 pt)

11. ONE-BILLION PEOPLE HAVE INTERNET ACCESS. See <http://www.breitbart.com/news/2006/05/18/060518163500.mk2075cs.html>

12. Dan Poynter's Book Publishing Encyclopedia is the "Book Publishing Answer Book." It has thousands of tips and references in an easy-to-use alphabetical encyclopedia. Each fact, figure, resource or reference, links to a specific page on a web site for more information.

Keep this reference within easy reach; you will refer to it often. When you have questions, this book will supply the answers and they will be easy to find. See the various editions at

<http://www.amazon.com/gp/product/1568601271/> Softcover  
<http://www.amazon.com/gp/product/156860128X/> LARGE print (see cover).  
<http://www.amazon.com/gp/product/B000F2C9HA/> LIT for MS-Reader  
<http://www.amazon.com/gp/product/B000F2C9LG/> PDF  
<http://www.mobipocket.com/en/eBooks/BookDetails.asp?BookID=28909>  
Mobipocket

13. PUBLISHER COMMITS TO RECYCLED PAPER. See <http://www.nytimes.com/2006/05/18/business/media/18books.html?ex=1148616000&en=e18f1f7b3a1cda17&ei=5070&emc=eta1>

14. NEWSLETTER SPIN-OFF: PUBLISHING POYNTERS MARKETPLACE will arrive early each month. Last November, we started a new section in Publishing Poynters: ParaWants-Reviews (on Amazon and B&N wanted). Apparently readers liked the idea; we received more than 80 listings. The overwhelming response would double the length of this newsletter so we created a bonus ezine.

Look for the monthly Publishing Poynters Marketplace early each month. And think how you can put it to work for you. See

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

15. DAN POYNTER IS COMING TO VISIT. Please alert your writing and publishing colleagues.

Everywhere (teleconferences), Arlington, Atlanta, Birmingham, UK, Dayton, Fort Lauderdale, Foster City, Fredericksburg, Goleta, Henderson, Las Vegas, Los Angeles, Las Vegas, New York, Nürnberg, Orlando, Plant City, Portland, Reno, Roanoke, San Francisco, Santa Barbara, Santa Monica, Seattle, Singapore, Surfers Paradise, Valley Forge, Vancouver, Washington, DC. (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>

13. NATIONAL SPECIAL SALES SUMMIT. October 11-14, New York. Bookstores are a lousy place to sell books. Discover the nontraditional markets. This

ground-breaking event is hosted by special-sales expert Brian Jud and is sponsored by Simon & Schuster, Publishers Weekly and R. R. Bowker. Fmi: Brian Jud, P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or visit <http://www.bookmarketing.com>.

14. KOZIOL SUING BOOKSURGE & AMAZON.COM OVER HIS NOVEL. See <http://www.uticaod.com/apps/pbcs.dll/article?AID=/20060524/NEWS/605240311/1001/news>

15. WRITING NONFICTION WINS AUDIO AWARD by the Audio Book News Service. See <http://AudioColumn.com>.

On CD or download. MP3 or uncompressed. The voice talent is Dan Snow of Unlimited Publishing. See <http://www.lulu.com/danpoynter>  
See how audios are made. Document 635 at <http://parapublishing.com/sites/para/resources/allproducts.cfm>

==>SEND YOUR NEWS ITEMS to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Do you have any 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. THE VALUE OF ARTICLES  
--Pam Lontos, <http://www.PRPR.net>

Imagine that you get an article into an industry or trade magazine that goes to 80,000 people. If you were to do a mailer, at two dollars a piece – which is an inexpensive mailer for printing, postage and everything – and you sent that to 80,000 people, it would cost you \$160,000. If you got into a magazine like Cosmopolitan that would go to two million people, instead of a mailer that cost two dollars per piece, you would get FOUR MILLION DOLLARS worth of publicity! What’s more, publication has greater credibility than a mailing, because the media source is quoting you as an expert, or publishing your “expert” article, not yet another self-promoting piece of direct mail. So it’s easier, cheaper, and gives you more benefit!

