



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

ParaNews (What's happening)

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ParaFreebies (Giveaways)

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ParaHumor (We saved the fun for last)



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THE GREATEST CHALLENGE IN BOOK PUBLISHING IS MANAGING THE DAY-TO-DAY EXCITEMENT

Just returned from New York, the BEA Book Fair,
BlogWorld and the Book Bloggers Convention.

I listened and learned a lot.

Read on . . .





WHAT I LEARNED AT THE BEA BOOK FAIR

--Dan Poynter.

We will always have paper books but not as many since they are being supeseded by ebooks . And audiobooks are being reborn.

The challenge for the larger publishers is that they are resisting the change in book selling.

They are still stuck with selling seasons. They are still holding books from the market until the next season—often months away.

They are focused on selling books to a diminishing number of brick and mortar stores. They still spend time and money on galleys—instead of sending the finished book.

Book Expo America is a prisoner of the large-publisher system. As a result, the size of the fair is diminishing. It is unlikely the fair will ever attract-back the savvy smaller and medium-sized publishers that are quicker to recognize the irrevelence of the outdated system and quick to abandon it in favor of using new technolooges.

Making necessary economic choices, larger publishers have stopped paying for advertising in print publications such as *Publishers Weekly*. What will happen when they decide participating in Book Expo Ameica is not worth the investment?

Publishers should pursue the future
And the future stared last month.



Macs GAIN ON PCS. According to IDC, Mac shipments grew 27 percent in March—a period in which PC shipments declined 1.2 percent. In Europe, Mac sales were up 10 percent year over year, while the PC market there was down 17.5 percent. In Asia, Mac sales were up 69.4 percent, while the PC market was up just 8.8 percent. In Japan, Mac sales where up 21.1 percent and total PC sales declined 16.1 percent.

BOOK EXPO AMERICA: INDUSTRY DINOSAURS ON PARADE

--Erik Sherman

Want to know the future of book publishing? It's as close as a tablet, smartphone, ereader, or browser. It's open to anyone willing to do the work: fast-paced instant gratification, freely combining text, video, graphics, and sound, available virtually anywhere.

What isn't publishing's future? A genteel world in which an entitled gentry can take a year or two to bring a title to market *after* it's already written. The world on display this week at New York City's Javitz Center during Book Expo America, the major industry U.S. trade show.

The New York Times claimed that "[e-business is the buzz](#)" at BEA. Not a chance. Read between the lines of the action on the floor, listen to the people in the trenches of publishing and selling books, and you see an industry that still hasn't begun to comprehend the emedia revolution that is rapidly engulfing it. The industry is a mass of silent film stars telling each other that the talkies are no threat. Read more: <http://bit.ly/j53D2O>



BEA attendance this year was 21,664

eBOOK PRICING

The move to digital has traditional book publishers scared, which has resulted in a power struggle with book retailers for the right to price books. Larger publishers want to protect their pBooks with higher prices for their eBooks but readers resist paying as much for an eBook.

<http://bit.ly/iXZd4n>

THE SANTA BARBARA WRITERS CONFERENCE IS BACK



The SBWC, which started in 1972, is returning after a two-year hiatus. The new owner is Monte Schultz, son of the late Charles Schulz.

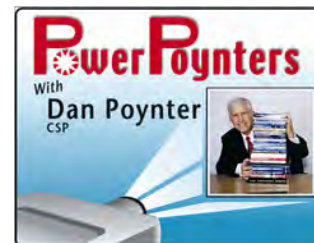
June 18-23.

<http://www.sbwriters.com/>, <http://www.sonomacountyairport.org/>

DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>
<http://www.youtube.com/user/PoynterDan#p/u/6/mWI0fnBu7bs>



Net sales at Books-A-Million chain in the first quarter ended April 30 fell 11.1% to \$104 million, and the net loss was \$3.5 million compared to a net gain of \$2 million in the first quarter last year. Sales at stores open at least a year fell 13.2% in the quarter.

THE TOP 20 READING CITIES IN THE US

Amazon released its list of the Top 20 Most Well-Read Cities in America; College towns ranked highest.

