



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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EXCITING TIMES AHEAD IN eBook PUBLISHING

eBook publishing and reading are exploding.
Now eBook authors, publishers, and eBooks are being
honored and publicized with the Global eBook Awards.
See

<http://AwardsForEbooks.com>

--Dan Poynter, **The Book Futurist.**





AMAZON KINDLE eBook SALES SURPASS PAPERBACKS

Amazon now sells 115 Kindle books for every 100 paperbacks. Meanwhile, the gap between ebooks and hardcovers has increased to three digital sales for every physical copy. This includes traditional books that don't have a Kindle copy and excludes pre-1923 public domain works.



The US Kindle store now offers more than 810,000 books, up from 630,000 last summer, as well as millions of free titles with expired copyrights.

<http://www.techspot.com/news/42184-amazon-kindle-ebook-sales-surpass-paperbacks.html>

and

<http://www.itworld.com/personal-tech/135222/why-amazon-may-be-selling-lots-ebooks-not-so-many-kindles>

GLOBAL eBook AWARDS ANNOUNCED



eBooks have reached the tipping point. It is time to recognize them with their own awards. The Global eBook Awards are designed to bring attention to the best eBooks in several different categories.

This award program was designed by Dan Poyhter and his fabulous team. Entrants are not just awarded a winner sticker for their eBook, they are also enrolled in a proven eBook promotion program.

"eBooks deserve recognition according to their category or genre not as a single format."
--Dan Poynter, The Book Futurist.

See <http://AwardsForEbooks.com>

HOW SHOULD eBooks BE PRICED?

--Mark Coker

The old model for selling books (and this is based on how print books are done) is a wholesale model where a retailer pays from a discount off of the cover price and then can discount the book and sell the book at whatever price they want. That worked well for print books.

But for eBooks, the model was not working so well. Amazon was discounting their eBooks to a price that was less than what they were paying from the publishers. So the publishers got upset about that – they feared that Amazon was setting unrealistic expectations in the marketplace for what a book should cost, and they feared that Amazon would come back to them, months or years later, and demand lower prices. And so publishers didn't like that idea. See <http://bit.ly/dFeT85>



MURDOCH LAUNCHES iPad NEWSPAPER



Rupert Murdoch unveiled News Corp's new iPad-only newspaper, The Daily. A subscription will cost 99 cents a week. Subscribers will get a daily edition of the paper with more than 100 pages; it will be updated throughout the day. The app will also be able to read some articles out loud and feature 360-degree photographs, plus a games page that the staff said it hopes will compete with Angry Birds.

<http://ipadmodo.com/10648/ipad-newspaper-the-daily-launching-feb-2/>

YOU HAVE A STORY TO TELL... WE'LL SHOW YOU HOW IN OJAI

Join an unforgettable weekend in majestic Ojai, California, for the Ojai Writers Conference Friday, March 19 through Sunday, March 21, 2011.

During this 3-day premier writing event, you'll interact with leading experts and learn how to turn your passion for writing into a profession that pays.



World famous authors, playwrights and screenwriters will help you develop and tap into your voice and reveal to you what works, what doesn't and how to turn your idea into a story that engages readers and, ultimately, sells.

Along with Dan Poynter, you'll join these teachers: Catherine Ann Jones, Byron Katie, David Allen, Deb Norton, Dara Marks ... and many more!

Each of these world-renowned teachers charge thousands for their expertise, but you'll have the opportunity to experience their sold-out intensives and workshops for a fraction of the cost.

This is sure to be a sold-out event. I'm inviting you to take advantage of the special early-bird registration program—which is by invitation only— and means you'll get a seat as a special price before they open up registration to everyone!

So email ojaiwritersconference@gmail.com today to put your name on my early-bird invite only list! See <http://ojaiwordfest.wordpress.com/writers-conference/>



Most U.S. magazines saw their readership continue to slide on newsstands. Hearst was down about 6%, while Conde Nast fell 10% in single-copy sales. It's a continuation of a downward trend.

AMAZON POSITIONED FOR 50% OVERALL MARKET SHARE BY END OF 2012

In just three years Amazon has positioned itself to triple its overall share of the U.S. book business for all formats. Before the end of 2012, Amazon could own more than half of the U.S. book business.

<http://seekingalpha.com/article/250507-amazon-positioned-for-50-overall-market-share-by-end-of-2012>

AUTHORS CATCH FIRE WITH SELF-PUBLISHED eBooks

Fed up with attempts to find a traditional publisher for her young-adult paranormal novels, Amanda Hocking self-published last March and began selling her novels on online bookstores like Amazon and Barnesandnoble.com.

