



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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ANNOUNCING



Dan Poynter's

Para Promotion Program

ParaPromotion.com



**Discover the secrets of book promotion with
personal guidance and proven weekly projects**



ParaNews



WILEY GOES AFTER BIT TORRENT PIRATES

John Wiley & Sons filed a copyright infringement suit in the U.S. District Court for the Southern District of New York involving 27 "John Does" the publisher claims are illegally copying and distributing its For Dummies books through the use of Bit Torrent file sharing software. At present, Wiley only knows the IP addresses and names of the information services providers of the John Does, but a company spokesperson said the intent of the lawsuit is to learn the names of the infringers so the company can contact them to work out a settlement.

<http://bit.ly/tiyMDz>



OVERHEARD:

I've learned....

That the best classroom in the world is
at the feet of an elderly person.

--Andy Rooney.



Amazon will have 69 fulfillment centers by the end of the year, an increase of 17.

SHOULD KARDASHIANS LIMIT THEIR WEDDINGS?

The Kim Kardashian wedding created so much additional traffic, in normally quiet Santa Barbara, that many winners of the August 20, 2011 Global Ebook Awards arrived late to their ceremony. The wedding and the award ceremony were held on the same Saturday afternoon.

Dan Poynter, founder of the Awards, said he hopes the next Kardashian wedding won't be on August 18, during the 2012 awards. <http://globalebookawards.com/>.

"I am not against crowd-pleasing events," said Poynter. "They pump a lot of money into the economy of our gorgeous resort community. Santa Barbara is a perfect location for all kinds of occasions."

"We hope people will not confuse the two events. The Global Ebook Awards are lasting longer than 72 days."



Kardashian Wedding Disrupted Santa Barbara Traffic.



Barnes & Noble is doubling the size of its Nook boutiques in 40 of its most productive stores.



MATCHING YOUR BOOKS WITH BUYERS

The *Para Promotion Program* is a series of book promotion projects the author can accomplish without leaving home. The weekly assignments show the author what to do to reach his or her audience.

Each assignment takes five to 120 minutes to complete. The program not only shows the author how to promote his or her current book, it is a crash course in book promotion that can be applied to future books.

And authors who understand how to reach their audience tend to write books their readers want.

For details, see <http://ParaPromotion.com>

Para Publishing LLC, +1-805-968-7277, PO Box 8206, Santa Barbara, CA 93118 USA



Dan Poynter's Global eBook Awards

GLOBAL EBOOK AWARDS FOR 2012

Imagine Your Ebook winning an award and:

- 📖 Putting an official "sticker" on your Ebook cover, website, Amazon page, and promotion materials.
 - 📖 Getting buoyant feedback from judges with experience in your category of book.
 - 📖 A free listing in *Publishing Poynters Marketplace* offering review copies for reviews in prestigious ebook dealers' sites such as Amazon.com, Barnes&Noble.com, and others.
 - 📖 Being honored at an award ceremony in gorgeous Santa Barbara.
 - 📖 Media coverage for your book and you.
 - 📖 Winners and finalists will be listed on the official Global Ebook Awards site.
 - 📖 Winners and finalists will receive Global Ebook Award certificates attesting to their honor.
 - 📖 Winners will be announced to the media in news releases.
 - 📖 Discounts on video trailers for YouTube, Amazon and your website.
 - 📖 Discounts on other services for authors and publishers.
- And much more...

To break out of the pack and rise above the noise, your ebook needs to get read. Readers have to read it, love it, and tell someone else. This is "word of mouth."

To be successful, fiction has to get read.

To be successful, nonfiction has to be brought to the attention of its category audience. The Global eBook Awards are designed to help you achieve these goals. The Awards are more than a "sticker" they come with a built-in publicity machine.

Accepting entries: Now.

Eligibility: eBook released anytime on or before March 11, 2012.

Application deadline: March 12, 2012 (midnight Pacific Time).

Award ceremony in beautiful Santa Barbara: Saturday, August 18, 2012.

This web site is not just about the Global eBook Awards. It is your resource for everything eBook.

Submitting your eBook for a Global Ebook Award is a publicity investment.