2. YOUR PUBLISHER LOGO  
--Ron "Hobie" Hobart, Dunn+Associates Design, <http://www.dunn-design.com>

When building a strong brand as a self-published author, we recommend starting with the development of a professional publisher's logo. A great logo creates a compact image of exactly who you are, what you do, and why you're the best at doing it. Your publisher logo must be timeless, unique, appropriate, and most of all, highly memorable. The best logos are immediately recognizable when printed as small as a postage stamp or as large as a billboard, in one color or in many colors. A publisher's logo can be a simple typographical approach or an elegant combination of a customized symbol, your memorable business name, and a show-stopper tagline. When developing your publishing logo, be sure to consider how it will be used, particularly the challenge of being seen clearly and distinctly on that half-inch spine of your book. Your logo, incorporated into your business card, letterhead, or advertising, is often the public's first visual contact with you or your company and therefore establishes that all-important first impression.

### 3. PROTECT YOUR INVENTORY

--Clint Greenleaf, CEO of Greenleaf Book Group, LLP  
[www.greenleafbookgroup.com](http://www.greenleafbookgroup.com) or 512-891-6100

Most storage facilities will carry some degree of insurance in the event of loss or destruction of inventory, but be sure to carry your own coverage to doubly protect yourself. Small publishers commonly add a rider to their homeowner's insurance policy or business insurance policy to insure their stored inventory.

Be prepared to provide your insurance company with the location of the storage facility, year of construction, type of construction (wood frame, steel, etc.), whether there are hazardous materials stored on site, and details on the facility's security system.

### 4. YOUR COMPANY NAME

--Fran Grimble, [fran@lavoltapress.com](mailto:fran@lavoltapress.com)

When you choose a business name, make sure it's easy for English speakers to spell, pronounce, and understand. All that seems obvious, but some small businesses just don't seem to think of it. As Lavolta Press, we sometimes get called Revolta, and not as an intentional insult either. (I guess if we published about punk rock bands it would be OK.)

### 5. THE BACK COVER.

--Cathi Stevenson, [www.bookcoverexpress.com](http://www.bookcoverexpress.com)

A good front cover design is essential, but don't neglect your back cover blurb. Make sure it's edited and that it sells your book. Not only do potential customers often rely on this information to decide if they're interested in your book, they will judge your book negatively if they find spelling and grammatical errors or if the text is too difficult to read.

Not only that, but many Internet book sellers use the back cover text on their sites - even ones you do not know about.



6. THE SKINNY ABOUT MEDIA LINGO. Unusual Origins of Media-Inspired Words. Found by Denny Hatch. See <http://www.mediabistro.com/articles/cache/a7557.asp?c=mbennf>

7. STEPS THAT YOU CAN TAKE TO HELP IDENTIFY AND TO HELP PROTECT YOURSELF FROM DECEPTIVE (SPOOFED) WEB SITES AND MALICIOUS HYPERLINKS. See <http://support.microsoft.com/Default.aspx?scid=kb;en-us;833786&spid=2073&sid=global>

8. OEDILF, The Omnificent English Dictionary In Limerick Form. See <http://www.oedilf.com/db/Lim.php>

9. SELF PUBLISHING CHAT ROOM. This is a great place for people to come together and share experiences and advice! Let's all learn from each other. For more information please visit [www.selfpublishingchat.com](http://www.selfpublishingchat.com)  
\*note\* don't let the website fool you, the Chat Room is its own application, the website is simply a sign up page.

10. MARIONGROPEN'S JOURNAL. A new blog on book publishing by consultant Marion Gropen. See <http://mariongropen.livejournal.com/>

11. HARD-TO-FIND 800 NUMBERS. Microsoft, EBay, Amazon, PayPal and more. See <http://www.hardtfind800numbers.com/>  
--Charles Boyle.

