

Your Publishing Poynters Newsletter: February 1, 2004

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.

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For the Small Print, scroll to end.

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<1-----ParaNews-----<

A. WHY CANDIDATES BECOME AUTHORS. See

http://www.usatoday.com/life/books/news/2004-01-15-candidate-books_x.htm

B. BANISHED WORDS LIST. Hardly looking 'metrosexual,' a 'shocked and awed' Lake Superior State University Word Banishment selection committee emerged from its spider hole with its annual List of Words Banished from the Queen's English for Mis-Use, Over-Use and General Uselessness. See <http://www.lssu.edu/banished/>

C. "IT'S NOT JUST A BOOK . . . IT'S A BUSINESS". Mark Victor Hansen's Third Annual MEGA Book Marketing University has been moved to Atlanta, March 26-28. The program is intense, the attendees are focused and the presenters are the best in the business. This is the learning and networking event of the year. See the ParaCalendar, below and <http://www.megabookmarketing.com/>

D. 25 RULES OF SETTING TYPE by Michele M. DeFilippo. See ParaThoughts, below. You will probably want to print out this section for reference.

E. OUR WEB SITE IS WORKING AGAIN but some links within the site have not been reconnected.

Our website was hosted by Mary Westheimer's Bookzone. She sold out to Aesir Networks in Texas. The transfer over to the new host did not go smoothly. Our site was completely down for ten days. It limped along for more than 30.

Many other sites were affected by this move including those of John Kremer, Independent Publishers Group and the Publishers Marketing Association.

We apologize for the inconvenience. We realize that our author and publisher clients require information instantly and that you rely on us.

This outage has slowed your business and ours. We are both distressed and sorry.

F. DAN POYNTER WILL PRESENT IN THE FOLLOWING CITIES in 2004:

Atlanta
Chicago
Hollywood
Houston
Jacksonville
Kenton
Langley
Los Angeles
New York
Novato
Ottawa
Reno
Rochester
San Anselmo
San Diego
San Francisco
Santa Barbara
Santa Fe
Seattle
Spokane
Tampa
Toronto
Tulsa
Valley Forge
(MORE to be announced soon)

Want Dan to present in your area? See

http://parapub.com/speaking/pdfs/One_Sheet_Book_Writing_Publishing.pdf

<http://parapub.com/speaking>

G. SELF-PUBLISHING IN CANADA is a new and much-needed book by Suzanne Anderson. Dan Poynter wrote the foreword. See

<http://www.SelfPublishing.ca> and call 250-746-3919

H. INEQUITIES PERSIST FOR WOMEN IN MEDIA. The glass ceiling in media companies appears shatter-proof. Not only do women's pay and promotions continue to lag behind those of men, the gap widens as women log more years on the job and gain experience, a sort of reverse reward system. See

<http://www.womensenews.org/article.cfm/dyn/aid/1681>

I. PITCH YOUR BOOK TO NATIONAL AND LOCAL MEDIA! Raleigh Pinsky's PR Training for Self Promotion 3 1/4 Day Workshop a PR System to Make Your Message a Household Name Offline and Online March 26-28, at the Los Angeles Airport Marriott. See

<http://www.promoteyourself.com/SelfPromotionWorkshop.html>

Fmi 480-488-4840 raleigh@promoteyourself.com

J. STORIES WANTED

1. GENOCIDE OF THE UINTAH UTES: Broken Treaties—Broken Promises. I am searching for additional information on what happened to this tribe and what Indians had to do to survive. I am looking for local Utah and regional examples of how governments have violated treaties and what Indians have done to fight back or cope.

--Brian McClung, 702-360-8162, brianmcclung_lifepreservers@juno.com

2. TEACHERS! I am collecting humorous stories that come from the classroom. Kids are kids and they say and do outlandish stuff. Please share your funny experiences with me at www.donnablock.com

3. GIVE US YOUR DEFINITION OF AN "AMERICAN HERO" and see your name in print! We are looking for short definitions of what an American Hero is to you of 3 sentences or less for our book titled: Modern Day Heroes®: In Defense of America. You can email co-author Pete Mitchell at pete.mitchell@ModernDayHeroes.com or see

<http://ModernDayHeroes.com> and click on the "WOW" button.

