

Your Publishing Poynters Newsletter: December 15, 2004

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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1. ParaNews
2. ParaTips
3. ParaResources
4. ParaThoughts
5. ParaFreebies
6. ParaCalendar
7. ParaHumor

<1-----ParaNews----->

A. POSTAL RATES NOT GOING UP. In its most recent fiscal year, the Postal Service made a profit. The rates are not likely to change until 2006 at least.

B. FLAT RATE PRIORITY MAIL BOXES. The U.S. Postal Service has introduced a Flat Rate Priority Mail Box in two sizes. Anything that can be fit into either box--no matter the weight--goes for \$7.70. Godfrey Harris of International Publishers Alliance ([hrmg@aol.com](mailto:hrmg@aol.com)) discovered how useful this is. He sent three different titles--some 24 books-- to one of Amazon's distribution centers in the flat rate box. The Postal Clerk told him that had the same books traveled as regular Priority Mail it would have been \$22.85. Worth checking out for prompt delivery of larger shipments. See

<http://www.usps.com/shipping/flatrate.htm?from=priority&page=flatrate>  
<BR>

--Godfrey Harris, [HRMG@aol.com](mailto:HRMG@aol.com)

C. MCGRATH IS NO LONGER THE BOOK REVIEW EDITOR AT NYTBR.

Change your address list.

The New York Times Book Review

Sam Tanenhaus, Book Review Editor

229 w. 43rd st. 8th Floor

New York, NY 10036

--John Kremer

D. ISBN CHANGES. Beginning on January 1, 2007, ISBN agencies all over the world will assign new ISBN numbers that are 13 digits long, replacing the 10 digit numbers currently provided. The bar codes will not change but the ISBNs will. After January 1, 2007, the numbers issued by all ISBN agencies will have the new 13-digit structure; but as blocks of ISBN-13s built on existing ISBN-10s are exhausted, new blocks will be prefixed with 979 instead of the current 978. See

<http://www.isbn-13.info/index.html>

[http://www.bisg.org/docs/BISG\\_Special\\_Session\\_09-23-04.pdf](http://www.bisg.org/docs/BISG_Special_Session_09-23-04.pdf)

<http://www.cgpp.com/bookland/isbn.html>

E. DAN POYNTER IS COMING TO VISIT. Please alert your colleagues.

Ann Arbor, Burbank, Cancun, Mexico, Costa Mesa, Denver, Everywhere (teleconferences, Radio and TV), Goleta, Indianapolis, Lake Chapala, Guadalajara, Mexico, Los Angeles, Nashville, New York City Orange, CA, Plymouth Meeting, Santa Barbara, Singapore, Surfers Paradise, QL, Australia, Washington, DC, (MORE to be announced soon)

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

<http://parapub.com/calendar.cfm?>

F. GOOGLE'S DESKTOP SEARCH SOFTWARE IS SO GOOD that it exposes vulnerabilities on your computer that you didn't know about.

See

<http://www.eweek.com/article2/0,1759,1730748,00.asp>

G. RATE HIKE ALERT! Both FedEx and UPS have increased their rates on ground and air shipments effective January 3, 2005. Rates for FedEx Ground and UPS Ground shipments will increase an average of 2.9%, and a fuel surcharge will be implemented which was suspended last year. The surcharge will be based off a fuel index and will vary from week to week. FedEx Express base rates on air shipments will increase an average of 4.6% while the fuel surcharge will lower 2%, resulting in a net increase of 2.6%. UPS' base rates on air shipments will increase an average of 2.9% and will have their current fuel surcharge. PartnerShip provides free discounts that reduce the rising shipping costs with FedEx Express and FedEx Ground. Call PartnerShip at 800-599-2902 to learn more, or go to [www.mypartnership.com](http://www.mypartnership.com).

--Jan Nathan, PMA.

