



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

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

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Advice: Do not "pre-announce" a product or service.
Do not excite your clients and the public until you have something to sell.

We have several new programs coming. Some will be announced in the next issue of the ezine.

--Dan Poynter



A. ParaNews



1. HOME IMPROVEMENT BOOKS RECALLED

by Oxmoor House Due to Faulty Wiring Instructions; Shock or Fire Hazard to Consumers.

<http://www.cpsc.gov/cpscpub/prerel/prhtml10/10104.html>

2. AUTHORS PLANNING MORE SOCIAL MEDIA USE IN 2010

According to a new survey by The Savvy Book Marketer, authors and publishers want to leverage the benefits of social media and online marketing to promote books in 2010. An overwhelming 94 percent of the survey respondents said they plan to promote their books with social networking and other social media this year, and 84 percent plan to use blogging as a book promotion tool.

See the full survey results here: <http://www.prweb.com/releases/2010/01/prweb3439154.htm>

3. BARNES & NOBLE TOPS CUSTOMER EXPERIENCE LIST

Barnes & Noble is the No. 1 brand when it comes to customer experience, according to a survey released this week by Forrester Research.

http://www.brandweek.com/bw/content_display/news-and-features/direct/e3i5b45383f2cd3f8b3fa9322d6345989c6

4. AMAZON OFFERS HIGHER ROYALTY ON SELF-PUBLISHED eBooks

<http://www.publishersweekly.com/article/CA6715680.html>

5. CONCERNS OVER FUTURE OF BORDERS GROWS

<http://www.detnews.com/article/20100129/BIZ/1290346/1001/Borders-Group-Inc.-lays-off-164-workers>

<http://www.publishersweekly.com/article/CA6715817.html>

6. READING ON THE NEW APPLE iPad.

<http://radar.oreilly.com/2010/01/the-chess-grandmaster-apples-i.html>

<http://www.thebookdesigner.com/2010/01/apple-ipad-e-book-reading-kindle-killing-business-saving-product-of-the-century/>

<http://trueslant.com/paulsmalera/2010/01/28/the-ipad-saved-print-media-by-not-saving-it-at-all/>



7. 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.

>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

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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. TIMELINESS

--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.



Pay attention to topics or items that have an element of timeliness involved. The news industry strives to be current. Writers thirst to be the first ones on the scene, or the first to "scoop" a story. Be sure to pitch stories and ideas with an element of time first, as it may take some time to get the wheels moving in regards to the interview or publication process.

2. DO SOME GOOD WITH YOUR EXTRA BOOKS

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



You likely have excess, old, returned, or slightly damaged books idly sitting somewhere like a warehouse or your own garage. You don't want to throw them away, but you don't know what else to do with them. One great way to make sure your books don't go to waste is to donate them. Better to get them in the hands of readers rather than letting them gather dust or end up in the trash. There are plenty of organizations out there that accept books as donations, and we've listed a few here. Click on the following links for more information about the programs and their donation procedures.

- * Soldiers' Angels <<http://soldiersangels.org/index.php?page=books>>
- * Got Books? <http://www.gotbooks.com/donate_books.php>
- * Kids In Distressed Situations (K.I.D.S.) <<http://www.kidsdonations.org/index.htm>>
- * Reader to Reader <<http://www.readertoreader.org/donate.html>>
- * Pages for Children <<http://www.pagesforchildren.com/Donations.htm>>
- * International Book Bank
<<http://www.internationalbookbank.org/donatebooks.html>>
- * Books for Asia <a" ><http://asiafoundation.org/exhibit/books-for-asia/>>
<<http://asiafoundation.org/exhibit/books-for-asia/>>

3. BOOK DESIGN: How To Put Eye Appeal Into Your Cover Design

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

The Visual Creative Parts of Your Book Cover Design:



1. Color: based on the information you have gathered about your subject, industry and audience, a color theme can be created. Each age and location is attracted to a certain color scheme based on the era they are born into and taught to react to. Just look at all the fast food chains out there... most of them are red, black and yellow! The use of color is one of the parts used to form an immediate feeling of comfort, discomfort in your reader to evoke the action for them to take.

