



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

- A. **ParaNews** (What's happening)
- B. **ParaTips** (Guidance/advice on specific issues)
- C. **ParaResources** (Sources of helpful information)
- D. **ParaThoughts** (Editorial)
- E. **ParaFreebies** (Giveaways)
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- G. **ParaHumor** (We saved the fun for last)

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There was a lot of interesting reaction to my ParaThoughts editorial in the last issue of *Publishing Poynters* about the probable demise of BookExpo America. The book publishing industry is going through accelerated change. Some changes we welcome and some make us uncomfortable. But we can't alter the changes. To survive, we must anticipate the changes and get out in front to take advantage of them. Smaller publishers are best able to change business models quickly.

--Dan Poynter



A. ParaNews



1. BOOK READING MOVING FROM INK TO SCREEN

The sales figures reveal the move from pBooks to eBooks.

http://voices.washingtonpost.com/postpartisan/2009/12/a_new-media_christmas.html

2. BOOK SALES END THE YEAR WERE NOT TOO BAD

Overall unit sales dip slightly for 2009, but adult fiction holds steady. Dan Brown's latest tops sales list

<http://www.crainsnewyork.com/article/20091229/FREE/912299989>

3. THIRTEEN BOOK INDUSTRY PREDICTIONS FOR 2010

--Mike Shatzkin

<http://www.idealog.com/blog/>



4. BOOK PUBLISHING IN THE NEXT TEN YEARS

--Seth Godin



"This is the decade when book publishing will (finally) be transformed from a business that chops down trees and puts returnable books into bookstores... into one that finds ideas, funds the writers that need it, and uses their (authors' and publishers') leverage and skills to promote those ideas to people willing to pay for them, in whatever format is the most efficient way to get that transaction to occur."

http://www.mediabistro.com/galleycat/publishing/seth_godin_book_publishing_10_years_in_the_future_147569.asp?c=rss

5. ONLINE SPENDING ROSE IN DECEMBER

Consumers spent a little more than anticipated during the holiday season and a significant e-tail threshold may have been crossed on Christmas Day at Amazon, the online bookseller.

Online sales of Books on Christmas Day exceeded sales of physical books at Amazon, probably because so many Kindles were given as gifts.

<http://www.washingtonpost.com/wp-dyn/content/article/2009/12/28/AR2009122802126.html?referrer=emailarticle>

6. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Anaheim, Atlanta, Auckland, Canoga Park, Cologne/Köln, Columbus, Durban, Edmonton, Gold Coast, Halifax, Indianapolis, Johannesburg, Lexington, London (UK), Los Angeles, Midlands area, Montreal, New York, Noordwÿk, Orlando, Paris, San Francisco, St Louis, Singapore, Valley Forge, Washington, White Plains, Radio/Teleseminars/Webinars (everywhere). (MORE to be announced soon).



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

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

7. THE ISBN IS DEAD?

"As a community, we need to recognize that the ISBN may not be meeting its intended market need and that the future may make this deficiency even more stark."

<http://personanondata.blogspot.com/2009/08/isbn-is-dead.html>

8. SKIFF eREADER HAS LARGE, FLEXIBLE DISPLAY



<http://www.skiff.com/skiff-reader.html>

12. BORDERS IN DECLINE

The chain is suffering declining revenue and profit margins; a short-term liquidity crunch; a highly leveraged capital structure; and a challenging operating environment.

<http://www.publishersweekly.com/article/CA6713415.html?nid=2286&rid=#CustomerId&source=link>

>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

NOW, SIT DOWN AND WRITE SOMETHING

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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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B. ParaTips



1. STAGGER DON'T PESTER

--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.



When releasing information, be sure to stagger it, as to not overwhelm your contact lists with too much information in too short of a time frame. Keep a public-relations calendar so you can strategically plan when to send out press releases. Avoid bombarding your contact list on a specific day or time of the month. If you release too much information on a given day or in a small time frame, some, if not all, of your information will be disregarded. Just think of the companies that e-mail you excessively. Often times, we just delete the e-mail as it arrives, as not to be pestered with yet *another* message.

