



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)
 - F. ParaCalendar (Dan may be coming to visit you)
 - G. ParaHumor (We saved the fun for last)
- =====



A. ParaNews



1. INTEREAD ANNOUNCES THE COOL-ER eBook READER
<http://www.coolreaders.com/default.asp>



2. IPHONE CAN ACCESS eBooks FROM MULTIPLE VENDORS

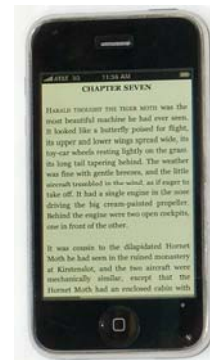
eBooks can be downloaded from Amazon (Kindle), FictionWise (B&N), eReader Mobile, ManyBooks and others. The iPhone is in 80 countries around the world. 17-million have been sold so far. The iPod Touch also is an eBook reader; 30-million have been sold.

The App store now boast more than 35,000 application. More than 800-million have been downloaded.

OS 3.0 software is coming this summer. See

<http://www.apple.com/iphone/preview-iphone-os/>

Get the reader software: Kindle for the iPhone, eReader and Stanza from the App Store (free).



3. FUJITSU DEBUTS COLOR eREADER

The Flepia eReader all a full-color screen, 4 GB SD flash card, batteries that last 50 hours and WiFi. It comes in two sizes.

<http://www.engadget.com/2007/04/20/fujitsus-flepi-a-e-reader-touts-color-display-wifi/>

<http://www.mobileread.com/forums/showthread.php?t=10480>



4. AMAZON BECOMES A PUBLISHER TOO

The new publishing program, while focused on self-published books with promise, could also target out-of-print titles from major houses.

<http://www.publishersweekly.com/article/CA6658267.html?nid=2286&source=title&rid=>

<http://personanodata.blogspot.com/2009/05/amazon-as-producer.html>

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. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Auckland, Calgary, Columbus, Ft Lauderdale, London (UK), Los Angeles, Mannheim, Miami, Missoula, New York, North Wildwood, Orlando, Phoenix, Pittsburgh, San Diego, 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>

7. 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.

8. U.S. BOOK PRODUCTION DECLINES 3% IN 2008, BUT "ON DEMAND" PUBLISHING MORE THAN DOUBLES

Traditional publishing faces pivotal year of retrenching, while emergence of new technologies leads to soaring growth in short-run book publishing. See

<http://in.sys-con.com/node/969162>
<http://www.publishersweekly.com/article/CA6659193.html?nid=2286&source=title&rid=>

9. AWARD-WINNING AUTHOR OPENS SANCTUARY FOR WRITERS IN STEAMBOAT, COLORADO

Jill Murphy Long has opened the Writer's Sanctuary B&B. Imagine a day where all of your cares and worries are put aside, so you can just write...For info see

<http://www.thewritersanctuary.com/>

10. 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.

>**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. GO TO THE END OF YOUR DRIVEWAY

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



My authors come to me all the time and say- " I want to be in the New York Times" I want to be in the Wall Street

Journal, Time Magazine, People, Business Week, " You get the idea. And I ask them - ok fine- where have you been written up before? And they usually say - in my college newspaper--- 20 years ago!

You have to start small- in your hometown newspaper. Go to the end of your driveway and pick up the paper that is thrown there every week. The one with the

High School scores in it. Go to the inside front page and see who the editor is- That is who you call first. I live in Jericho NY and I called my Jericho News (the local paper) and told them I was an author and had something to teach their readers. I then sent the editor my book, a press kit and a jpg photo (a recent one) and waited a few days. The following week she called me back and said she wanted to interview me on the phone. We did the interview and the following Friday a story came out on me and my book. FRONT PAGE- OVER THE FOLD. This was in everyone's drive way in town- about 20,000 people got it. I am walking my dog and people are stopping me - because now - what does that make me - A CELEBRITY ... at least in Jericho.

After that - I sent the story to Newsday- and they did a story (700,000 circ) and then The New York Times did one.... and then the Wall Street Journal. Well not right away it took time and a lot of work- and yes some luck too. But it all started with my local newspaper.

Go forth and reach out to your local editor- and become a star in your home town!

2. IF YOU'RE NOT ALREADY ONE, BECOME A READER

-- 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.



It is important to become familiar with publications that you could possibly see your name in in the future, and also those smaller ones that you haven't taken a closer look at. Try to connect your topic, business or book with different kinds of publications that are outside your market. For example, if you have a business topic on leadership, you can connect this with a women's magazine and discuss how women can become leaders in the workplace, school and community.

3. BOOK DESIGN: The How To Of Knowing Your Audience For Your Book Cover Design

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

When designing your book cover the first part of the puzzle is to know your audience. This is the first in a series of three articles based on creating an artful cover,



motivating title, and return value-added information to increase the promotion for your books' sales.