2. Typeface: again, from the era your audience originates from there is a feeling that they subconsciously are attracted to and that show up in the typefaces that they are used to seeing that get their attention when buying. Also, the subject of your book has a lot to do with which typeface will project the feeling you want to project out to your readers.

3. Photography or illustrative Image: this is a partner to number one color. Each subject has a metaphor, an image it produces in the viewers mind. Something that stirs their emotions and connects them to the book subject. The author, having written the book and knowing their audience will play a big part in setting this image through dialogue with the book designer.

The above three tips all add to not only the pick-up value of your book and it's likability but building a connection within the subconscious mind of your reader through visual stimulation. This is the beginning of creating a know, like and trust value to the information you give them Remember, do something every day toward your book and promotion.

4. WORD TRIPPER

--Barbara McNichol, 520-615-7910, editor@barbaramcnichol.com. Expert nonfiction editor and ghostwriter specializing in business, self-help, health books. Offers Word Tripper of Week ezine at www.BarbaraMcNichol.com



Foundering, floundering – “Floundering” describes something struggling clumsily, confusedly, or helplessly. “Foundering” describes a boat filling with water and sinking,

ground or a building sinking down, or a horse stumbling and going lame. "We tried to save both the man *floundering* in the river and his horse *foundering* in deep mud along the bank."

5. 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>

6. YOUR IDEAL WRITING ENVIRONMENT

Mindy Gibbins-Klein – The Book Midwife™ www.bookmidwife.com

Author of *24 Carat Bold – The Standard for REAL Thought Leaders*



Writing should be fun! You probably have some choices regarding where to write: your desk, table, inside, outside, local coffee shop, or even in bed! I have known clients take their laptops to bed and produce great material. Listen to your body. If you get your best ideas and have the most energy in the morning, don't force yourself to do all your writing at night. See if you can design your writing schedule to include a lot of morning work. Some people like music on in the background; others like complete silence. Experiment with lighting and temperature and make sure you are comfortable. If you experience a block, try changing just one thing at a time so you can see what works. Your environment plays a much bigger role in your success than you probably realize.

7. SEE HOW THIS BRANDING EXPERT CREATED A BOOK SERIES TO REACH OUT TO NEW MARKETS

By Susan Kendrick

<http://www.writetoyourmarket.com>

See this complete article at <http://bit.ly/7UmRH4>

<http://bookcovercoaching.blogspot.com/2010/01/even-branding-experts-need-help.html>



Meet corporate branding expert Brenda Bence. Her new book series is an outstanding example of how to use book publishing to expand an already highly successful brand, this time into new niche markets. Take a look at these book covers and Brenda's website (when you link on this article) to see how the strategy behind her new "How YOU™ Are Like Shampoo" book series title can help you in your own branding or re-branding process.

With more than 25 years experience within Fortune 100 multinational corporations--from Procter & Gamble and Bristol-Myers Squibb to Mattel and Pizza Hut--Brenda has been responsible for marketing some of the world's biggest-selling brands in almost 50 countries across four continents. To expand her YOU™ brand to new markets and further increase her visibility, credibility, and revenue by doing so, she created first a book and then a book series. This time, she brings her expertise not to big business, but to individuals. Each book in her series fluently translates the strategies she uses to help corporations build successful consumer brands into ready-to-use techniques for professionals, job seekers, and college grads.

See full article and Brenda Bence's book series covers at:

<http://bookcovercoaching.blogspot.com/2010/01/even-branding-experts-need-help.html>

8. "IT IS YOUR ATTITUDE NOT YOUR APTITUDE THAT DETERMINES YOUR ALTITUDE"

--Rick Frishman - Publisher- Morgan James Publishing <http://www.morganjamespublishing.com>



The Jets almost went to the Superball this year.

One of the reasons is the new coach Rex Ryan had the greatest attitude He turned a losing team around. He made them winners because he had an amazing attitude and he believed in every player and staff member.