This January she sold more than 450,000 copies of her nine titles. More than 99% were eBooks.

http://www.usatoday.com/life/books/news/2011-02-09-ebooks09_ST_N.htm?csp=Books

MIDPOINT EXPANDS DISTRIBUTION SERVICES

Midpoint National has opened a new distribution and fulfillment company: Delphi Distribution.

They provide sales, marketing support, order fulfillment, A/R management, and returns processing.

The fact that they own their warehouse, equipment, and proprietary operating systems debt-free gives them some distinct cost advantages that they can pass along to new clients of Delphi Distribution. If you handle your own sales, Midpoint National may be able to offer some similar cost-savings possibilities in just warehousing and order fulfillment.

For details, contact Ron Freund (800) 228-4321, extension 101.
ron@midpt.com www.delphidistribution.com

BORDERS – IS THE END IN SIGHT?

Borders' financial situation has continued to deteriorate and they have now failed to make a second consecutive monthly payment to many book publishers and distributors. It is widely reported that the majority of their publisher creditors have not agreed to accept a note in exchange for the value of payments they have missed and their ability to refinance their bank credit was contingent on publisher's acceptance. It now appears very likely that Borders will to seek bankruptcy protection under Chapter 11 and attempt to reorganize the company through the court system.



➔ **SEND YOUR NEWS ITEMS** to DanPoynter@ParaPublishing.com

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Do you have friends in the book business?
Think how appreciative they will be if you forward this newsletter to them.
Go on. Do it now.

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ParaTips



RECIPROACITY

Rick Frishman, Publisher Morgan James Publishing

<http://www.morganjamespublishing.com>



In life, we all try to get things from each other; that's how the world works and has always worked. From ancient times, we have been a people who belonged to tribes and clannish groups. We built societies in which we lived, worked and raised families together. In these societies, each member had specific roles that he/she performed and contributed for the benefit of the group. As a part of life, we gave to and helped each other. And, we also received.

Networks operate on similar principles. When it comes to networking, an implied promise exists that "If you help me, I'll help you." This implied promise is the bond upon which networks and societies are built. Without the assurance of reciprocal help, many network members would not give. In networking, reciprocating, returning favors and giving back is not merely expected, it's demanded; it's the price you pay to be a network member.

"In a competitive environment, when we use and exploit each other and take everything we possibly can from network resources, we create a non-sustainable resource that collapses on itself because people feel used," Bernhard Dohrmann, co-founder of IBI Global, Inc., explains. "In a cooperative network, you reward everyone who helps you appropriately for the degree and level of the help received. Sometimes, it's a thank you or a gift and sometimes it's stock, fees or money. There should always be a reward for a contact that made a benefit to you. If you have a benefit, you should give a reward of one kind or another including recognition. Those are sustainable networks that will not collapse on themselves, they will always supernetwork and expand during your lifetime."

Network members are realists. They understand that most requests have more than one motive. They know that the reason given may not be all there is. They also know too well that many good intentioned individuals don't or can't follow through and deliver what they promised. Realists accept the fact that folks get busy, face other demands and simply forget. What they won't abide; however, is repeated, out-and-out exploitation by those whom they have helped because networking involves giving and taking, not exploiting.

- You can't always be the connectee; you must also be the connector.
- You can't always be the taker; you must also give.
- To build a successful network you must be prepared to give at least two or three items for every one you receive.
- Better yet, don't count, just give!

Give generously; don't skimp. If you expect to receive more than you give, you'll be bitterly disappointed. Sure, it you may get away with being a skinflint once, twice or even several times, but sooner or later people will catch on, feel abused and avoid you. And if you get anything, it will be drastically less than you gave and probably more than you deserve.

Train yourself to spot leads or opportunities for your network partners. To identify leads for partners requires you to understand their needs and how these needs can be best filled.

Think of networks as friendships. Your connection to network members is a bond built on the same basic principles as friendship. They are:

- Helping
- Sharing and
- Trusting

Both networks and friendships are intended to be long lasting and enduring, not just fleeting or hit and run contacts. A network, like a friendship, will work only if you're asking, "What can I do for you? It will not work if you're only asking, "What can I get from you?"

