



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
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)
- F. ParaCalendar** (Dan may be coming to visit you)
- G. ParaHumor** (We saved the fun for last)

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A. ParaNews



1. ASJA NOW ALLOWS SELF-PUBLISHERS TO BE MEMBERS

Reversing its stance, The American Society of Journalists & Authors recognizes changes in book publishing.

<http://www.asja.org/preslett/pres0903.php>

2. FOLLOW DAN POYNTER ON TWITTER AND GET THE LATEST BOOK INDUSTRY DISCOVERIES

(in fewer than 140 characters).

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

Just click the Follow button under Dan's photo.

If you are not signed up for Twitter, you will have to register first.

Discover the power of Twitter.

3. AMAZON GETTING READY TO RE-BUILD BOOK PUBLISHING INDUSTRY

eBook offers no longer limited to the Kindle.

http://www.xbitlabs.com/news/other/display/20090313214806_Amazon_Kindle_Reader_for_iPhone_iPod_Changes_Book_Publishing_Forever_Analysts.html

4. BOOK SALES IN EUROPE ARE GAINING IN TOUGH TIMES

After a dip in the fall, the number of books sold in France rose 2 percent in December from a year earlier and 2.4 percent in January. The trend has been similar in Germany, where the number of books sold rose 2.3 percent in January

http://www.nytimes.com/2009/03/16/business/worldbusiness/16books.html?_r=1&ref=todayspaper

5. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

DanPoynter@ParaPublishing.com

Your address book may show

dpoynter@impulse.net or another old address.

Please make the change now.

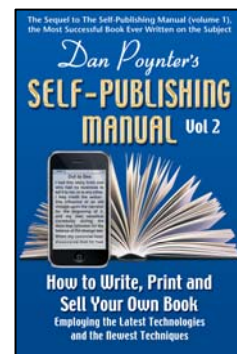
6. BOOK PUBLICITY HAS MOVED FROM MAGAZINES TO ONLINE MEDIA

See this most-important ParaTip by Marika Flatt, below.









7. 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 24%, now just \$11.43.

8. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

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

9. CHRIS ANDERSON ON WHY FREE IS THE INEVITABLE PRICE FOR DIGITAL CONTENT

<http://www.guardian.co.uk/media/pda/2009/mar/17/sxswi-startups>

10. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Auckland, Bloemfontein, Calgary, Cape Town, Columbus, Ft Lauderdale, London (ON), London (UK), Los Angeles, Mannheim, Marquette, Miami, Missoula, Nashville, New York, Orlando, Pewaukee, Phoenix, Pittsburgh, Singapore, Tampa, Valley Forge, Vancouver, 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>

11. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to

<http://parapublishing.com/sites/para/resources/newsletter.cfm>. Unsubscribe your old address and subscribe your new one.

To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

12. FOLLOW DAN POYNTER ON TWITTER AND GET THE LATEST BOOK INDUSTRY DISCOVERIES

(in fewer than 140 characters).

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

Just click the Follow button under Dan’s photo.

If you are not signed up for Twitter, you will have to register first.

Discover the power of Twitter.

13. HOW MANY BOOKS REVIEWS ARE ENOUGH?

If a book on Amazon.com, the leading online retailer, already has hundreds of reviews, is it worth bothering to add another? Evidently some people think it is. Why negative reviews can increase sales.

http://www.economist.com/science/tq/displaystory.cfm?story_id=13174365

14. eBooks ABOUT TO BECOME MORE COMPLICATED

--Mike Shatzkin

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

>**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. GET YOUR AUDIENCE HOOKED

-Rick Frishman- Publisher-Morgan James Publishing <http://www.morganjamespublishing.com>



Here is a great tip when you are doing an interview on TV or radio. You want to teach the audience. You want them to fall in love with you - and yes you want them to buy your book. When you are asked a question answer it in three ways

Problem

Example of the problem (that the audience will relate to)

Solution

This formula will save you over and over again. Make them know that they have a problem - and YOU have the solutions to their problems. Remember Prof Harold Hill in the Music Man?" "Well you got trouble my friends- right here in River City" He told them they had a problem and HE had the solution. Hook them with the Problem- and give them an example- and then give them the solution

They will run to buy your book after that!

