



# Publishing Poynters

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



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[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com); <http://ParaPub.com>; 1-800-PARAPUB  
For the Small Print, scroll to end.

### IN THIS ISSUE FROM PARA PUBLISHING

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

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## A. ParaNews

### 1. BRITS BIGGER BOOK BUYERS THAN AMERICANS

57% of British consumers purchased one or more books last year, compared with only 50% of Americans surveyed. Americans have a penchant for mystery and romance books and buy more books on the internet.

<http://www.thebookseller.com/news/99696-brits-bigger-book-buyers-than-americans.html.rss>

## 2. WHY eBOOKS ARE HOT AND GETTING HOTTER

--Mark Coker

[http://www.huffingtonpost.com/mark-coker/why-e-books-are-hot-and-g\\_b\\_320986.html](http://www.huffingtonpost.com/mark-coker/why-e-books-are-hot-and-g_b_320986.html)

## 3. B&N DEBUTS SECOND eREADER

<http://www.crunchgear.com/2009/10/14/barnes-noble-ereader-kind-of-leaks-and-its-a-doozy/>



## 4. PUBLIC LIBRARIES OFFER eBOOKS

Eager to attract digitally savvy patrons and capitalize on the growing popularity of electronic readers, public libraries across the country are expanding collections of books that reside on servers rather than shelves.

<http://www.nytimes.com/2009/10/15/books/15libraries.html?emc=eta1>

## 5. PUBLIC LIBRARY REQUESTS BOOKS FOR CHILDREN

Community is third poorest in the US. Send books to Robeson County Library, Lisa Matthews, 101 No Chestnut St, Lumberton, NC 28358  
[Rowland@RobesonCountyLibrary.org](mailto:Rowland@RobesonCountyLibrary.org)

## 6. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

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



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

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

## 7. NOBEL PRIZE FOR BOOKS

The Nobel Prize, probably half the time, shines a huge spotlight some pretty obscure books.

<http://www.themillions.com/2009/10/small-presses-and-nobel-prize-glory.html>

**8. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA**

See

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

**9. CHANGE YOUR ADDRESS BOOK**

Dan Poynter's email address is

[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

Your address book may show

[dpoynter@impulse.net](mailto:dpoynter@impulse.net) or another old address.

Please make the change now.

## URGENT

**10. WAL-MART DISCOUNTS BOOKS**

The new bookstore on the block slashes prices.

<http://www.reuters.com/article/ousivMolt/idUSTRE59F2HP20091016>

[http://www.msnbc.msn.com/id/33347048/ns/business-consumer\\_news](http://www.msnbc.msn.com/id/33347048/ns/business-consumer_news)

**11. 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.

**12. AMAZON.COM INTRODUCES SAME-DAY DELIVERY**

Direct attack on brick-and-mortar bookstores.

<http://bits.blogs.nytimes.com/2009/10/15/amazoncom-introduces-same-day-delivery/?em>

**13. AMAZON SALES UP, FUTURE BRIGHT**

Amazon profits as sales move to online stores.

<http://online.wsj.com/article/SB10001424052748703816204574489750561367182.html>

**14. 19% OF US ADULTS USE TWITTER**

Forty-seven percent of adult U.S. Internet users use online social networks, and 19 percent now use Twitter or other status update services.

<http://www.clickz.com/3635448>

Dan Poynter has more than 1,000 followers on Twitter so far. Sign up at

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

**15. READ KINDLE BOOKS ON A PC**

Amazon is releasing free eReader software that will make Kindle books readable on a PC.

### 16. INTERACTIVE SELF-PUBLISHING WORKSHOP

Circle December 12 on your calendar. Dan Poynter will be back in the US to take you through book writing, publishing and promoting in Tampa. See the video description at [http://selfpublishingmarketing.com/Events\\_Announcements.html](http://selfpublishingmarketing.com/Events_Announcements.html)

### 17. A CLOSE READ FINDS HOPE IN THE MADNESS OF BOOK-PRICE WARS

Deeply discounted bestsellers could give publishers leverage to make smarter deals with authors <http://www.washingtonpost.com/wp-dyn/content/article/2009/10/23/AR2009102304321.html?hpid=sec-business>

>SEND YOUR NEWS ITEMS to [DanPoynter@ParaPublishing.com](mailto: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. BE NICE TO THE RECEPTIONIST

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



If you are in a TV or radio studio- make sure you are super nice to the receptionist. They are important people. When you are done with your interview- they get the phone calls. Give them your book -your card- your brochure help them, thank them= they can send the callers to your web site and tell them about your book. They also can call back and tell the producer that you are rude ( if you are) and lo and behold - you are bumped from the show.

You never know.... so when in doubt be nice- it is always the right thing to do!  
For more tips go to [www.rickfrishman.com](http://www.rickfrishman.com)

## 2. USE YOUR PDA TO ITS FULL EXTENT

--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](http://www.prpr.net).