12. CELEBRITIES' REAL NAMES. See [http://www.wxnews.com/3ELYIL/060523-Celebrities\\_Names](http://www.wxnews.com/3ELYIL/060523-Celebrities_Names)

13. SEE POST-KATRINA NEW ORLEANS OR JUST SEND YOUR BOOKS TO BE EXHIBITED BY PMA at the American Library Association Book Fair. Contact [terry@pma-online.org](mailto:terry@pma-online.org) or Terry at 310-372-2732

14. LIFE AFTER PLAGIARISM? See <http://www.uticaod.com/apps/pbcs.dll/article?AID=/20060524/NEWS/605240311/1001/news>

15. DONATE BOOKS TO PRISON LIBRARIES. Take a tax deduction. Fmi: Steve Carlson, 802-482-2988, [Steve@UpperAccess.com](mailto:Steve@UpperAccess.com). <http://www.LifetimeLiteracy.org>

==> SHARE YOUR RESOURCE. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Your friends in publishing will appreciate knowing about this newsletter. Why not forward it to them now?

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<D-----ParaThoughts-----<

## USED COPIES FOR SALE AT AMAZON

Think twice before sending out f.ree review copies all over the country – especially New York. Here's why: They can all end up for sale on Amazon.com by second-hand dealers--your f.ree books competing against you. If you are small and your pockets are not deep enough to produce enough copies for an established distributor, be careful and selective with review copies you send out.

--Gary N. Bourland

There is more to this phenomenon.

Many books sent to reviewers in NYC are ripped off in the mailroom and sold to the Strand bookstore. To the basement denizens of large buildings, packages with books are windfall occasions.

But, the books offered at Amazon, may not be ripped off, may not be review copies and may not even exist.

Dan Poynter sent out just over 100 copies of The Book Publishing Encyclopedia in PDF form via email ONLY. Within hours of the book being posted at Amazon.com, some resellers were offering it in the paper edition. The catch?--The paper edition did not exist.

It appears the resellers wait for a new title to be posted and then immediately post a used copy for sale.

They must figure that if they get an order they will find a copy or order it from LSI/Ingram.

See <http://www.amazon.com/gp/product/1568601271/> . You will note the book is available in softcover, LARGE print and two kinds of eBook. All are supplied through LightningSource; the printed books are POD. We do not have an inventory. The books are not returnable. If a reseller receives an order, they will have to go to LSI for a copy.

BTW, I listen to a lot of audio books on my Pocket PC. aBooks can cost \$50 in MP3 format but they are often offered “used” at Amazon for \$10-\$20. Of the 15 or so I have purchased, only two were not in the original shrink-wrap. Apparently these were “overstock.”

This case is interesting because the used copy was offered immediately and the used copy did not exist.

==>SHARE YOUR THOUGHT. Send it to [DanPoynter@ParaPublishing.com](mailto: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. DO YOU HAVE QUESTIONS ABOUT WRITING, EDITING, TIGHTENING, OR STRENGTHENING THE WRITING OF YOUR BOOK? Now you can ask the book doctor, Bobbie Christmas, book editor and owner of Zebra Communications, a book-editing firm. E-mail her at [Bobbie@zebraeditor.com](mailto:Bobbie@zebraeditor.com) or see [www.zebraeditor.com](http://www.zebraeditor.com) and click on "Ask the Book Doctor" for many answers. --Bobbie Christmas, Author of Write In Style, a triple-award-winning textbook for writers of fiction and nonfiction, available wherever books are sold

2. THE ONLINE BOOK PAGE. Listing over 25,000 f.ree books on the Web. See <http://digital.library.upenn.edu/books/>

3. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – F-R-E-E. Each kit consists of more than eight pages of details, tips and resources. Each is geared to a level of The New Book Model.