Learning who the books' audience is and what's their focus is the first part of the information we put into the recipe of designing the cover. I look at each book cover as a puzzle and it's up to me, through questioning, to determine the correct fit for the pieces. Once you know the who, what, and where of your audience, you are able to write a title and subtitle that will fit their focus.

1. Who is your audience? This will be determined by the subject of your book. What you are looking for is, age, location, affiliations if any. Is there anything that is unique about them as a group?
2. Do you know what your audience likes? It helps if you have something in common with them, after all, you did write the book. Get into their shoes, what are the benefits to them from buying your book?
3. Where does their attention go? What are they looking to gain? What is their pain or joy? What are their motivators? Are their related subjects that can be created from the book? Can you create "come-back power" in extended material?

Once you have this information the process of brainstorming will be your best move. Begin with writing your answers to each of the questions. Looking on line, in niche magazines etc are all good places to begin your research.

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. LET YOUR DISTRIBUTOR KNOW WHAT YOU'RE UP TO

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



Springtime signifies new beginnings—and new books! April and May are popular publication months, so now is a good time to remind you to always keep your distributor in the loop regarding your marketing and publicity plans. If you don't, there is a good chance the wholesalers' warehouses will not have enough copies of your book to meet an unexpected surge in demand, and many bookstores are hesitant to backorder titles. Most distributors ask that you notify them at least three weeks prior to any promotional or marketing blasts. Get into the habit of sending regular updates to your distributor so they can keep those warehouses stocked!

6. WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com

Junction, juncture – A “junction” is a place where two things (especially roads or tracks) meet, come together, or join. A “juncture” is a critical point in time; the line or point where two objects intersect. “The old station building near the railway *junction* has become a safety hazard; we have come to a critical *juncture* and must either preserve it as a historic site or tear it down.”



“Lurking” means lying in wait for someone, hiding around a place for a sinister purpose; existing unobserved or unsuspected. “Luring” means attracting, enticing, or tempting someone into a wrong or foolish course, especially by using something desirable as bait. “Hansel and Gretel didn’t know there was a witch *lurking* inside the gingerbread house, *luring* children to her home in order to eat them.”

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>



8. 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>

9. USE RECENT IMAGES

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

Working on layout for your book, promotional materials or website? You might find this Lorem Ipsum placeholder text generator useful:

<http://www.lorem-ipsuam.info/generator3>



==SHARE YOUR TIP. Send it 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. CANADIAN LIBRARY LIST

Barbara Florio Graham is offering members a special discount on her Canadian Libraries Database. This list (in block form in Word as well as in database format) is extremely popular with self-publishers and small publishers who want to reach the 90+ Canadian libraries that actually have purchasing power. For many years it has sold for \$25, but the price has just been raised to \$35. However, if you e-mail BFG@SimonTeakettle.com and put the name of your organization in the subject line, you can order at the old price. This offer is only available until the end of June, 2009.

2. LET PMA/IBPA TAKE YOUR BOOKS TO THE BOOK FAIRS



AMERICAN LIBRARY ASSOCIATION - July 11-14, 2009 - CHICAGO, IL

We have a few 10x10 booth spaces left in our area at the annual convention of the American Library Association. We will be returning unsold space next week so please let me know right away if you would like details.

In addition to the booth space listed above, we are offering individual title display at \$85 each.

Register now: http://www.ibpa-online.org/pubresources/exhibits_PMA.aspx

If I can help in any way, please feel free to call on me directly.

--Terry Nathan, Tel: 310.372.2732, terry@ibpa-online.org

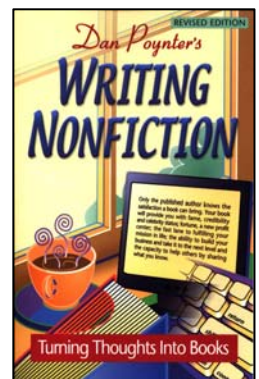
<http://www.ibpa-online.org>

3. IMAGINE BEING A PUBLISHED AUTHOR

Writing Nonfiction: Turning Thoughts into Books.

Your book will bring you fame, credibility and celebrity status; fortune, a new profit center; the fast lane to fulfilling your mission in life; the ability to build your business and take it to the next level and the capacity to help others by sharing what you know. This New Model will accelerate your book writing, producing, selling and promoting.

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?



You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.

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

4. 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.

