



Your Publishing Poynters Newsletter: September 1, 2006

PUBLISHING POYNTERS

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

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For the Small Print, scroll to end.

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

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

1. GOOGLE BOOK SEARCH. Google Print v Google Library. PMA members debate: Fair use or copyright violation? Who benefits: libraries, publishers, researchers, authors, Google? See

http://www.boingboing.net/2006/02/14/why_publishing_shoul.html

<http://www.umich.edu/news/index.html?BG/google/index>

<http://www.washingtonpost.com/wp-dyn/content/article/2006/08/12/AR2006081200886.html>

2. 50-MILLION BLOGS AND OTHER FASCINATING BLOG STATS. See

http://www.nytimes.com/cnet/CNET_2100-1025_3-6102935.html?_r=1&oref=login

3. POWELLS EMERGES AS THE LARGEST INDEPENDENT SELLER OF USED BOOKS. See

<http://www.sfgate.com/cgi-bin/article.cgi?file=/c/a/2006/08/11/BUGPNKFS2J1.DTL&type=printable>

4. DAN POYNTER FOUND ON GOOGLE VIDEOS. See him in action:

<http://video.google.com/videoplay?docid=5651007358479102726&q=poynter&hl=en>

5. EPSON DEVELOPS ELECTRONIC PAPER. See <http://www.photo-i.co.uk/BB/viewtopic.php?p=15766#15766>

6. BOOK SUMMIT 2006 SCHEDULED FOR NYC. Responding to the many requests, another Summit will be held on Wednesday, September 27, 2006, at the Small Press Center, 20 W. 44th St, New York City.

Once again, the top people from all facets of the book industry will come together to discuss the future of publishing. Invited are the people who are not only committed to a new way of doing business, they are the leaders who are reinventing book publishing. This time, the Summit will be in New York City; even more convenient than the 2005 venue in Valley Forge.

This event will encompass a full day of discussion as it relates to the future of publishing. The purpose of this meeting is to bring together the visionaries of modern book publishing to discuss production, promotion, and the challenges we all face in this digital industry. New details are being posted daily. See <http://www.BookSummit.com>

Again, the Summit will be divided into two segments, a gallery for spectators and a round table for the discussion group. There will be no speeches, classes or exhibits. This is a meeting of industry leaders only, to discuss the future of publishing in a flat world.

--Dan Poynter, 2006 Book Summit Director.

7. VALLEY FORGE CONFERENCE EXPANDS. The annual event that teaches promotion to authors has added a day on book writing. It does not matter if you sell out to a large (NY) publisher or publish yourself, the author must do the promotion. The problem is that most writers are introverts and most people think the only ways to promote books with the radio, TV and autographings. There are many ways to promote books without leaving home or going out in public. This conference caters to introverted writers. September 28-October 1. See <http://www.authorsconference.com/>

9. BROOKLYN BOOKSTORES OFFER CURBSIDE DELIVERY. Customers can avoid parking fines by making cell-phone calls ahead to the store. See <http://www.nydailynews.com/boroughs/story/443440p-373484c.html>

10. DAN POYNTER'S SEMINAR WITHOUT THE TRAVEL. See <http://www.selfpublishing-biz.com/>

You can get Internet access to his 3+-hour New Book Model video program. You will see & hear him in action with more than 150 PowerPoint slides. It will be just like attending one of Dan's seminars without the travel and parking. Dan will take you through writing your book, publishing it and promoting the book. Nothing is left out. And you can go back to review any part or the entire show anytime you'd like, as many times as you'd like. This is his complete program—the one he has been doing all over the world as he flies more than 4,000 miles/week. See

<http://northstarm2s.com/m2sv2/Dan1promo.html> and
<http://www.selfpublishing-biz.com/>

11. LA PUBLISHER COMPLAINS TO THE NEW YORK TIMES AGAIN. See
http://www.editorandpublisher.com/eandp/news/article_display.jsp?vnu_content_id=1003018996

12. 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.

