



Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

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HAPPY HOLIDAYS

Now is a great time to reflect on all the changes in book publishing.
Plan now for accelerating changes in 2011.

--Dan Poynter, The Book Futurist.

Guiding Publishers to the Next Level in Book Promotion



ParaNews



PROJECT GUTENBERG IMPROPERLY PD'D COPYRIGHTED WORKS, AUTHORS CLAIM

By misreading copyright law Project Gutenberg may have infringed the rights of some authors and improperly put their books into the public domain.

<http://bit.ly/fRXmII>




Pirate Central

A forum and clearing house for news and opinion about every aspect of book and e-book piracy.

We invite you to share your experiences, propose solutions and express your opinions or simply use Pirate Central as a resource.

<http://ereads.com/category/copyright-and-piracy>

GERMAN COURT UPHOLDS FINES AGAINST RAPIDSHARE



A German court has upheld the imposition of fines in excess of 150,000 euros (\$197,325) against file holding site Rapidshare and its principals that the court had imposed for violating the injunction it issued earlier this year. The injunction prohibits Rapidshare from allowing 148 of those publishers' copyright-protected works to be made publicly available in digital form on Rapidshare.com.

<http://bit.ly/eNybBp>

GET GOOGLICIOUS

FACT: The Internet is THE #1 most powerful way to market your business to grow your business and explode your profit. So, when you want to learn QUICKLY how to get the laser-targeted



Internet marketing tools to produce sales like crazy make sure you ATTEND this teleseminar series! www.getgooglicious.com/5687

I'm one of the teachers of this new, never-before-seen teleseminar series for entrepreneurs and authors (and those who want to be). You'll learn step-by-step what it really takes to tap into the HIGHLY PROFITABLE – BUT OFTEN MISUNDERSTOOD -- online market and how to WRITE YOUR WAY TO WEALTH.

TRUTH: 99.9% of entrepreneurs and authors are clueless of what it takes to get real results!

You'll get the FACTS how to get kick-ass results during this week.

Monday December 6th till Friday December 17th (6 PM PST, 9 PM EST)
Don't worry if you can't make the live calls, you'll receive the recordings!

REGISTER HERE: www.getgooglicious.com/5687

GOOGLE eBookSTORE DEBUTS WITH IPHONE, IPAD AND ANDROID APPS



Google has trotted out its long-awaited and -delayed Google eBookstore, offering hundreds of thousands of paid titles and more than 2 million free titles, totaling 3

million-plus works to challenge Amazon, Barnes & Noble and Apple in the fast-growing electronic reading platform market. However, Google's content is not tethered to specific devices, but procured from the cloud. Google is, however, providing free e-reader applications for the Android and Apple iOS platforms. Here's a look at what these apps look like on Android devices, iPads and iPhones.

The e-books can also be bought from independent bookstores.

Google has signed deals with major book publishers and is expected to offer hundreds of titles, some for purchase and some for free.

<http://bit.ly/gxenJP>

<http://wapo.st/dNUOxW>

<http://bit.ly/gdAGij>

WILL BORDERS BUY BARNES & NOBLE?



Hedge fund manager [Bill Ackman](#) offered to help finance a Borders purchase of Barnes & Noble at \$16 a share, or roughly \$900 million in total. Barnes & Noble, which has been trying to sell the company since the summer, so far has been mum about Ackman's pitch. Borders management said it supported such a plan.

<http://on.wsj.com/fzcjCT>

<http://www.thestreet.com/story/10939682/1/should-borders-buy-barnes-noble.html>

BORDERS SALES ARE DOWN AGAIN



Borders third quarter results, released just after the market closed Thursday afternoon, provided little sign that the company is turning around as total revenue fell 17.6%, to \$470.9 million and comparable store sales dropped 12.6%. The loss from continuing operations was \$74.4 million compared to a loss of \$37.7 million a year ago.

The overall sales decline was impacted by the closure of 204 bookstores between the end of the third quarter of 2009 and the end of the most recent quarter. Digital sales, helped by the creation of Area-e digital shops, had a comp increase of 93.6% in the quarter driven by a number of devices.

Borders said it will close a total of 16 stores in the fourth quarter, including four outlets where the company negotiated an early lease termination. Borders ended the quarter with 674 stores.

<http://bit.ly/fhieIY>

SMASHWORDS INCREASES ROYALTY RATES AT KOBO, B&N AND SONY

Authors and publishers will earn 60% of the list price at Kobo, B&N and Sony, in addition to the 60% just as they are earning at Apple and Diesel.

Additionally, all Smashwords retailers have stopped discounting prices. This means author and publishers control the price at retail. Smashwords renegotiated our contracts with Kobo, B&N and Sony to move them to what's commonly known as the "agency" model.