For more tips go to www.rickfrishman.com

2. THINK FIRST BEFORE TAKING ACTION

-- 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.



Before even beginning to promote yourself it is important to think about who your customers are and how you are going to position yourself. This is crucial to the success of marketing yourself, your business and even your book.

3. BOOK DESIGN: DUST JACKET COVERS - PAPER CHOICE

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



Paper... most are glossy, laminate, UV, etc., but have you really looked and felt them all...? Some are a delightful linen or uncoated stock that for, the right book, can really bring home another 'sense' to the reader. And for your paperbacks... be sure to get samples from the printer on 10 or 12 pt CS1 stock... the weight makes a difference too.

Remember, keep doing something everyday for the design and promotion of your book.
Karrie Ross, Book Design

4. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES?

The book trade is only interested in new books. Special-interest magazines are concerned on the value of the (nonfiction) information. Of course, it is best to send out review copies as soon as the books arrive from the printer but it is never too late as long as the book is not out of date. For a list of special-interest magazines, see

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

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. HAPPY BIRTHDAY, FACEBOOK

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



Facebook <<http://www.facebook.com/>> is five years old and continues to grow in terms of usage and community engagement. The site is a great way to expand your visibility and relationships on the Internet, as well as to highlight your book and your business. Maintaining visibility on Facebook will provide you with virtual opportunities that can lead to speaking engagements, media appearances, new client opportunities, and expanded book sales.

Not convinced? Here are some good stats to consider in regard to Facebook:

- * 15 million users update their statuses at least once each day.
- * 24 million pieces of content are shared each month.
- * Facebook is overtaking MySpace in terms of user views

7. WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com

Clinch, clench – “Clinch” is a variation of the older “clench,” so their meanings partly overlap; both can be used as a noun or verb. In modern usage, “clinch” means to settle something decisively (e.g. a dispute or contest); to secure or fasten (with or applied to a nail); to constrain by embracing (as combatants in a boxing match). “Clench” refers to closing tightly or grasping firmly (e.g. one’s jaws or fist); to grip tightly with a tool. “The quarterback celebrated his game-*clinching* touchdown pass by thrusting *clenched* fists into the air in a victory salute.”



8. ARE YOU TAKING ONLINE MEDIA SERIOUSLY, YET?

--Marika Flatt, co-owner of PR by the Book, www.prbythebook.com



After seeing the latest reports of print media outlets that are closing their doors, I wanted to send an email to our *PR by the Book* clients giving them my feelings about print vs. online media and where things stand for the industry. However, after starting an email to our clients this morning, I quickly realized this is actually an article that I need to share with others in the book industry. I guess you can say I’m passionate about this topic. Therefore, two hours later...

I would like to take this opportunity to give you my “2 cents” on print vs. online media, as it currently stands. The landscape of print vs. online media changes monthly, believe it or not. A year ago, we

didn't view online media as equal to print media. It's become blatantly clear to me, over the past several months, that online media exposure is just as valuable (if not extremely more) valuable than its print counterpart. I don't want to come across naïve in any way; I know that online media outlets have been gaining speed for several years now. This is not a new thing. However, I felt like it was time to discuss the state of the issue now. The latest obituaries from the print media family, as of mid-March 2009, are:

Rodale has closed *Best Life*, the Men's Health spin-off which was aimed at older men. **The Seattle Post Intelligencer**, the 161 year old Hearst newspaper, has printed its final edition, and from now on will be a Web only newspaper. Seattle follows Denver in being the second major US city to lose a daily newspaper. In another move, **The Tucson Citizen** will close after 138 years of publishing.