13. NOW YOU CAN GET IT ALL. Now you can get all of the Para Publishing books and reports on one CD and our four books on writing and publishing are included in the package at no extra charge. See
<http://dasantme.com/sites/para/information/business.cfm#pwrpk1>

14. BE SMALL, THINK BIG. Big ideas for small publishers. The Smaller and Independent Publishers of AAP (American Association of Publishers) are meeting on Friday, September 15, at the Crowne Plaza Hotel, Union Square in San Francisco. See <http://www.publishers.org/conference/index.cfm> for details and registration information.

15. LARGE PRINT BOOKS—ANOTHER PROFIT CENTER FOR PUBLISHERS. Some of our books are also available in large print editions. Larger print is designed for the visually impaired, people with reading disabilities and people learning English as a second language. See

<http://www.amazon.com/exec/obidos/tg/detail/-/1568600887>
<http://www.amazon.com/exec/obidos/tg/detail/-/1568601107/>

For information on how you can turn your book into large print editions and get them up on Amazon, see Document 642 at

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

And for information on producing and selling eBooks at Amazon, see Document 615.

==>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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1. THE PRE-SHOW INTERVIEW.

--Pam Lontos - Get FRÉE publicity tips, subscribe to our monthly e-newsletter at <http://www.PRPR.net>

You think you've gotten The Big Show, but you still have to get through the pre-show interview. The producers will tell you you're on, and then they're going to call to talk to you about what you're going to talk about on air. The point of this pre-show interview is to see how you'll be on the show: Quick? Energetic? So make the right impression: Stand up – it gives you more energy. Smile. Give quick answers. Be fast, to-the-point and energetic. Energy sells! Write down five points you want to make. Now they may not ask you all of those questions, but you've got five meaty points, so if they ask you something off-the-wall, you can answer very quickly and then you say, "And that brings up another point, which is . . ." and you go into one of the five points you have, so you're never at a loss for words. Also, with your five points, you won't get off the show, or hang up the phone from that radio interview and say, "Oh, I forgot this! – that was so important!"

2. AMAZON TAKES MORE BUT GIVES MORE

--Clint Greenleaf, Greenleaf Book Group LP, www.greenleafbookgroup.com

Publishers often bemoan the large discounts Amazon.com offers on new titles, complaining that Amazon undercuts the business they do on their own websites. Embrace Amazon! First, Amazon's sales are auditable while the publishers' website sales are not. This means a more impressive sales history for buyers considering bringing in or expanding distribution on a title. Second, while the portion you retain from sales through Amazon.com may be lower than what you would retain on your own, bear in mind that Amazon's consumer confidence, generous discount, and frée shipping will support more than enough volume to offset the sales your website loses to them.

3. WHAT CAN THE PMA, THE BOOK PUBLISHERS' ASSOCIATION, DO FOR YOU? See

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

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

4. HOW ONE AUTHOR GOT ON OPRAH AND SOLD 35,000 BOOKS. See

<http://www.suntimes.com/output/entertainment/cst-otr-oprah08.html>

5. IT TAKES MORE THAN A GREAT COVER TO SELL A BOOK

Michele DeFilippo, www.1106design.com

Most first-time self publishers understand the importance of a professionally designed cover, but then some make a very big mistake and attempt to produce the book interior themselves in word-processing or page layout software. A "do-it-yourself" interior can quickly undermine the cover's good first impression. Reviewers, distributors and bookstore managers will spot an amateur job in an instant. Book design is a specialty like any other, and there are many rules to

be followed. Novels, directories, reference books, computer manuals, and training materials each require a different approach to page layout. Anyone can buy the tools. An experienced typesetter adds creativity and has the training to carefully adjust justification, word spacing, and letter spacing from the software defaults to make reading a pleasure instead of a chore. Graphic design is much more than decoration, it's communication. When all the elements of good design work in harmony, the result is a beautiful book, inside and out. Your manuscript represents an enormous effort. Creative interior design will bring it to life — make it a REAL book that you can promote with pride.