FMI, see the Smashwords blog:

<http://blog.smashwords.com/2010/11/smashwords-puts-authors-and-publishers.html>
and find a summary of the details in your Dashboard's Channel Manager at
<https://www.smashwords.com/dashboard/channelManager>

WILL COLOR SCREENS SAVE KINDLE FROM APPLE'S IPAD?

The Kindle's market share between August 1 and November 8 fell from 62% to 47% while Apple's iPad eReader share went the other way – rising from 16% to 32%.



With Christmas almost upon us, it'll be interesting to see the sales figures over the next three months.

<http://techlogg.com/2010/12/will-color-screens-save-kindle-from-apples-ipad/1790>

IPAD GAINING GROUND ON KINDLE, DOMINATES AS A NEWS READER

According to the latest numbers, the iPad is quickly gaining ground on the dedicated Kindle and the market has essentially become a two horse race. Research firm [ChangeWave](#) has surveyed nearly 3,000 consumers and found that the iPad has quickly gained ground on the Kindle, with the Kindle dropping from 62% to 47% market share since August. The iPad doubled its market share during the same period.



<http://rww.to/hOnwd6>

<http://bit.ly/iiebKk>

THE 10 CRAZIEST BUSINESS PRACTICES OF THE BOOK WORLD



Practices that need to be changed.

<http://bit.ly/gxenJP>

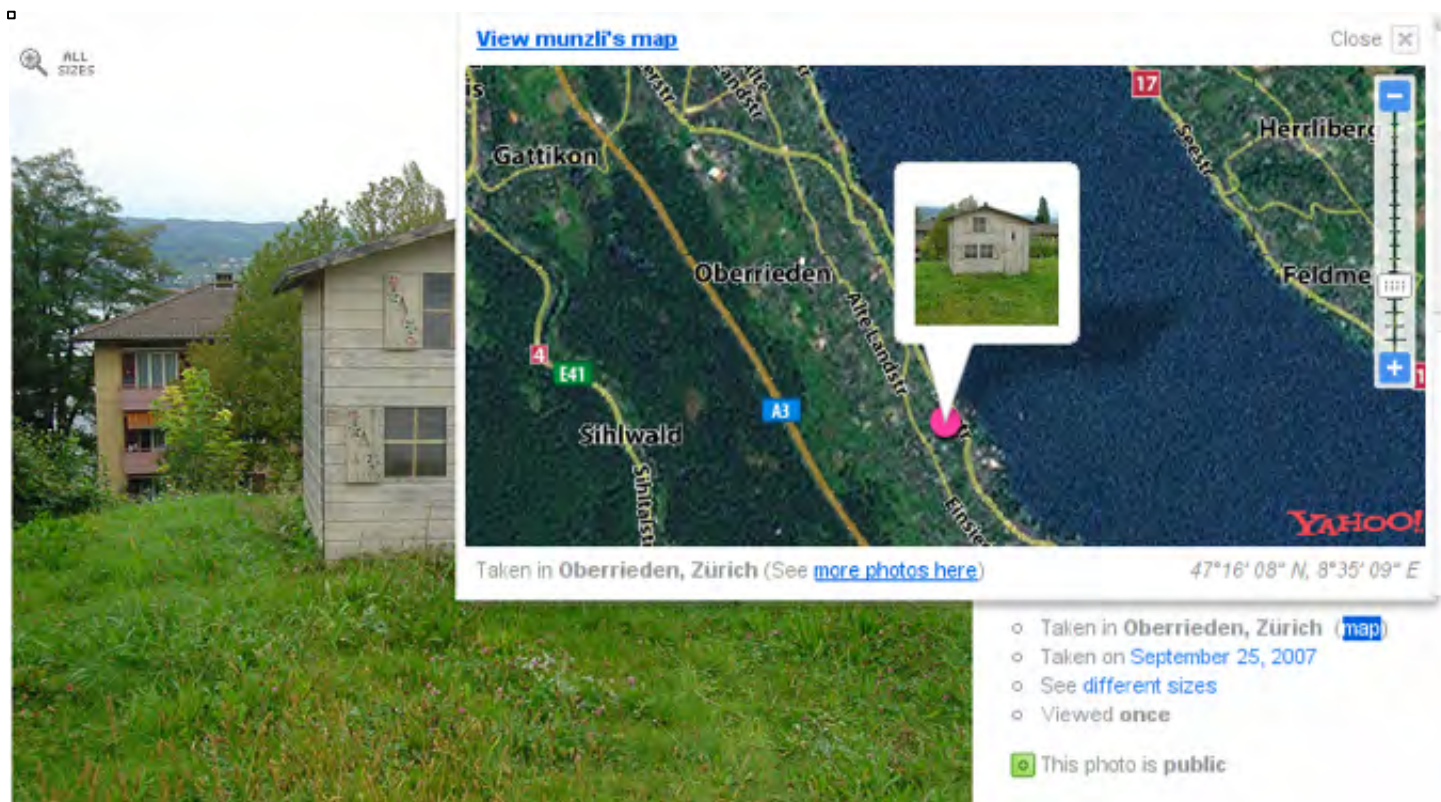
GET REVIEWS FOR YOUR BOOK

Post a description and contact information at **Success Stories**.