- 1) Cambridge, Mass.
- 2) Alexandria, Va.
- 3) Berkeley, Calif.
- 4) Ann Arbor, Mich.
- 5) Boulder, Colo.
- 6) Miami
- 7) Salt Lake City
- 8) Gainesville, Fla.
- 9) Seattle
- 10) Arlington, Va.
- 11) Knoxville, Tenn.
- 12) Orlando, Fla.
- 13) Pittsburgh
- 14) Washington, D.C.
- 15) Bellevue, Wash.
- 16) Columbia, S.C.
- 17) St. Louis, Mo.
- 18) Cincinnati
- 19) Portland, Ore.
- 20) Atlanta

As for a breakdown, Cambridge also topped the list of cities that ordered the most nonfiction books; Boulder residents ordered the most books in the Cooking, Food & Wine category; and Alexandria bought the most children's books.



TOP 10 REASONS TO ENTER THE GLOBAL EBOOK AWARDS

Deadline for entries: June 30, 2011

See the video, starring Joseph Dowdy, Award Director.

<http://bit.ly/k6gtFV>

<http://bit.ly/jdHKNY>



Top 10 Reasons To Enter the Global eBook Awards

GlobalEBookAwards

2 videos

Subscribe



And from Dan Poynter

<http://www.youtube.com/watch?v=AIBDeA8dyV4>



OVERHEARD:

All literature is gossip.

--Truman Capote, novelist.

OUTRAGEOUS BOOK PROMOTION

To promote his *Air Travel Handbook*, Dan Poynter circumnavigated the earth in 2 days.

YouTube Search Browse Movie

Round the World in 2 Days - Terry Brock & Dan Poynter

TerryLBrock 244 videos

**Around the World
in 2 80 Days**

Terry Brock Interviews Dan Poynter
About His Historic Journey

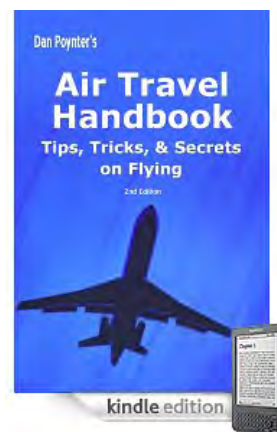


RTW2D.com

0:04 / 7:21 360p

<http://www.youtube.com/watch?v=hGEMqjrd0p8>

<http://amzn.to/IMUnqC>



Traditional publishers issued an estimated 316,480 new titles in 2010. 47,392 were new works of fiction.

AMAZON CHANGING LONG-TERM STORAGE RULES-- FBA

Fulfillment by Amazon (FBA) will charge for storage. The Long-Term Storage program will take effect on August 15, 2011. On that date, and each six months thereafter, FBA will conduct an Inventory Cleanup, at which time inventory Units that have been in our fulfillment centers for 365 days or more will be assessed an upfront, annual Long-Term Storage fee of \$45.00 per cubic foot. See

<http://amzn.to/jKioGZ>

HOTEL ROOM TAXES HURT BEA BOOK FAIR

Dan Poynter was featured in a *New York Times* article on high hotel room taxes.

"I was shocked when I went to check out and saw that they tacked on \$49 a day in taxes, he said. High costs and hidden (until check-out time) taxes are more reasons bookpeople do not want to return to New York year after year. It is not the fault of Reed and the BEA; they are prisoners of the system. But Reed could move the fair to another city."

The tax on hotel rooms in New York City is 5.875 percent, plus \$2 per room for the bed tax, plus 8.875 percent in combined city and state sales tax. In Poynter's case, his hotel room last year cost \$313 a night plus a \$27.78 sales tax, \$18.39 in city taxes, a \$2 occupancy tax and a \$1.50 Jacob K. Javits Convention Center tax.

<http://www.nytimes.com/2011/06/07/business/07taxes.html>

The New York Times

→ **SEND YOUR NEWS ITEMS** to DanPoynter@ParaPublishing.com

Do you have friends in the book business?
Think how appreciative they will be if you forward this newsletter to them.
Go on. Do it now.



ParaTips



BOOK DESIGN:

WHAT GOES ON THE COPYRIGHT PAGE? Example and place to start.

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



The copyright page is the page that follows and prints on the back of your main title page and is where you display the legal part of your self published book. Be sure to check several books in your category and see what they are using on their copyright page and determine what is best for yours. And be sure to run it by a legal representative, what I list below are suggested beginning points.