<http://globalebookawards.com/>

Video explanation: <http://www.youtube.com/watch?v=9yNa85sdA-A>



Tablet wars escalate with the iPad, Kindle Fire and now the Nook Tablet. Just in time for Holiday shopping.

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

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.



ParaTips



SELF-PUBLISHERS

--Rick Frishman, publisher Morgan James Publishing
<http://www.MorganJamesPublishing.com>



From the vanity presentation that could never find its way to a shelf in a bookstore (most likely a LuLu type of book) to a slick presentation that a buyer at first glance assumes is from a traditional publisher, the self and independently published books from small presses have prospered.

What's What in Publishing Today ... 23

Self-publishers range from those who only envision selling a few books to those who sell thousands of them. Many New York Times bestsellers began their publishing journeys via the self-publishing route. The usual reason is that they couldn't get a publisher to pick it up and/ or get an agent to become their champion, thus never getting it to a publisher's doorstep.

Self-publishing's Hall of Fame includes mega seller John Grisham. His first book, *A Time to Kill*, started out published by the author after multiple rejection notices and was later sold to Fleming H. Revell for a few thousand dollars. Revell in turn sold it for over a million dollars for much needed cash.

Management guru Tom Peters rolled out *In Search of Excellence* in self-published format before it was bought by New York; and Ken Blanchard started his *One-Minute* series from the kitchen table as did *What Color is Your Parachute?* author, Richard Nelson Bolles. Betty J. Eadie birthed *Embraced by the Light* on the self-publishing route along with Sandra Haldeman Martz with her *When I Am an Old Woman, I Shall Wear Purple* and Richard Evans with his *The Christmas Box*.

Then, there are a couple of reference gems that started the self-publishing route. Consider *Robert's Rules of Order* by Henry Martyn Robert and the all-time classic, *The Elements of Style*, by William Strunk, Jr. and EB White. To date, over 10 million copies of those tomes have been sold.

All were rejected by traditional publishing the first go around. The authors had their vision and did it themselves. By the time New York came to the party, the checks written were quite hefty.

There is a difference between self-publishing and independent publishing. Most people put the two in the same pot. Don't. Self-publishing is certainly on your own. So is independent. Within the self-publishing category is what we call the "hobbyist" or "casual" publisher. Making money isn't the key factor. Just having a book is. Most self-published books look, well, self-published. Money isn't dedicated to quality, although the content may be good. If you plan on selling fewer than 300 copies, this is a reasonable route to take.

MORE TIPS AT <http://www.rickfrishman.com>



OVERHEARD:

It is impossible to discourage the real writers—
They don't give a damn what you say,
They're going to write.
--Sinclair Lewis.

BOOK DESIGN TIP: Backing up your Facebook account

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



OK everyone... time to back up your facebook account info.
Go to "Account Settings" and at the bottom of the list in the box, it says "Download a copy of your facebook data" click that and continue through... in an hour or so you'll get an email with a zip that you need to save away on your computer...

If you are very active you might want to remember to do this once a month and if you aren't that active or don't use it for business or whatever... at least 2 to 4 times a year would keep your info, photos, etc safe.
Let me know if this was helpful and if you have any other questions please [contact](#) me.
Remember, do something every day toward your book, web-presence, product, service and promotion.

Karrie Ross, [Book Designer Web-presence Branding, Coaching & Consulting Services](#)



OVERHEARD

My works are like water,
The works of great masters are like wine;
But everyone drinks water.
--Mark Twain.

ONE WAY TO BUILD INTEREST IS TO SPEAK ABOUT YOUR BOOK

Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630;
PamLontos@gmail.com; www.PamLontos.com



Whether you get paid \$5,000 for a talk or do it for free, you can sell tons of books whenever you give a talk. After you speak on your topic, the audience wants something more to take home with them so they will buy your book immediately and want you to autograph it for them.

Sell books immediately after your talk! Don't wait until the lunch break or between programs. People are in too much of a hurry to get somewhere else and will cool down quickly.

Here are some places to consider speaking and selling books:

- Libraries
- Junior Colleges
- Chamber of Commerce
- Association Meetings
- Company meetings
- Church Groups
- Local Associations (Elks, Lions, Rotary, Kiwanis, etc.)



OVERHEARD

The muscles of writing are not so visible,
But they are just as powerful:
Determination, attention, curiosity, a passionate heart.
--Natalie Goldberg.