A place to list your book.

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

GEOTAGGING PHOTOS



Caution using your Smartphone to take photos for your book. Geotags reveal where the photo was taken.

Photos have used geotagging for quite some time. Certain formats like the JPEG format allow for geographical information to be embedded within the image and then read by picture viewers. This shows the exact location where a picture was taken.

<http://www.womenshealthmag.com/life/cyber-crime?page=3>

WRITERS SUBJECT TO DEPRESSION

Some jobs are more depression-prone than others. Writers may have higher rates of mood disorders; about 9% reported an episode of major depression in the previous year.

Depression is not uncommon to those who are drawn to work in the arts, and then the lifestyle contributes to it

http://www.health.com/health/gallery/0,,20428990_6,00.html

WHY BEZOS/AMAZON STARTED WITH BOOKS

In 1994 Bezos set out to create a new kind of online business. The specific product was irrelevant; what was important was how it would be marketed, sold, stocked, and shipped. He made a list of the items he could carry, including CDs, videos, computer software and hardware, and books. Books won out because there were so many, and demand was steady. The International Standard Book Number (ISBN) also allowed him to organize and index the millions of books in print. No catalogue or bookstore could possibly have it all, Bezos reasoned, but he could.



See the very-important article at:

<http://www.bostonreview.net/BR35.6/roychoudhuri.php>

CONSULTING WITH DAN POYNTER

Dan Poynter is available to help you in all phases of book publishing from filling-in unfamiliar forms to complete marketing plans. Dan can help you by telephone or he will come to you. Most consulting is by telephone as Dan is constantly traveling.

For details and pricing, see

<http://parapub.com/sites/para/speaking/edutrain.cfm>



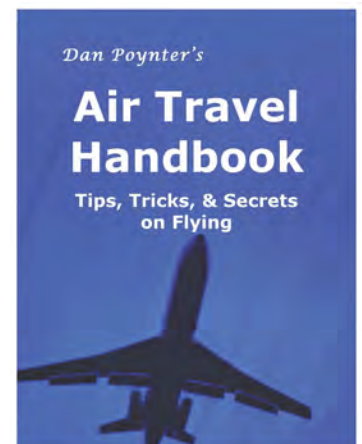
AIR TRAVEL SECRETS IN EBOOK AND APP

By Dan Poynter.

Now an Apple App, readable on the, iPad, iPhone, IPOD Touch, Mac, etc. See the Apple App Store.

The *Air Travel Handbook* is about flying as a passenger in commercial aviation. It is not a broad how-to and where-to travel book. It is specific to air travel and is for the frequent flyer.

<http://airtravelhandbook.com/>



Air Travel is easier and more fun when you know the inside secrets.



ParaTips



YOUR APPEARANCE

--Rick Frishman- Publisher Morgan James Publishing

<http://www.morganjamespublishing.com>



People judge you by your appearance even if they don't know or won't admit to it, their reactions are deeply ingrained. Like it or not, many decisions are influenced by your appearance, what you wear, how you look and how you present yourself, so do yourself a favor and always try to look your best.

Dress appropriately. Wear clothing that will not offend the people you hope to meet. If you meet with a banker who wears a suit, you don't also have to wear a suit, but look neat, clean and well groomed if you want to get that loan. If a company has "casual Friday, your business suit will be inappropriate. When you have to appear in court, don't wear shorts or your old, stained car-washing outfit. As Jill says, "If you want to wear shorts, go to the beach."

- If you plan to play tennis, wear whites
- If you want to weld, wear protective goggles

If you hope to do business, dress for business

Dress appropriately for the occasion. Whites for tennis honor tradition, welding goggles provide safety and business clothing shows respect. When your appearance is inappropriate, it's often be interpreted as a sign of disrespect. It also can be read as insensitivity or simply that you don't care enough to make an effort to be neat, clean and properly dressed

People avoid those who offend their values. So be smart, give them what makes them comfortable and what will put them at ease. If you do, you will be more likely to get what you want.

According to an old adage, it's better to overdress than underdress. Although that rule may no longer hold with many of today's youth-oriented companies, it's still generally true. When in doubt, dress up, rather than down. It never hurts to look your best, but it certainly could hurt to look less than your best.

Before you attend networking events, plan what you're going to wear. Examine it to be sure that it's clean, well pressed and in good condition. When you select your networking attire, it's more important not to offend, than it is to impress.