I've been convinced by a few trends/facts lately:

1. It's a fact that many people ONLY get their news and features online now and no longer subscribe or take the time to read a printed page. It's more convenient, more accessible, quicker and less expensive to get your news online. Sad, but ideal, examples are the closures of many long-running publications across the country (see above examples). We're hearing of print publications closing shop nearly every week. It's really boiling down to advertising dollars and subscriptions: fewer people subscribe to the printed version because they can get the same copy for free online. Therefore, why spend the money? And, advertisers see just as high numbers with online readership as the printed version (or higher) so that's where they are putting their advertising dollars.

2. Online versions of newspapers and magazines can run a "tighter ship" by only producing an online version. They can exist with fewer staff, less overhead, and, of course, save a great deal on printing and mailing costs. When budgets are getting cinched up everywhere we look, these are sobering facts for those who have produced a printed version for so long (think Rocky Mountain News in Denver who printed their last issue a few weeks ago).

3. Consumers who didn't bother to get their news and information via the Internet a year, or even six months ago, are doing so now. Even those who were Internet-phobic when it comes to trusting Internet retail are coming around and buying books online and doing more and more purchasing from their computer. Some explanations are: quicker, easier, less hassle than a brick-and-mortar store, finding sales online, saving gas, and the list goes on. I have to admit I'm one of these people! I didn't shop online for purchases such as books, gift certificates, etc a year ago and I do now. At PR by the Book, LLC, we noticed this trend toward online media about a year ago and began a very aggressive plan to increase our online media relationships and media exposure for clients. What did we do to prepare for this shift in media? Here are some of the steps we took in 2008:

1. We hired an online publicist to focus her time on getting only online media exposure for our clients. We didn't want the online media to be an afterthought, but the bread and butter for this publicist.

2. We worked to organize our data for online media. We developed our "hot lists" for online media contacts, those who we have already built relationships with and that trust us as a resource. We made sure we were reaching out to these journalists on a regular basis.

3. We merged our online media database with that of a friendly competitor; updated the list by making sure all records were accurate; used our resources to incorporate all pertinent information and make sure our database was as current as possible for these online media contacts.

4. We organized our online outreach plan, making sure we have a system for pitching online media each month.

5. As a team, we have focused more attention on bloggers, podcasters and online journalists than ever before. We are researching their blogs, their Internet radio shows and the online magazines so we know what they are writing about, their style of writing, their formats and their likes/dislikes. And, it's working! We are now landing more online media exposure for our clients than ever before, and, in some months, we obtain more online media exposure for our clients than all other forms combined (radio, TV, print). Our clients are seeing a difference in book sales as it relates to online media. Reasons for this might include: easy click-through ordering from an online story/review/interview, more loyal readers with certain online media outlets (for instance, those that read CNN.com every day or several times a day for their up-to-the-minute news); more space for a story/review/interview than on the printed page which results in a more in-depth feature.

A few recent examples from the past few weeks include:

--A feature on the *Food & Wine* magazine blog for a chef client and his cookbook:
<http://www.foodandwine.com/blogs/mouthing-off/2009/03/13/Lost-Your-Job-Listen-Up>

--The same cookbook author featured on the DailyCandy Kids feed.

--A story about one of our nonprofit clients, Advocate Aime, on the CNBC website:
<http://www.cnbc.com/id/29595747>

--One of our business clients featured in a story on the Money magazine/ CNN site:
<http://money.cnn.com/2009/02/11/news/economy/introverts.fortune/?postversion=2009021304>

This is just from the past few weeks! I'm very excited about where our company is in terms of online media exposure. These are exciting times to be a book publicist and we're enjoying this new ride. So, as you can see, now is the time to embrace online media exposure if you haven't already. 2009 has already brought about many new wrinkles and facets for our industry and I'm looking forward to seeing how this year will change what we all do to promote books. Onward!