He treated everyone with respect.

What was his best quality is his enthusiasm- You want to be around him= Vince Lombardi said " If you are not fired with enthusiasm - you will be fired with enthusiasm" Publishing and publicity is all about enthusiasm Go out there and publish my friends- Don't let anyone bring you down

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

9. PRINTED CATALOG?

--Henry Ayala Tu-Vets Corporation Since 1948 www.tu-vets.com henry@tu-vets.com 800 894-8977

Zappos is viewed by many as the *Amazon.com* of clothing for its powerful e-commerce site in this niche. Now, after two tests, it has added a printed catalog "Zappos Life" to its marketing mix. The firm says that its an important part of its customer development program and it drives people to their website.

How can this translate to smaller businesses? IBPA has a series of coop mailings that allow anyone to get their message to buyers which can translate into more orders. Most of us read printed reviews and find books which we then purchase or order online. Give your customers the same option.

10. RE-DRAFT YOUR BIO

Whether you are selling a product, service, an idea, or YOURSELF, a great website is essential in today's internet age. Many people overlook an influential ingredient that can make a powerful, prosperity-inviting difference. "Don't let a snoozer-loser bio make you sound fuddy-duddy instead of fabulous, especially when a winning approach is just a few sassy sound bites away," Nancy Juettern advises.

<http://www.mainstreetmediasavvy.com/bye-bye-boring-bio-action-eguide>

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

THE 22ND ANNUAL BENJAMIN FRANKLIN AWARDS

LAST CHANCE -- ENTRIES MUST BE HERE BY JANUARY 15TH.

Recognizing excellence in both editorial and design, this award is regarded as one of the highest national honors in book publishing. Books with a copyright of 2009 are eligible to enter. Click here for more details: <http://ibpabenjaminfranklinawards.com/>

PUBLIC LIBRARY ASSOCIATION (PLA) SHOW

Get your own booth or display your book(s) at this every-other-year show, which attracts public librarians and support staff. This is one of the best shows for the library market. \$95 per title or \$2,300 for your own booth. This year's show will be in Portland, OR. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

AUTOBIOGRAPHY/BIOGRAPHY/MEMOIRS TARGET MAILING

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

BOOKS FOR REVIEW CATALOG MAILING

This catalog produced by IBPA mails to 3,500 book reviewers at newspapers, magazines, websites blogs, radio shows, etc. \$210 per title. Click here: http://www.ibpa-online.org/programs/coopcats_bfr.aspx

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Send your flyers to the members of IBPA. This semi-annual mailing is designed for suppliers to the industry who want to let our publisher members know about their services. \$395 per flyer. Click here for details: <http://www.ibpa-online.org/vendors/suppliers.aspx>

K-12 LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at Elementary, Middle, Jr. High and High School libraries. \$215 per flyer. If you are interested in participating in this recently closed mailing, there is still time. Please send an e-mail to terry@ibpa-online.org for more details.

COLLEGE LIBRARY MAILING

Send your flyers to 3,200 acquisition librarians at College, Jr. College and University libraries. \$215 per flyer. If you are interested in participating in this recently closed mailing, there is still time. Please send an e-mail to terry@ibpa-online.org for more details.

BUSINESS/FINANCE/PERSONAL FINANCE TARGET MAILING

If you are interested in participating in this recently closed mailing, there is still time. Please send an e-mail to terry@ibpa-online.org for more details.