At networking most events, you'll find yourself physically close to others so be sure that you don't offend. Get a good haircut, be clean, well groomed and brush your teeth. Avoid drinking coffee, it leaves a stale, unpleasant and long-lasting odor. Talking tends to dry your mouth so drink lots of water. Don't be afraid to tote a small bottle of water, it's totally acceptable at most networking events.

More tips at <http://www.rickfrishman.com>

BE REALISTIC

--Pam Lontos is the author of "*I See Your Name Everywhere*" and president of PR/PR, a public relations firm that specializes in experts. www.prpr.net.



Realistically assess the news value of each story you pitch to the media. To do otherwise is to brand yourself an amateur with the news media. You may be excited about a particular occurrence or event. However, if you are close to the event, you may have lost perspective. What you think is newsworthy may in fact be something that is happening routinely throughout the community or the nation, diminishing its news value. Instead, think of what the demographic of the media you're pitching would want. –

BOOK DESIGN: Do You Know the 3 Questions to Consider For Creating Artful Book Cover Designs?

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



Book cover design is an art! The art of catching attention, enticing the viewer to pick up your book, buy it and ultimately read it! Taking the time and learning about this art can add to the impact your book will have whether you plan to go the self publishing route or are picked up by a major publisher. All of this equates out into perceived value and the know, like and trust factor your cover creates for its market banding.

Good book cover design helps sell books! This is why we go to such lengths to have them professionally designed. I've been asked many times my professional opinion on if I thought a book cover was good or bad... to which I respond, they are different. That good or bad is subjective to the viewer. However, there are elements, when used or not used, that can be considered good or bad.

Here are 3 Questions to ask yourself when considering what constitutes an artful book cover design?

1. What is its eye appeal? Selecting the appropriate color, typeface and image for your audience will increase pick-up value.
2. Who is your audience? By knowing what your audience likes, where their attention goes, you are able to write a title and sub-title that will fit their listening.
3. Does your subject have 'come-back-power'? An added value to your readers is if they can continue to learn from you over time.

So in the process of creating an artful book cover design, a professional book cover designer uses every bit of knowledge they can so that the cover has immediate appeal to the viewer. There are so many books out there today where the value of being transparent and available over time is considered a plus. More [information](#) on book design.

IF you need more [book design information](#) call me or visit my website. Remember, do something every day toward your book and promotion.
 Karrie Ross, [Book Designer](#) , Coach & Consultant

WORD TRIPPER

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

Climactic, climatic – “Climactic” refers to a climax, which is an intense point or moment leading to an ending, while “climatic” refers to weather conditions. “The weather announcer predicted *climactic* results for people close to the center of the storm in his report on *climatic* changes.”



Shorten Links the Smart Way

--Clint Greenleaf, Greenleaf Book Group LLC, <http://www.greenleafbookgroup.com>



When you're Tweeting or otherwise using social media to build your author platform and showcase your expertise, link shorteners are a must. These days, they're ubiquitous, and there are so many—often with unique and valuable features—that you may want to do some shopping around before you pick one. Here's a quick rundown of a few good (and free) options.

- [BudURL](#) provides you with an easy-to-use interface and custom notes to keep track of your placements. It also gives you the analytics and tracking that all the best shorteners provide, so you can see which markets and outlets drive your traffic and the keywords used to find your BudURL. Their site also has a good suggestion: create multiple BudURLs to the same location to analyze where you get the most clicks.
- [Su.pr](#), StumbleUpon's URL shortener, allows immediate or scheduled syndication of content to StumbleUpon, Facebook, and Twitter. It also lets you know who your biggest re-Tweeters are and what your "best posting time" is--based on when, historically, you've gotten the most clicks.
- With [Cligs](#), you get deep analytics plus a helpful set of tools, such as a "bookmarklet" (which allows you to automatically shorten addresses from your browser's toolbar), a WordPress plugin (for super-simple blog post URL shortening and distribution), and a "Google gadget" (to make cligs right inside iGoogle or Gmail).

These are just three of the best options—give a few URL shorteners a try to figure out which one is the best fit for your marketing and social media strategy!

DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

YOUR PUBLISHING DICTIONARY

Half Title

--Peter Beren, 510-821-5539, peterberen@aol.com. Publishing Consultant and Literary Agent w/30 years experience will help you reach your goals. www.PeterBeren.com



Legs, noun. To sell well, to literally walk out the door.
Example in context: That book has legs.

THE DOMINO PROJECT



Book publishing is changing. It's changing faster than it has in a hundred years. I've been persistent enough to be part of that change, provoking and poking and wondering about what comes next. Today, I'm thrilled to report on what's next for me.

- To reinvent the way books are created when the middleman is made less important.
 - To reinvent the way books are purchased when the tribe is known and embraced.
 - To reinvent the way books are read when the alternatives are so much easier to find.
- To find and leverage great ideas and great authors, bringing them to readers who need them.

