

# Introduction for Dan Poynter

We are moving from a **print** society to an **online** industry.

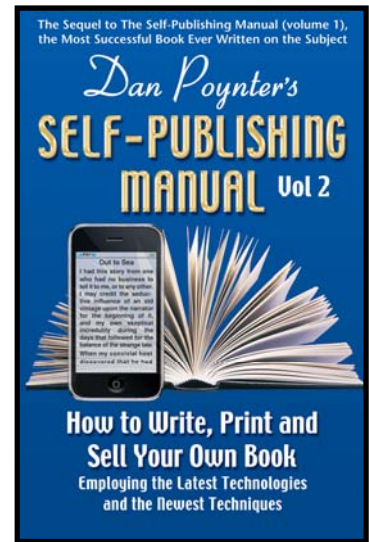
**Email** is faster, easier and cheaper than using the Postal Service.

**Newspapers** are closing or moving from ink to ezines.

**Magazines** are going online.

**Professional book reviewers** are being replaced by individuals who actually *read* the books.

These changes affect **us** and our **products**.



Today, **research** is faster and easier—if you know where to look.

Today, **book promotion** is faster and easier—if you know where to post information about your book.

**Dan Poynter** has been a social networker for as long as he has been an author and a publisher—nearly 40 years, well before the Internet.

He is going to show us where to **gather information** and where to **promote** our books online and they are in the same places.

It gives me great pleasure to introduce Mr. Publishing ----  
**Dan Poynter.**

-30-