6. NETWORKING SURVEY RESULTS

--Rick Frishman & Jill Lublin, *Networking Magic*.

In our research for this book, we surveyed a wide range of experienced networkers to uncover what they considered the most essential requirements for successfully networking with the best people. The most frequently expressed responses are listed below in no particular order of importance but are arranged to provide a logical, orderly sequence that tracks the networking process.

1. Believe that networking will work.
2. Target the right audience.
3. Make a strong first impression.
4. Network with those you emulate.
5. Talk to everyone you meet.
6. Learn to read people.
7. Listen.
8. Be willing to help.
9. Be prepared.
10. Find common denominators.
11. Bring value.
12. Be honest, courteous and fair.
13. Follow up.
14. Keep referrers informed.
15. Look at the big picture.

7. LIST YOUR BOOK on the Para Publishing web site along with your URL. There is no charge. See <http://parapublishing.com/sites/para/resources/successstories.cfm>

8. ACTION WORDS. Promotion Words Attract Sales
--Judy Cullins, Judy@bookcoaching.com

Want to sell more copies of your book? Want to attract more good clients? One thing your audience responds to--that's words with an emotional connection. Use these 12 most persuasive words to magnetize people to you.

1. Save
2. Health
3. Love
4. Discover
5. You
6. Easy
7. Safely
8. Guarantee
9. Money
10. Results
11. New
12. Proven.

Use these words in your emails, your signature file, your back cover, your book's sales letter on your web site, and in your verbal 30-second "tell and sell" about any product or service.

9. DO YOU PRESS THE ISSUE?

--Jeniffer Thompson, Monkey C Media <http://www.monkeycmedia.com>

Do you take advantage of press releases? Many people overlook the power of the press release. If you write a great release announcing your book or a new direction you are heading in, and if it's positioned properly, chances are good that a reporter will pick it up and run a story on you. Did you know that the media finds a large percentage of their story ideas on the Net? So, next time you release something newsworthy, submit it to online Press Release databases like these ones:

<http://www.free-press-release-center.info>

<http://www.prweb.com>

<http://www.prleap.com>

Here's the really cool part - this will help your link popularity and when you submit to Free Press Release Center (they allow you to also supply some keywords for your press release) you will be driving traffic back to your site and increasing your page ranking. When the page for that press release is viewed by someone, including the search engines, the keywords will be used to create links within your press release back to your website. You might also consider upgrading your account with companies like FPRC so that your press release remains in their system forever; always working for you.

As you write your press release, remember to optimize it for the keywords that are important for your site, book or company. Translation: when someone searches for information in your industry, your press release will be seen as relevant by the search engines.

Next week's tip will include ways you can optimize your press release for best results. Until then - start thinking of some great ways to position your book for the press and captivate the media.

10. REDUCING BAR CODE SIZE.

--Cathi Stevenson, www.bookcoverexpress.com

Don't make your bar code too small, it can make scanning difficult and is a valid reason for a distributor or bookstore to refuse to carry the book. 2.375 inches by 1.375 inches is a good standard.

11. CAPTURING E-MAILS

-- Nancy Hendrickson, Author Marketing Experts

I recently talked to an author who had sold 30,000 copies of his book. When I commented that he must have a killer mailing list, he got embarrassed, mumbling that he had collected only one e-mail address. Now clearly, if your books are selling like hotcakes on Amazon, you're not going to have buyer e-

mails. But if you're selling off of your own site, you MUST capture not only buyer's e-mails, but EVERY visitor's e-mail. How? Offer something free in exchange for their e-mail address. Newsletter, free report, or free one-sheet (i.e. The Top 10 Ways to Dress for Success). Or, capture e-mails by setting up a contest to win an inscribed copy of your book. Your mailing list is GOLD—don't let it slip through your fingers.