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

and

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



6,900 languages are spoken in the world.
Two are lost each month.

TWELLOW MAKES IT EASIER TO FOLLOW AND BE FOLLOWED BY THOSE WHO MATTER

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



Twitter <http://www.twitter.com>, the ever-expanding micro-blogging site, is now large enough to garner its own "yellow pages." Twellow.com <http://www.twellow.com> is a great tool to help you find (and be found) by like-minded followers. If you are new to Twitter or just want to increase your list of followers, Twellow does the hard job of categorizing the millions using Twitter, making it easier for you to "cut through the clutter."

Along the same lines, publishing guru John Kremer recently sent out a tip about Monitter.com <http://www.Monitter.com>. By simply typing in a key word (you can do up to three), Monitter automatically pull tweets that contain the word searched. Not only is this a great way to see users tweeting about the subject (and potentially adding them to your list of followers), it is also a cool method of seeing if you or your book is getting any coverage on Twitter.



OVERHEARD

If I don't write to empty my mind,
I go mad.
--Lord Byron

WORD TRIPPERS

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

Already, all ready –

"Already" is an adverb meaning previously or by this time, and refers to an action.

"It's *already* too late to go."

"All ready" is an adjective phrase meaning completely prepared.

"She's *all ready* to go."



OVERHEARD

Writing is easy.
All you have to do is cross out th wqrong words.
--Mark Twain.

REVISED EDITIONS

--Dan Poynter

Change the color of the cover so that existing clients will recognize that this is a new edition.

Put "Revised Edition" on the cover to confirm the message.

It is easier to sell an existing client another product than to find a new client.

It is easier to update a book than to write a new one.

A revised edition becomes a brand because it is already recognizable.

Don't switch subjects or horses in midstream.



The Nielson Company reports that women are more likely to own an eReader than men. According to Nielsen, as of 2010, women controlled 61% of the eReader market.

SOCIAL MEDIA STATISTICS AND OBSERVATIONS

More than 130 fascinating slides. Download at <http://www.dpbolvw.net/click-5535242-10932922>



What are the brick-and-mortar bookstores doing to lure buyers through their doors?
--Dan Poynter, The Book Futurist.

TEN CLUES TO OPPORTUNITY

--Donald Sull

Managers and entrepreneurs walk past lucrative opportunities all the time, and later kick themselves when someone else exploits the strategy they overlooked. Why does this happen? It's often because of the natural human tendency known to psychologists as **confirmation bias**: People tend to notice data that confirms their existing attitudes and beliefs, and ignore or discredit information that challenges them.

Although it is difficult to overcome confirmation bias, it is not impossible. Managers can increase their skill at spotting hidden opportunities by learning to pay attention to the subtle clues all around them. These are often contradictions, incongruities, and anomalies that don't jibe with most of the prevailing assumptions about what should happen.

Here is my own "top 10" field guide to clues for hidden breakthrough opportunities, observed in a wide variety of industries, countries, and markets. If you find yourself noticing one or more of them, a major opportunity for growth could be lurking behind it. Incongruities like these can offer a critical clue about where your assumptions no longer match reality. From there, you are more likely to uncover the kinds of opportunities that you might otherwise have missed — and that your competitors still don't recognize.

Start by asking yourself, What are the most unexpected things happening in our business right now? Which competitors are doing better than expected? Which customers are behaving in ways we hadn't anticipated? Take yourself through the list of top 10 clues. Leaders who consistently notice and explore anomalies increase the odds of spotting emerging opportunities before their rivals.

<http://www.strategy-business.com/article/11304?pg=0>



OVERHEARD:

To read is to translate, for no two persons' experiences are the same.

A bad reader is like a bad translator:

he interprets literally when he ought to paraphrase and paraphrases when he ought to interpret literally.