Savvy players know that networking fields are seldom level. The rich, powerful and famous are usually better connected and endowed. They have more clout than others, especially newcomers just starting out. So, most beginner networkers must try harder, be more accommodating, more assertive and seize every initiative. Instead of waiting to be asked for a favor from that powerhouse who gave you help, find resources that he/she could use and connect them with your benefactor. To be a good network partner, you must help, help, help. And when you're tired, help some more!

Answer the following questions:

Are you a good reciprocator? _____

How do you fall short? _____

How could you improve? _____

What is stopping you? _____

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

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



Be sure that once your cover is completed, that you receive a jpg image of your finished cover... several in fact. One at 300dpi final book size, if your book is 5.5 x 8.5 then that is the size of this jpg. From this image all other images for use on your website or for advertising can be made.

Each use will have a specific size requirement. Most images used on a website are 72dpi and can vary in size. Thumbnails are usually about 1-2 inches wide. Online book distribution and sales services need the image for your book page. And you'll need an image for all your catalog and promotional materials.

My clients also received a 3D image, this image gives the appearance of a 'real' book in that it is standing and shows depth with a spine and pages. This type of image is good for any book flyers, postcards and sales pages.

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

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>



OBSESSING OVER AMAZON REVIEWS

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



Let's say you're looking at your book on Amazon.com, and you casually notice the lack of customer reviews at the bottom of the page. Let's say you decide to click over to the page for *Harry Potter and the Order of the Phoenix* and casually notice the nearly 6,000 customer reviews. Let's then say you casually decide that all is hopeless, and the world is bleak and always will be bleak.

But it's not! And it won't be!

You just need to make the most of who you've got. You have an [audience](#) (or have been dutifully building one), you have Facebook friends, you have followers on Twitter. People are reading your book. Sometimes they might even decide to tell you about it.

When they do, have those people help you. It is not considered bad form to ask someone to post their review of your book on Amazon. And don't necessarily get nervous about a few negative comments--if you've built a strong community, they might actually spark some good discussion around your book. 1,000-plus 1-star reviews don't seem to have hurt the sales of [this book](#), for instance.

If all still seems hopeless, just remember: 6,000 reviews seems mighty impressive until you casually realize that that Harry Potter book has sold over 8.5 million copies in the U.S. in hardcover alone. That's only a .07% review rate. You can totally beat that!

WORD TRIPPER

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

Counsel, council – “Counsel” as a verb means to give advice; as a noun, it means a lawyer or professional who gives advice. “Council” is a group of people who acts on stated matters. “The *council* will ask for legal *counsel* to advise the new people coming to town.”

**UPDATE YOUR BIOS**

--Joan Stewart, JStewart@PublicityHound.com



Start the new year off right by updating all those bios that are sprinkled throughout the Internet. Here are some places to look: --LinkedIn. Is your profile 100 percent complete? If not, you're not making it as easy as possible for people to connect with you. --Your Google profile. It can become outdated very quickly. If you don't have one yet, [create one here.](#) --[EzineArticles.com](#) and other article directory sites. That bio you created six years ago could be embarrassingly out of date. --The online press room at your website. --The "About Me" section of your blog. -- Bios at websites for the professional interest groups and industry associations where you're a member. That's just a start. I know you can think of more. If, while updating your bio, it dawns on you that it's drier than sawdust, check out my "[Special Report #46: Tips for Rewriting Your Boring Bio.](#)" You'll find sample bios and tips galore on how to make yours come alive.

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

TYPOGRAPHY: HOW MANY SPACES AFTER A PERIOD?

<http://floridawriters.wordpress.com/2011/01/30/today-on-mythbusters-the-number-of-spaces-after-a-period/>

BACK COVER SALES COPY

-- Cathi Stevenson, <http://www.bookcoverexpress.com>

ITC New Baskerville ampersand

& regular & italic

Ampersands should be used with caution, but if you are going to use one, the italic ampersand in many fonts is far more decorative.



Abobe Garamond Pro ampersand

& regular & italic

Perpetua ampersand

& regular & italic

HOW ATTORNEYS CAN LAND A LITERARY AGENT

--Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

No one sings more credibility to a literary agent than professionals such as attorneys. Your credibility is absolutely imperative when trying to land a publishing deal, and you establish that credibility through factors such as educational background, wins and white papers.

You have no idea how many attorneys would love an opportunity to be a writer, but the funny thing is, few take the opportunity to do it. They may blame a busy work schedule, family responsibilities or general exhaustion as an excuse, but those who have given writing a chance, have often come out on top. David Baldacci and John Grisham are just two examples of successful attorneys-turned-authors who have created new ground in the publishing industry. There's no reason in the world why you can't do the same.