9. 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>



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

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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
 Brian Jud, iMarketBooks@aol.com
 Cynthia Frank, Cynthia@CypressHouse.com
 Ellen Reid, BookShep@mac.com
 Ernie Weckbaugh, CasaG@wgn.net
 Gail Kearns/Penny Paine, Gmkea@aol.com
 Jacqueline Simonds, jcsimonds@beaglebay.com
 Jan King, jan@eWomenPublishingNetwork.com
 Janice Phelps, jmp@janicephelps.com
 Jim Donovan, jdonovan@ptd.net
 John Eggen, John@MissionMarketingMentors.com
 Judith Briles, PhD. judith@briles.com
 Kira Henschel, Kira@GoblinFernPress.com
 Linda Radke, info@FiveStarSupport.com
 Lisa Pelto, Lisa@ConciergeMarketing.com
 Maria Carlton (New Zealand), maria@mariacarlton.com
 Mary Embree, maryembree@sbcglobal.net
 Mike Vezo, mvezo@mac.com
 Mindy Gibbins-Klein (UK), info@bookmidwife.com
 Patrick Ang (Singapore), PatAngLH@singnet.com.sg
 Rita Mills, rmills@ghg.net
 Serena Williamson Andrew Ph.D (Canada), sw@serenawilliamson.com
 Sharon Goldinger, pplspeak@norcov.com;
 Shel Horowitz, shel@frugalfun.com
 Shum F.P. (Malaysia), shumfp@pd.jaring.my
 Simon Warwick-Smith, sws@vom.com
 Sylvia Hemmerly, PubProf@TampaBay.rr.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>

5. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

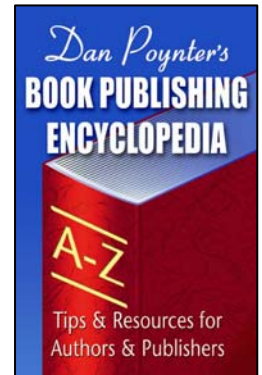
Each has been recently updated. See

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

7. THE BOOK PUBLISHING ENCYCLOPEDIA by Dan Poynter

You have publishing questions. This book has answers and they are easy to find. This book is the best investment you could make in your publishing future. It is full of tips and references in an easy-to use alphabetical encyclopedia. It is your "Book Publishing Answer Book."

- 📖 This book will save you time, save you money and make you look brilliant.
 - 📖 You will underline, highlight and dog-ear this book.
 - 📖 This is the book publicist's guide to Internet resources.
 - 📖 More than 1001 ways to write, publish & promote your book.
- Find information fast. You will refer to this valuable reference over and over.



<http://www.amazon.com/Book-Publishing-Encyclopedia-Dan-Poynter/dp/1568601271/>

Also available as a Kindle book for the Kindle and iPhone. See Amazon.

8. DINNERS WITH DAN

Dan Poynter is traveling the world to share his knowledge on book writing, publishing and promoting. He is probably headed for your area. See his Calendar at <http://parapublishing.com/sites/para/speaking/calendar.cfm>



This is your opportunity to discuss your book project with Dan over dinner (or sometimes a lunch). The agenda is to go around the table. Each participant describes who they are, what they do, what they want from their book and asks specific questions. Then Dan contributes ideas, sources and answers. Often other table-participants chime in.

Since each book is unique, they do not compete. That is why authors and publishers are so open, helpful, friendly and supporting. We are not competitors, we are conspirators. Discussing each others' projects over Dinners with Dan, becomes a great learning experience for all; many of the ideas can be applied to one's own project.

Your only cost will be your own meal.

Seating is limited to one table of nine eager participants plus Dan.

You must register and be confirmed ahead of time. Contact Becky@ParaPublishing.com. +1-805-968-7277.

Most of these Dinners with Dan are program-connected events. Dan is usually speaking on the subject the day after the Dinner. These Dinners help Dan to get to know you and your book project; they help him to prepare for the main program. These pre-event programs are valuable, fascinating and fun.