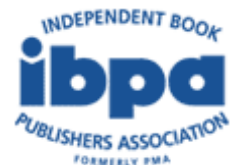
<http://bit.ly/gmdr17>

WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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



WORDS

sesquipedality

Pronunciation: (ses-kwi-pi-dal-i-tee)

Meaning: *Noun*: the practice of using long words.

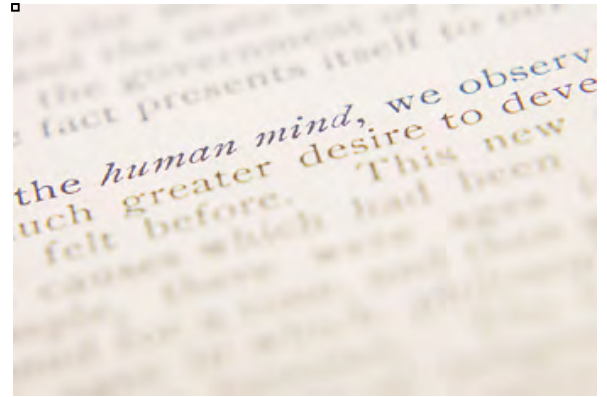
Etymology: From latin sesqui- (one and a half) + ped- (foot). First recorded use: 1759.

Notes: Literally speaking, sesquipedality is using words that are one and a half feet long. A related word is sesquicentennial (150th anniversary).

Nothing wrong with using a sesquipedalian word once in a while, if it fits, but it's best to avoid too many long, polysyllabic words.

This dictum doesn't apply to German speakers though, as Mark Twain once observed, "Some German words are so long that they have a perspective."

For more word fun, subscribe to Wordsmith. <http://wordsmith.org/>



THE BOOK-WRITING JOURNEY

How Attending to the *Process* Can Result in a Great *Product*

--Naomi Rose, Book Developer, Writing from the Deeper Self

The Important Role of *Silence* in Writing a Book



If you have ever been on a silent retreat, or been in nature for a period of time in silence, you already know from experience how incredibly fertile that bed of silence can be. As the usual chatter fades, the things that pull us away from our in-the-moment inner experience (things to do, places to go, errands to run, emails to send, worries to keep circulating, etc.) show their true colors as mind-distractions and perhaps

--addictions, and just don't seem as compelling as they had before. Something in us begins to relax, then; to stop always being on alert, ready for the next action, the next item on the to-do list, the next thought/opinion/decision. We drop into ourselves, and into the moment. We are that most essential of things: here.

Not everyone has the opportunity to go on a silent retreat, or even to spend a stretch of time in nature. But what we do always have with us is our own deep nature. I bless you that if you are writing, or wish to write ~ a book or a shorter work ~ that you can do so from within the sacred silence of your own deep nature. Whether this means setting aside a morning to write in which you do nothing else ~ or clearing the papers off your desk or table, and lighting a candle accompanied by a conscious intention or prayer ~ or

even taking a flower essence for writing, such as Rose Press now has available ~ setting aside the world's concerns for a time, so that you can hear the silence within you and allow it to give you something wonderful to follow in words written down, is a gift you can give not only to your writing project, and not only to your eventual readers, but to your own soul.

And this silent, sacred space and time *will* help to heal the world. Just your doing it. Even before your book hits the stands.

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YOU KNOW YOUR QUERY LETTER SUCKS WHEN ... You Ain't Got No Platform Honey!

--Jeff Rivera, founder of <http://www.HowtoWriteaQueryLetter.com>

Agents are in the business of selling books. That's what they do. They're not our best friends, they're not our therapists, and they're not our life coaches.

The best agents put their nose to the ground, they focus on what they do best which is generating enough excitement on a book that they sell it for as high of a price as possible. When you get paid, they get paid. End of story.

The publishing landscape has changed dramatically the last few years. Whereas just having the credentials and a well-written book proposal could have sold your book even a couple of years ago, nowadays you need to bring your own fanbase. That is, you need more than just 10,000 twitter followers, you need people who are poised and ready to purchase your book.

If you've got that already, then you need to mention that in your very first sentence. I've recently ghost written query letters for clients who had a very strong platform. At first, they wondered why I would mention it in the very first paragraph but trusting my judgement, they went along with it.

The result? Each had over 50 agents beating down their door asking to read their proposal. You can read the actual query letters here: <http://tinyurl.com/25t2mkj>

One author had a novel and I only wrote one sentence about what the novel was actually about.

"Don't you think we should tell them more about it?" the client asked me.

I told him, "Who cares what it's about? You're a regular guest on Fox News."



And I was right, the agents didn't care either because tons of them request to read his novel.

If you've got a strong platform, use this technique and you'll be one step closer to landing an agent.