2. SOCIAL NETWORKING TIMESAVERS

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



If you've started to use social media (Facebook, Twitter, LinkedIn, etc.) for book promotion, which we recommend for most authors in varying degrees, you may find yourself wondering how you're going to keep all of your profiles updated. As you start to add additional networks, posting the same thing in multiple places can begin to feel tedious and burdensome. Not to worry<there are, of course, online tools that can help you manage your online tools. Here are some free tools that allow you to easily post a single message to multiple social media accounts all at once:

- * Ping.fm <<http://ping.fm/>>
- * Pixelpipe.com <<http://pixelpipe.com/>>
- * Quub.com <<http://quub.com/>>
- * Minggl.com <<http://minggl.com/>>
- * HelloTxt.com <<http://hellotxt.com/>>

For more information on the capabilities of these types of tools, check out this article from Computer World

http://www.computerworld.com/s/article/9135596/Review_3_services_help_keep_all_your_social_networks_up_to_date

Don't let your online networks get the best of you!

3. BOOK DESIGN: Three Questions To Consider For an Artful Cover Design

--- 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. Your branding and graphic presence can make or break your book, service or company. With the onset of the computer age and everyone having access to a desktop publishing program, more and more authors are attempting to produce their own cover designs and interior formatting only to find out that their program won't build the proper file, export it in a usable format for the printer or, lastly, the unfortunate realization that their design looks unprofessional when displayed with other books in their category.



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.

Three Questions to ask 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.

Remember, do something every day toward your book and promotion.

Karrie Ross, [Book Designer](#) & Coach

4. WORD TRIPPER

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

Expert nonfiction editor and ghostwriter specializing in business, self-help, health books. Offers Word Tripper of Week ezine at www.BarbaraMcNichol.com



Wreck, wreak – “Wreck” means to cause the ruin or destruction of something; a vessel, structure, or person in a state of ruin or dilapidation. “Wreak” means to inflict, execute, or bring about (vengeance, punishment, havoc); to express anger, malevolence, or resentment. “Many boats were *wrecked* as the hurricane *wreaked* havoc along the coast.”

5. 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>

6. WORKING SMART

Mindy Gibbins-Klein – The Book Midwife™ www.bookmidwife.com
Author of *24 Carat Bold – The Standard for REAL Thought Leaders*

There are many ways to write a book. You can do it in a month, you can do it in a year, or you can even take many years as some people do. I have found that the most effective (and least painful) way of writing your book is to do it over a shorter period. My preferred timeframe is 3 months. That way, it stays fresh and you can keep the momentum going. You will actually save time because you do not have to reconnect with the content every time you sit down, and you will have less rewriting to do since you can be in the flow the entire time. Set yourself realistic goals. A session of two or three hours is usually enough. If you aim to spend a whole day writing, you may waste time or lose your edge after a few hours.



[More 24 Carat Bold Tips](#)

7. 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>



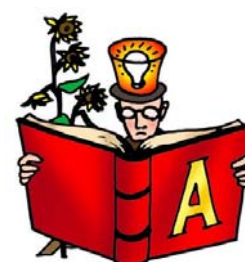
>SEND YOUR TIPS to DanPoynter@ParaPublishing.com

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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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C. ParaResources

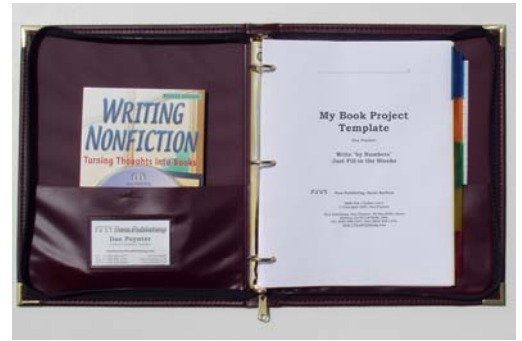


1. WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

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://DanSentMe.com/sites/para/resources/allproducts.cfm>

2.



AUTOBIOGRAPHY/BIOGRAPHY/MEMOIRS TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: autobiography, biography, memoirs, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

PSYCHOLOGY/SELF-HELP TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: psychology, self-help, wellness, women's issues, men's issues, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

REFERENCE/DIRECTORIES TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: Reference books, directories, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

BOOKS FOR REVIEW CATALOG MAILING

This catalog produced by PMA mails to 3,500 book reviewers at daily metro and weekly newspapers across the U.S. \$210 per title. Click here: http://www.ibpa-online.org/programs/coopcats_bfr.aspx

BOOKSTORE CATALOG MAILING

This catalog produced by IBPA mails to 3,500 independent bookstore and chain buyers across the U.S. \$230 per title. Click here: http://www.ibpa-online.org/programs/coopcats_bksllr.aspx