Scheduled Dinners with Dan events are posted in the ParaCalendar, below.

9. WRITING SCAMS – AGENTS AND EDITORS TO AVOID

--Janice Hally

Freelance Writers Can Be Easy Targets for Fraudsters

http://freelancewriting.suite101.com/article.cfm/writing_scams_agents_and_editors_to_avoid

10. BOOK FESTIVAL IN VENTURA

Exhibitor applications are now being accepted for the Fourth Annual Ventura Book Festival, produced by the California Literary Arts Society (CLAS). It will be held on Saturday, July 25, from 10 a.m. to 4 p.m. at the Crowne Plaza Hotel, located on the beach at the foot of California Street in Ventura. Admission to the festival and programs is free to the public. Events on the program are writing seminars, panel discussions, readings, author presentations, and an award ceremony for the winners of the CLAS Memoir Writing Contest. This year we will also have a silent auction for unique prizes.

Exhibitor registration deadline is July 18, 2009. Application forms may be downloaded from the CLAS website: www.literaryarts-ca.org. For more information, call 805-643-3385, visit our website, or email maryembree@sbcglobal.net.

11. FINAL CALL FOR ENTRIES! DEADLINE: MARCH 31, 2009



The National Indie Excellence 2009 competition presents a wonderful opportunity for all independent, small press and self-publishers seeking more recognition within the publishing industry. International publishers and authors are welcome to submit their books as well. Winners and finalists will receive National Media & Industry exposure. All winners and finalists are eligible for the new Editor's Choice prizes!

More information, category listings and entry forms are available at:

<http://www.IndieExcellence.com>

Fmi: support@indieexcellence.com, Toll Free: (866) 406-4352

12. BOOK PROMOTION PROGRAMS FROM PMA/IBPA

Joan Baird, Programs Manager, IBPA, the Independent Book Publishers Association,
Tel: 310.372.2732, Joan@ibpa-online.org, <http://www.ibpa-online.org>



Here are the upcoming April deadlines for some great marketing opportunities at IBPA. Please remember this is the registration deadline only. For most programs, materials will need to be in 10 days after the registration date.

APRIL 15th Deadlines:**BOOKS FOR REVIEW CATALOG**

This catalog produced by IBPA 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/library.aspx>

WOMEN'S ISSUES/WOMEN'S HEALTH 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: Health, Wellness, Women's Issues, Women's Health, etc. \$350 per title. Click here

http://www.ibpa-online.org/programs/coopcats_target.aspx

APRIL 30th Deadlines:**BOOKSTORE CATALOG**

store and chain buyers across the U.S. \$230 per title. Click here:

<http://www.ibpa-online.org/programs/library.aspx>

HEALTH/WELLNESS 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: Health, Wellness, Alternative Health, Body, Mind & Spirit, etc. \$350 per title. Click here:

http://www.ibpa-online.org/programs/coopcats_target.aspx

14. PUBLISHING ROUND TABLE SCHEDULED

The Florida Publishers Association, Inc. will hold a Publishing Round Table on Saturday, April 25, in the Plantation Room of the Red Rose Inn & Suites in Plant City, FL. Publishers, self-publishers, authors and publishing vendors are welcome to attend, even if not members of FPA. Discussions will include book production, marketing, sales, ebooks and much more. A hot buffet lunch is included. To receive an Round Table brochure, email Betsy Wright-Lampe at FPAbooks@aol.com.

15. DISPLAY WITH FPA AT THE FLORIDA LIBRARY ASSOCIATION ANNUAL CONFERENCE

Publishers, self-publishers and authors are welcome to display their products in the Florida Publishers Association, Inc.'s booth (#518) at the FLA Conference. FPA is a past winner of the FLA Best Booth award. We always display products face out, offer giveaways and several door prizes. To receive an FPA Display brochure, email Betsy Wright-Lampe at FPAbooks@aol.com.

