

Your Publishing Poynters Newsletter: December 1, 2004

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.
December 1, 2004. Copyright Para Publishing. ISSN: 1530-5694.
Published continually since 1986. Circ: more than 20,700. F-R-E-E
We don't accept advertising. We don't share your email address.
DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 800-PARAPUB
For the Small Print, scroll to end.

=====

IN THIS ISSUE FROM PARA PUBLISHING

=====

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

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

A. CANADIAN OFFICIALS STRICTLY ENFORCE CUSTOMS ADDRESSING REQUIREMENTS FOR INBOUND INTERNATIONAL MAIL. The U.S. Postal Service is alerting customers mailing items to Canada they must comply with strict Canadian Customs and postal administration addressing requirements.

All Postal items (except postcards) that do not display the complete name and address of both the sender and the recipient -- in roman letters (A, B, C) and Arabic numerals (1, 2, 3) -- are being denied entry into Canada. Sender or recipient identification such as 'Grandma' or 'Aunt Ruth' are not acceptable and are among the causes of mail being returned.

According to Canadian officials, this action is pursuant to the Canada Customs Act and reflects heightened security measures. Accordingly, addresses to recipients in Canada should be printed in ink or typewritten in capital letters, and the last line of the address must show only the country name, written in full, and in capital letters. When a Canadian postal delivery zone number is included in the address, mailing requirements allow that number to appear as the last line of the address.

Customers also are reminded that complete and legible customs declarations -- along with required import documentation -- must be provided to specifically identify the contents of any package. General descriptions such as 'gift' or 'present' are not acceptable.

Canadian Customs offices report a backlog of incoming postal items containing incomplete or inaccurate information. According to Canadian officials, these items eventually will be returned to their points of origin for correction by the sender as soon as practical.

--Lily Stephen, brp_stephen@hotmail.com

B. THE 2005 EDITION OF THE BOOK "U-PUBLISH.COM" by Dan Poynter and Danny O. Snow delivers concise, step-by-step tips for self-publishing and promoting books, plus constantly-updated online resources. Advance copies are now available for Publishing Poynters subscribers at a discount.

"...Absolutely necessary for anyone who is connected to the book or publishing industry, whether writer, publisher or wannabe," says Jim Wortham of Marathon Int'l Books.

FMI: <http://www.u-publish.com/order.htm>

C. PUBLISHER SURVEY. "Please help us help you." The Book Industry Study Group (BISG) is embarking on a new study to bring you comprehensive, accurate and up-to-date information about dollar and unit sales in the book publishing industry, and we need your participation.

It will take only a couple of minutes to complete our quick survey. Whether you have published a single book or you work for a company involved in multinational publishing operations, you need to be included! (If you no longer publish books, we still need your response; just answer the first two questions and you can skip to the end.)

With your help, we will generate new -- and valuable -- data on the size and growth of this industry, and of course we will share our findings with you.

All questionnaires will remain confidential. No officer, director, or member of the Book Industry Study Group will have any access to any questionnaire or to specific data submitted by any publisher. See <http://kurosawa.capv.com/bisg.htm>

In exchange for your input we will send you a detailed report on the findings and we will include you in a drawing for a new Apple iPod.

D. DAN POYNTER IS COMING TO VISIT. Please alert your colleagues.
Look for him in:

Ann Arbor, Burbank, Cancun, Mexico, Costa Mesa, Denver, Edmonton, AB, Canada, Everywhere (teleconferences), 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?>

E. NAUTILUS BOOK AWARDS 2005 "CALL FOR ENTRIES". We are currently accepting submissions of 2004 books for our 2005 Nautilus Book Awards. Please download information and a "Call for Entries" form from our website at <http://www.publishersshowcase.com/>

This book awards program is created and produced by Marilyn McGuire & Associates, Inc. and is sponsored by Body & Soul Magazine an affiliate of Martha Stewart Omni Media. The Awards event will be held in New York on Thursday, June 2nd, In conjunction with Book Expo America. Time & Place TBA.

--Marilyn McGuire, marilyn@marilynmcguire.com

F. WRITING NONFICTION: TURNING THOUGHTS INTO BOOKS by Dan Poynter just came off the press in a completely revised fourth edition.