PUBLIC LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at public libraries. \$215 per flyer. Click here for details: <http://www.ibpa-online.org/programs/library.aspx>

PUBLIC LIBRARY ASSOCIATION (PLA) SHOW

Display your book(s) at this every-other-year show, which attracts public librarians and support staff. \$95 per title. This year's show will be in Portland, OR. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

BOOKEXPO AMERICA (BEA) SHOW

Get your own booth or display your book(s) at this annual show attracting everyone involved in the world of publishing. This is the largest show in the US each year and this year's show will take place in New York City. \$95 per title or \$3,500 per booth. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

AMERICAN LIBRARY ASSOCIATION (ALA) SHOW

Get your own booth or display your book(s) at this annual show attracting librarians from around the country. This is the annual show of the American Library Association and this year's show will take place in Washington, DC. \$95 per title or \$2,200 per booth. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

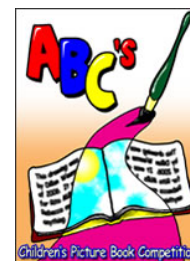
DIGITAL BOOK PRINTING FOR DUMMIES®

Your complete guide to navigating the world of digital printing and print on demand. Click here: <https://www.ibpa-online.org/digitalfordummies.aspx>

3. CHILDREN'S PICTURE BOOK COMPETITION

If you write or illustrate children's picture books, this is the competition you have been looking for to get a chance to show the world how good you are at your craft. The yearly winners get a royalty based publishing contract along with copies of their books to do with as they wish.

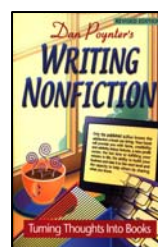
<http://www.abcbookcompetition.org/overview.html>



4. WRITING NONFICTION NOW AVAILABLE AS AN eBook

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<https://www.smashwords.com/books/view/2722>



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Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?

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<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

5. 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:

Alan Gadney, OneBookPro@aol.com
 Barbara Florio Graham (Canada), simon@storm.ca
 Barbara Kimmel, barbara@nextdecade.com
 Bob Goodman, rg@silvercat.com
 Bobbie Christmas, bobbie@zebraeditor.com
 Brenda Broster (Singapore) brenda.broster@yahoo.com
 Brian Jud, iMarketBooks@aol.com
 Cynthia Frank, Cynthia@CypressHouse.com
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 Gail Kearns/Penny Paine, Gmkea@aol.com
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Interview several to see what each one can do for you.

If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://parapublishing.com/sites/para/resources/supplier.cfm>

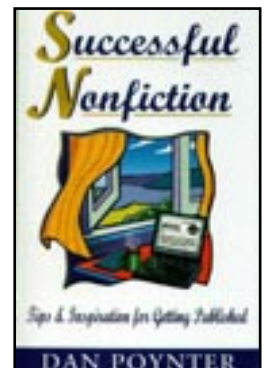
6. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See <http://parapublishing.com/sites/para/resources/allproducts.cfm>

7. 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.

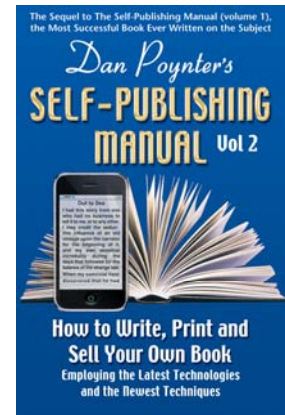
You can also get this \$14.95 paper book at Amazon.

[HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR_1_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1](http://www.amazon.com/successful-nonfiction-inspiration-getting-published/dp/1568600615/ref=SR_1_1?ie=UTF8&s=books&qid=1246915530&sr=1-1)









8. 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.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.



You will discover how easy it is to:

-  *Build* your book rather than just *write* it—and copyright it in your name.
-  Print a small quantity and keep a small inventory.
-  Multipurpose your “book” into downloadable, CD, and eBook versions and others.
-  Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.
-  Bypass the publishers and go directly to a short-run book printer.
-  Set up your own publishing company and take the tax breaks.
-  Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
-  Promote your book for virtually no costs via social media.

Available as an eBook in ten different formats. \$7.97

<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

Save 32%, now just \$10.17.