The first thing you should do, if serious about becoming a writer, is to read other attorneys works. What do you have to offer that is different in comparison? Is it a fresh new consumer-friendly law book? Is it a new legal-horror novel mix? Is it that you as an attorney spent a month as a homeless person in research of a new novel? Only you know what makes you stand out, but finding that is critical.

The second thing you should do is obvious—write a great book! And here’s the thing, there are professionals who work in the book publishing industry who moonlight to help aspiring authors.

Even better, if you’re writing a nonfiction book, you don’t have to write the entire manuscript. You only need to write a strong book proposal and let the publishing company pay you to write the entire book.

Follow these general rules and you’ll be that much closer to landing a literary agent as an attorney.

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Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals.

## **TIPS FOR PITCHING YOUR BOOK**

--Wendy Kram, [www.la4hire.com](http://www.la4hire.com)

As a producer who pitches and listens to pitches all the time, I find that starting with the source of inspiration for your project is one of the best ice-breakers. The same advice applies to authors when they are pitching their book to an agent, publisher or production company executive. By connecting to the source of your genuine inspiration and excitement, you’re coming from an authentic and interesting place. As a result, your delivery will come across in a manner that’s organic and not rehearsed. The more relaxed you are, in turn, makes the person you’re pitching to also feel relaxed and engaged.



While some executives might come across as cold or indifferent, the truth is that every executive is secretly rooting for you! They want to find the next great talent because if you have a terrific project, you make them a star. Keep in mind they receive hundreds of written and verbal pitches a month so they are extremely busy and not every manuscript is high quality. Therefore, the responsibility lies with each author to first) have a great product and second) to present your product, i.e. your book, manuscript or book proposal in a concise and enticing manner.

Once you encapsulate the origin of your project, i.e. *it's a true story that happened to your neighbor...or the inspiration came from something your child said, and so on*, you should then be prepared to summarize your story in a few sentences if it's a

phone pitch, or you can take longer if it's an in-person meeting. It's a good idea to prepare ahead of time so that your pitch feels like second nature. Chances are you know your material inside and out because you've written your book and you've lived with the elements for some time. Reviewing the high points and writing them down in bullets is a good way to prepare yourself so that you can speak about your book in an organized yet natural fashion. Once you've organized your thoughts by writing them down, practice talking about your story out loud as though you were sitting across from someone you know over coffee. Practice in the shower, practice while you're driving or walking, practice with a willing friend. Unless you're a seasoned pro or have a successful track record as a best-selling author, I wouldn't wing it and leave things to chance.

When you're communicating your story...be clear, concise, and most importantly –

Have fun! If you have fun with your pitch, your passion and enthusiasm will shine through. Even if it's a tragedy or horror tale, connecting with the genesis of what excited you about your project in the first will be infectious. So enjoy the process! Chances are if you do, the person who's listening to your pitch will too!

For more information about "Pitching" and tips on adapting your book to the screen, contact Wendy: [wendy@la4hire.com](mailto:wendy@la4hire.com) \* [www.la4hire.com](http://www.la4hire.com)

### **FOREIGN RIGHTS CONTRACT CONSIDERATIONS FOR eBooks**

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*A Foreign Rights Publishing Consultancy With 50 Years' Experience*

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The eBook revolution is not limited to the United States. Publishers and authors worldwide have discovered the many advantages of making their books available in eBook formats. The sales of eBook reading devices have grown exponentially, resulting in huge demands for downloading of books onto these devices. But what about the contractual arrangements with those foreign publishers who already, or soon will, have acquired foreign rights to those books to be downloaded onto the e-book reading devices?

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- Term: Stipulate the length of time that eBook rights are being granted. Usually at least 2-3 years.
- Security: The files should be protected against illegal copying with approved software. The software will be upgraded at least every six months.
- Accessibility: The protected files will be available to PCs, all electronic reading devices, smartphones and tablets.
- Platforms: The contract should stipulate the platforms used for selling the electronic content. You should also have full access to all selling platforms the foreign publisher uses in order to monitor.

eBooks are the future of book publishing! Keep up with it!!

→**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



## RADIO INTERVIEW OPPORTUNITY

Authors with books on caregiving, health and aging issues sought for **COPING WITH CAREGIVING** <http://www.wsRadio.com/CopingWithCaregiving> radio program. The 8-year old show gets approx 10,000 listeners per show and is broadcast one Saturday a month from 3-4 pm PT (6-7 pm ET) by clicking 'On Air Listen Live'. Four guests are interviewed independently (landline phone only) for approx 10-minutes each at 3:00, 3:15, 3:30 or 3:45 pm PT, with music/commercials after each. The program is archived for free 24/7 listening-on-demand by date/topic. The host, Jacqueline Marcell, is an international speaker and author of the best-selling book "Elder Rage".