- Researching and Writing
  - Producing printed books, eBooks & dBooks.
  - Marketing, promoting & distributing.
- See <http://parapublishing.com/sites/para/resources/infokit.cfm>

4. FOR LOTS OF F-R-E-E STUFF, see Freebies Magazine <http://www.Freebies.com>

5. YOU CAN'T MARKET WHAT YOU HAVEN'T WRITTEN, so if you need help writing your book, Diana Scimone's f.ree e-letter, The Writer's Workshop, can help. It's packed with information and inspiration, and will help you write the book you've always dreamed of writing. Subscribe at

[www.peapodpublishing.com](http://www.peapodpublishing.com) (click the green pea along the top for "The Writer's Workshop").

6. DOWNLOAD eBook READERS. See

<http://www.microsoft.com/reader/downloads/default.asp>

<http://www.adobe.com/products/acrobat/readstep2.html>

<http://www.ereader.com/product/browse/software>

<http://www.mobipocket.com/en/DownloadSoft/default.asp>

<http://ebooks.palm.com/product/detail/19286>

==>SHARE YOUR FREEBIE. Send it to [DanPoynter@ParaPublishing.com](mailto: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-----<

WHERE IN THE WORLD IS DAN?  
SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS  
ONE PRESENTATION AT A TIME.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on 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>

May 30. TELESEMINAR. Robert Ringer, the book-marketing pioneer will join Dan Poynter in three precedent-setting teleconferences—you won't want to miss. Ringer single-handedly drove his books to number-one, perennial best sellers: "Winning Through Intimidation", "Nothing Happens Until Something Moves", "Looking out for #1" and others. Learn Ringer's book-promotion plan. Discover how you can apply it to your books. Robert Ringer has improved the lives and changed the thinking of millions. Now you can apply his genius to promoting your books. The three teleseminar calls in this series will take place on May 30, June 6, and June 8 — all starting at 5:00 pm EST/2:00 pm Pacific. For details, see <http://m301.infusionsoft.com/go/DPPUB/Poynter/>

May 31. LAS VEGAS. Shared Vision Network-Las Vegas presents Dan Poynter and WRITE YOUR BOOK BY-THE-NUMBERS: just fill in the blanks. You have heard of paint-by-the-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 presentation shows you how to WRITE-by-the-numbers. Time: 11:30-1:30 Network Luncheon. Location: Lawry's Restaurant, Las Vegas, NV. See [www.SharedVisionNetwork.com](http://www.SharedVisionNetwork.com) to register or call 702-452-3627.

June 6. TELESEMINAR. Robert Ringer, the book-marketing pioneer will join Dan Poynter in three precedent-setting teleconferences—you won't want to miss. Ringer single-handedly drove his books to number-one, perennial best sellers: "Winning Through Intimidation", "Nothing Happens Until Something Moves", "Looking out for #1" and others. Learn Ringer's book-promotion plan. Discover how you can apply it to your books. Robert Ringer has improved the lives and changed the thinking of millions. Now you can apply his genius to promoting your books. The three teleseminar calls in this series will take place on May 30, June 6, and June 8 — all starting at 5:00 pm EST/2:00 pm Pacific. For details, see <http://m301.infusionsoft.com/go/DPPUB/Poynter/>

June 8. TELESEMINAR. Robert Ringer, the book-marketing pioneer will join Dan Poynter in three precedent-setting teleconferences—you won't want to miss. Ringer single-handedly drove his books to number-one, perennial best sellers: "Winning Through Intimidation", "Nothing Happens Until Something Moves", "Looking out for #1" and others. Learn Ringer's book-promotion plan. Discover how you can apply it to your books. Robert Ringer has improved the lives and changed the thinking of millions. Now you can apply his genius to promoting your books. The three teleseminar calls in this series will take place on May 30, June 6, and June 8 — all starting at 5:00 pm EST/2:00 pm Pacific. For details, see <http://m301.infusionsoft.com/go/DPPUB/Poynter/>

June 14: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

June 28. TELESEMINAR. Book Promotion for Writers, Introverts and Other Reluctant Marketers with Judy Cullins and Dan Poynter. 5 pm Pacific/8 pm Eastern. FMI: [Judy@BookCoaching.com](mailto:Judy@BookCoaching.com), 619-466-0622, 866-200-9743.