16. PUBLISHING UNIVERSITY MAY 26-28, 2009

Premiere 2009 Publishing Education Event Publishing University - Roosevelt Hotel NYC

IBPA, the Independent Book Publishers Association, the oldest and largest non-profit trade association for independent publishers in the USA, will hold it's 25th year of quality publishing education in NYC. Reserve your spot today at <http://thepublishinguniversity.com/>.

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. THE SAVVY SELF-PUBLISHER is a free newsletter sent by e-mail, with tips and tricks to help the streetwise author publish a book quickly and economically -- and to promote it more effectively. It contains success stories of self-publishers in action, and a treasure trove of tools to help you reach more readers.

<http://www.u-publish.com/monthly.htm>

2. CHECK KINDLE BOOKS EASILY WITH SALES RANK EXPRESS

Sales Rank Express just became a whole lot more powerful with the addition of format searching. For instance, set the menu to "Kindle Book," and S.R.E. will give you sales ranks and other vital data for just your Kindle Editions, up to ten a page.

Other formats you can specify include hardcover, paperback, eDoc, and audiobook, all in multiple varieties. Or leave the menu on "Any" for the same merged results as before. See

<http://www.salesrankexpress.com>

3. LIST YOUR BOOK(S) FREE ON THE PARA PUBLISHING WEB SITE.

See

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

==>**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>

### **2009**

March 26. SYDNEY, Dinner with Dan. Sheraton on the Park. Limited to nine. Contact to register" [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. 6:00 PM.

March 27-29. SYDNEY. 19<sup>th</sup> National Speakers Association/Australia convention. Fmi: 1-800-090-024, [Secretariat@NationalSpeakers.asn.au](mailto:Secretariat@NationalSpeakers.asn.au), <http://www.NationalSpeakers.asn.au>

### **April 5 – April 23.**

#### **AROUND-THE-WORLD SPEAKING ITINERARY #13**

April 10. BLOEMFONTEIN, South Africa. Bloemfontein Flying Clubs. Fmi: Johan Naude, [johan.naude@mangaung.co.za](mailto:johan.naude@mangaung.co.za), (083) 492-8300.

April 11. BLOEMFONTEIN, South Africa. Bloemfontein Skydiving Centre. Fmi: Johan Naude, [johan.naude@mangaung.co.za](mailto:johan.naude@mangaung.co.za), (083) 492-8300.

April 16-19. CAPE TOWN, South Africa. 3<sup>rd</sup> Global Speakers Summit. South Africa. Fmi: Richard Mulvey, 0861 – 444888, [richard@richardmulvey.com](mailto:richard@richardmulvey.com), <http://www.nsasouthafrica.co.za/>, <http://www.iffps.org/>

April 20. CAPE TOWN, South Africa. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model programme. Evening. Fmi: Val Waldeck, +27 (0) 83 273 4700, [vWaldeck@telkomsa.net](mailto:vWaldeck@telkomsa.net)

May 6. MILWAUKEE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Site TBD. Contact to register" [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. Only cost is your dinner. 6:30 pm.

May 7. PEWAUKEE, Wisconsin. Turning Speeches into Books. National Speakers Association, Wisconsin Chapter (NSA/WI). Fmi: Robert Ian, (608) 523-4208, [robertian@robertian.com](mailto:robertian@robertian.com), <http://www.wisconsinspeakers.com/>

May 8. NASHVILLE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Contact to register" [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. Only cost is your dinner.