Here is a sample of the basics of what your copyright page will contain:

Book Title

Book Sub-title

Author Name (don't use "by")

Copyright © 20 __ (publisher or author)

All rights reserved. Except as permitted under U.S. Copyright Act of 1976, no part of this publication may be reproduced, distributed, or transmitted in any form or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher.

Publishers address and contact information

Visit our website at www.xxxxxxxx.com.

Library of Congress Cataloging-in-Publication Data (if you have filed for this)

ISBN-10: 0-0000000-0-0

ISBN-13: 000-0-0000000-0-0

Printed in the United States of America



It took cars 40 years to replace the horse, the CD took just 15 years to replace the vinyl record, but it's taken just four years for the Kindle to overtake printed books on Amazon.

THINK OUTSIDE THE BOX FOR YOUR BOOK!

--Elaine Wilkes, PhD, Tips from Get Your Book Into All Types Of Stores—Internet, Book and Retail Stores.

The New York Times just wrote that retail stores, that you'd least expect, are now selling books! Home stores like Lowes, clothing stores like Anthropologie, WalMart, Sam's Club, Fry's and the list goes on. Think of places that are a great fit for your book.

For the entire article, click on this link:

<http://nyti.ms/exAwaz> <<http://nyti.ms/exAwaz>>



Find out how to get your books into stores and digital formats:

<http://tinyurl.com/3px99nl>



OVERHEARD:

Reading without reflecting is like eating without digesting.

--Edmund Burke

CHOOSING BETWEEN AGENTS

By Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

If you're lucky enough to have a choice between two agents, or maybe more, there are a number of factors you can think about in deciding which agent is best for you. Hopefully at this point, you've already checked in to make sure that they are not a scam artist or anything and are a legitimate agent. After that, there are a couple of things you want to consider when choosing the right agent.

First, you don't want an agent that is trying to be your best friend. Yes, you want to get along with them, that's important to the relationship, but you don't need to be the agent's friend. Sometimes a friendship can get in the way of a partnership. You want an agent who is going to be professional and get the work done. Personally, I'd rather have an agent that is a little less friendly but does anything to bring results than one who slacks on the work and focuses too much attention on the friendship.



You also want to make sure the agent responds with urgency to your e-mails and phone calls. This isn't to say that you bombard them with e-mails and calls after sending your

query letter, wondering if they liked your work or checked it out already. That's just annoying. But once they respond to you, if you have questions, they should answer them professionally and not keep you waiting too long. How long is too long? Anything more than 48 hours.

You should also go to sites like publishersmarketplace.com and see what other books they have recently sold. This will give you an idea as to what genre they are involved in the most, other authors they've worked with, etc.

These are just a few factors that should be considered when deciding which agent will be best for you and will surely guide you in the right direction.

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals.



Almost 40% of *SmartBrief* on Social Media poll respondents say they have seen increased website traffic because of Facebook plug-ins such as the "like" button.

WORD TRIPPERS

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

Among, between.

"Among" occurs with MORE THAN two things or people;
"between" happens with ONLY two things or people.

"Among the 128 members, 92 have e-mail access.

Between AOL and Earthlink, AOL is the more popular choice."



By mid-March 2011, Smashwords had 16,000 authors and 40,000 titles.

SUBSIDY PUBLISHING

-- Kathleen at Parlez-Moi Press

Long ago, before the digital age, what we now call subsidy presses were called "vanity presses", a somewhat pejorative term that implies all books printed through them were done so out of the author's vanity. Today's subsidy presses all operate on a similar principle: the author sends them a manuscript and a check (the size of the check depends on the type of "package" the author chooses) and they layout, design, and print the

book. Some popular subsidy presses include Xlibris, iUniverse, Lulu, Outskirts Press, etc. Some of these presses offer (for a fee) proof-reading and some editing (we will discuss the various stages of editing in a later post). Some of them also offer (for a fee) customized design. All of them also offer (for a fee) some marketing assistance including consultations with a marketing coach. The more money you have to spend, the more services you can add.