9. RE-DRAFT YOUR BIO

Whether you are selling a product, service, an idea, or YOURSELF, a great website is essential in today's internet age. Many people overlook an influential ingredient that can make a powerful, prosperity-inviting difference. “Don't let a snoozer-loser bio make you sound fuddy-duddy instead of fabulous, especially when a winning approach is just a few sassy sound bites away,” Nancy Juettern advises.

<http://www.mainstreetmediasavvy.com/bye-bye-boring-bio-action-equide>

10.



The Second Call for Submissions for the 4th Annual National Indie Excellence Awards are now. Contest closes March 31, 2010.

All Winners and Finalists are eligible for prizes in addition to the pr and stickers and certificates. Take a look:

<http://www.indieexcellence.com/editors-choice-awards.htm>

11. FOUR NEW PRO-ACTIVE FOREIGN RIGHTS PROGRAMS have been announced by industry veteran Bob Erdmann’s Columbine Communications & Publications. They include (1) Featured Title Program, (2) Comprehensive Annual Catalog Program, (3) Focused Inquiry Follow-Up Program, (4) Special Outreach Program. All programs cover it all, *from contact to contract!* For more information contact bob@bob-erdmann.com.

>**SEND YOUR RESOURCES** to DanPoynter@ParaPublishing.com

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I dare you to forward this ezine to writers and publishers.

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D. ParaThoughts



KINDLE SIGHTINGS

I fly more than 6,000 miles each week. Therefore I spend a lot of time where people have an opportunity to read: airports and airplanes.

I see lots of books, many iPods, some video games a few Kindles and occasionally a Sony Reader. For exercise, I make occasional strolls to the back of the plane and notice what passengers are doing.

I have not seen a lot of Kindles out there BUT those who have them say they love them.

Now Amazon’s Kindle books are available for the iPhone.

And I see iPhones everywhere. 40-million people have iPhones and iPod Touches. That's a lot of people carrying potential eBook readers.

I've been reading eBooks on a Samsung Pocket PC PDA since 2003 soon after I increased my speaking and travel.

In August 2008, the eReader became available for the iPhone. I bought one and love it.

The Pocket PCs and iPhone are multifunction devices. They do many things besides provide an eBook reader. Travelers like me seek to reduce weight and volume; we do not want to carry extra devices.

The Kindle and Sony, while bringing the reading public's attention to eBooks, are one-trick ponies. Being single-function devices, they will appeal to the streetcar reader. e.g. the Kindle permits a commuter on public transportation to read the newspaper as well as books.

The pBook (printed) will continue to appeal to readers at home.

aBooks (audio) will continue to be consumed by people behind the wheel such as salespeople, long-haul truckers and long-distance commuters.

eBooks will increasingly be read by people who are mobile. Since our PODs and iPhone will store aBooks, we can listen to them too as we travel.

There is a revolution going on in the book-publishing industry. While pBook volume will continue at near the same level, look for a huge increase in eBooks.

I have yet to meet a person who has read a favorite book on an eReading device who will ever go back to reading a paper book, given the choice.

==>**SHARE YOUR editorial thought.** Send it to DanPoynter@ParaPublishing.com

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Please Copy\Paste this newsletter into your email program and then send it to your colleagues in publishing. They will appreciate you.

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E. ParaFreebies

1. PUBLICITY PLANNER-2010

--Paul Krupin

Each year I create an annual publicity plan to help people look ahead and map out their ideas for acquiring publicity throughout the year. This unique publicity planner provides a month-at-a-glance roadmap to holidays throughout the year and identifies the lead-time for each holiday. The special design makes it easy to develop a detailed personalized framework of key dates and events so that you map out your strategy and ideas to promote your book or your writing in 2010.

www.directcontactpr.com/files/files/Publicityplan2010.pdf

2. BLOG TALK RADIO

Dan Poynter on book writing, publishing and promoting. <http://www.blogtalkradio.com/search/dan-poynter/>

3. DAN POYNTER ON THE FUTURE OF PUBLISHING.

Listen at <http://smallbusiness.yola.com/small-business-interviews/dan-poynter-7633/popup>

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

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Writers and publishers love this newsletter. Why not forward it to them?

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F. 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.