May 9. NASHVILLE. National Speakers Association/Tennessee chapter. Fmi: Raeus Cannon, [raeus@CannonSystems.com](mailto:raeus@CannonSystems.com), <http://www.nsatennessee.com/>, (615) 378-0120

May 15. MARQUETTE, MI. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Site TBD. Contact to register" [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 16. MARQUETTE, MI. Upper Peninsula Publishers & Authors Association (UPPAA). 2009 Annual Conference. Fmi: Walt Shiel, 906-523-4118, [WShiel@SlipdownMountain.com](mailto:WShiel@SlipdownMountain.com), <http://www.uppaa.org/>

May 22. LONDON, ON. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Oscar Taylor's Restaurant. To register, contact [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com), +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 23. LONDON, ON. Canadian Association of Professional Speakers/SW Ontario chapter. Dan Poynter on book writing, publishing and promoting.

Fmi: Greg Schinkel (519) 685-2116, [gschinkel@uniquedevelopment.com](mailto:gschinkel@uniquedevelopment.com), <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=276>

May 25-27. NEW YORK. Publishing University by the Publishers Marketing Association (PMA). Fmi: [info@pma-online.org](mailto:info@pma-online.org), 310-372-2732 , <http://www.PMAonline.org>

May 28-31. NEW YORK. Book Expo America (BEA Book Fair), Javits Center. Fmi: <http://www.bookexpoamerica.com/>

**June 21 – July 4**

**AROUND-THE-WORLD SPEAKING ITINERARY #14**

June 2-3. NORTH WILDWOOD, NJ. North Wildwood Writers Conference. Fmi: Carolyn Miller. [nwbwc09@gmail.com](mailto:nwbwc09@gmail.com), [http://nwbwc.com/Home\\_Page.php](http://nwbwc.com/Home_Page.php)

June 25. AUCKLAND. National Speakers Association of New Zealand (NSA/NZ), Auckland chapter. Fmi: Yvonne Godfrey, [yvonne@n21.co.nz](mailto:yvonne@n21.co.nz), +649 (413) 9777, <http://www.nationalspeakers.org.nz/comingevents.html>

June 27. AUCKLAND, NZ. Phantom Publishing Seminar. Fmi: Maria Carlton, [maria@PhantomPublishing.co.nz](mailto:maria@PhantomPublishing.co.nz), +64 (7) 853 9001, <http://www.PantomPublishing.co.nz>

June 29-30. SINGAPORE. National Book Development Council (NBDCS). Fmi: Patrick Ang, [patanglh@singnet.com.sg](mailto:patanglh@singnet.com.sg), +65 (6443) 9404, <http://www.bookcouncil.sg/>

July 3. LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: [info@bookmidwife.com](mailto:info@bookmidwife.com), +44 (20) 8364 2884, <http://www.bookmidwife.com/>

July 17. PHOENIX, Arizona. Global Speakers Network meeting, prior to the NSA convention. <http://iffps.org/meetings.html>

July 18-21. PHOENIX. National Speakers Association (NSA/US) Convention. Phoenix, Marriott Desert Ridge. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

August 15. TAMPA. Dan Poynter on book writing, publishing and promoting. NSA/Central Florida. Fmi: <http://www.NSAcentralFlorida.com>

August 28-30. MISSOULA, MT. Parachute Industry Association. Holiday Inn, Downtown. Fmi: <http://www.PIA.com>

September 11-12. MANNHEIM. German Speakers Association (GSA). <http://www.english.gsa-convention.org>  
<http://www.germanspeakers-association.de/>

September 13. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention. <http://iffps.org/meetings.html>

September 19. VANCOUVER, BC. Turning Speeches into Books. Vancouver chapter of the Canadian Association of Professional Speakers (CAPS). Fmi: Ron Grender, [ron.greender@gmail.com](mailto:ron.greender@gmail.com), 778-688-7065  
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:30 PM.