This is how a subsidy press works:

- Once you have selected the subsidy press you wish to work with, and the service package you wish to pay for, you upload your manuscript to their server and select a page layout design from those they offer. These will be basically "cookie cutter" layouts. The more premium packages will offer a wider variety of designs but remember that they are going to print your manuscript *exactly* as you have submitted it – they are not going to correct spelling, punctuation, or anything else unless you have contracted in advance for that.
- You choose your cover from templates or, if you have contracted for a customized design, you work with one of their designers to create a cover.
- They supply the ISBN (International Standard Book Number) under *their* imprint. All books available for sale in book stores and online are required to have an ISBN and a bar code. Because they are using an ISBN registered in their name, they will be listed as the publisher (this will be important a little later on in this post.) Anyone can buy an ISBN but publishers buy them in large blocks all registered to their imprint (name).
- They print the book and send you the agreed upon number of copies supplied in the package you have chosen.
- Once the book is available in print, they supply the book information (title, price, ISBN, description, etc.) to the Books-In-Print Directory from which it is then picked up by online suppliers like Amazon, Barnes & Noble, Powell's, etc. Brick and mortar bookstores can order from the Books-In-Print database if they wish to carry them in their stores. They will also list your book with the major distributors, Ingram and Baker & Taylor.
- Depending on the marketing options in your package you will be supplied with a page for your book on the subsidy press's site, possibly a blog page also, and various marketing tools such as press releases (from a template), and information on submitting your book to book review services which charge a fee (anywhere from \$50 to several hundred dollars per review).
- From this point on books are printed as they are ordered (Print On Demand). If you

wish to order books you will pay a unit cost per book and all shipping.

- As books are ordered, either from the press's web store or from any other book seller, the subsidy press will print and supply them and place your percentage, minus their print charge, in your account. At the end of every month you will receive a statement. Usually, payments are delayed for 90 days (to allow for returns), and then a check will be sent monthly thereafter.

Most subsidy presses will offer an option to have your book converted to an ebook which they will supply to major online booksellers as part of their service.

Subsidy presses have advantages and disadvantages: The advantages are that once you turn your book over to them they do all the pre-press and production work and they handle distribution. The disadvantages are that their prices can be very high for what you are receiving and you are required to use their imprint (i.e. their name will be on the book as the publisher). This can be a deterrent to sales if the particular subsidy press is regarded negatively by potential buyers, especially bookstore owners. Some bookstore owners refuse to carry books from iUniverse, Xlibris, and a few other such companies. You have to consider whether this is going to be an issue for you.

Subsidy presses can be an excellent resource for books with a limited audience: family histories, books of regional interest only, family cookbooks and memoirs, etc. Depending on how much money you have to spend and how much or how little involvement you want in the process of publishing a subsidy press can be your best choice.



You have a friend in book publishing.
His name is Dan Poynter.

COOL TOOL FOR VIRAL PROMOTION CAMPAIGNS

- - Stephanie Chandler, author, speaker and publisher: <http://AuthorityPublishing.com>



Recently I came across a new tool called Pay with a Tweet that allows you to give away a digital product or download in exchange for a tweet or post on Facebook. The whole process is easy to set up, completely automated, and free to use. Consider using this to give away sample chapters from your book, an audio recording, an ebook, special report, white paper or just about any kind of digital product that has value with your audience. You can sign up at www.PayWithATweet.com

YOUR BOOK NEEDS TO BE AT THE FRANKFURT BOOK FAIR!

Bob Erdmann, President-Columbine Communications & Publications
A Foreign Rights Publishing Consultancy With 50 Years' Experience
bob@bob-erdmann.com Ph: 209-586-1566
www.columbinecommunications.com



There are book fairs, and then there are BOOK FAIRS! For foreign rights there is really only one book fair that matters and that is the Frankfurt International Book Fair. By way of magnitude, it is attended by nearly 400,000 people from nearly all the world's 400 countries, spread over ten buildings (some three stories tall), who are there for one purpose and one purpose only....to buy or sell foreign rights. There are 7300 exhibitors from over 100 countries. The Frankfurt International Book Fair began shortly after World War II and has grown exponentially into what is today, by far, the largest book fair in the world. Again....for foreign rights this is the only book fair that matters!