See him in action:

<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>

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>

2010

January 10. COLUMBUS, OH. Turning Speeches into Books. The full New Book Model Program. National Speakers Association, Ohio Chapter. Crowne Plaza Hotel, 33 E. Nationwide Boulevard, Columbus, Ohio 43215. FMI: 866-900-6446, lauralee@nsaohio.com
<http://www.nsaohio.com/calendar/>

January 16. CANOGA PARK. California Writers Club, San Fernando Valley chapter. St. Martin-in-the Fields Episcopal School - Hannibal Hall - 7136, Winnetka Avenue, Canoga Park, CA 91306. Fmi: Ethel Ann Pemberton, humorist@verizon.net, <http://www.calwriterssfv.org/>

January 23. EDMONTON. Canadian Association of Professional Speakers (CAPS), Edmonton chapter. Fmi: Charmaine Hammond, 1-780-464-3828, charmaine@HammondGroup.biz,
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=325>

February 5-7. LEXINGTON, KY. Parachute Industry Association (PIA) Meeting.

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](#). Location phone: +1-615-889-9300. Fmi: http://www.nsaspeaker.org/nsa_events/default.asp

February 12-14. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, Sfwriterscon@aol.com,
<http://www.sfwriters.org/>

February 20. St LOUIS. NSA/St Louis chapter. Dan Poynter on *Turning Speeches into Books*. Fmi: Lethia Owens, +1-636-244-5041, lethia@lethiaowens.com, <http://www.nsastlouis.org/>

March 6. AUCKLAND. Publishing Day. Five speakers on books. Fmi: Maria Carlton, Maruki Books, +64-7-8539001, Maria@PhantomPublishing.co.nz

March 9. SINGAPORE. British Chamber of Commerce. The full New Book Model programme. 4-6 PM & 7-9 PM. Fmi: Fiona Mackinnon, Fiona.ackinnon@IbisIntelligence.com, +65-6222 3552, +65-9619 6104. <http://www.britcham.org.sg/index.php?action=showComingEvents>

March 13-14. SINGAPORE. Young Authors event. Media Development Authority of Singapore's Media Fiesta 2010, Aileen Kong, Public Relations & Editorial Executive, Janus Education Services Pte Ltd, Phone: +65-6336 0832, editor@catherinekhoo.sg

March 18 - 20. Noordwĳk. PSA/HOLLAND. Noordwĳk. Southwest of Amsterdam near the coast. <http://www.psaholland.org/>
http://www.psaholland.org/event/psa_holland_convention_2010

March 25-26. HALIFAX. CAPS/Halifax. Dan Poynter on *Turning Speeches into Books*. Fmi: Jeff Brown, 902-956-2600, info@AlphaComputer.ca, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=284>

April 16-19. SURFERS PARADISE, Australia. NSAA Convention. <http://www.speakersconvention2010.com.au/>

April 30-May 2. JOHANNESBURG. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114
admin@psasouthernafrica.co.za, <http://www.psasouthernafrica.co.za>

May 7. ORLANDO. Skydiving Museum Trustees' Meeting.

May 8. WASHINGTON, DC. Turning Speeches into Books. The full New Book Model Program. DC Speakers Association. Fmi: Cheree Warwick, (703) 489-4589, cheree@TheProfitPartner.com, http://www.nsadc.org/meetings_events/eventcalendar.asp

May 12. TELECONFERENCE. The Self-Publishers Online Conference. Dan Poynter gives the opening keynote on the book industry. Hosted by Susan Daffron. <http://www.selfpublishersonlineconference.com/>

May 22-24. NEW YORK. IBPA Publishing University. Fmi: <http://www.PMA-online.org>

May 25-27. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US).
[Orlando World Center Marriott](http://www.mynsa.org/EVENTS/FullCalendar.aspx). Location Phone: +1-407-239-4200
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

August 6-8. LEXINGTON, KY. Parachute Industry Association meeting.

August 14-15. DELAND, FL. National Skydiving Museum Joe Kittinger Jump.

September 9. KÖLN, Germany. Global Speakers Network meeting.
<http://www.germanspeakers-association.de/>

September 10-11. KÖLN. German Speakers Association (GSA). <http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

October 1-3. UNITED KINGDOM. Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504,
<http://www.professionalspeakers.org/events>

October 14-16. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP)
<http://www.association-conferenciers.com/>

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion.
<http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention.
<http://www.CanadianSpeakers.org>

2011

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

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

April 14, 15 and 16. NOORDWÿK, Netherlands.
 Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.
<http://www.psaholland.org/>

May 21-24. NEW YORK. IBPA Publishing University
 Fmi: <http://www.PMA-online.org>

(Generic Smiley)

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The Small Print

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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. 530 Ellwood Ridge, 93117. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009 <http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)