Most books on writing cover fiction or writing for magazines; this book shows you how to write nonfiction books. Recent changes in technology are making book writing faster, easier and cheaper. You will discover how to break the topic down into easy-to-attack projects; how to use Web resources to build your book; a layout process that makes writing easy; how to improve material; how to evaluate your publishing options and how to develop an individualized and workable plan.

The book reflects Dan's latest thinking and is the text for his New Book Model presentations.

5.5 x 8.5, 144 pages, 20 illustrations, ISBN 1-56860-110-7, 2005, shipping now. \$14.95. See <http://ParaPublishing.com>

G. CO-OP MARKETING PROGRAMS. There is still room in the Books for Review and Reference Target mailing of PMA. For further information on either program, see: <http://www.pma-online.org/programs.cfm>

Some upcoming deadlines you won't want to miss either are:

Vendor mailing - December 15 for reservations Vendors can make special offers to all 4,000 PMA members in this new twice a year mailing

<https://www.pma-online.org/resforms/>

Benjamin Franklin Awards Final Call for Entries — December 31

Call the office for a brochure or download at our site www.pma-online.org.

H. THE ROCKET EBOOK READER HAS BEEN RE-BRANDED AND REISSUED AT \$99.95. See

<http://www.ebookwise.com/servlet/mw?t=book&bi=27007&si=43>

I. ADOBE INTRODUCES ACROBAT 7.0; Integrates 7.0 Professional in Creative Suite Premium See

<http://www.econtentmag.com/NewsLetters/NewsletterReader.aspx?NewsletterID=215#6>

<http://www.eweek.com/article2/0,1759,1726748,00.asp>

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

J. GOOGLE INTRODUCES NEW RESEARCH TOOL. Google scholar enables you to search specifically for scholarly literature, including peer-reviewed papers, theses, books, preprints, abstracts and technical reports from all broad areas of research. Use Google Scholar to find articles from a wide variety of academic publishers, professional societies, preprint repositories and universities, as well as scholarly articles available across the web. See

<http://scholar.google.com/scholar/about.html>.

<http://www.econtentmag.com/NewsLetters/NewsletterReader.aspx?NewsletterID=216#1>

<http://ct.eletters.whatsnewnow.com/rd/cts?d=181-357-1-278-295257-15104-0-0-0-1>

K. SECURITY WATCH: BEWARE THE NOT-SO MERRY PHISHMAS.

Holiday-themed e-mails may bear worms based on the latest IE bug. See

<http://eletters.eweek.com/zd1/cts?d=79-1411-5-8-159940-154902-1>

L. THE FREELANCE WRITING ORGANIZATION launches Inkwell Newswatch (IN), the newest literary ezine and online writers' resource publication which provides "how-to" and tips and tricks on writing.

All forms of writing information, including; fiction, non-fiction, journalism, screenplays, plays, comedy, internet, TV, radio, poetry and more, is available. Plus artist profiles, interviews, features and

professional writing resources and links for editors, journalists and writers of all mediums. Preview issue now online at:

<http://www.fwointl.com/in.html>

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

Change your address list.

The New York Times Book Review

Nancy Martinez, Book Review Editor

229 w. 43rd st. 8th Floor

New York, NY 10036

--Zohar Amihud

N. BOOKEXPO CANADA (BEC) HAS BEEN RE-SCHEDULED to take place June 24 to 27, 2005 at the Metro Toronto Convention Centre.

“Feedback received from exhibitor and attendee surveys revealed that holding the show on its original dates, which coincided with Father’s Day weekend, would have impacted on their ability to participate. We are glad to have been able to accommodate this change,” says Show Manager Jennifer Sickinger. “All 2004 re-booked exhibitors have been contacted and have re-confirmed their participation.” See

<http://reedexpo.ca/bookexpo/>

O. SOME CAREFULLY-SELECTED F-WORDS AT THANKSGIVING-TIME.

"I wish you and yours a Fantastic, Festive, Flabbergasting THANKSGIVING that will First and Foremost Fill you with Fitting Feelings of Felicity. Furthermore, may your Fancy Feast Feature all your Favorite Foods (my advice to Facilitate your enjoyment of the Fare; don't Fret over your Figure or the Fat-Factor, wear clothes made of expandable Fabric, and be ready to Forgive yourself and others for any Foolish behavior...). Finally, may yours be a Fabulous, Frenzy-Free weekend, Fraught with Fanfare and Fine Folks (Friends & Family) and Full-blast Fun!