[J.Marcell@cox.net](mailto:J.Marcell@cox.net)

**Jacqueline Marcell** Author, Radio Host, Speaker *Elder Rage, or Take My Father... Please! How to Survive Caring for Aging Parents* A Book-of-the-Month Club Selection

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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>

## 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>



## THE 5TH ANNUAL NATIONAL INDIE EXCELLENCE BOOK AWARDS ARE OPEN FOR SUBMISSIONS!



### THE PARAPUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his findings every day. Discover where the book industry is going.

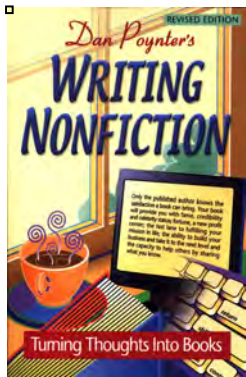
See

<http://blog.parapublishing.com/>



### NAUTILUS BOOK AWARDS 2011 - New Closing Date February 25, 2011

You may have an award-winning book. We seek Publishers & Authors with books about making our lives more meaningful and/or the world a better place. We accept Traditional and self-published books, Audio & spoken word, Ebooks, plus Children & Teens in 33 Categories. For more information, including **Guidelines & Entry Forms**, [Click Here](#). For more information, contact: [marilyn@nautilusbookawards.com](mailto:marilyn@nautilusbookawards.com)



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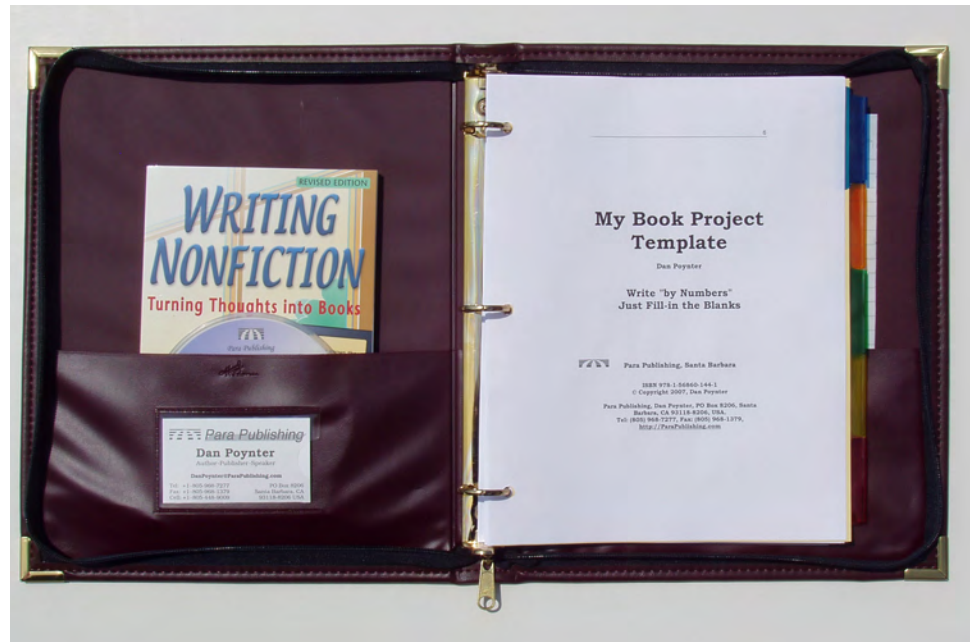
F-R-E-E SAMPLE of chapters one to three:

<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerexpress.html>

## 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>



Marketing & Educational Opportunities

From the Leader in Independent Publishing

INDEPENDENT BOOK PUBLISHERS ASSOCIATION



Celebrating 25 YEARS

**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>



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

## WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

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

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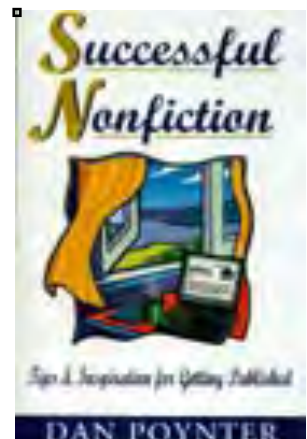
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### **SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBook**

Select from ten different formats. See

<https://www.smashwords.com/books/view/2730>

Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.



Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.

This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.

You can also get this \$14.95 paper book at Amazon.

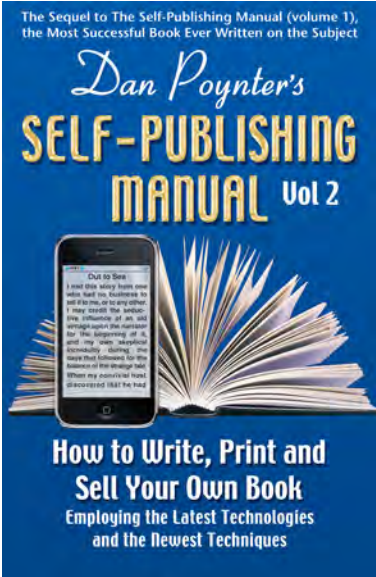
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### **THE SELF-PUBLISHING MANUAL, Volume 2**

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

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Do you have friends in the book business?  
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# ParaThoughts



## THE AGENDA-DRIVEN BOOK REVIEWER

--Jeff Davidson, MBA, CMC.

An insidious trend is impacting authors, writers, poets, and all creative individuals everywhere. As a result of the [Amazon.com](https://www.amazon.com) review process, virtually anyone can post anything about any intellectual property at any time. Such postings can be made independently of whether or not one has actually, say, bought and read the book, or has anything coherent to say about it. In Amazon's quest to provide a forum for users, all reviews, those thoughtfully written as well as those that represent vicious attacks on the book or author himself, are considered fair game.

Amazon's belief is that a diversity of opinion benefits all. Does it? Suppose you have written a book that's taken you months or years of your life. You've painstakingly researched and/or experienced everything that goes into every page. On a bright, sunny day, your book is finally listed on [Amazon.com](https://www.amazon.com) for all to see. Several reviews begin to appear. Suppose they're all favorable: you receive ten 5-star reviews.

### Online Axe-grinders

Along comes someone who, for whatever reason, has an axe to grind. This person gives you a one-star review, saying that your book is garbage, offering nothing of value to readers, and shouldn't ever have been published. "Okay," you say, "This is one nutty reviewer out of 11. My average is still five stars. How much can it hurt? Other site visitors will see that this person has some hidden agenda."

If only it were that simple. First, you no longer average 5-stars. Worse, Amazon, in its un-infinite wisdom, has a feature associated with its reviews called, "The most helpful positive review", and "The most helpful negative review." When visitors click on the reviews to your books, a box pops up. On the left they see the positive review that people have deemed "most helpful." On the right, they see the one scathing review that somebody posted about your book.

Why does this one negative review appear when there are 11 other highly favorable reviews? Because the only negative review, by default, serves as "the most helpful" negative review. In this unwitting manner, Amazon essentially gives equal weight to all of the good things said about your book and the one bad thing said about your book, so that site visitors can have "an informed opinion." It gets worse still...

### Oddity and Curiosity

Many site visitors who see your book and look at the posted reviews reflexively will click on the 1-star review to see why one person's opinion is at great odds with everyone else's. Then, site visitors can cast a vote: "helpful" or "not helpful."

A scathing review about your book that has exceedingly little merit, posted by someone with a hidden agenda, is going to make a greater impression on many visitors than ten other sterling reviews – it's simply human nature, and people love gossip. People like to read fan-zines to see what celebrities are up to, and what dirt people have

dug up on them. Likewise, people want to see what dirt there is on your book.

In some cases, the one scathing review begins to metastasize. Your book could have as many as sixty 5-star reviews, and perhaps the most prominent among them includes 20 people who comment as to whether or not the review was helpful. Oddly, the one scathing review, by default, will end up having more comments.

### **"Your Book is Useless"**

Suppose your book is 250 pages and is self-help in nature, with at least two or three tips on every page. Over the course of your entire text, you're offering readers more than 700 tips. A reviewer comes along and says that all the tips are useless. Can this possibly be true? Or, the reviewer says "nothing new here, it's all been said before, none of this is practical", etc. Such broad sweeping "critiques" of your book's information and tips are completely unfair to you and all subsequent site visitors.

Yet, Amazon will take no steps whatsoever to police agenda-driven reviews unless there is foul language, a blatant attack on the author rather than the book material itself, or some other extenuating circumstance. Meanwhile, agenda-driven reviews remain in place not merely for this week, this month, or this year, but forever. The more people who click on and indicate that the review was "helpful" or "unhelpful", the higher the probability that the review itself will appear in the Google rankings when someone enters your name or the name of your book.