May 31st Deadlines:

This catalog produced by IBPA is one of our most popular of the year. It mails to 3,500 bookstore buyers, 3,500 reviewers, and 3,900 acquisition librarians. We will be featuring all types of books for the holiday buying season. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.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>

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>

[602](#) Interviews, How Authors Get On Radio & TV

[603](#) Book Printing. At the Best Price

[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

[606](#) Publishing Fiction & Poetry

[607](#) Publishing Contract: Author-Publisher

[608](#) Your Publication Date

[609](#) Blurbs For Your Books, Testimonials, endorsements & quotations

[610](#) Children's Books, Resources for Writing, Producing and Promoting

Juveniles

[611](#) Newsletter Publishing; A Resource Guide

[612](#) Bestsellers, What They Are & How To Make Them

[613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food

[614](#) Selling Books Through The Gift Trade

[615](#) eBooks to eBooks, Creating Digital Reading

[616](#) Travel Books, Resources for Writing, Producing & Promoting Guidebooks

[617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking

[618](#) Religious Books



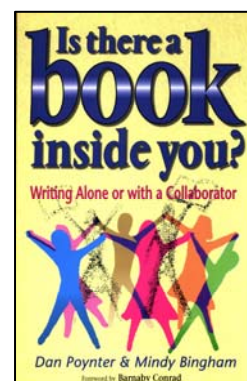
- [619](#) Write It Once - Sell it Forever, How to Update Your Books
- [620](#) Your Book Writing & Publishing Calendar
- [622](#) Cooperative Book Promotion
- [623](#) Questions and Answers on Book Publishing
- [624](#) How to Set up & Run a Successful Book Publishing Business
- [625](#) Selling Books to Catalogs
- [626](#) Raising Money to Publish Books
- [628](#) Canadian Book Publishing
- [629](#) Making The Web Pay
- [630](#) Selecting a Book Title That Sells.
- [631](#) Covers That Sell Books
- [632](#) Bookshelf, Selling Books From Other Publishers
- [633](#) Beyond Remainders
- [634](#) Selling Books In The United States
- [635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products
- [636](#) Insurance for Publishers; Protecting Your Book Company
- [637](#) Selling Books To The Military Market
- [638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)
- [639](#) Autograph Parties & Signing Books
- [640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing
- [641](#) Merchant Status: Credit Cards for Publishers
- [642](#) Large Print Books: Making your Work Easier to Read.

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

7. WRITING YOUR BOOK WITH A COLLABORATOR

You can be the author without being the writer. Dan Poynter gives you permission to work with a co-author, editor or ghostwriter.

But, if you hire out the writing portion of your book, come to an understanding with your collaborator before either of you writes one word. The risk is that one of the parties will feel that he or she is doing the majority of the work. The result is that the project screeches to a halt while an argument ensues.



Is There a Book Inside You?: Writing Alone or with a Collaborator supplies a responsibility chart and a contract. Don't lose momentum on your book project.

You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

8. STATISTICS

Who was reading books and who was buying books in 2008. See

<http://personanondata.blogspot.com/2009/05/summary-of-making-information-pay.html>

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

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D. ParaThoughts



WHY PEOPLE BUY NONFICTION BOOKS

--Dan Poynter

People read nonfiction for one of two reasons: to learn something &/or to solve a problem. (Fiction is entertainment). \$20 or \$30 is an inexpensive short-course on a subject. People are willing to pay that for your knowledge, experience and research.

Some 400,000 titles are published each year; more than 1,000 books each day are competing for shelf space. Consequently, books are becoming more focused; they are targeting narrower issues.

For example, I have technical books on parachutes aimed at the technicians, manufacturers and designers; popular books on skydiving written for those new to the sport; pocket-sized summaries for those taking the First Jump Course; lesson plans for instructors; lesson plans for technicians.

Only the Skydiver's handbook is sold in bookstores. The rest are sold to or through parachute catalogs, skydiving schools, parachute stores, and so on.

Think about your own field. Target a specific issue that need a solution. Focus on a segment of your audience. Do the additional research and write the book people want, need ad will buy.

==>**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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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

May 26-28. NEW YORK. Publishing University by the Publishers Marketing Association (PMA). Fmi: 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 2-3. NORTH WILDWOOD, NJ. North Wildwood Writers Conference. Fmi: Carolyn Miller. nwbwc09@gmail.com, http://nwbwc.com/Home_Page.php

June 21 – July 4

AROUND-THE-WORLD SPEAKING ITINERARY #15

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

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

June 29-30. SINGAPORE. National Book Development Council (NBDCS). Fmi: Patrick Ang, 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, +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 18. VANCOUVER, BC. 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.

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, 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, (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, <http://www.florida-speakers.org/>

October 11. SAN DIEGO. 21st Century Book Marketing. Your Publishing Choices: Ways to get your book into print. Fmi: Jessie Schwartzburg, 619-795-9858, JessieSchwartzbu@hotmail.com, <http://www.21stcenturybookmarketing.com/>

October 16. LAS VEGAS. 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.

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

October 30-31. SINGAPORE. Seminar for Young Authors. Fmi: Janus Education, Catherine Khoo, 63368985, Catherine@CatherineKhoo.sg

November 9. AMSTERDAM. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, 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, 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, +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>

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/>

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/>

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 25-27. NEW YORK. 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, +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>

The Small Print

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