--Pete Mitchell

4. DOES YOUR PERSONALITY TYPE INFLUENCE YOUR WEIGHT-LOSS EFFORTS? Anyone who is interested in finding out their personality type

(according to the Myers-Briggs Type Indicator) and are willing to share their weight-loss challenges and successes, how many times they've tried losing weight and what approaches they've tried. I want to chronicle the ups and downs individuals have had with weight loss and by trying an approach right for their type, find long-lasting success. Contact

roberta@advantagediets.com

--Roberta Schwartz Wennik, MS, RD

5. DO YOU BELIEVE IN DRAGONS? Tell us why in 50 words or less! Mail to: Libris Draconis Press, 1296 E. Gibson Rd. #279, Woodland, CA 95776, by April 15 2004. All entrants will receive a FREE GIFT, and on May 1 2004 one will be chosen at random to receive an autographed copy of 'Ten Dragon Tails' by Candy Taylor Tutt. webdragonz@lanset.com

6. LOOKING FOR STORIES ABOUT PRINT ON DEMAND (POD) EXPERIENCES. Did you have a great experience with a POD? Or did you have a bad experience? Editor is looking for stories to include in The Down & Dirty Guide to: Print on Demand Self-Publishing. The intention is to teach authors what to do, and NOT do, when POD'ing it by learning from those who have gone before. We need author experiences in these two categories: "Heaven" and "Hell". Please send a summary (50 words or less) of your story to publish@quixnet.net and we will reply with writer guidelines.

==SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

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" . . . publishing your own book can yield a tidy profit."
--Investors Business Daily

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A. SEE HOW eBooks ARE SOLD. The Self-Publishing Manual, Writing Nonfiction and Successful Nonfiction are available for just \$7.99 in electronic download from Amazon.com. Now you can have a fully searchable edition of these bestsellers. Visit the site and see how eBooks are sold.

B. HELP DAN POYNTER TO HELP OTHERS TO MAKE A DIFFERENCE AND MAKE A LIVING WITH A BOOK. Dan is bringing his book writing-

publishing-promoting message to groups of writers, publishers and professional speakers. Now he wants to approach other people with a book inside them: consultants, coaches, mentors, professionals, clergy, and businesspeople. Contact Dan if you know of a group that would profit from his programs. DanPoynter@ParaPublishing.com

<2-----ParaTips----->

A. SETTING SPAM FILTERS. I have Outlook Express and Postini spam filter on my PC and had to "permit" your newsletter so that it doesn't get put in the SPAM file. Might be worth noting in your newsletter?

--Hal Zina Bennett, Author--Developmental Editor,
www.HalzinaBennett.com

B. BOOKSELLING THIS WEEK is a good place to place late-breaking news and notices of radio and TV appearances. Bookstores read this publication and order books based on author appearances. See <http://bookweb.org/>

C. HOW MANY PEOPLE ARE TALKING ABOUT YOU, your company and your book and what are they saying? See

<http://groups.google.com>

and type in your name, company or book title.
Go ahead, "Ego-Surf".

D. SPEEDING UP YOUR PC. See

<http://www.pcmag.com/article2/0,4149,1438141,00.asp>

E. BOOK EXPO AMERICA (BEA) PRESS PASSES. Contact Tina Jordan, 203-840-5384; tjordan@reedexpo.com

F. MAKING THE MOST OF INTERVIEWS. My author had his first interview today and it went very well. We did some brainstorming ahead of time and had great results with our ideas.

After the interview my author offered to have us send the host a few free copies of the book to use as giveaways if they would like to re-air the interview in the future. They immediately accepted and scheduled a re-air date and time, for the interview. (That's one way to get double exposure!)

My author also offered to be their "space-law correspondent" should any future topics relating to his book and expertise show up in the current news. They accepted and said they were sure to have him back on the air in the future.