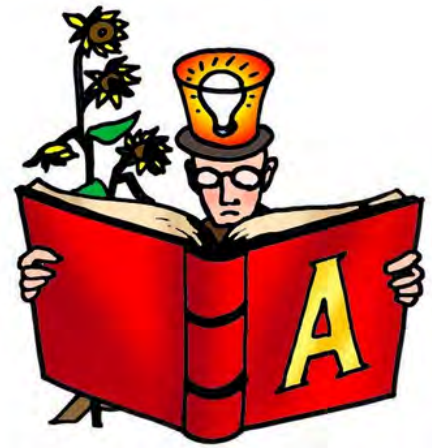
--W.H. Auden, poet (1907-1973)

→**SHARE YOUR TIP.** Send it to DanPoynter@ParaPublishing.com

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



ParaResources



POCKET-SIZED BOOK BROCHURES

Imagine a pocket-sized card measuring 2.75 x 4.25 announcing and describing your book. Not a typical business card but a small brochure you can hand to people—and they can slip it into a pocket. A card that announcing your book or service, describes it and tells people where to get it.

These unique cards are the brainchild of author Dan Poynter and cover artist Robert Howard. Rough out what you want and Robert will design your cards, have them printed, and delivered directly to you.

Color both sides (4/4) on heavy 14 pt. gloss stock.

The cost is an unbelievably low \$200 for 2,500 gorgeous promotion cards plus shipping.

Robert Howard,
rhdesign@q.com, +1-970-225-0083



Para Promotion Program
<http://ParaPromotion.com>

<p>Discover the secrets of book promotion with Personal Guidance and proven, weekly project assignments.</p> <p>The Para Promotion Program is a series of book promotion projects the author can accomplish without leaving home. The weekly assignments show the author what to do to reach his or her audience.</p>	<p>Each assignment takes five to 120 minutes to complete. The program not only shows the author how to promote his or her current book, it is a crash course in book promotion that can be applied to future books.</p> <p>And authors who understand how to reach their audience tend to write books their readers want.</p>
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 Para Publishing LLC,
<http://ParaPromotion.com>, +1-805-968-7277
PO Box 8206, Santa Barbara, CA 93118-8206, USA



OVERHEARD

just a few years ago, self-published authors were seen as failed authors, as the option of last resort if you were an author. And today, we're seeing that the power in publishing is shifting to authors.

--Mark Coker, Smashwords.

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/County	Name	Email	Website
01035	Shel Horowitz	shel@PrincipledProfit.com;	www.frugalmarketing.com
06001	Brian Jud	brianjud@bookmarketing.com;	www.bookmarketingworks.com
07930	Barbara Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314	Mike Vezo	mvezo@mac.com;	HelpUPublish.com
30188	Bobbie Christmas	bobbie@zebraeditor.com;	www.zebraeditor.com
45701	Janice Phelps	authors@janicephelps.com;	www.janicephelps.com
68137	Lisa Pelto	lisa@conciergemarketing.com;	www.conciergemarketing.com
77041	Rita Mills	rita.mills@comcast.net;	http://www.bookconnectiononline.com
78704	Tanya Hall	tanya@greenleafbookgroup.com;	www.greenleafbookgroup.com
80015	Judith Briles, PhD	judith@briles.com;	www.TheBookShepherd.com
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87505	Ellen Kleiner	blessingwy@aol.com;	www.blessingway.com
89509	Jacqueline Simonds	jcsimonds@beaglebay.com;	www.beaglebay.com

	Ellen		
90212	Reid	bookshep@mac.com;	www.bookshep.com
90245	Jan King	jan@janbking.com;	www.janbking.com
	Alan		
91304	Gadney	info@onebookpro.com;	www.onebookpro.com
	Lindee		
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	Sharon		
	Goldinge		www.detailsplease.com/peoplesp
92653	r	pplspeak@att.net;	eak
	Gail	Gail@topressandbeyond.com;	
93103	Kearns	info@topressandbeyond.com;	www.topressandbeyond.com
	John	John@MissionMarketingMentors.	www.missionmarketingmentors.c
94304	Eggen	com;	om
	Peter		
94801	Beren	peterberen@aol.com;	www.peterberen.com
	Cynthia		
95437	Frank	cynthia@cypresshouse.com;	www.cypresshouse.com
	Simon		
	Warwick		
95476	-Smith	Bunyip@vom.com;	www.warwickassociates.net
	Barbara		
	Florio		
Canada	Graham	BFG@SimonTeakettle.com;	www.SimonTeakettle.com
	Serena		
	Williams		
	on		
	Andrew		
Canada	Ph.D	info@bookcoachpress.com;	www.bookcoachpress.com
	Shum		www.infopreneur-books-
Malaysia	F.P.	shumfp@pd.jaring.my;	publishing.com
	New		
Zealand/	Maria		
Australia	Carlton	maria@marukibooks.com;	www.marukibooks.com
	Patrick		
Singapore	Ang	patrick.anglh@yahoo.com.sg;	www.bookmanna.com
	South		
	Val		
Africa	Waldeck	vwaldeck@telkomsa.net;	www.pilgrimpublications.biz
	Mindy		
	Gibbins-		
UK	Klein	mindy@bookmidwife.com;	www.bookmidwife.com