Farewell For now."

--Daniel Saintjean, Speaker and Colleague of the Canadian Association of Professional Speakers. Author of [A First Serving of Milk & Cookies For Success](#)

P. CONGRESS EXTENDS INTERNET TAX BAN. See

<http://www.nytimes.com/2004/11/20/politics/20internet.html?oref=login&oref=login&pagewanted=print&position=>

Q. THANKSGIVING FAQ. Do you know about the first year's turkey sushi and cranberry rolls! All this and more at:

<http://www.vgg.com/thanksgiving2002/>

R. STORIES/INFORMATION WANTED

1. LADIES: MEN WOULD LIKE TO KNOW WHAT QUALITIES YOU VALUE MOST IN YOUR SPOUSE OR BOYFRIEND. Please take our short survey to indicate the qualities in a man that are most important to you. We'll use your information to tell men (and women) what character traits are most important in a relationship.

click: www.DoesYourManMeasureUp.com

--Tom White, Book Marketing Solutions, LLC.

2. HAVE A GREAT E-MAIL TALE? Do you have a true story about use or misuse of e-mail at work? Have you received or sent a message that caused embarrassment or conflict? Do you have an amusing or cautionary story about e-mail frustrations or a success story about effective e-mail management?

See www.EmailPainInTheNet.com Send stories to stories@EmailPainInTheNet.com

--Patti Eyres, JD, CSP.

3. WORD | SAN DIEGO is on a mission to publish the BEST WORK of our region's writers. Essays, book/novel excerpts, short stories, feature articles on writers, writing and the writing life, stage plays, screenplays, lyrics, graphic novels & every genre that has a name and all the great work that defies categorization. Writer's guidelines:

<http://www.WORDsandiego.com>

--David Boyne

4. INSPIRATIONAL NATURAL BIRTH STORIES needed for Journey into Motherhood: More Inspirational Stories of Natural Birth. For more information go to

<http://www.whiteheartpublishing.com/submitstories.htm>

--Sheri Menelli

5. STORIES ABOUT WOMEN WHO HAVE BEFRIENDED THEIR EX-HUSBAND'S EX-WIFE. I have a very unusual story and would like to hear from them.

I am also looking for funny dating stories from men and women over the age of 50.

--Pat Harris, pattycz@yahoo.com

6. STORIES ABOUT GOALS ACCOMPLISHMENT AND HOW DREAMS AND GOALS HAVE INFLUENCED THE AUTHOR. I am expanding my 90 Day Goals eBook, "10 Secret Keys To Make The Next 90 Days Your Best Ever". I am also looking for stories on everyday Miracles for a new book in 2005. Full credit will be given to the author. frank@90daygoals.com

--Frank Gasiorowski

7. EDUCATIONAL PUBLISHER FOR 50+ DEMOGRAPHIC SEEKS SUBMISSIONS FOR COMMUNICATION & WELLNESS RESOURCE CATALOGUE, the only resource addressing the impact of communication skills on wellness for the 50+ adult. Articles, books, audio, curricula, self-help books, professional texts, educational videos, national organization information, PSAs from legitimate Non-Profits, internet resources, more. If you would like to make your product or resource available in the 2005 Edition, read our Product Submission Guidelines under the "Communication & Wellness" link located at <http://www.SavvyOver50.com> or write: Communication & Wellness Elder Forest Publishing Group PO Box 6368 South Bend, IN 46660 Submissions must be received by December 31, 2004 for consideration.

--Mark Bottita, Publisher bottita@elderforestpublishing.com

8. ANECDOTES WANTED FOR SECOND BOOK: WE ARE LOOKING FOR SUCCESSFUL STORIES ABOUT 65 AND OLDER INDIVIDUALS THAT HAVE FOUND HOW TO SUPPLEMENT THEIR INCOME BY WORKING. No ads, no scams, no money down before work was started. If included in our second book, your name will be included as part of your story.