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500.  
<http://www.authorsconference.com/>

October 10. FT LAUDERDALE. Turning Speeches into Books. The full New Book Model Program. Florida Speakers Association. Westin Hotel. Fmi: George Chismark, +1-561-630-7766, [info@florida-speakers.org](mailto:info@florida-speakers.org), <http://www.florida-speakers.org/>

October 17. LAS VEGAS. National Speakers Association/ Las Vegas (NSA/LV) chapter. FMI: RJ DiDonato, [rjd@nstreams.com](mailto:rjd@nstreams.com), (702) 436-0786, <http://www.NSAlasVegas.com>

November 9. AMSTERDAM. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, [victor@acquirol.nl](mailto:victor@acquirol.nl)

November 12. LONDON, UK. "Turning Experts into Published Authors" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, [mindy@bookmidwife.com](mailto:mindy@bookmidwife.com), [www.bookmidwife.com/november10](http://www.bookmidwife.com/november10), <http://www.BookMidwife.com>.

November 13-15. LONDON (area). Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakers.org](mailto:admin@professionalspeakers.org), +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November 19-22. PHOENIX. National Speakers Association (NSA/US) Fall Conference. Arizona Grand Resort. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

December 6-8. CALGARY. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

December 11-13. UAE. PSA/ME. Professional Speakers Association/Middle East University/convention. <http://www.PSAme.org>

## 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](mailto:lauralee@nsaohio.com)  
<http://www.nsaohio.com/calendar/>

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

May 31-June 2. WASHINGTON. Publishing University by the Publishers Marketing Association (PMA). Fmi: [info@pma-online.org](mailto:info@pma-online.org), 310-372-2732 , <http://www.PMAonline.org>

June 3-June 6. WASHINGTON. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 17-20. ORLANDO. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

November 12-14. MIDLANDS area, UK. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, [admin@professionalspeakers.org](mailto:admin@professionalspeakers.org), +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

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

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

**2011**

June 6-8. LAS VEGAS. Publishing University by the Publishers Marketing Association (PMA). Fmi: [info@pma-online.org](mailto:info@pma-online.org), 310-372-2732 , <http://www.PMAonline.org>

June 9-12. LAS VEGAS. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

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# G. ParaHumor

**UP, Up, Up.**

--Janet Hill



Lovers of the English language might enjoy this. It is yet another example of why people learning English have trouble with the language. Learning the nuances of English makes it a difficult language. (But then, that's probably true of many languages.)

There is a two-letter word in English that perhaps has more meanings than any other two-letter word, and that word is 'UP.' It is listed in the dictionary as being used as an [adv], [prep], [adj], [n] or [v].

It's easy to understand UP, meaning toward the sky or at the top of the list, but when we awaken in the morning, why do we wake UP? At a meeting, why does a topic come UP? Why do we speak UP, and why are the officers UP for election and why is it UP to the secretary to write UP a report? We call UP our friends and we use it to brighten UP a room, polish UP the silver. We warm UP the leftovers and clean UP the kitchen. We lock UP the house and some guys fix UP the old car... At other times the little word has a real special meaning. People stir UP trouble, line UP for tickets, work UP an appetite, and think UP < I >excuses..

To be dressed is one thing, but to be dressed UP is special.  
And this up is confusing: A drain must be opened UP because it is stopped UP.

We open UP a store in the morning but we close it UP at night. We seem to be pretty mixed UP about UP !

To be knowledgeable about the proper uses of UP , look the word UP in the dictionary. In a desk-sized dictionary, it takes UP almost 1/4 of the page and can add UP to about thirty definitions

If you are UP to it, you might try building UP a list of the many ways UP is used. It will take UP a lot of your time, but if you don't give UP, you may wind UP with a hundred or more.

When it threatens to rain, we say it is clouding UP. When the sun comes out, we say it is clearing UP. When it rains, it wets UP the earth. When it does not rain for awhile, things dry UP.

One could go on & on, but I'll wrap it  
UP  
for now as my time is UP, so time to shut UP!

Oh...one more thing: What is the first thing you do in the morning & the last thing you do at night?

UP

Don't mess UP. Send this on to someone you look UP in your address book.

Now I'll shut UP.

(Generic Smiley)

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