The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.

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>

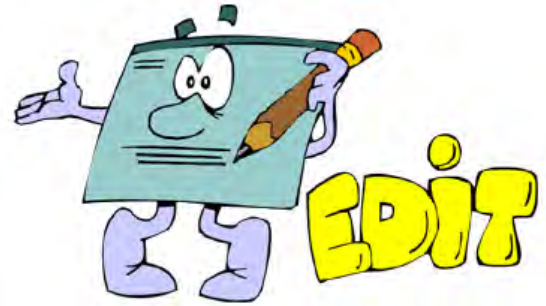
HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

Savvy authors use editors.

See the list at <http://bit.ly/ezge8d>

Interview several editors. Ask when they can do it, what they charge and if they have worked on your category of book.

You want someone who understands and loves the subject



OVERHEARD:

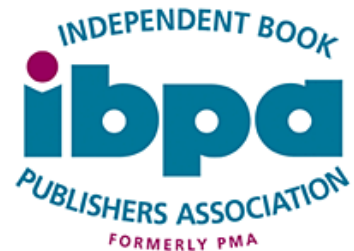
Most people are mirrors, reflecting the moods and emotions of the times; few are windows, bringing light to bear on the dark corners where troubles fester. The whole purpose of education is to turn mirrors into windows.

--Sydney J.

EBOOK REALITY SHOW (AND TELL)

This IBPA Roundtable chronicles the ebook experiences of numerous publishers. Read what other publishers say.

<http://bit.ly/sZNPfh>



Amazon sold 95,000 Kindle Fire color tablets on the first day,

→**SHARE YOUR RESOURCE.** Send it to DanPoynter@ParaPublishing.com

Do you have friends in the book business?
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ParaThoughts



WHY INTROVERTED AUTHORS ARE NOW MORE VALUABLE TO PUBLISHERS

--Dan Poynter, The Book Futurist.

It used to be that publishers preferred authors who were extroverts. Those who got out of the house and had a previously-earned following; authors who were a brand before they started writing. People who follow celebrities buy their books without much prompting. Times change, today, the introverted author is more valuable.

This is because book promotion has changed. Eyeballs have moved from print to online. Today's most influential book reviewers are the book bloggers. And Amazon provides numerous reviews by readers who actually bought and read the book.

The challenge is that most authors think the only way to promote books is on radio, television, and with autograph parties. And this outgoing promotion is a problem because most authors are introverts. They do not want to go out and promote. They want to stay home, be alone, and write.

What few introverted writers understand is that radio, television and autograph parties are not the only ways to promote books. There are many techniques introverted writers can use to get their books noticed while they stay at home. They can send out review copies, draft news releases, mention their book in their email signature, and much more.

In fact, today, introverts have a great advantage: they like to spend time on social media. And social media is where the eyeballs are. Social media is huge but the millions of subgroups are categorized and easy to reach. For example, if you have a book on parachutes, it is easy to find skydivers who want to know about your book. Also, with search engines, it is easy for skydivers to find you, your subject and your book. Now authors can interact with their new-found "friends." This interaction is fun and easy because the authors get to discuss their favorite topic and they find they are treated as celebrities—because they wrote the book.

Social media is where the customers are, introverts like to spend time online and publishers are discovering how valuable introverted authors are.

→ **SHARE YOUR EDITORIAL THOUGHT.** Send it to DanPoynter@ParaPublishing.com

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Forwarded it to friends



ParaFreebies



FREE ILLUSTRATIONS FOR YOUR BOOKS, ETC.