Please write to C. Mazza at info@seniorscanwork.com

--C. Mazza, PhD, <http://www.seniorscanwork.com/>

EDITOR'S NOTE on submissions. This "Stories/Information Wanted" section has become very successful. You are welcome to submit your wants. PLEASE make them (much) shorter than those above and refer to a website for more info. Thanks

==SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»  
~~~~~

THANKSGIVING: a holiday that always falls on Thursday because the Pilgrims came here in search of a four day weekend.

Joe Heuer, <http://www.daffynitions.com>

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»  
~~~~~

A. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to

<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. SEE HOW eBOOKS ARE SOLD. The Self-Publishing Manual, Writing Nonfiction and Successful Nonfiction are available for just \$7.99 in electronic download from Amazon.com. Now you can have a fully searchable edition of these bestsellers. Visit the site and see how eBooks are sold. And see Document 615 at

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

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

A. MAKING YOUR WORK EASIER TO READ: LARGE PRINT BOOKS. This report describes a quick, inexpensive way to convert your book into a large print edition.

Large print is often preferred by the visually-impaired, youngsters with reading disabilities, people reading English as a second language and people from the Far East who learned to read a character-based language. There is an untapped market for your book out there.

Some of the larger publishers are cutting costs by, among other things, reducing the size of the type in their books. More and more people want larger print. The November 1, 2004 edition of Publishers Weekly has a section on the latest developments in Large Print books. People are buying them.

To see one of our books in Large Print, go to

<http://www.amazon.com/exec/obidos/tg/detail/-/1568601166/>

Wring more value out of your Work. See Document 642 at

<http://parapub.com/getpage.cfm?file=/resource/produce.html>

B. LAST WORD ON THE FRANKFURT BOOK FAIR 2004. Godfrey Harris of International Publishers Alliance notes that while others worry about the decline in book readership in the United States, he learned of a continuing opportunity to create new books that are more relevant, more entertaining, and more interesting for the rest of the world. For example, an Indonesian publisher of children's books has an immediate need for science or technology books aimed at pre-schoolers; a British publisher is looking for books on business topics that can be read in 90 minutes. His own firm, The Americas Group, found great acceptance among

publishers and distributors for a general trade book they have produced in color to emphasize points, clarify complex data, and enhance retention. For more information on any of these topics or to learn more about International Publishers Alliance, contact Harris at hrmg@aol.com.

C. KEEP UP WITH CURRENT EVENTS. The best way to get into a newspaper is to build off something that's currently in the news. Send press releases or call local and national newspapers. Then always follow-up because you never know what will happen later.

--Pam Lontos, President of PR/PR, a publicity firm for writers & speakers, www.prpr.net

D. WANT TO MEET A TODAY SHOW PRODUCER? You will when you attend Steve Harrison's National Publicity Summit, Jan 26-29, your chance to personally meet 70+ top editors/producers from major magazines and TV shows from Today Show, ABC's The View to Fox News to USA Weekend and more. Less than 40 seats still open.

<http://www.nationalpublicitysummit.com/info.html?10009>

E. CONVERTING YOUR PRINTED BOOKS TO ELECTRONIC BOOKS.

Many of you have contacted us asking how we managed to convert our books and get them posted at Amazon.com and other web-site resellers.

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

See Document 615 at

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

F. SAY BYE-BYE TO BUSINESS DISRUPTIONS FROM WORMS AND VIRUSES. Online business services like JAYA123's order-entry system helps keep your business running even if your network is corrupted by a virus or a worm. If all your computers catch a virus and you are dead in the water for a few days, you can always run down to the nearest Kinkos and run your business from there. Or if you have a laptop with Wi-Fi, go to Starbucks. With online biz-apps, your data is always secure and always available from any machine (so long as you have the right security codes!)

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

G. AMAZON.COM: MAKING CHANGES IN LISTINGS AND DECIPHERING THE RANKINGS. See

<http://www.sarahwernick.com/resources/amazon.html>

H. COPYRIGHT TRANSFERS which are more than a one time non-exclusive license, must be in Writing.

--Rich Schell, JD, 847-404-2950, schell@wagneruslaw.com.

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

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»  
~~~~~

"I have not made my book more than my book has made me."
--Montaigne

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»  
~~~~~

A. 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://parapub.com/getpage.cfm?file=resource/promote.html>

B. WHAT CAN THE PUBLISHERS MARKETING ASSOCIATION DO FOR YOU? See
<http://www.pma-online.org/memben.cfm>
<http://www.pma-online.org/membonly.cfm>

C. RAISE YOUR SEARCH ENGINE RANKING. List your book on the Para Publishing web site along with your URL. There is no charge. See
<http://parapub.com/successtories.cfm>

<3-----ParaResources-----<

A. PMA IS COORDINATING A COOPERATIVE BUY in both the Adult Spring Announcement Issue in January 2005 and the Children's Spring Announcement Issue in February 2005 of PUBLISHERS WEEKLY for our members. See deadlines.