Nancy Hendrickson leads Author Marketing Experts' Red Hot Internet Publicity/Internet marketing team for authors and publishers. FMI send a quick email to: info@amarketingexpert.com or visit their web site at: www.amarketingexpert.com

12. THE HOT BUTTON THEORY
Maximizing Media Response to Your News Releases
--Paul J. Krupin, Direct Contact PR.

<http://www.directcontactpr.com/free-articles/article.src?ID=35>

13. BOOKSTORES ARE A LOUSY PLACE TO SELL BOOKS. Go into a bookstore and look around. How many people came in to buy a book on skydiving? Now visit a parachute store. How many are interested in a book on skydiving? There are many places to sell books besides bookstore. They are easier to reach, much more lucrative and a lot more fun. To start Thinking Outside of the Book (trade), See

<http://parapublishing.com/sites/para/information/promote.cfm>

14. BEWARE: CALLER ID CAN BE SPOOFED TOO. See

<http://www.eweek.com/article2/0,1895,2004482,00.asp?kc=EWNAVEMNL081706EOAD>

==> 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. SOFTWARE THAT WILL CREATE YOUR BOOK? See <http://www.blurb.com/>

2. WHAT IF YOU COULD SIT DOWN WITH ONE OF THE NATION'S LEADING PUBLISHERS and ask him all your questions?

We developed a 2-day interview with the CEO of one of the world's largest publishing company into a program titled "Everything You Need to Know to Become a Best-Selling Author." This series will guide you through the entire process: From the seed of an idea to the development of a national bestseller. This powerful program includes 10 spellbinding CDs with a practical, step-by-step guidebook designed to impart literally YEARS of useful information on how to navigate your career as a successful author.

To order this series now, visit <http://www.bestsellingauthor.com/> and take advantage of the 90-day 100% money-back guarantee.

3. POD: RUNNING THE NUMBERS. How does print-on-demand printing compare in price with printing inventory? See

<http://www.fonerbooks.com/pod.htm>

4. SIX WAYS TO MAKE YOUR WEBSITE SELL. Turning eyeballs into buyers.

See

http://www.woetogo.com/downloads.php?subaction=showfull&id=1155381931&archive=&start_from=&ucat=3&

5. CAT-PROOF YOUR COMPUTER. When cats walk or climb on your keyboard, they can enter random commands and data, damage your files, and even crash your computer. This can happen whether you are near the computer or have suddenly been called away from it.

PawSense is a software utility that helps protect your computer from cats. It quickly detects and blocks cat typing, and also helps train your cat to stay off the computer keyboard. See

<http://www.bitboost.com/pawsense/>

6. STATISTICAL RESOURCES ON THE WEB.

--Jim Zinger, JimZinger@JimZinger.com

The hypertext links along the left margin get you what you want quickly. See

<http://www.lib.umich.edu/govdocs/stats.html>

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

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

Here is a list to show you what is available:

<u>Count</u>	<u>Description</u>
24	Accounting magazines
35	Advertising magazines
33	African American magazines

5 Almanacs
15 Native American magazines
25 Antique magazines
20 Architecture magazines
318 Arts/literary/poetry
117 Automobile magazines
333 Aviation magazines (73 foreign)
30 Banking magazines
28 Boats/boating magazines
12 Home-business magazines
893 Business Magazines (62 foreign)
113 Magazines for children
81 Book, etc., columnists.
283 Computer/Web Magazines and n/1
52 Construction/home Magazines
9 Consulting magazines
386 Consumer Magazines (24 fgn.)
296 Cooking Magazines & columns
77 Counter culture, new age
24 Direct mail advertising Magazines
13 Economics magazines
306 Education magazines
35 Electronics & video
42 Energy magazines
167 Entertainment magazines
164 Environmental Magazines & cols
29 Expert witness/forensics Magazines
2585 Retail buyers of Expert Witness Handbook
154 Farming & gardening Magazines
99 Financial magazines
214 Physical Fitness magazines
16 Gambling magazines.
47 Gay & Lesbian magazines
14 Gift magazines
27 Magazines for the disabled
571 Health magazines
200 Hobby & crafts magazines
71 Home decorating/remodeling
55 Horse magazines
53 Humor magazines
36 Industrial magazines
29 Insurance magazines
163 Legal magazines for attorneys
49 Magazines for librarians
124 Lifestyle columns
88 Management magazines
105 Magazines for the media
107 Medical magazines
40 Magazines for men
617 Military (Base papers, magazines for retired personnel & mil. Magazines)
(168 foreign)