H. DAVID PRENTICE leaving LightningSource and will be joining Delta Printing Solutions in January.

I. AMAZON DENIES ONLINE FOCUS ON CANADA WANING.

Chapters.Indigo Web site gaining in popularity. See

<http://www.canada.com/national/nationalpost/financialpost/story.html?id=5b215b8f-b5d0-4496-9521-102b555c4e2d>

J. PLEASE SEND ANSWERS TO THIS QUESTION TO JUDITH APPELBAUM — [jappelbaumpma@aol.com](mailto:jappelbaumpma@aol.com) FOR AN UPCOMING NEWSLETTER ARTICLE

Reports on dealings with Amazon seem to fall into two categories: enthusiastic and apoplectic. And publishers in the “apoplectic” category generally seem to be furious for one of three reasons:

1. Failure to understand a transaction from the bookseller’s point of view
2. Unwillingness to tolerate the kinds of operational glitches that affect every business some of the time
3. Awareness of deliberate policies and/or practices that seem grossly and/or gratuitously harmful to publishers.

We welcome reports on positive experiences with Amazon and reports on negative experiences that don’t fit into (1) or (2) above. Please include information about how you’ve tried to fix any problems you’re reporting and what responses you got.

K. GOOGLE ENHANCES GROUPS. See

<http://www.econtentmag.com/NewsLetters/NewsletterReader.aspx?NewsletterID=220#3>

L. STORIES/INFORMATION WANTED

1. I AM CREATING A HEALTH DVD and I am looking for people to give up soda or coffee for two weeks. The premise is Diet Sodas make you fat. So far, many people have lost weight by doing this.

--Elaine Wilkes, 310 450 1847, [elaine.la@verizon.net](mailto:elaine.la@verizon.net)

2. Heather Siegel, Editor and Publisher, The Siegel Sidebar, a weekly electronic newsletter that deals with her daily challenges as a DISABLED PERSON LIVING INDEPENDENTLY, would like to hear from others with similar issues. No web site. Write to: [SiegelSidebar@aol.com](mailto:SiegelSidebar@aol.com). No attachments, please. PO Box 484, Escondido, CA 92033.



<http://parapublishing.com/getpage.cfm?file=/news.html>. To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

B. HELP DAN POYNTER TO HELP OTHERS TO MAKE A DIFFERENCE AND MAKE A LIVING WITH A BOOK. Dan is bringing his book writing-publishing-promoting message to groups of writers, publishers and professional speakers. Now he wants to approach other people with a book inside them: consultants, coaches, mentors, professionals, clergy, and businesspeople. Contact Dan if you know of a group that would profit from his programs. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

<2-----ParaTips-----<

A. KEEP GETTING THIS NEWSLETTER. Don't let future editions of Publishing Poynters Newsletter go missing. Take a moment to add the newsletter's address to your anti-spam whitelist:

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

If you're not sure how to do that, ask your administrator or ISP. Or check your anti-spam utility's documentation. Thanks.

B. DO NOT CALL--MY CELL PHONE. In a few weeks, cell phone numbers are being released to telemarketing companies and you will start to receive sales calls. Call this number from your cell phone: 888-382-1222. It is the national Do Not Call list. It blocks your number for 5 years. Or you can click on the link below.

<https://www.donotcall.gov/default.aspx>

--Steven List

C. GET YOUR CREDIT REPORT (if you live in some Western states, and eventually across the country) for f.r.e.e. Check out the site <http://www.annualcreditreport.com> or call toll-free (877) 322-8228 (for hearing impaired--TDD (877) 730-4104) or write: Annual Credit Report Request Service PO Box 105283 Atlanta CA 30348-5283

--Jim Zinger, [www.jimzinger.com](http://www.jimzinger.com)

D. SAILING, SAILING, I'M AT WORK TODAY... Are you afraid to go on vacation because you fear that someone will screw something up while you're away? If you run your business with online web-based applications like JAYA123 (<http://www.jaya123.com/>) you can log in anytime day or night and see what new orders have been entered, what your inventory is, add data, make corrections, etc. All you need is a computer and web access. There will be no surprise when you get back

from Australia because you've been able to keep tabs on things from anywhere in the world.