In the age of instantaneous news, utilize your personal technology to its highest extent. Have all e-mail/contact lists, your bio/headshots and anything else you may need stored in your Blackberry, iPhone or other device available for easy access while you are away from your laptop or desktop computer. This way, you'll be able to quickly assist writers who may be rushing to beat deadline.

## 3. NATIONAL BOOKSTORE DAY IS COMING!

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



*Publishers Weekly* has announced the date of their first annual National Bookstore Day <<http://www.publishersweekly.com/article/CA6696364.html>> , which will take place on Saturday, November 7, 2009. This special day was designed to to celebrate bookselling and the vibrant culture of bookstores, but authors can also find ways to contribute. One suggestion is to offer free copies of your book to bookstores for use in promotional giveaways or raffles. If they stock your book, you could mention their bookstore event to your email list. You might also offer to contribute to free workshop or seminar series that your local bookstores might be planning for that day.

Email [PWEvents@reedbusiness.com](mailto:PWEvents@reedbusiness.com) for more information and to find other ways you can participate.

## 4. BOOK DESIGN: TYPEFACES AND READABILITY OF YOUR INTERIOR

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



The interior of your book is just as important as the cover. Once your book is purchased you'll need to hold the readers attention. Certainly good content has a lot to do with it. Good editing and proofing as well. But the real reading is done from the type that is set... formatted, sized and styled to hold the readers attention and make them feel comfortable and not want to put your book down.

We have been "taught" by exposure to feel comfortable with reading a typeface with "little feet" otherwise know as serifs. Typefaces such as Times Roman and Garamond are know as serif faces and when used for your interior text will give your reader an easy read. Typefaces such as Ariel and Futura are known as sanserif (without little feet) and are best used for heads, subheads or chart and graphs. Be sure to request test pages of your text layout for your approval before your book is formatted. Contact me with any questions.

Remember, do something every day toward your book and promotion.

## 5. WORD TRIPPER

--Barbara McNichol, [www.barbaramcnichol.com](http://www.barbaramcnichol.com)

**Foment, ferment** – “Foment” is a verb that means to instigate or foster (discord, rebellion); to promote the growth or development of; to apply warm water, medicated liquid, or ointments to the skin. As a verb, “ferment” means to cause to undergo fermentation (e.g., conversion of grape sugar to alcohol by yeast); to be in or cause an agitated or excited state; as a noun, it means agitation or unrest; something that causes fermentation. “The charismatic speaker was so successful at *fomenting* rebellion that the ensuing political *ferment* quickly led to the collapse of the regime.”



## 6. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

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

## 7. THINK ABOUT THE BIGGER PICTURE

Mindy Gibbins-Klein – The Book Midwife™ [www.bookmidwife.com](http://www.bookmidwife.com)  
Author of *24 Carat Bold – The Standard for REAL Thought Leaders*



Your book is probably at the heart of a much bigger plan. If you are writing a business book, you will also be planning a website, blogs, articles, videos, audios and public speaking. Fiction writers also need many of these items, and so do most other authors. The time to plan what you want to deliver and how it needs to turn out is before you start writing. There is a lot of talk about ‘re-purposing’ books to create new products. Well, if you plan it well enough at the beginning, you won’t have so much re-purposing to do. For example, knowing that you want to end up with 15-20 articles or blogs could inspire you to plan the book with those in mind, so that you end up with everything ready from Day One. [More 24 Carat Bold Tips](#)

## 8. WHAT DO YOUR CUSTOMERS WANT? FIND OUT WITH SKRIBIT

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



If there is one thing I know, that’s book marketing, and from time to time I learn about a neat new tool that makes selling books online just a little bit easier. I would like to introduce you to Skirbit. Skirbit.com allows an author to easily add a small widget to their blog which gives readers a chance to communicate directly with the author. At the end of the blog, this small widget asks one simple question “What should I write about?” What a perfect question. This allows an author to customize blogs based on reader suggestions.

If you want to be one of those authors who are really in touch with your audience, Skirbit allows you to do just that. Learning how to sell books on the Internet is a meticulous process but if you can get feedback, not only from customers, but potential customers, it will make the process much easier.

Once you create an account with Skirbit, you are presented with an easy to use dashboard to easily create your widget. Simply code the code given to you in your blog and you're done.

Remember, the marketing calendar is finally available, and for only \$5.95/month. You will get daily emails of exactly what you need to do to market a book online. I realized how hard it was to sell my books once they were published, but after years of experience, I am bringing my knowledge to your email box on a daily basis. Even if you want to write a book, this will be a great preparation tool for you.

Michael Volkin is the author of the new book Social Networking for Authors-Untapped Possibilities for Wealth. Check out his book and book marketing services at [www.SellaTonofBooks.com](http://www.SellaTonofBooks.com).

### 9. ISBN CONVERSION

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



Still using your old 10-digit ISBN? Convert it to a 13-digit ISBN free, here: <http://www.isbn.org/converterpub.asp>

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

See

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



### 11. HOW TO PITCH THE HUFFINGTON POST'S BOOK SECTION

Blog for the site, engage their readers, pitch two to four months in advance of the release date, and of course develop relationships with editors."