### **Loose Cannons Online**

Who exactly posts such inaccurate or irresponsible reviews, and why do they do so? Hopefully, rival authors and publishers aren't resorting to such low-level tactics, but in some cases this has proven to occur. For most authors, however, scathing reviews come as a result of someone who:

- 1) has mental or emotional issues
- 2) is at odds with your publisher or your topic
- 3) objects to your credentials or affiliations
- 4) has a personal vendetta against you.

A personal vendetta could arise from an employee who you let go last year, the lover you jilted, someone who wants something that you have, someone who felt slighted by you, or someone who is simply jealous of your success. I am not making this stuff up – you only have to visit a handful of books on Amazon and follow through on the observations. The more popular a book or its author, the greater the propensity for agenda-driven reviews to appear.

Unfortunately, this Amazon process of being able to post a review regardless of merit, and then allowing others to vote – "helpful or not helpful" or "like or dislike" – was mirrored by Facebook, and has now become a standard feature on tens of thousands of shopping sites, blogs, artistic reviews, social media sites, and all else in between.

All of a sudden, everyone gets to vote about everything, at any time, with few barriers to entry. You can create an anonymous email account and begin posting away. The Tower of Babel has been re-built online, and it's not pretty.

### **No Remedy In Sight**

Suppose you want to address the agenda-driven reviewer who, without merit or conscience, has completely gutted your book. If you reply in the comment section, you

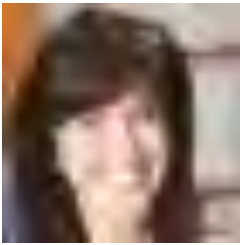




# ParaFreebies



## "YOUR BOOK IS YOUR HOOK!"



Radio Show on WomensRadio featuring your fabulous interviews. Jennifer Wilkov interviews Dan Poynter.

<http://www.womensradio.com/episodes/Your-Book-Is-Your-Hook%21--Is-There-A-Book-Inside-You%3A-Writing-Alone-or-with-a-Collaborator-with-Dan-Poynter/8314.html>

Blog post: Your Book Is Your Hook" Show – Is There A Book Inside You?: Writing Alone or with a Collaborator

<http://www.yourbookisyourhook.com/2011/02/01/%E2%80%9Cyour-book-is-your-hook%E2%80%9D-show-%E2%80%93-is-there-a-book-inside-you-writing-alone-or-with-a-collaborator/>

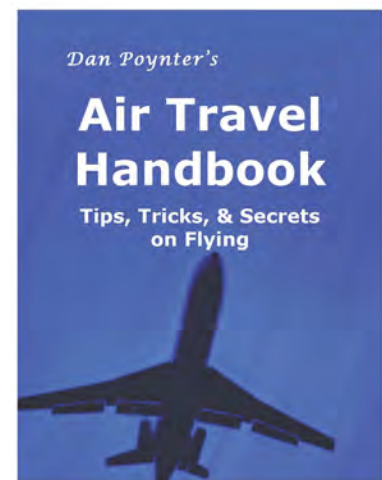
## **SAMPLE THE AIR TRAVEL HANDBOOK**

*Tips, Tricks, and Secrets on Flying.*

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Dan Poynter has collected travel tips from colleagues and from his own journeys. Travel can be easier and more fun if you know the inside secrets of the hospitality industries. Available in your choice of eBook formats.

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Your publishing colleagues may be thinking about you. They will think about you more often if you forward this ezine to them.

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# ParaCalendar



## **AUTHOR ON A SPEAKING TOUR.**

Where in the world is Dan?

Showing people how to write, publish and promote their books

One presentation at a time.

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.

Dan also speaks on aviation, parachutes and skydiving. See

<http://parapublishing.com/sites/para/speaking/index.cfm>

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

ALSO SEE THE CALENDAR ON OUR WEBSITE:

<http://parapublishing.com/sites/para/speaking/calendar.cfm>



## **2011**

February 11-18. RENO. Parachute Industry Association.

FMI: <http://PIA.com>



February 19. SAN FRANCISCO. San Francisco Writers Conference.

Mark Hopkins Hotel. Dan Poynter on Book Promotion for Writers.

Fmi: <http://www.sfWriters.org>



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)

March 19-21. OJAI. Ojai Writers Conference.