- 109 Military attaches at foreign Embassies
- 214 Air Force, Navy, Marine & CG libraries
- 73 Motorcycle magazines
- 75 Film/movie magazines
- 97 Music magazines
- 377 New age magazines and contacts
- 6 Magazines-nonprofit organizations
- 21 Nursing magazines/newsletters
- 22 Office magazines
- 86 Outdoor magazines
- 73 Parachute & skydiving magazines
- 1688 Newspapers with book review & features columns. (472 foreign.)
- 93 Alternative newspapers.
- 138 Parenting magazines
- 73 Pet magazines
- 28 Photography magazines
- 60 Law enforcement & correctional officers
- 112 Political magazines
- 318 Magazines for book publishers
- 59 Real estate magazines
- 31 Relationship magazines
- 487 Religious magazines
- 175 Magazines for salespeople
- 263 Science magazines (13 foreign)
- 247 Seniors: magazines for older people
- 16 Sewing magazines
- 11 Sex abuse magazines
- 102 Singles magazines & n/1
- 15 Social service magazines
- 457 Sports and leisure magazines
- 64 Magazines for youths/teens
- 372 Travel magazines & travel columns (10 foreign)
- 24 Trucking magazines
- 57 Career magazines
- 187 Magazines for women

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

8. SELLING TO CATALOGS. 7,000 catalogs are published in the U.S. and 1,000 more are available in Canada. Each year they mail 11.8-billion catalogs to recipients. Catalogs move lots of books. You can get your book into several category-specific catalogs. See Document 625 at

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

9. GALLEY COVER LAYOUT FORM. Paint by the number outline. See Document 149 at

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

10. BOOK PRODUCTION. Discover what you need to know on:

--Prepress: book design, typesetting & layout

--Printing and Printers: pBooks.

This time, this was their reply: "Thanks for taking the time to share your feedback with us. I have passed your comments along to the appropriate department for consideration. This kind of information is invaluable to us, as it helps us continue to improve our program."

Will you help me help them to improve their program? I complained about something else a year or two ago and they changed it. I'm sure many people complained. It wasn't just one voice.

If you have had a similar experience, please contact me.
Betsy B. Lee, Learning Abilities Books, <http://www.learningbooks.net>

==>SHARE YOUR 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. FRËE eBOOKS. See <http://www.gutenberg.org/>
2. FOR LOTS OF FRËE STUFF, see Freebies Magazine <http://www.Freebies.com>
3. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – FRËE. Each kit consists of more than eight pages of details, tips and resources. Each is geared to a level of The New Book Model.

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

==>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-----<

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

A. 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.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to use innovative techniques and leading-edge technology to write your books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at <http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 28-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See <http://parapublishing.com/sites/para/speaking/index.cfm>

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on

book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

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

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

ALSO SEE THE CALENDAR ON OUR WEBSITE:
<http://parapublishing.com/sites/para/speaking/calendar.cfm>

2006

August 23: WASHINGTON, DC. Federal Aviation Administration.

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

September 3. NEW YORK. Date blocked.

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

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

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

September 23. LAS VEGAS. Las Vegas chapter of the National Speakers Association. Turning Speeches into Books. Books 101: The full New Book Model program. 9-2:30. Fmi: RJ DiDonato, +1-702-436-0786, rjd@nstreams.com

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

September 28: VALLEY FORGE. Writers Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500. <http://www.authorsconference.com/>

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

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

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

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

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

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

October 24-November 12. Round-the-world speaking trip.