So why does your book need to be at the Frankfurt International Book Fair? The answer is simple....it's the most cost effective way for you to get your book exposed to the greatest number of prospective foreign publishers and agents who will be able to see, touch and feel it in person to determine if it might fit into their publishing programs in their respective countries. Seldom do they make on-the-spot decisions at the Fair. But they will decide whether or not your book interests them to the extent that they would want to make a complete review of it (editorial, sales, production, marketing, financial, etc.) at their headquarters. If they do decide it fits their publishing program they'll make an offer to acquire the licensing rights for their country. This is "found" money for you since you incur absolutely no cost in the process. All the costs are borne by the foreign publisher to translate, design, print, publish, market & distribute their edition of your book in their country. For this they pay you compensation for the licensing rights to do so.

To go "solo" at Frankfurt for only one or a few books would be cost prohibitive as the expenses incurred for a booth, travel, shipping, etc. are quite high. "Collective" booths are an excellent option. They range from "full service" to "display only". Some will specialize in specific genres, others will display any book of any genre. Bottom line, ***your book needs to be at the Frankfurt International Book Fair this fall!*** I'd be happy to help you make your choice of which option is best for you. Email: bob@bob-erdmann.com; Call: 209-586-1566.



79 percent of Americans are most likely to read books in bed.

HERE'S A MARKETING SECRET THAT MAY SURPRISE THE 30 AND UNDER CROWD:

Pick up the phone and call people.



Ironically, the explosion of social media has left many less sociable. Too many interactions take place online. The consequence is the participants are deprived of expanding their relationship with others. When it comes to marketing or promoting, this is a big drawback.

Sure there's a place for email and it can save time, money, and effort, no doubt. But to use it exclusively is where some go astray. If you call people, you will allow them to hear your sincerity, your passion, and your ideas in a much more personal way than can be conveyed by email.

Even when you're approaching bloggers or online media, don't be afraid to call unless the person publicly posted a protocol to the contrary. By calling, you stick out. Most people don't call, so a call now gets noticed. Further, it can be used to support an email that was sent but went unanswered. Lastly, you can use the call to set up the biggest prize of all: A face-to-face meeting.

I have had some authors sign up as clients without even having a phone call prior to signing a contract, but for the most part phone calls and in-person meetings really further a relationship. People tend to open up in a conversation and even discuss unrelated matters. By discussing sports, kids, health or other issues you bond with that person in a way that long outlives the conversation.

Most don't use the phone because they think emailing is the direct way and it's free. Or they may feel uncomfortable talking on the phone, fearful of rejection or being asked something they can't answer so quickly. But if you want to stand out from the crowd, call someone. Say hi. Offer to give them what they need.

Then you can email me about your success.

** Brian Feinblum, Chief Marketing Officer, Planned Television Arts, has been promoting and marketing authors since 1989. feinblumb@plannedtvarts.com 212-583-2718 www.plannedtvarts.com . He just launched a new book marketing blog – check it out at: <http://www.bookmarketingbuzzblog.blogspot.com/>



Barnes & Noble.com now has more than 25% of the digital book market

THE CAUSE OF JET LAG DISCOVERED

--Dan Poynter, USA.



In May 2011, I flew around the world in two days. I departed Los Angeles on a Tuesday, flew to Washington, Dubai, Singapore, Taipei and landed in Los Angeles on a Thursday. About 41 hours were spent in the air and some 7 hours were consumed on the ground between flights.

5 countries, 4 stops, 3 airlines, 2 days, 1 passenger

On arriving back in Los Angeles, I alighted from the plane feeling normal, even refreshed. Normally after a 10 or 15-hour flight, passengers feel exhausted and drained.

And there was no jet lag. I went home to bed at my normal time and arose the next morning at my normal time. Apparently my body remained on California time.

This experience seems to indicate that jet lag is not the result of crossing meridians or time zones. It is what happens when you fly through several time zones and then your body has to adjust to a new schedule of day, night, meals, and sleep.

I've made 21 round-the-world itineraries; 20 lasted 2.5 to 5 weeks each. Number 21 was for speed.

In addition, there have been many round trips. It is interesting to compare trips out and back to distant places such as from Santa Barbara to Singapore, Johannesburg, Auckland, Dubai or Perth.

If your body does not have to adjust to a new time, there is no jet lag.