July 8-9: SANTA BARBARA. Book marketing/promotion/distribution retreat in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapublishing.com/sites/para/speaking/edutrain.cfm>

July 13. ORLANDO. A pre-convention event to Mark Victor Hansen's MEGA Book Marketing University. Dan Poynter on book writing. See Michelle Adams at [Michelle@MarkVictorHansen.com](mailto:Michelle@MarkVictorHansen.com), <http://MarkVictorHansen.com>

July 14-16. ORLANDO. Mark Victor Hansen's will host his legendary MEGA Book Marketing University again. While most of the speakers will cover book promotion, Dan will show how to create the product (book). For more information on this incredible event, see Michelle Adams at [Michelle@MarkVictorHansen.com](mailto:Michelle@MarkVictorHansen.com), <http://MarkVictorHansen.com>

July 18: ORLANDO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Shop. Books 101: The full New Book Model program. 6:27 to 10:00 PM. fmi Heidi Walker, 407-671-9505, <http://www.TheKnowledgeShop.us>

July 19: ORLANDO. So You Want to Write seminar. Dan Poynter on writing. 1 pm. Fmi: Ann McIndoo, 760-771-8940, [AnnMcIndoo@aol.com](mailto:AnnMcIndoo@aol.com), <http://SoYouWantToWrite.com>

July 22-25. ORLANDO. National Speakers Association annual convention. Dates blocked. <http://www.NSAspeaker.org>

August 2: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

August 19: PLANT CITY, FL. Central Florida chapter of the National Speakers Association. Turning Speeches into Books. Books 101: The full New Book Model program. Fmi: Dave Timmons, (813) 948-6709, [Dave@DaveTimmons.com](mailto:Dave@DaveTimmons.com), <http://www.nsacentralflorida.com/>

August 24-27. ARLINGTON, VA. Parachute Industry Association. Dan Poynter on an aviation subject. FMI: <http://PIA.com>

September 3. NEW YORK. Date blocked.

September 7: PORTLAND, OR. Oregon chapter of the National Speakers Association. Turning Speeches into Books. Books 101: The full New Book Model program. 6:00-9:30 PM. Fmi: Gail Hand, (503) 284-2342, [gail@gailhand.com](mailto:gail@gailhand.com), <http://www.nsaoregon.net/>

September 9: SEATTLE. Northwest chapter of the National Speakers Association. Turning Speeches into Books. Books 101: The full New Book Model program. Fmi: Jocelyn "Toolie" Garner, (425) 830-0740, [tooliepress@isomedia.com](mailto:tooliepress@isomedia.com), <http://www.nsanorthwest.org/>

September 12-19. GERMANY. September 15 – 16. Nürnberg. German Speakers Association (GSA). <http://www.GermanSpeakers.org>

September 27: NEW YORK CITY. Book Summit. Book Summit: Industry Leaders Discussing the Future of Publishing in a Flat world. Small Press Center. See <http://www.BookSummit.com>

September 29-October 1: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500. <http://www.infinitypublishing.com>

October 3: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

October 6: DAYTON, OH. Pen to Paper Literary Symposium. Dan Poynter's Books 101: Writing & Publishing Nonfiction. The full New Book Model program plus a keynote. Fmi: Valerie Coleman, 937-307-0760, [Symposium@ButterflyPress.net](mailto:Symposium@ButterflyPress.net)

October 7. HENDERSON, NV. Pioneers of Parachuting Reunion. Gold Strike Hotel. Dan Poynter's multimedia show on aviation statistics; he compares skydiving, snowboarding, motorcycle riding, lightning strikes, home accidents and more (lots of video of accidents). Fascinating and fun. Fmi: Bill McCarthy, D-83, [USPAD83@cs.com](mailto:USPAD83@cs.com), (301) 984-3094

October 10. ATLANTA. 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](mailto:theknowledgeshop@aol.com), <http://www.knowledgeshopatlanta.com/index.cfm>

October 11: ATLANTA, GA. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. [bemis@nnba.net](mailto:bemis@nnba.net), <http://www.nnba.net> \$69. Open to the public.