[http://www.huffingtonpost.com/amy-hertz/dear-publishing-colleague\\_b\\_314727.html](http://www.huffingtonpost.com/amy-hertz/dear-publishing-colleague_b_314727.html)

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

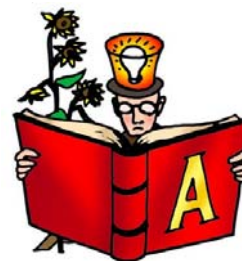
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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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## C. ParaResources



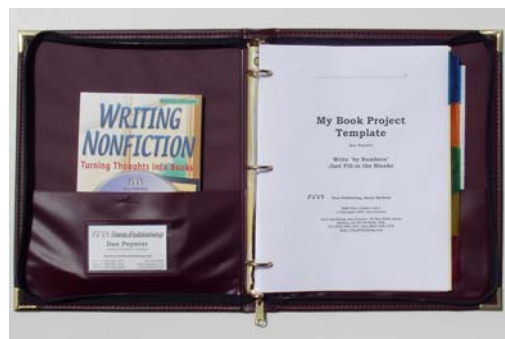
### 1. WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum. Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.

Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process. This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at <http://DanSentMe.com/sites/para/resources/allproducts.cfm>



### 2.



#### PSYCHOLOGY/SELF-HELP TARGET MAILING

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

#### REFERENCE/DIRECTORIES TARGET MAILING

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

## BOOKS FOR REVIEW CATALOG MAILING

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

## BOOKSTORE CATALOG MAILING

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

## PUBLIC LIBRARY MAILING

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

## PUBLIC LIBRARY ASSOCIATION (PLA) SHOW

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

## BOOKEXPO AMERICA (BEA) SHOW

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

## AMERICAN LIBRARY ASSOCIATION (ALA) SHOW

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

## 3. 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](#) eBooks 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.

#### **4. AUTHOR 101 UNIVERSITY OCTOBER 30-31 IN LAS VEGAS**

Author 101 University is the place to be if you're an author, publisher or aspiring author. You'll hear top publishing and marketing experts reveal tools and techniques to get your book published and double or triple your income as an author or publisher. The amazing Mark Victor Hansen will be the MC of the event. You know Mark--- right--- the guy who has sold over 100 million 'Chicken Soup for the Soul' books with Jack Canfield! You want to learn how to sell books- LEARN FROM MARK! We will also have 5 other speakers- AND a Publishing Panel of publishers, agents, and editors that you can meet and talk with. This is going to be an amazing event and it is going to sell out fast.

--Rick Frishman, Cell is 516 721 2372, <http://www.author101university.com>

#### **5. POWERPACK: ALL THE BOOKS AND DOCUMENTS TOGETHER**

Kit, #1: Value \$560.35 , Your Price \$297.

Includes everything you need, and nearly everything we have, to lead you through your project:









2009

**AROUND-THE-WORLD SPEAKING ITINERARY #17****October 19 – November 22, 2009**

October 22. CHRISTCHURCH, New Zealand. NSA.NZ-Christchurch. Evening Speakers' Café. Dan Poynter on Speaking Internationally: Giving the World a Piece of your mind. FMI: Wendy Davie, +64 3 337 1375, [action@TotallyOrganised.co.nz](mailto:action@TotallyOrganised.co.nz), <http://www.nsanzch.co.nz/>

October 28. SINGAPORE. APS/S. Dan Poynter on How to Write Your Book. FMI: Nishant Kasibhatla, +65 (6402) 2310, [nishant@memoryvision.com.sg](mailto:nishant@memoryvision.com.sg), <http://www.asiaspeakers.org/apss/>

November 1. SHANGHAI. Financial Square 4F, No. 333 Jiu Jiang Road Shanghai 200001. 1:30-5:30 PM. Dan Poynter to speak on *Turning Speeches into books*, The full New Book Model program. PSA/CHINA. Fmi: Warwick John Fahy, [warwick@globalteamwork.com](mailto:warwick@globalteamwork.com), +86 (1391) 786 7502, [http://www.chinaspeakers.org/new1/pages/events\\_upcoming.php](http://www.chinaspeakers.org/new1/pages/events_upcoming.php)

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

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

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

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

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

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

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

December 12. TAMPA. Interactive Self-Publishing Workshop with Dan Poynter and others. See the video description and details at [http://selfpublishingmarketing.com/Events\\_Announcements.html](http://selfpublishingmarketing.com/Events_Announcements.html)

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

## 2010

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

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

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](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](mailto: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](mailto:lethia@lethiaowens.com), <http://www.nsastlouis.org/>

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

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

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

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

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

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

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

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





- If you go on living long enough, you will die.
- Even a bad example can be a good example.
- The past is prologue, if it's not too far past.
- Anything sore will be bumped more often.

(Generic Smiley)

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**The Small Print**



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