Dan Poynter speaking Friday on the New Book Model: Writing, Publishing and Promoting Your Book. A full six-hour program. On Saturday, he will cover Getting Published: The Faster, Surer Way to Publication. Fmi: Karly Young, [kkyoung@roadrunner.com](mailto:kkyoung@roadrunner.com), 805-493-4716 office, 805-906-0658 mobile, <http://ojaiwordfest.wordpress.com/writers-conference/>

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.pсахolland.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.pсахolland.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.** ONLINE. May 10-12. Self-Publishers Online Conference. Ventura, CA.

Fmi: Susan Daffron, (208) 265-3646, [sdaffron@logicaexpressions.com](mailto:sdaffron@logicaexpressions.com), <http://www.SPAWN.org>.

**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/)

June 22. SANTA BARBARA. Santa Barbara Writers Conference. Dan Poynter speaks on the present state of and the future of publishing. 4 PM. Fmi: Nicole Starczak, 805-568-1516, [info@Sbwriters.com](mailto:info@Sbwriters.com), <http://www.Sbwriters.com>



**USA.** July 16. LOS ANGELES. Greater Los Angeles Writers Society. Dan Poynter speaking on the *New Wild West of Self-Publishing*. 2:45 – 5:30. **Palms-Rancho Park Library, Ray Bradbury Room**, 2920 Overland Ave., Los Angeles, CA 90064  
FMI: Tony N. Todaro, President, GLAWS, PO Box 2267, Redondo Beach, CA 90278.  
Studio (weekdays 10-6) 310-379-2650  
Mobile (weekends): 310-621-3530  
<http://www.glaws.org>

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



NSA/US Convention.

[Marriott Anaheim](#). Location Phone: +1-714-750-8000

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

**GERMANY.** GSA Sept 9-10, München/Munich.

(GSA) convention at the Hilton hotel.

<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

### USA



February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

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

**FRANCE.** March 22-23, 2012. Paris



French Speakers Association annual convention (AFCP). Annual convention.

<http://www.association-conferenciers.com/>

### HOLLAND/BELGIUM



March 31- April 1???. GHENT, Belgium. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

**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,

[http://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=986&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=986&show=upcoming)

**USA.** July 14-17. Indianapolis.



NSA/US Convention.  
Marriott Hotel.

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

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

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# ParaHumor



## Here are some new writing rules.

--Robin Kinkead.

1. Avoid alliteration. Always.
2. Prepositions are not words to end sentences with.
3. Avoid cliches like the plague. (They're old hat.)
4. Employ the vernacular.
5. Eschew ampersands & abbreviations, etc.
6. Parenthetical remarks (however relevant) are unnecessary.
7. It is wrong to ever split an infinitive.
8. Contractions aren't necessary.
9. Foreign words and phrases are not apropos.
10. One should never generalize.
11. Eliminate quotations. As Ralph Waldo Emerson once said: "I hate quotations. Tell me what you know."
12. Comparisons are as bad as cliches.
13. Don't be redundant; don't use more words than necessary; it's highly superfluous.
14. Profanity sucks.
15. Be more or less specific.
16. Understatement is always best.
17. Exaggeration is a billion times worse than understatement.
18. One-word sentences? Eliminate.
19. Analogies in writing are like feathers on a snake.
20. The passive voice is to be avoided.
21. Go around the barn at high noon to avoid colloquialisms.
22. Even if a mixed metaphor sings, it should be derailed.
23. Who needs rhetorical questions?
24. Make this your number one guiding principle - write short, simple sentences rather than running on and on and not getting to the point since your reader's attention is fleeting and you don't want to lose them in rambling paragraph-length jumbles which are hard to understand or even comprehend and after all simplicity is the key.
25. Don't y'all be tryin' ta write in accents. Or misspelling just to be kute.
26. Adverbs really suck.
27. Write about what you know about. Or can copy from the net.
28. As I told my wife, don't interject personal matters in objective writing.
29. I never use the first person singular. I think it shows self-absorption .
30. Don't you get tired of writers who think they can sound like Andy Rooney? I know I do. What's with them, anyway?
31. As Bill Safire told me, don't name-drop!
32. As a general rule, don't start sentences with introductory phrases.
33. Avoid Biz-speak. Going forward, empower yourself to write "outside the box".

34. Quotation marks have only one legitimate use: to "indicate" when something is an exact quote.  
Use apostrophe's correctly.

(Generic Smiley)

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Publishing Poynters: The chronicle of the future of our business.

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**The Small Print**



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