--Alan Canton, <http://www.jaya123.com>

E. MILEAGE DEDUCTION. The Internal Revenue Service has increased the national per-mile business deduction for driving to 40.5 cents in 2005. It was 37.5 cents in 2004.

F. "WORK FOR HIRE" effectively means the author never had a copyright interest in the item and never will. Without a work for hire agreement or pre-existing employee/employer agreement, the copyright vests immediately in its creator, but with a work for hire agreement as soon as the work is created, the employer or the person who commissioned the work owns the copyright. Publishers often find work for hire agreements are generally advantageous to them; but as a writer they are fraught with perils. Sign them as a writer only if you absolutely understand them.

--Rich Schell, JD, 847-404-2950, [schell@wagneruslaw.com](mailto:schell@wagneruslaw.com).

G. WHAT PEOPLE HATE MOST ABOUT YOUR WEB SITE. See <http://www.useit.com/alertbox/20041206.html>

H. EXPECTING ROYALTIES ON FOREIGN RIGHTS? Many countries will withhold taxes unless you send them a Form from the IRS. Send for IRS Form 6166.

<http://www.irs.gov/businesses/article/0,,id=96318,00.html>

I. SUCCESSFUL BOOK COVERS. Know your market. Use imagery and style that your market can relate too. You want to create a cover design that stylistically fits the genre, but stands out from competing titles.

--Robert Howard. [www.bookgraphics.com](http://www.bookgraphics.com)

J. BOOK PR. Increase your exposure with several interview and article topics. Think about all the small adjustments you can make to your book topic to reach more people. Can parents use your knowledge? Or teens? If you've written a business book, don't limit your outlets to business publications only. Broaden your topic list to get your name out there.

--Pam Lontos, President of PR/PR, a publicity firm for writers & speakers, [www.prpr.net](http://www.prpr.net).

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

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E. ESTIMATING HOW MANY BOOKS SOLD BY AMAZON by Morris Rosenthal. See

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

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

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"Conditions are never just right. People who delay action until all factors are favorable do nothing."  
—William Feather, (1888-1981), Author

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A. BOOK PROMOTION MAILING LISTS. Magazines, newsletters and other places to send review copies and news releases. See <http://parapub.com/maillist.cfm>

B. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION? See our Supplier List. Find typesetters, cover artists, Book Promoters and much more. <http://parapub.com/supplier.cfm>

C. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See <http://parapub.com/getpage.cfm?file=products.html>

D. BOOK FULFILLMENT IS EXPENSIVE AND TIME-CONSUMING. John Huenefeld says shipping books costs 7% to 14% of sales depending upon whether most of the books go out in single packages or by the carton. See <http://parapub.com/getpage.cfm?file=resource/fulfill.html>

E. THE NEW BOOK MODEL. There is a faster, easier and cheaper way to produce a book today. See <http://parapub.com/getpage.cfm?file=newbook.html>  
Listen to Dan Poynter being interviewed on The New Book Model. Go to <http://parapub.com/getpage.cfm?file=/homepage.html>  
And scroll down to "On Air".

F. 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://parapub.com/getpage.cfm?file=products.html>

<4-----ParaThoughts----->

BOOKS OFFER CREDIBILITY—

BUT ONLY IF PEOPLE KNOW YOU WROTE ONE

by Todd Natenberg

If you haven't heard by now, being an author means far more than you having written a book. It's a foray into the speaking and consulting profession. But it only is if people know that you have a book.

There is no better way for people to know than by you simply telling them. But you can't just run around telling people you are an author. The key is to make it part of your in-person introduction and then to show them.

As the owner of a sales training company, one of the best way we teach to earn client is to attend networking events. Whether it is a local chamber of commerce, an official lead swapping group, or an after hours event, at some point you will be asked what you do for a living.

Here's a specific idea:

Rather than just saying you are an author, when you describe what you do, physically hold up your book.

For instance, here's what I say, when people ask what I do:

"I'm Todd Natenberg, the president of TBN Sales Solutions and the author of this book, 'I just got a job in sales! Now what?' A Playbook for Skyrocketing Your Commissions. We increases commissions for salespeople and prosperity for businesses through customized training and consulting. We establish structures and procedures in all facets of the sales process, through workshops and individual one on one sales education, to teach reps to control their own destiny, to impact the bottom line. Our book is one vehicle with which we do that."