If you would like to see an example of query letters that worked, visit: <http://www.HowtoWriteaQueryLetter.com>

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Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. He and his works have been featured or mentioned in Publishers Weekly, GalleyCat, Mediabistro, Los Angeles Times, New York Observer, NPR and many other media outlets.

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

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Do you regularly forward this newsletter to friends, family members and associates?

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# ParaResources



## GET YOUR BOOK REVIEWED

You may request reviews at **Publishing Poynters Marketplace**.

Offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com.

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

## PUBLISHERS CATALOGING IN PUBLICATION (CIP) SERVICES

When the Library of Congress is slow or picky about issuing Cataloging in Publication Data, many publishers deal with a service. Here are a few of them.

<http://www.cassidycat.com>

<http://www.CIPblock.com>

<http://www.dgiinc.com>

<http://www.FiveRainbows.com/cip.php>

<http://www.quality-books.com>

## WHERE TO GET WHAT?

### RECOMMENDED SUPPLIERS FROM DAN POYNTER

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site.

<http://parapub.com/sites/para/resources/supplier.cfm>



## 100 AWESOME SOCIAL SITES FOR BOOKWORMS

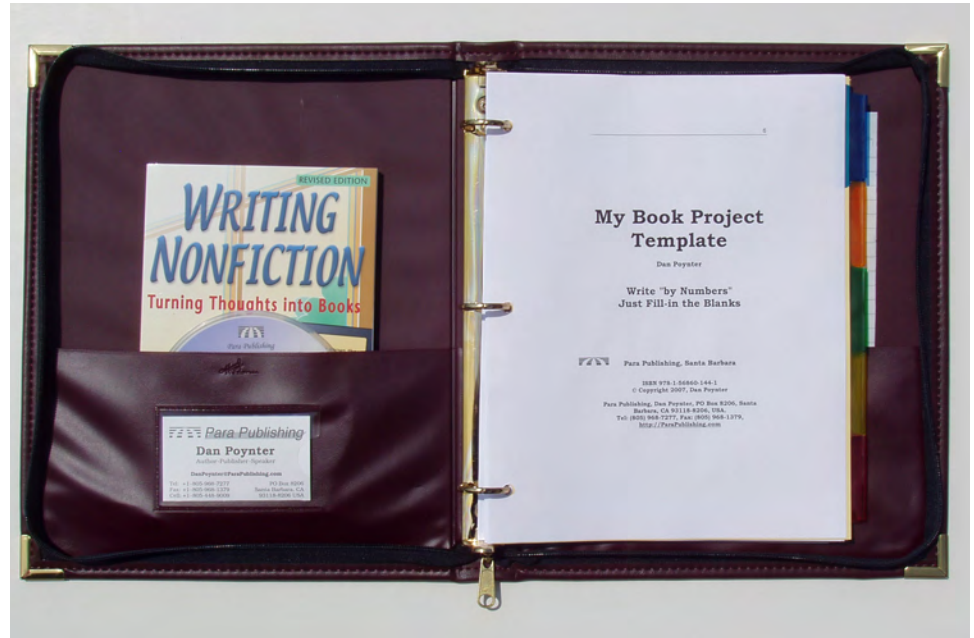
These social networks offer some of the most popular and some not quite so well known, but all provide a chance to connect with others who love to read.

<http://www.onlinecollege.org/2009/08/24/100-awesome-social-sites-for-bookworms/>

## **WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.**

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum. Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.



Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author. This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process. This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at <http://parapub.com/sites/para/information/writing.cfm#mbp>



## **CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.**

The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See <http://www.ibpa-online.org/programs/programs.aspx>



## FOLLOW DAN POYNTER ON TWITTER

<http://www.twitter.com/DanPoynter>

## GET HELP WITH YOUR PROJECT



**BOOK SHEPHERDS** are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book

Shepherds are:

| Zip Code/<br>Country | Name        | Email                          | Website                             |
|----------------------|-------------|--------------------------------|-------------------------------------|
|                      | Shel        |                                |                                     |
| 01035                | Horowitz    | shel@PrincipledProfit.com;     | www.frugalmarketing.com             |
| 06001                | Brian Jud   | brianjud@bookmarketing.com;    | www.bookmarketingworks.com          |
|                      | Barbara     |                                |                                     |
| 07930                | Kimmel      | barbara@nextdecade.com;        | www.nextdecade.com                  |
| 20191                | Sam Horn    | Sam@SamHorn.com;               | www.SamHorn.com                     |
| 22314/92253          | Mike Vezo   | mvezo@mac.com;                 | HelpUPublish.com                    |
|                      | Bobbie      |                                |                                     |
| 30188                | Christmas   | bobbie@zebraeditor.com;        | www.zebraeditor.com                 |
|                      | Janice      |                                |                                     |
| 45701                | Phelps      | authors@janicehelps.com;       | www.janicehelps.com                 |
| 68137                | Lisa Pelto  | lisa@concierngemarketing.com;  | www.concierngemarketing.com         |
| 77041                | Rita Mills  | rita.mills@comcast.net;        | http://www.bookconnectiononline.com |
| 78704                | Tanya Hall  | tanya@greenleafbookgroup.com;  | www.greenleafbookgroup.com          |
|                      | Judith      |                                |                                     |
| 80015                | Briles, PhD | judith@briles.com;             | www.TheBookShepherd.com             |
|                      | Linda       |                                |                                     |
| 85226                | Radke       | info@FiveStarPublications.com; | http://www.FiveStarPublications.com |
|                      | Ellen       |                                |                                     |
| 87505                | Kleiner     | blessingwy@aol.com;            | www.blessingway.com                 |
|                      | Jacqueline  |                                |                                     |
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### Book Printing at the Best Price