Creative Commons Search draws from photo, illustration, videos, and music sites and filters out all but the files that may be used for commercial purposes.



<http://search.creativecommons.org/>



OVERHEARD:

No one is entitled to anything.
--Joe Konrath, Successful Author.

SLIDESHARE ARCHIVE OF SMASHWORDS PRESENTATIONS



<http://www.slideshare.net/Smashwords>

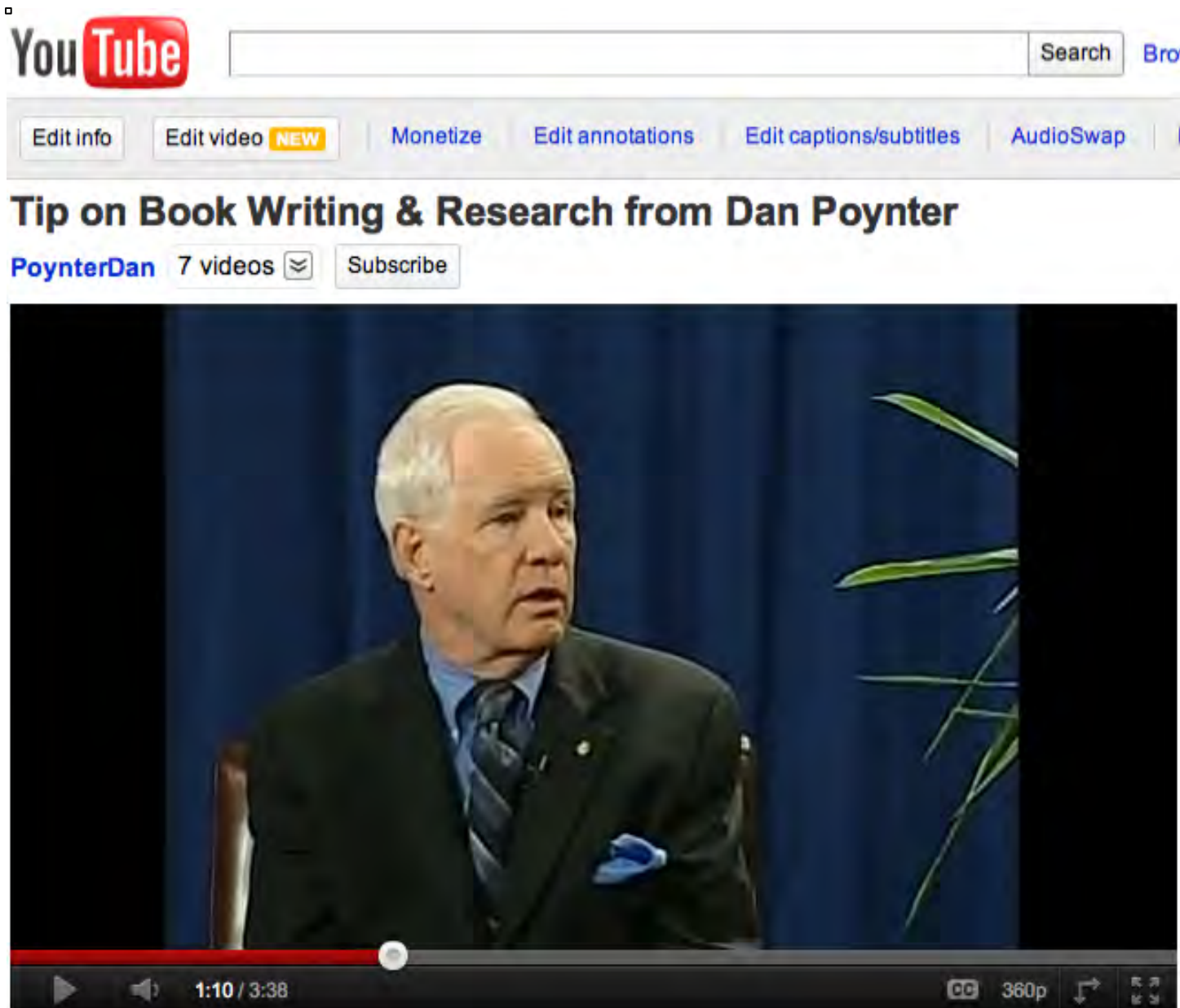


Anyone who believes you can't change history has never tried to write his memoirs.
--David Ben-Gurion

DAN POYNTER ON BOOK RESEARCH

Interviewed by Heather Naomi in Christchurch, New Zealand.