DIGITAL BOOK PRINTING FOR DUMMIES®

Your complete guide to navigating the world of digital printing and print on demand. Click here: <https://www.ibpa-online.org/digitalfordummies.aspx>

HEALTH/WELLNESS TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000

acquisition librarians. We will be featuring books in the following categories: health; wellness; diet; beauty; body, mind & spirit;, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

PUBLIC LIBRARY MAILING

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

CRAFTS/HOBBY/HOW-TO TARGET MAILING

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

BOOKEXPO AMERICA (BEA) SHOW

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

AMERICAN LIBRARY ASSOCIATION (ALA) SHOW

Get your own booth or display your book(s) at this annual show attracting librarians from around the country. This is the annual show of the American Library Association and this year's show will take place in Washington, DC. \$95 per title or \$2,200 for your own booth. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

DIGITAL BOOK PRINTING FOR DUMMIES®

Your complete guide to navigating the world of digital printing and print on demand. Click here: <https://www.ibpa-online.org/digitalfordummies.aspx>

3. WRITING NONFICTION NOW AVAILABLE AS AN eBook

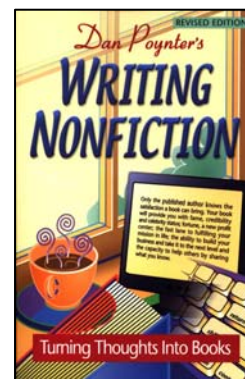
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Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?

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



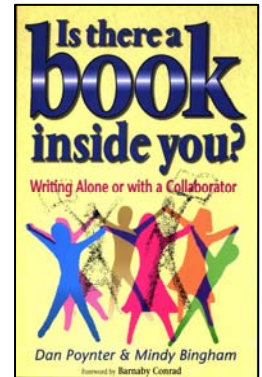
<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

4. 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%.

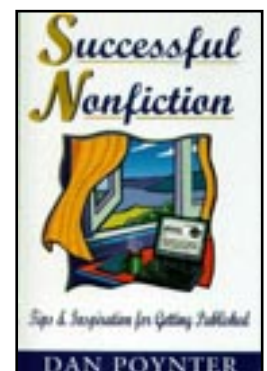
<http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

5. SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. See

<https://www.smashwords.com/books/view/2730>

Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.



Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.

This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.

You can also get this \$14.95 paper book at Amazon.

HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR_1_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1

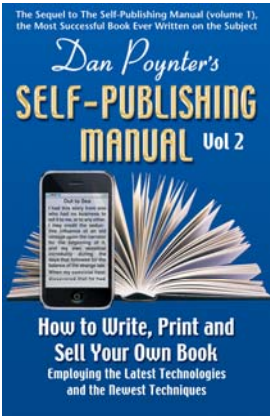
6. THE SELF-PUBLISHING MANUAL, Volume 2

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

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

You will discover how easy it is to:

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



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

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

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

Save 32%, now just \$10.17.

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

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D. ParaThoughts

THE BOOK PUBLISHING INDUSTRY IS CHANGING.
Some changes we like and some make us anxious.



We can look ahead and take advantage of the coming changes or we can wait until the Recession is over—to go back to business as usual? The same business won't be there.

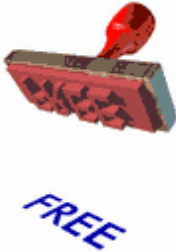
You can be part of the steamroller or part of the road.

==>**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. MYTHCONCEPTIONS: DEBUNKING THE eBook HYPE

--Danny O. Snow
Airing on February 8:
<http://beyondthebookcast.com/?p=282>

2. 20 INSPIRING QUOTATIONS TO HELP YOU FINISH WRITING YOUR BOOK . . . THIS YEAR

--Sam Horn
<http://samhornpop.wordpress.com/2010/01/>

3. THE ONLY 3 STEPS YOU NEED TO MAKE TONS OF SALES ONLINE IN 2010

--Marlon Sanders.
<http://www.promodashboard.com/3steps.pdf>

==>**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>

2010

February 5-7. LEXINGTON, KY. Parachute Industry Association (PIA) Meeting.

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

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

February 20. St LOUIS. NSA/St Louis chapter. Dan Poynter on *Turning Speeches into Books*.