The key, though, is when they physically see the book, what do you think happens? Of course, they say, "Let me take a look."

Nobody talks to salespeople, but everyone wants to get help and give help to professional consultants.

Not just having a book—but people seeing your book—makes you that consultant.

--Todd Natenberg, [www.ijustgotajobinsales.com](http://www.ijustgotajobinsales.com)  
866-464-0339, [todd@toddnatenberg.com](mailto:todd@toddnatenberg.com).

==>SHARE YOUR THOUGHT. Send it to  
DanPoynter@ParaPublishing.com

<5-----ParaFreebies-----<

A. F-R-E-E eBook WITH 400+ PAYING FREELANCE WRITING MARKETS.

See <http://www.WritersCrossing.com>

B. F-R-E-E article on how to BEAT WINTER WEIGHT GAIN available at [www.TrustYourselftoTransform.com](http://www.TrustYourselftoTransform.com). Click on "free information."

--Laura Bryant

C. F-R-E-E PUBLISHING GUIDE From BookMasters.

<http://www.bookmasters.com/services/pubguide.htm>

D. 32 MOST IMPORTANT EMAIL ETIQUETTE TIPS. See

<http://www.emailreplies.com/>

E. RESEARCH. New PMA member benefit. Sign up now for The Book Standard CHART ALERT: a F.R.E.E, weekly eNewsletter with groundbreaking analysis and sales charts powered by NIELSEN BOOKSCAN!

Every Thursday, The Book Standard sends out an HTML eNewsletter highlighting the bestselling books from several key charts, based on Nielsen BookScan data. Each week, get an early look at the Overall Bestsellers, Top Fiction, Top Nonfiction, Top Children's Books and a selected chart featuring regional sales along with analysis on the top positions. See

<http://www.thebookstandard.com/bookstandard/index.jsp>

==>SHARE YOUR FREEBIE. Send it to DanPoynter@ParaPublishing.com

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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://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html)

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://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html)

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://parapub.com/calendar.cfm>

2004

December 11: NASHVILLE. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Tennessee chapter of the National Speakers Association. Fmi: Gary Minor, (615) 790-3296, [gary@garyminor.com](mailto:gary@garyminor.com), <http://www.nsatennessee.com/>

December 14: INTERNET RADIO. On book writing and publishing with Dan Poynter & Maxine Thompson. 6:30 am Pacific. Log on to <http://www.voiceamerica.com/voice/index.htm>

Click on Meet Our Hosts.

Click on Maxine Thompson.

Sound will be better if you have the latest edition of Real Player (free).

See

<http://www.real.com/>

DSL brings in higher quality audio than dial-up and being on AOL 8.0 or higher is good too.

December 15: INTERNET RADIO. Writer's Roundtable on book writing and Publishing with Dan Poynter & Antoinette Kuritz. 9:00-9:40 am Pacific time. See <http://www.worldtalkradio.com/channel.asp?cid=4> and click on LISTEN NOW.

December 18: PLYMOUTH MEETING, PA. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Mid-Atlantic chapter of the National Speakers Association. Fmi: Terry Adams, 609-430-0071; [ConsultAdams@earthlink.net](mailto:ConsultAdams@earthlink.net); <http://www.NSAmidAtlantic.org>

2005

January 6-9. CANCUN, Mexico. NSA Educational Retreat. Dates Blocked. See <https://www.nsaspeaker.org/meetings/index.xpl>

January 14-18: JACKSONVILLE. Parachute Industry Association Symposium. Dan Poynter on an historical parachute subject. See <http://www.PIA.com>

January 20: EVERYWHERE – Teleconference. 1 pm Pacific/4 pm Eastern. Dan Poynter one how to get published. How to find an agent, how to locate a publisher and self-publish all at the same time. National Speakers Association Writing-Publishing Professional Emphasis Group monthly teleconference. Number to call: 512-225-3519. For the access code, Call PEG Chair Pam Lontos: 407-299-6128. Get the handout at [http://parapub.com/getpage.cfm?file=/speaking/forms\\_bank.html](http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html) P-40 Getting Published.