See <http://RTW2D.COM>

<http://www.youtube.com/user/PoynterDan#p/u/0/PLmPpzWV-q0>



A publisher is a partner.

A partner is a gatekeeper.

Stop wasting time searching for one.

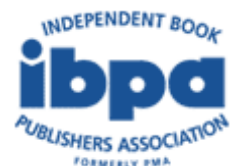
Publish yourself.

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

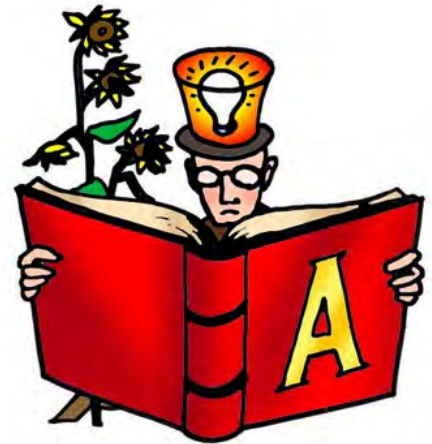
<http://www.pma-online.org/membonly.cfm>



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



ParaResources



iPAD: THE FUTURE FOR CHILDREN'S BOOKS

Bring your storybooks to life!

TaleSpring makes it easy for your storybooks to take full advantage of the finger-tap capabilities of the iPad and iPhone. Unleash your inner creative genius by creating your interactive storybooks online.

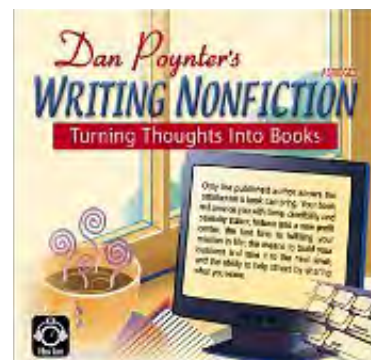
<http://www.talespring.com/childrens-books>



The future is ebooks and the future started last year.

WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAXf>



SOURCE FOR FREE eBooks
AND INFO ON (FAST) PHOTO READING
--Terry Brock

See the June 2 video.



<http://terrybrock.com/booklovers/>

eBOOK PROMOTION Eliminating "Post and Pray."

A major challenge with ebooks is a lack of visibility. Ebook authors and publishers are not good at letting their potential readers ("tribe") know there is a new book that should interest them. Most ebook authors and publishers do not even know where to start.

They upload their ebook to a website and sit back. It is called Post and Pray.

There is a solution.

The Global Ebook Awards come with a built-in promotion program.

Once a book is accepted into Nomination, the applicant is sent a detailed title-promotion assignment each week.

Meanwhile, we are promoting their book to their category outlets.

The first assignment is for them to sign up for Google Alerts.

We suggest they list their category, book title, publisher's name, author's name, etc. Most authors and publishers do not even know about the free clipping service offered by Google Alerts.

We do this so they will see the results of our promotional efforts.

The program is not only educational but it is designed to encourage them to continue promoting their book.

DEADLINE: JUNE 30, MIDNIGHT

See <http://GlobalEbookAwards.com>



THE INTERNATIONAL WOMEN'S WRITING GUILD IS HAVING ITS 34TH SUMMER WRITING CONFERENCE

June 24-July 1, at Yale University. There are forty workshops to choose from under the headings: The Art and Craft of Writing, Marketing and Publishing, Critique Sessions, Transformation of Self, Non-Linear Knowledge, and The Arts, The Body & Health. Visit <http://www.IWWG.ORG>

--Elizabeth Julia Stoumen, IWWG Associate Director and *Network* Editor

QR CODES FOR BOOKS

What are those square blocks and what can they do for authors and publishers?



QR codes can make it easy and fun for people to get more information on you and your book.

See how QR codes work and your thought-wheels will start turning. You can add QR codes to bookmarks, posters and brochures for more information.

With your iPhone, go to the App Store. Search for and install i-nigma. (free) Load i-nigma and scan these three QR codes below.

Contact Mary Barnett, the QR Queen, for more information.

See

http://brilliantmobile.com/BrilliantMobile_Publishers.pdf

<http://brilliantmobile.com/>

Try the QR code, above.