We then offered to add a link from our webpage to the stations webpage for 30 days if they would agree to put his interview recording on their website. They agreed.

We will use these tactics with all of his interviews. His next one, on another station, is scheduled for Wednesday.

--Pam Schwagerl, publisher. schwag8@cwia.com. www.TsabaHouse.com

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

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"Now it's frequent for mainstream houses to go prospecting among self-published books to make them their own."

--The New York Times

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A. WHAT CAN THE PUBLISHERS MARKETING ASSOCIATION DO FOR YOU? See

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

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

<3-----ParaResources-----<

A. FOR YOUR YEARLY PLANNING and consideration, here is a site with all kinds and types of financial calculators--including a collection of Spanish-language calculators--for the boring, but necessary, tasks such as retirement planning, credit management, and budgeting. Check them out at <http://www.financenter.com/consumertools/>

--Jim Zinger, <http://www.JimZinger.com>.

B. ONLINE BACKUP SERVICES. To backup your files offsite automatically every night, see

<http://www.xdrive.com>

<http://www.ibackup.com>

C. NAME POPULARITY. How does a first name or last name rank? See

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

--Markus Allen

D. DISNEY ANIMATOR AVAILABLE TO ILLUSTRATE BOOKS. See <http://www.superstaff.com/Philo/PhiloRes.html>

E. DISCOVER DOZENS OF PROVEN SUCCESS STRATEGIES, a step-by-step marketing plan and insider secrets! Guaranteed to cut years off your professional speaking and authorship curve. Learn more about this information-packed workshop scheduled for 2/28/04 at the NSA headquarters in Tempe, AZ plus get your 7 Free Secrets To Making More Money Now at www.MaximizingSuccess.com

--Debbie Allen

F. WEBSITE DISCUSSES THE POWERFUL IMPACT THAT REPLACING TO-BE VERBS WITH MORE ACTIVE VERBS HAS ON WRITING. I tried their exercises and then tried it on my own work. The difference was startling. See <http://www.generalsemantics.org/> Just click on "E-Prime," which discusses English without the verb "to be."

--Charles Boyle, tripub@riva.net

G. I WANT TO REVIEW YOUR BOOKS. Looking for fiction, poetry, and art-related writing. Also interested in non-fiction, history, biography, etc. Send book information with brief excerpt or summary to Christine Westwater, Book Review Editor, Writer's Monthly, ChristineWestwater@writersmonthly.com, <http://www.writersmonthly.com>

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

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“Lacking celebrity status or a proven track record, the chances of landing a book contract with a major publishing house are slim to none; ditto finding a literary agent.”

-The Washington Post, July 15, 2003

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A. BOOK PROMOTION MAILING LISTS. Magazines, newsletters and other places to send review copies and news releases. See <http://parapub.com/maillist.cfm>

B. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION? See our Supplier List. Find typesetters, cover artists, Book Promoters and much more. <http://parapub.com/supplier.cfm>

<4-----ParaThoughts-----<

25 RULES OF SETTING TYPE

-- Michele M. DeFilippo

1. Insert only a single space after all punctuation. (It's OK to disobey your high school typing teacher when you're preparing documents for printing.)
2. Use the proper dashes. Hyphens are used to hyphenate words and separate phone numbers. Em dashes are a form of punctuation, used to offset clauses in a sentence. En dashes, typically half the length of an em dash, are used to denote duration, as in 8:00–5:00, or August 12–14.
3. Use true (curly) quotation marks and apostrophes. Using tick marks directly from the keyboard sends the message "I don't care how this stuff looks."
4. Set all uppercase text slightly smaller than the surrounding text. Otherwise, your capitals will SCREAM at the reader.
5. Add letterspacing to capitalized text and small caps. Capitalized text or small caps appearing within normal text can appear too tight and crowded, and need to be loosened up a bit.
6. Use oldstyle figures when available and appropriate. Oldstyle figures are also known as non-lining numerals, because they don't line up on the baseline. They can be thought of as lower case numbers, and look better in text passages than the usual lining numerals.
7. Use a slightly smaller point size for numbers when oldstyle numerals are not available. They blend in better and don't jump at the reader.
8. Use boldface text sparingly. Bold text is like a magnet to our eyes, and will ruin the continuity of your text.