January 20-21: SAN DIEGO. Infinity Writer's Conference. Dan Poynter on book writing. Doubletree Hotel. Fmi: John Harnish, (610) 520-2500, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), <http://www.infinitypublishing.com>

January 25: 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>

January 29-30: AJIJIC (GUADALAJARA), MEXICO. Lake Chapala Writers Conference. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Also:

Children's Books, On the Move and Spinoff Book Promotion. Fmi: Karen Blue or Harriet Hart, [MexicoBlue@prodigy.net.mx](mailto:MexicoBlue@prodigy.net.mx) or [ChateauCrow@hotmail.com](mailto:ChateauCrow@hotmail.com) , <http://www.mexico-insights.com>

February 4-6: BURBANK. National Speakers Association Winter Workshop. Writing Your Book by-the-Numbers. Dan Poynter supplies a 33-page template for writing your book. Just fill in the blanks. Writing-Publishing Professional Emphasis Group. Fmi: Pam Lontos, (407) 299-6128, [Pam@prpr.net](mailto:Pam@prpr.net), <http://www.NSAspeaker.org>. Dates Blocked.

February 10: GOLETA, CA. Santa Barbara chapter of the Experimental Aircraft Association (EAA). Lawnchair Larry: The story of Larry Walters who attached 43 weather balloons to a lawnchair in 1982. He shot into the air over Los Angeles—to 16,000 feet. 7:30 pm. See [http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html) Old Fire Station on Hartley Place, Goleta. Fmi: Vern Hanna, 805-967-9421; [vHanna@mindspring.com](mailto:vHanna@mindspring.com)

February 17: 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 (415) 788-5500. Register on line and save. <http://www.LearningAnnex.com>

February 18-20: SAN FRANCISCO. Second Annual San Francisco Writers Conference. Sir Francis Drake Hotel. Dan Poynter will speak on writing. Fmi: Michael Larsen, (415) 673-0939, [larsenpoma@aol.com](mailto:larsenpoma@aol.com), <http://www.SanFranciscoWritersConference.com>

February 22: DENVER. Colorado Free University. Writing & Publishing Nonfiction, a seminar by Dan Poynter. The full New Book Model course. 5:57–10 pm. Fmi: Dawn Borg, [Dawn@compuskills.com](mailto:Dawn@compuskills.com) (303) 399-5593, <http://www.FreeU.com>

February 23: DENVER. Writing Your Book by-the-Numbers. Dan Poynter supplies a 33-page template for writing your book. Just fill in the blanks. Colorado Chapter of the National Speakers Association. Fmi: Don Cooper, (303) 832-4248, [Don@DonCooper.com](mailto:Don@DonCooper.com), <http://www.nsacolorado.org>

March 8: 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>

March 12: ANN ARBOR, MI. Promoting Your Book, Accelerating Your Career. Books 201: Quick and easy techniques for promoting both your

book and your speaking. Michigan chapter of the National Speakers Association. FMI: Richard Paul, 800-579-8051, [VentKing@RichardPaul.com](mailto:VentKing@RichardPaul.com), <http://www.nsamichigan.org/>

March 13: ANN ARBOR, MI. Is There a Book Inside You? Books 101: The New Book Model Program. How to write, publish and promote your book. Michigan chapter of the National Speakers Association. FMI: Richard Paul, 800-579-8051, [VentKing@RichardPaul.com](mailto:VentKing@RichardPaul.com), <http://www.nsamichigan.org/>

March 18-20: SURFERS PARADISE, Australia. Dan Poynter on Book writing and publishing. National Speakers Association of Australia national convention. Fmi: [NSAA@ledger.com.au](mailto:NSAA@ledger.com.au), <http://www.NationalSpeakers.asn.au>

March 31-April 2: SINGAPORE. Internationally Speaking – A World of Possibilities hosted by The Asia Speakers Association of Singapore, International Federation of Professional Speakers and the National Speakers Association. <http://www.asiaspeakers.org/>

April 11: TELECONFERENCE on Writing Your Book. International Coach Federation (ICF). 6:30-8 pm Eastern Time/3:30 Pacific. Global Virtual Community meeting. The bridgeline for members and guests on the call is: 646-519-5883, Callers Pin No.: 0684#. Go to [http://parapub.com/getpage.cfm?file=/speaking/forms\\_bank.html](http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html) before the teleconference to get the following handouts.