October 19-24. SINGAPORE. Several events with Dan Poynter on books writing, publishing and promoting. Fmi: Patrick Ang, +65-62419769, +65-98531380, [PatAngLHL@singnet.com.sg](mailto:PatAngLHL@singnet.com.sg)

November 10-12. ORLANDO. Disney's Coronado Springs Resort. Dan Poynter on Book Writing. Florida Writers Association. Fmi: Marcia Rankin, +1-407-414-1135, [AnnMar11@msn.com](mailto:AnnMar11@msn.com), <http://www.FloridaWriters.net>

November 17-19. FOSTER CITY, CA. Cat Writers Convention. Dan Poynter on book promotion. Fmi: [FranShaw1@juno.com](mailto:FranShaw1@juno.com), <http://www.CatWriters.org>  
November 3-5. Birmingham, UK. Professional Speakers Association. (PSA). <http://www.professionalspeakers.org/events.html>

December 7 - 9. Vancouver. Canadian Association of Professional Speakers (CAPS). Fmi: Elaine Allison, (604) 723-7774, [Info@ElaineAllison.com](mailto:Info@ElaineAllison.com), <http://www.CanadianSpeakers.org>

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January 4-7. MARCO ISLAND, FL. NSA-U. National Speakers Association University. <http://www.NSAspeakers.org>. Dates Blocked.

February 1-10. RENO. Parachute Industry Association Symposium. Dan Poynter on parachute subjects. <Http://www.PIA.com>.

March 10. FORT LAUDERDALE. Turning Speeches into Books. The full New Book Model Program. Florida Speakers Association. Westin Hotel. Fmi: George Chismark, +1-561-630-7766, [info@florida-speakers.org](mailto:info@florida-speakers.org), <http://www.florida-speakers.org/>

March 30-April 1. GOLD COAST, AUSTRALIA. National Speakers Association of Australia (NSAA). See <http://www.NationalSpeakers.asn.au>

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<G-----ParaHumor-----<

LET'S FACE IT - ENGLISH IS A CRAZY LANGUAGE. There is no egg in eggplant nor ham in hamburger; neither apple nor pine in pineapple. English muffins weren't invented in England or French fries in France.

Sweetmeats are candies while sweetbreads, which aren't sweet, are

meat. We take English for granted. But if we explore its paradoxes, we find that

Quicksand can work slowly, boxing rings are square and a guinea pig is neither from Guinea nor is it a pig.

And why is it that writers write but fingers don't fing, grocers don't groce and hammers don't ham? If the plural of tooth is teeth, why isn't the

plural of booth beeth? One goose, 2 geese. So one moose, 2 meese? One index, 2 indices?

Doesn't it seem crazy that you can make amends but not one amend. If you have a bunch of odds and ends and get rid of all but one of them, what do you call it?

If teachers taught, why didn't preachers praught? If a vegetarian eats vegetables, what does a humanitarian eat?

Sometimes I think all the English speakers should be committed to an asylum for the verbally insane. In what language do people:

Recite at a play and play at a recital?

Ship by truck and send cargo by ship?

Have noses that run and feet that smell?

How can a slim chance and a fat chance be the same, while a wise man and a wise guy are opposites?

You have to marvel at the unique lunacy of a language in which your house can burn up as it burns down, in which you fill in a form by filling it out and in which, an alarm goes off by going on.

English was invented by people, not computers, and it reflects the creativity of the human race, which, of course, is not a race at all. That is why, when the stars are out, they are visible, but when the lights are out, they are invisible.

PS: Why doesn't "Buick" rhyme with "quick"?

(Generic Smiley)

==>SHARE YOUR HUMOR. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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