Adult titles - December 15th
Children or Young Adult titles - January 15th

This 4-color full page ad will include a picture of your front cover, a 15-word description of your title and all necessary ordering information. Cost is \$495 per title. There will be 8-10 titles per page.

See <http://www.PMAonline.org> and Terry Nathan, 310/372-2732 or terry@pma-online.org. "Helping each other to achieve and succeed"

B. QUALITY BOOKS IS A DISTRIBUTOR TO LIBRARIES. They have sales reps that visit the libraries and bring back the orders. There are seven steps to selling books to libraries. QB is one of the most important. To get submission forms, contact Carolyn Olson, carolyn.olson@quality-books.com.

For more information (the other six steps) on selling to libraries, see the Special Report Book Marketing: A New Approach at <http://parapub.com/getpage.cfm?file=products.html>

C. CREATING NONFICTION BOOK IDEAS THAT SELL by James R. Thomson includes more than 150 tips and techniques for creating profitable nonfiction book ideas. See: <http://www.NonfictionIdeas.com>

D. THE ART OF ASSESSMENT: HOW TO REVIEW ANYTHING by Magdalena Ball. The Art of Assessment is a complete guide to the review process, from how to write good reviews, how to use interviews to add depth to your reviews, obtaining review copies, marketing your reviews, and plenty of examples and references to help you become a working reviewer.
<http://www.compulsivereader.com/html/images/assessmentorderform.html>

E. BETTER GOOGLE SEARCHES—cheatsheets. See <http://www.google.com/help/cheatsheet.html>
Print it out and post it next to your computer. Follow the forms there to create more effective search strategies--saving you time and money.
--Jim Zinger, ZingerGRam, <http://www.jimzinger.com/>