--Handout. Books 101, P-31: The New Book Model

--P-47 Book Writing Layout Template. 33 pages.

Fmi: Robin Retherford, 541-686-2720, [Robin@ActionCoaching.info](mailto:Robin@ActionCoaching.info)

April 16: DENVER. Colorado Independent Publishers Association (CIPA). Dan Poynter on Selling Books to Non-Traditional Markets and Recycling Your Material into Magazine Articles. Fmi: Mary Jo Fay, 303-841-7691, [MaryJo@outoftheboxx.com](mailto:MaryJo@outoftheboxx.com), <http://www.CIPAbooks.com>

May 12: WASHINGTON, DC. Learning Center Secrets, a new program by Dan Poynter for current presenters and those who want to break into this business. There are more than 25 private adult ed schools (such as First Class) across the U.S. and Canada. They have classes on every conceivable subject. Discover where the centers are, what they want and what to do when you get there. 6:27 to 10 pm. First Class, Inc., Lifelong Learning Center. Fmi: Deb Leopold, 202-797-5102, [TakeAClass@aol.com](mailto:TakeAClass@aol.com), <http://www.TakeAClass.org>

May 13: WASHINGTON, DC, First Class, Inc., Lifelong Learning Center. Books 101, The full New Book Model program. Fmi: Deb Leopold, 202-797-5102, [TakeAClass@aol.com](mailto:TakeAClass@aol.com), <http://www.TakeAClass.org>

May 14: WASHINGTON, DC. Washington Independent Writers. Dan Poynter on a Self-Publishing panel. Fmi: Joseph Barbato, 703-379-5441. [JABarbato@aol.com](mailto:JABarbato@aol.com), <http://www.WashWriter.org>

May 17: 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>

May 21: INDIANAPOLIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Indiana chapter of the National Speakers Association. FMI: Larry Holycross, 317-891-0158, [Larry@LarryHolycross.com](mailto:Larry@LarryHolycross.com)

May 31-June 2: NEW YORK. PMA Publishing University. Dan Poynter on book promotion. New York Marriott. Fmi: Publishers Marketing Association, <http://www.PMAonline.org>.

June 3-5: NEW YORK Book Expo America. Javitts Center, New York City. See <http://www.bookexpoamerica.com/>

July 23-24: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

July 26: 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 21: ORLANDO, FL. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. [bemis@nnba.net](mailto:bemis@nnba.net), <http://www.nnba.net> \$69. Open to the public.

October 24-26: SALT LAKE CITY. The Caterpillar Club; an historical aviation multimedia presentation for the Survival And Flight Equipment

Association (SAFE). Fmi: Jeani Benton, 541-895-3012, [safe@peak.org](mailto:safe@peak.org),  
<http://www.SafeAssociation.com>

<7-----ParaHumor----->

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](mailto:DanPoynter@ParaPublishing.com)

LESSON OF THE MONTH—

7 MORE THINGS WE CAN LEARN FROM SANTA:

- 1 Don't worry about facial hair - it can become your image
- 2 Don't be afraid to be different
- 3 Try another way of getting around, even if just for a season
- 4 a. Reward kids for being good  
b. Let the naughty ones go without (until they are good)
- 5 Be a giver, not a taker
- 6 a. Laugh a lot  
b. Don't be afraid to laugh at yourself
- 7 Spread happiness and cheer, forget the negatives!

--Carolyn Ann Aish, from Sylvia Mills

(Generic Smiley)

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THE SMALL PRINT

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