9. Avoid using underlined text. Even more distracting than boldface text is underlined text, which is a typographic abomination that should be avoided.

10. The © (copyright), ® (registered trademark), and ™ (trademark) characters almost always need to be reduced, sometimes by as much as 50%, depending on the font.

11. Use the true ellipsis character (...) rather than periods. The ellipsis character looks better than three consecutive periods because it has slightly more space between each dot.

12. Decrease the size of ballot boxes. As a general rule, these characters should be about two points smaller than the surrounding text... ■ like this... ■ not this.

13. Consider using other characters besides bullets. They're rather boring and overused. Just like ballot boxes, whatever you substitute should also be two points smaller than the text.

14. Increase line spacing to improve readability in body text. Line spacing should be significantly greater than the space between words for maximum legibility, and should increase proportionally as the line length increases.

15. Sans serif typefaces are often less legible than serif typefaces. When setting body text — i.e., text that is meant to be read continuously, serif faces are naturally better. When we read, our mind is trained to recognize the shapes of words rather than reading letter by letter. Serifs serve to form a link between letters.

16. You can probably set body text to a point size smaller than you think. Text set too large often appears trivial, or meant for children. Start with 10-point and consider reducing by half a point size, depending on the font.

17. Decrease the line length and increase margins. The more white space on the page, the better.

18. Avoid letterspacing lowercase body text. In body text, looser spacing always decreases legibility.

19. Word spacing should be fairly close, it's easier to read.

20. Choose an alignment option that suits your text. Justified text imparts a formal tone, whereas ragged text is more casual and personal.

21. Hyphenate text intelligently. When a line is hyphenated, make sure at least two characters are left behind and at least three characters are carried to the next line.

22. Make sure the stub-end of a hyphenated word is not the last word of a paragraph. In most cases, it's undesirable to end a paragraph with a single word. This is especially undesirable if the word is shorter than four characters.

23. Limit the number of consecutively hyphenated lines to three. Beyond this, it appears as if diving boards or ladders are present on the right side of your paragraph.

24. Avoid beginning three consecutive lines with the same word. Override your software for a better look.

25. Avoid hyphenating or breaking proper names and titles. The best way to prevent this from happening is to type non-breaking spaces between proper names.

-- Michele M. DeFilippo, <http://www.1106design.com>
g r a p h i c d e s i g n • p r o d u c t i o n • t y p o g r a p h y

NOTE: Michele's advice is reproduced here as plain text for ezine emailing. Some of the special characters may default to other characters.

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

<5-----ParaFreebies----->

A. PROJECT GUTENBERG -- the Web's first and largest online library of f-r-e-e electronic books -- released a long-awaited DVD containing close to 10,000 of its titles. See

<http://www.upi.com/view.cfm?StoryID=20040106-041656-1684r>

--Sam Vaknin, <http://samvak.tripod.com/>

B. HOW TO WRITE WHITE PAPERS/REPORTS. A close friend, formerly an NSAer from Colorado, Kim Wolinski directed me to a very informative website that offers "How to Write a White

Paper": <http://www.stelzner.com/copy-whitepapers.html>.

This 9-page example is a bit self-serving for them (surprised?) but it's nonetheless a first-rate example of how to write a report. The term "white paper" usually means gov't or politics where "report" works far better for me in education and writing. But the concepts are quite close. Go to the samples page linked, then download one of the 8-10-page samples. It's all there: the process and the result.