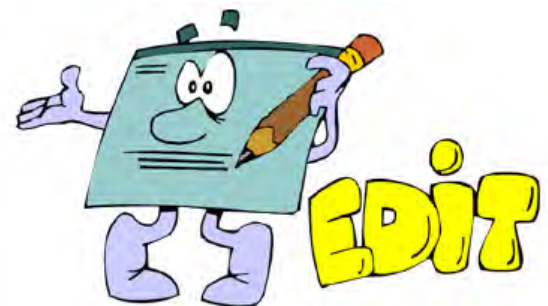
HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

Savvy authors use editors.

See the list at <http://bit.ly/ezge8d>

Interview several editors. Ask when they can do it, what they charge and if they have worked on your category of book.

You want someone who understands and loves the subject



THE PARAPUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his findings every day. Discover where the book industry is going.

See

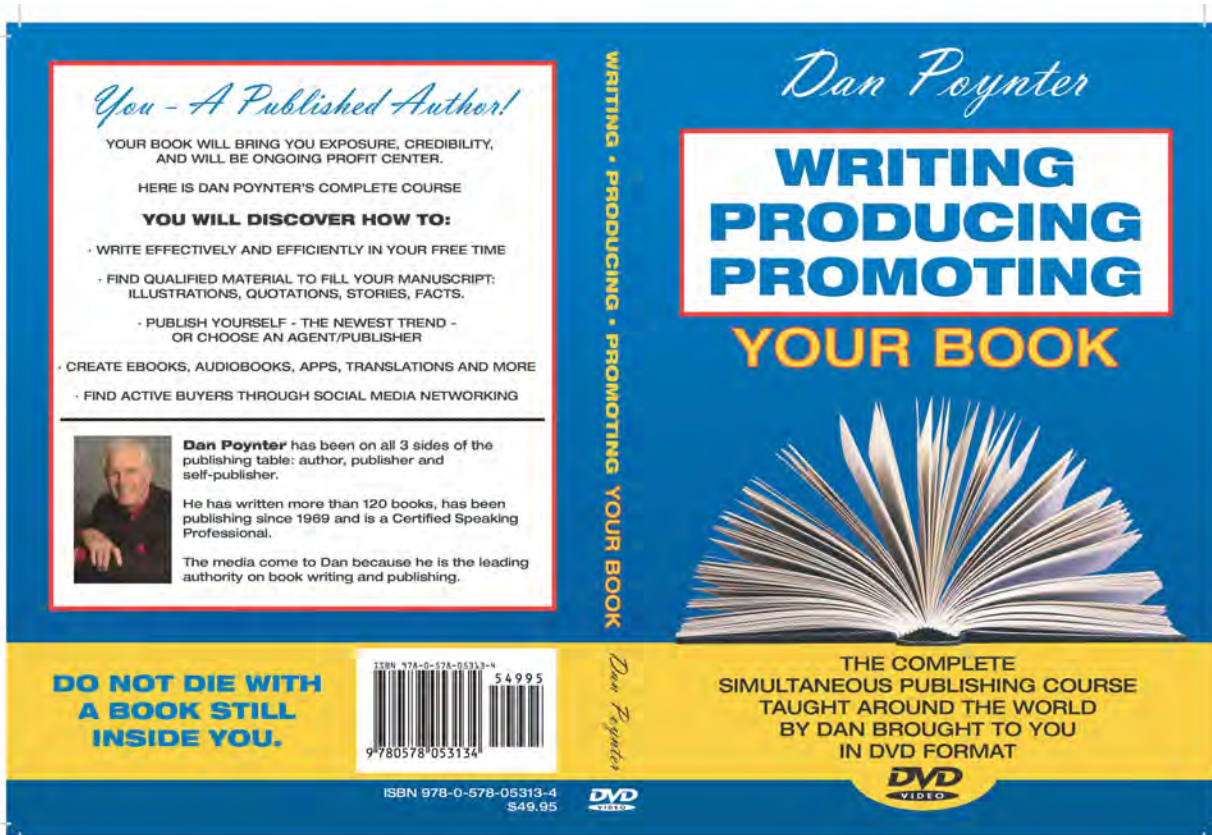
<http://blog.parapublishing.com/>



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

<http://bit.ly/eE1DQo>

PUBLISHING COURSE NOW ON DVD



The New "Book" Model:

How to write, publish & promote your nonfiction book is available in a home study version. This is the complete 3.5-hour course with Dan and his multimedia slides.