by Dan Penner

**The only way you will ever know if you are paying the best price for printing is to get bids from all the well-established book printers. This instant report not only provides a list of printers, it also shows you how to make up a Request for Quotation (RFQ).**

**Types of printers.** For our particular discussion, printers may be divided into three groups: full-service, specialty and limited. Full service jobs provide for a little bit of everything and instant printers operate very cheap like Kinko's. You, however, want a specialty printer who primarily prints books. There are more than 50,000 independent commercial printing companies in the U.S. but fewer than 25 print anything but books. And now there are fewer than 25 that do digital book printing. [but with specialties.]

In this age of specialization some printers concentrate on books, while others do business cards, magazines or newsletters. General full-service job printers cannot compete with the specialists who are set up for multiple of work, most run three shifts by the hour process and buy just a few kinds of paper in custom lots. Many of the most competitive book printers are located in Michigan. They manufacture books only and each specializes in custom sizes, quantities and bindings. Each has equipment set up for one style. Any business order more. This is why a printer will bid lower on one type of book and higher on another.

**Get bids.** Submit several printing quotes. You will find more bids in 30-45 days than you will in 30-45 days. These price differences are starting to get to sleep around. Some printers are too large for you, some specialize in something other than books and some are too busy. You need a good one who understands the work and specializes in short run (under 10,000) book printing.

**What to deal with a printer nearby?** Your printer will be as close to your collection, email and fax machine. The job will probably be sent to the middle of the night so you won't be there to see it. Many printers have hand rigs, though their plants are far away. Even if you select a book printer within driving distance, you may find they have decided to print your book in another plant on the other side of the country. You want the best price on the books and involving delivery to your door. It does not matter where the printer is located.

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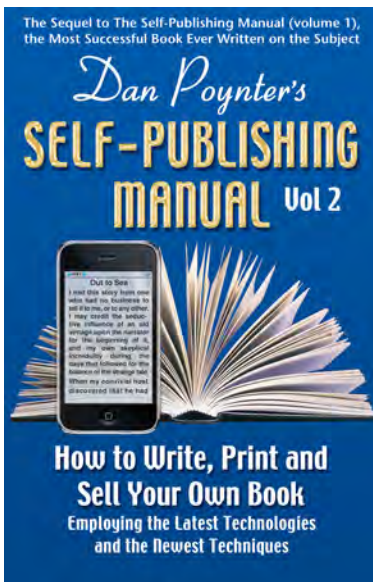