<http://bit.ly/oBq9ir>



The image shows a YouTube video player interface. At the top left is the YouTube logo. To its right is a search bar with the word "Search" and a "Bro" button. Below the search bar is a navigation bar with buttons for "Edit info", "Edit video" (with a "NEW" badge), "Monetize", "Edit annotations", "Edit captions/subtitles", and "AudioSwap". The video title is "Tip on Book Writing & Research from Dan Poynter". Below the title is the channel name "PoynterDan" with "7 videos" and a "Subscribe" button. The video player shows a man in a dark suit and blue tie, identified as Dan Poynter, speaking. The video progress bar is at the bottom, showing "1:10 / 3:38". There are also icons for "CC", "360p", and other video controls.

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

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



ParaCalendar



19

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



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 (May be moved to Fall)
French Speakers Association annual convention (AFCP).
Annual convention.



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

AUSTRALIA

March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI: <http://www.NationalSpeakers.com.au/convention>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
<http://bit.ly/gREshz>

HOLLAND/BELGIUM

April 19-21 Amsterdam, The Netherlands. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

SOUTH AFRICA. April 27-29 - Durban

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 Web: <http://www.psasouthernafrica.co.za>

MALAYSIA. May 4-5



Malaysian Association of Professional Speakers (MAPS) convention. http://www.maps.org.my/events_up.asp

SINGAPORE. May 8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.



<http://bit.ly/hz539k>

USA. June 5-7. Book Expo America, New York.

USA. July 14-17. Indianapolis.



NSA/US Convention.
Marriott Hotel.

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

GERMANY. GSA Sept 7-8, Düsseldorf
(GSA) convention at the Hilton hotel.



<http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>

UNITED KINGDOM. October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
3700 504, <http://bit.ly/gREshz>

2013

USA. July 27-30. Philadelphia, PA.



NSA/US
Marriott Hotel, Downtown.

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

Convention.

CANADA.



December 8-12. Global Speakers Summit.
Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

2014

USA. June 29 – July 2. San Diego.



NSA/US
Marriott Hotel & Marina.

Convention.

Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

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



OVERHEARD

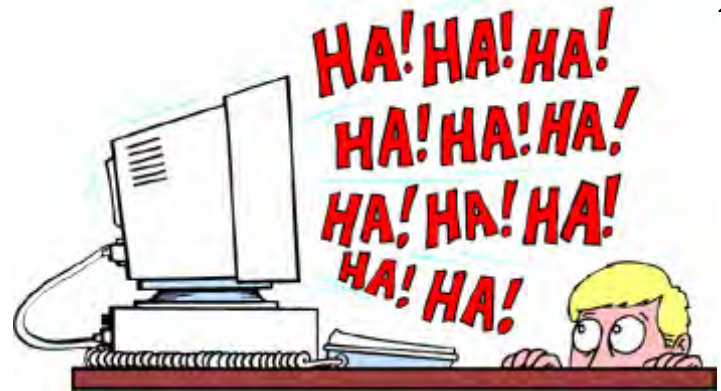
Finishing a book is just like you took a child out in the backyard and shot it.

-Truman Capote, author.

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ParaHumor



LETTER OF RECOMMENDATION

--Shel Horowitz

Trevor Adams, my assistant programmer, can always be found hard at work in his cubicle. Trevor works independently, without wasting company time talking to colleagues. Trevor never thinks twice about assisting fellow employees, and he always finishes given assignments on time. Often he takes extended measures to complete his work, sometimes skipping coffee breaks. Trevor is a dedicated individual who has absolutely no vanity in spite of his high accomplishments and profound knowledge in his field.. I firmly believe that Trevor can be classed as a high-calibre employee, the type that cannot be dispensed with. Consequently, I truly recommend that Trevor be promoted to executive management, and a proposal will be executed as soon as possible.

(Generic Smiley)

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



OVERHEARD:

There are two kinds of statistics,
the kind you look up and the kind you make up.

--Rex Stout

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The Small Print

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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)