October 27-29. SINGAPORE. Several events with Dan Poynter on books writing, publishing and promoting. Fmi: Patrick Ang, +65-62419769, +65-98531380,
PatAngLHL@singnet.com.sg

October 30. PERTH, AUSTRALIA. NSAA/Perth. Dan Poynter on how to write your book. Perth chapter of the National Speakers Association of Australia. The Melbourne Hotel, corner Hay & Milligan Sts, Perth CBD (western end of CBD). 1800-2130 hours. Fmi Matt Hern, matt@hernfamily.com, 1300 669 101,
<http://www.nationalspeakers.asn.au/cgi-bin/allegro.pl?contacts.WA>

October 31. PERTH, AUSTRALIA. Western Australia State Parachute Association, Perth. Dan Poynter compares skydiving statistics with other activities. Multimedia with video. Fascinating and fun. Fmi Shirley Cowcher,
Shirley@iea.com.au

November 3 – 5. BIRMINGHAM, UK. Professional Speakers Association. (PSA).
<http://www.professionalspeakers.org/events.html>

November 8: ORLANDO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Shop. Books 101: The full New Book Model program. 6:27 to 10:00 PM. fmi Belinda Szymanski, +1-407-671-9505, <http://www.TheKnowledgeShop.us>

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

November 16. SAN FRANCISCO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi +1-415-788-5500. Register on line and save. <http://www.LearningAnnex.com>

November 17-19. FOSTER CITY, CA. Cat Writers Convention. Dan Poynter on book promotion. Fmi: FranShaw1@juno.com, <http://www.CatWriters.org>

December 7 – 9. VANCOUVER. Canadian Association of Professional Speakers (CAPS). Fmi: Elaine Allison, +1-604-723-7774, Info@ElaineAllison.com, <http://www.CanadianSpeakers.org>

2007

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

January 13. KANSAS CITY. KC chapter of the National Speakers Association. Turning Speeches into Books. Fmi: Steve A. Schumann, saschumann@natsem.com, info@nsa-kc.org, +1-913-341-1241, <http://www.nsa-kc.org/index.php>

January 17. SALT LAKE CITY. Utah chapter of the National Speakers Association. Turning Speeches into Books; Writing your book. Fmi: Julie Morrison, +1-801-965-3040, jmorrison@americafirst.com, <http://www.nsaUtah.com>

January 26-28. SAN DIEGO. SDSU Writers Conference. Fmi: <http://www.ces.sdsu.edu/writers/>

February 2-9. RENO. Parachute Industry Association Symposium. Dan Poynter on parachute subjects.

February 9-11. DENVER. National Speakers Association Winter Workshop. <http://www.NSAspeaker.org>. Dates Blocked.

February 16-18. SAN FRANCISCO. Dan Poynter on writing books. San Francisco Writers Conference. Fmi: Elizabeth Pomada, +1-415-673-0939, LarsenPoma@aol.com <http://www.SFwriters.org>

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

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

April 19-22. LAS VEGAS. Henderson Writers Group. Las Vegas Writers Conference. Sam's Town. Dan Poynter on book writing. Fmi: Gregory Kompes, +1-702-870-8314, Gregory@Kompes.com, <http://www.lasvegaswritersconference.com/>

April 25-26. MINNEAPOLIS. National Association of Professional Organizers. How to Write, Publish & Promote your Book on the first day and Writing your Book on the second. Fmi: NAPO, Maureen Wener, +1-847-375-4787, mWener@Connect2AMC.com, <http://www.napo.net/>

June 1-3. DUBAI. Global Speakers Summit. Fmi: Paul Bridle, Paul@PaulBridle.com, +44 (0)1476 577972. <http://www.IFFPS.org>

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HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to DanPoynter@ParaPublishing.com

It's baseball season in the U.S. And a time to remember a Yankee player favorite, Yogi Berra. His one-of-a-kind observations have made him a major contributor to the national repository of wisdom

“It ain’t over ‘til it’s over.”

“Never answer an anonymous letter”

“When you come to a fork in the road . . .Take it.”

“The future ain’t what it used to be”

“It gets late early out here.”

“When asked what time it was . . . “you mean now?”

“Baseball is ninety percent mental and the other half is physical.”

(Generic Smiley)

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THE SMALL PRINT

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