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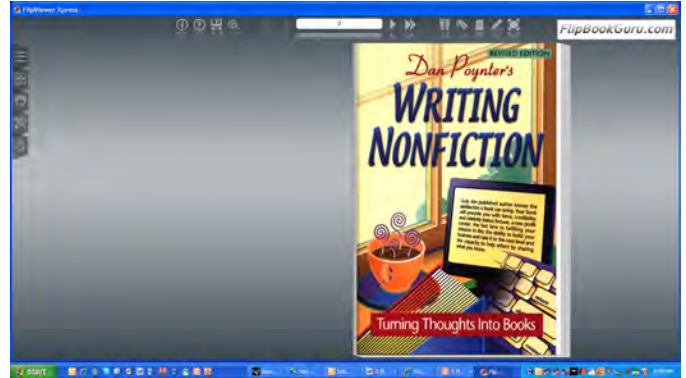
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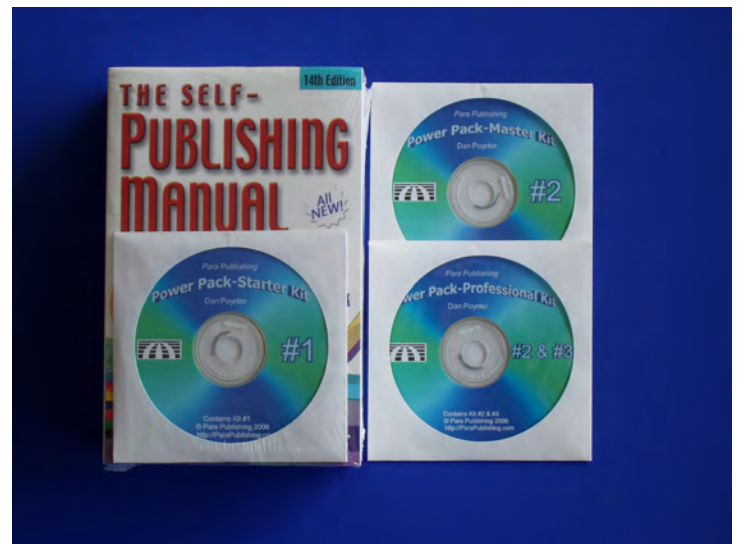
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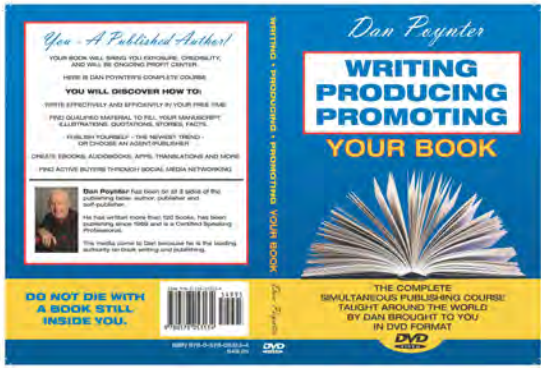
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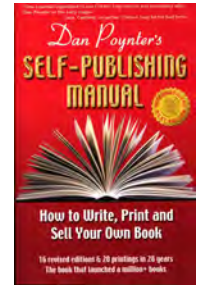
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## **2011**

**USA.** January 15. SUNNYVALE. California Writers Club, Santa Clara Valley Branch/South Bay Writers. 9-1 PM. Dan Poynter on How to Write, Publish and Promote your book. FMI: Nina Amir, 408-353-1943, [cpywrtcom@aol.com](mailto:cpywrtcom@aol.com), <http://www.southbaywriters.com/>

**USA.** February 11-18. RENO. Parachute Industry Association. FMI: <http://PIA.com>

**USA.** February 18-20. ATLANTA. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

March 12. CAPE TOWN, South Africa. Book Camp with Val Waldeck of Durban. FMI: +27 (0) 83 273 4700, [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net), <http://www.ValWaldeck.com>

March 14, CAPE TOWN, South Africa. Dan Poynter on *PowerPoint Tips & Tricks* and *Speaking Disasters*. Professional Speakers Association of Southern Africa (PSASA), Cape Town Chapter. 19:00 – 21:00 hours. FMI: Mark Berger, [Mark@MarkBerger.co.za](mailto:Mark@MarkBerger.co.za)



April 1-4. MELBOURNE, Australia. National Speakers Association/Australia,

annual convention.

<http://www.speakersconvention2011.com.au/>



April 13. A Global Speakers Network meeting and other events will be held on April 13th. NOORDWIJK, near Amsterdam. <http://www.psaholland.org/>



April 14, 15 and 16. NOORDWIJK, Netherlands.  
Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.

<http://www.psaholland.org/>

**SOUTH AFRICA.** APRIL 29 – MAY 1. CAPE TOWN.

Annual convention of the Professional Speakers Association of Southern Africa. FMI:



Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: [nikki@psasouthernafrica.co.za](mailto:nikki@psasouthernafrica.co.za) Web: <http://www.psasouthernafrica.co.za>

**USA.** May 21-23. NEW YORK. IBPA Publishing University

Fmi: <http://www.PMA-online.org>

**USA.** May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center.

Fmi: <http://www.bookexpoamerica.com/>

**MALAYSIA.** May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention.

[http://www.maps.org.my/events\\_up.asp](http://www.maps.org.my/events_up.asp)

**SINGAPORE.** May 28.



Asian Professional Speakers-Singapore. Annual convention.

[http://www.asiaspeakers.org/apss/component/option,com\\_joomevents/Itemid,83/func,shcatev1/categid,4/](http://www.asiaspeakers.org/apss/component/option,com_joomevents/Itemid,83/func,shcatev1/categid,4/)

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



NSA/US Convention.

[Marriott Anaheim](http://www.marriott.com/anaheim). Location Phone: +1-714-750-8000

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

**GERMANY.** GSA Sept 2011. Munich.



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



**UNITED KINGDOM.** October 6-9. Midlands area.

Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.  
 Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845  
 3700 504,

[http://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=1318&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming)

**CANADA.** November 27-29. Toronto.



Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

## 2012

**UNITED KINGDOM.** April 14, 2012. London Venue.



PSA/UK Spring Convention.

[admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,  
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**USA.** July 14-17. Indianapolis.



NSA/US Convention.  
 Marriott Hotel.

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

**UNITED KINGDOM.** October 4-7. LONDON area.





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