Fmi: Lethia Owens, +1-636-244-5041, lethia@lethiaowens.com, <http://www.nsastlouis.org/>

March 6. AUCKLAND. Publishing Day. Five speakers on books. Fmi: Maria Carlton, Maruki Books, +64-7-8539001, Maria@PhantomPublishing.co.nz

March 9. SINGAPORE. British Chamber of Commerce. The full New Book Model programme. 4-6 PM & 7-9 PM. Fmi: Fiona Mackinnon, Fiona.ackinnon@IbisIntelligence.com, +65-6222 3552, +65-9619 6104. <http://www.britcham.org.sg/index.php?action=showComingEvents>

March 13-14. SINGAPORE. Young Authors event. Media Development Authority of Singapore's Media Fiesta 2010, Aileen Kong, Public Relations & Editorial Executive, Janus Education Services Pte Ltd, Phone: +65-6336 0832, editor@catherinekhoo.sg

March 18 - 22. Noordwĳk. PSA/HOLLAND. Noordwĳk. Southwest of Amsterdam near the coast. <http://www.pсахolland.org/>
http://www.pсахolland.org/event/psa_holland_convention_2010

March 25-26. HALIFAX. CAPS/Halifax. Dan Poynter on *Turning Speeches into Books*. Fmi: Jeff Brown, 902-956-2600, info@AlphaComputer.ca, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=284>

April 16-19. SURFERS PARADISE, Australia. NSAA Convention. <http://www.speakersconvention2010.com.au/>

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

May 7. ORLANDO. Skydiving Museum Trustees' Meeting.

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

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

May 22-24. NEW YORK. IBPA Publishing University. Fmi: <http://www.PMA-online.org>

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

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

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

August 14-15. DELAND, FL. National Skydiving Museum Joe Kittinger Jump.

September 9. KÖLN, Germany. Global Speakers Network meeting.

<http://www.germanspeakers-association.de/>

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

<http://www.germanspeakers-association.de/>

September 30 – October 3 UNITED KINGDOM. Crowne Plaza, Marlow. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff,

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

http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

October 14-16. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP)

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

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion.

<http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

2011

February 18-20. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia.

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

April 13. A Global Speakers Network meeting and other events will be held on April 13th. Noordwÿk, near Amsterdam. <http://www.psaholland.org/>

April 14, 15 and 16. NOORDWÿK, Netherlands.

Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.

<http://www.psaholland.org/>

May 21-24. NEW YORK. IBPA Publishing University

Fmi: <http://www.PMA-online.org>

May 24-26. NEW YORK. 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>

October 6-9. UK, Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association. At thee brand new Marriott Hotel. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

October 4-6. UK, 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://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

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G. ParaHumor



LANGUAGE - ESPECIALLY THE COGITO ERGO SUM ONES

It's that time of year again. These are the winners of a New York Magazine contest in which contestants take a well-known expression in a

Foreign language, change a single letter, and provide a definition for the New expression.

HARLEZ-VOUS FRANCAIS

Can you drive a French motorcycle?

VENI, VIPI, VICI

I came, I'm a very important person, I conquered

COGITO EGGO SUM

I think; therefore I waffle

RIGOR MORRIS

The cat is dead

RESPONDEZ S'IL VOUS PLAID

Honk if you're Scottish

QUE SERA SERF

Life is feudal

LE ROI EST MORT. JIVE LE ROI

The king is dead. No kidding.

PRO BOZO PUBLICO

Support your local clown

MONAGE A TROIS

I am three years old

FELIX NAVIDAD

Our cat has a boat

HASTE CUISINE

Fast French food

VENI, VIDI, VICE

I came, I saw, I partied

QUIP PRO QUO

Fast retort

ALOHA OY

Love; greetings; farewell; from such a pain you would never know

VISA LA FRANCE

Don't leave your chateau without it

AMICUS PURIAE
Platonic friend

L'ETAT, C'EST MOO
I'm bossy around here

COGITO, ERGO SPUD
I think, therefore I yam
(OK, more than one letter)

VENI, VIDI, VELCRO
I came, I saw, I stuck around
(OK, another exception)

ICH BIT EIN BERLINER
He deserved it.

ZITGEIST
The Clearasil doesn't quite cover it up.

(Generic Smiley)

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The Small Print

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