You will discover how to use new techniques and the latest technology to write your book faster, produce your book for less (printed, audiobooks & eBooks) and promote your book more effectively. Dan will share the secrets to finding an agent, contacting a publisher and publishing yourself. He has your step-by-step plan.

This is Dan's most popular presentation and it incorporates timely pieces of his other presentations.

A steal at \$49.95. Contact Billy Ashby, billy@printshopcentral.com.



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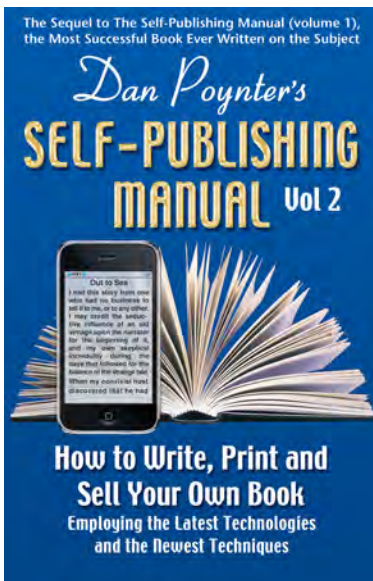
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SPELLING AND NEW WORDS

Curiously, since my editorial on spelling, I notice more and more publications using ebook and pbook.

They are adopting the spelling of ebook, a word in itself and a new word: pbook.

All lower case.

We have to wonder how long it will take the style manuals and spell checkers to catch up.

(:

SO

In my newsletter and other writings, I plan to use ebook except at the beginning of a sentence where it will be Ebook.

And in URL spellings, I will still capital letters to make them more legible. e.g., GlobalEbookAwards, com.



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ALSO SEE THE CALENDAR ON OUR WEBSITE:

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2011

USA. June 22. SANTA BARBARA. Santa Barbara Writers Conference. Dan Poynter speaks on the present state of and the future of publishing. 4 PM. Fmi: Nicole Starczak, 805-568-1516, info@Sbwriters.com, <http://www.Sbwriters.com>



USA. July 16. LOS ANGELES. Greater Los Angeles Writers Society. Dan Poynter speaking on the *New Wild West of Self-Publishing*. 2:45 – 5:30. **Palms-Rancho Park Library, Ray Bradbury Room**, 2920 Overland Ave., Los Angeles, CA 90064

FMI: Tony N. Todaro, President, GLAWS, PO Box 2267, Redondo Beach, CA 90278.

Studio (weekdays 10-6) 310-379-2650

Mobile (weekends): 310-621-3530

<http://www.glaws.org>

USA. July 30-August 2. Anaheim, CA.



NSA/US Convention.

[Marriott Anaheim](#). Location Phone: +1-714-750-8000
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

GERMANY. GSA Sept 9-10, München/Munich.



(GSA) convention at the Hilton hotel.

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

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

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



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
 Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, <http://bit.ly/gREshz>



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



CANADA. November 27-29. Toronto.

Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

2012

USA



February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

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

FRANCE. March 22-23, 2012. Paris



French Speakers Association annual convention (AFCP).
Annual convention.

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

AUSTRALIA



March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI:

<http://www.NationalSpeakers.com.au/convention>

HOLLAND/BELGIUM



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

<http://www.PSAHolland.org>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

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

USA. July 14-17. Indianapolis.



NSA/US Convention.
Marriott Hotel.

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

UNITED KINGDOM. October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
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ParaHumor



SMILE MAKER:

English words and their daffynishons.
--Michael Podolinsky, Singapore.

Avoidable: A bullfighter's goal.

Baloney: Your shin.

Burglarize: What burglars see with.

Counterfeiters: Workmen remodeling kitchens.

Defeat: Under de-knees.

Eclipse: English on-line barber shop.

Heroes: Fisherman in a boat with no motor.

Misty: Tiger Woods creating a divot.

Selfish: Wet market. Also sells meat.

Subdued: Navy guy in submarine.

(Generic Smiley)

Send your jokes on words and books to
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Publishing Poynters: The chronicle of the future of our business.

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