F. NEW RESEARCH TOOL. GOOGLISM: Who, what, when & where. See <http://www.googlism.com/about.htm>

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

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»«»¥«»§«»¥«»§«»  
~~~~~

"Some books are to be tasted, others to be swallowed and some to be devoured."
--Anonymous

POD is NOT a method of printing.
It is a way of doing business.
It means being paid before you manufacture the book.

For books, there are usually two choices for printing: Digital and Offset.
Digital is best for 100 to maybe 2,000 books and Offset is preferred for
larger quantities.
Get comparative bids.

Reviews copies are the least expensive and most effective way to promote
books.

For a list of possible magazines, see
<http://parapub.com/maillist.cfm>

You need a small inventory of books for promotion and sale. Printing
one-at-a-time is too expensive. See
<http://parapub.com/getpage.cfm?file=resource/produce.html>

I recently published a book through LSI.
Writing Nonfiction in LARGE PRINT. See
<http://www.amazon.com/exec/obidos/tg/detail/-/156860064X/>
This book is being produce one-at-a-time on demand (Amazon orders).
BUT the book is being promoted by sending the regular-print edition out
to writing, publishing, etc. magazines. There is no need to send them the
LARGE PRINT edition.

Print 500 to start. Test the market. Then you can make an educated
decision on further print-runs. See
<http://parapub.com/getpage.cfm?file=newbook.html>

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

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

A. FOR LOTS OF F-R-E-E STUFF, see Freebies Magazine
<http://www.Freebies.com>

B. 20-PAGE HANDOUT FROM DAN'S NEW BOOK MODEL
PRESENTATIONS. A \$20.00 value. F-R-E-E. See
http://parapub.com/getpage.cfm?file=/speaking/handout_nbm.html

C. LIST YOUR BOOK(S) F-R-E-E ON THE PARA PUBLISHING WEB SITE.
See

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 20-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://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

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 1: EDMONTON. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. 6:27 to 10 pm. Fmi: 877-277-1240; <http://www.LearningAnnex.com>. Sign up online and save.

December 2-4: EDMONTON. CAPS Convention. Annual meeting of the Canadian Association of Professional Speakers. Fmi: Convention Chair: Karen Caesar, 780.438.3899, kcaesar@hopelearning.com, <http://www.canadianspeakers.org/displayconvention.cfm>

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, <http://www.nsatennessee.com/>

December 15: TELECONFERENCE. 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; <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 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 or 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, <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 Old Fire Station on Hartley Place, Goleta. Fmi: Vern Hanna, 805-967-9421; vHanna@mindspring.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, <http://www.SanFranciscoWritersConference.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, <http://www.nsa.colorado.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. Turning Speeches into Books. 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, <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, <http://www.NationalSpeakers.asn.au>

March 31-April 2: SINGAPORE. Internationally Speaking – A World of Possibilities hosted by The International Federation of Professional Speakers/National Speakers Association. Fmi: NSA, (480) 968-2552, <http://www.nsaspeaker.org>
Dates Blocked.

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 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

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, <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, <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, <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, <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

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, <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, <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

HELPING THE COMPUTER CHALLENGED
--Charles Boyle

Helpdesk: What kind of computer do you have?
Customer: A white one...

Helpdesk: Click on the 'my computer' icon on to the left of the screen.
Customer: Your left or my left?

Helpdesk: Good day. How may I help you?
Male customer: Hello ... I can't print.
Helpdesk: Would you click on start for me and ...
Customer: Listen pal; don't start getting technical on me! I'm not Bill Gates, damn it!

Hi, good afternoon. This is Martha. I can't print.
Every time I try it says 'Can't find printer.' I've even lifted the printer and placed it in front of the monitor, but the computer still says he can't find it...

Customer: I have problems printing in red...
Helpdesk: Do you have a color printer?
Customer: Aaaah.....thank you.

Helpdesk: What's on your monitor now, ma'am?
Customer: A teddy bear my boyfriend bought for me in the supermarket.

Helpdesk: And now hit F8.
Customer: It's not working.
Helpdesk: What did you do, exactly?
Customer: I hit the F-key 8-times as you told me, but nothing's happening...

Customer: My keyboard is not working anymore.
Helpdesk: Are you sure it's plugged into the computer?
Customer: No. I can't get behind the computer.
Helpdesk: Pick up your keyboard and walk 10 paces back.
Customer: OK
Helpdesk: Did the keyboard come with you?
Customer: Yes
Help desk: That means the keyboard is not plugged in.
Is there another keyboard?
Customer: Yes, there's another one here.
Ah ... that one does work!

Helpdesk: Your password is the small letter a as in apple, a capital letter V as in Victor, the number 7.
Customer: Is that 7 in capital letters?

A customer couldn't get on the internet.
Helpdesk: Are you sure you used the right password?
Customer: Yes I'm sure. I saw my colleague do it.
Helpdesk: Can you tell me what the password was?
Customer: Five stars.

Helpdesk: What antivirus program do you use?
Customer: Netscape.
Helpdesk: That's not an antivirus program.
Customer: Oh, sorry...Internet Explorer.

Customer: I have a huge problem. A friend has placed a screensaver on my computer, but every time I move the mouse, it disappears!

Helpdesk: Microsoft Tech. Support, may I help you?
Old woman: Good afternoon! I have waited over four hours for you. Can you please tell me how long it will take before you can help me?
Helpdesk: Uhh ... ? Pardon, I don't understand your problem ...
Old woman: I was working in Word and clicked the help button more than four hours ago. Can you tell me when you will finally be helping me?

Helpdesk: How may I help you?
Customer: I'm writing my first e-mail.
Helpdesk: OK, and, what seems to be the problem?
Customer: Well, I have the letter a, but how do I get the circle around it?

(Generic Smiley)

=====
THE SMALL PRINT

YOU ARE RECEIVING this F-R-E-E newsletter on book writing, publishing and promoting because you are on Dan Poynter's opt-in Publishing Poynters mailing list.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is interested in selling more books or wants to know where the publishing industry is headed. Just click on "Forward" in your email program.

BACK ISSUES are archived at
<http://parapub.com/getpage.cfm?file=/news.html>

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up at
<http://parapub.com/getpage.cfm?file=/news.html>

PRIVACY STATEMENT: We will not distribute your email address to anyone. Period.

TIME TO SHARE. Please send your news items and promotion ideas to DanPoynter@ParaPublishing.com

~~~~~  
Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP).  
Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
PO Box 8206, Santa Barbara, CA 93118-8206 USA. Tel: 805-968-7277;  
Fax: 805-968-1379; Cell: 805-448-9009  
<http://ParaPublishing.com>: More than 500 pages of helpful information.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)