-- Gordon Burgett, <http://www.sops.com>

C. McAfee F*REESCAN helps you detect thousands of viruses on your computer. Based on the award-winning McAfee VirusScan engine, F*reeScan searches for viruses, including the latest known "in the wild" viruses, and displays a detailed list of any infected files. Should viruses be found, F*reeScan even provides links to give you more information about the virus and what you can do to clean your system. See <http://us.mcafee.com/root/mfs/default.asp?cid=9059>

D. TEST YOUR PC. See <http://www.dslreports.com/tools>
<http://www.pcpitstop.com>
<http://grc.com/default.htm>

E. F-REE PC UTILITIES. Get spyware detectors, pop-up blockers, firewalls and more. See <http://www.pcworld.com/downloads/collection/0,collid,1247,00.asp>

F. My first contest was so successful, I have decided to do it again. I'm giving away an autographed copy of my book, SURRENDER TO THE SENSATIONS - The Gentlemen's Guide to the Business and Pleasure of Sensual Massage (ISBN 0-9724206-0-6). Simply go to <http://www.SurrenderToTheSensations.com> to enter.

G. LIST YOUR ARTICLES in a website database at no charge. Newsletter publishers can also access F-R-E-E articles to feature in their newsletters. See <http://www.Articles123.com>
--Julie Joyce, b2bzone@yahoo.com

H. INCREASE YOUR BOOK SALES and expand your professional practice by becoming a columnist. For f-r-e-e columnist tips, contact Charlotte Digregorio, author of 'You Can Be A Columnist,' at Civetta Press, PO Box 1043, Portland, OR 97207. Include SASE.
cvpress@yahoo.com

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

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"We're always watching what's going on with self-publishers. We always ask our reps to keep their eyes open."
--Random House

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A. FOR LOTS OF F-R-E-E STUFF, see Freebies Magazine
<http://www.Freebies.com>

B. LIST YOUR BOOK(S) F-R-E-E ON THE PARA PUBLISHING WEB SITE.
See
<http://parapub.com/successstories.cfm>

C. MORE F-R-E-E STUFF. See
<http://www.CoolSavings.com>

<6-----ParaCalendar----->

SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS
ONE PRESENTATION AT A TIME.

A. 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.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to use innovative techniques and leading-edge technology to write your books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at
<http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 20-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published

author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See <http://parapub.com/speaking>

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on parachutes and skydiving. See <http://parapub.com/parachute/speaking.html>

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://ParaPub.com/calendar.cfm?>

2004

January 24: ATLANTA. Writers Boot Camp. The Knowledge Shop, 180 Cobb Parkway, Suite C24, Marietta, GA 30060-9307 (678) 766-6666, theknowledgeshop@aol.com,
<http://www.knowledgeshopatlanta.com/index.cfm>

January 25: ATLANTA. Learning Center Secrets, a new program by Dan Poynter for Current presenters and those who want to break into this business. There are some 25 private adult ed schools across the U.S. and Canada. They have classes on every-conceivable subject. Centers like instructors who are authors because they are authorities. The Knowledge Shop, 180 Cobb Parkway, Suite C24, Marietta, GA 30060-9307 (678) 766-6666, theknowledgeshop@aol.com,
<http://www.knowledgeshopatlanta.com/index.cfm>

January 26: ATLANTA. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Fmi The Knowledge Shop, 180 Cobb Parkway, Suite C24, Marietta, GA 30060-9307. Afternoon: 3:00-6:00 pm. (678) 766-6666, theknowledgeshop@aol.com, <http://www.knowledgeshopatlanta.com/index.cfm>

January 26: ATLANTA. Books 201: Marketing, Promoting & Distributing Your Book, a seminar by Dan Poynter. 6:30 to 9:40 PM. Fmi The Knowledge Shop, 180 Cobb Parkway, Suite C24, Marietta, GA 30060-9307.. (678) 766-6666, theknowledgeshop@aol.com, <http://www.knowledgeshopatlanta.com/index.cfm>

January 28. SAN FRANCISCO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi 415-788-5500, hollyk@learningannex.com. Register on line and save. <http://www.LearningAnnex.com>

January 29. SAN FRANCISCO. Promoting Your Book, a seminar by Dan Poynter at the Learning Annex. Books 201 on marketing, promoting and distributing. 6:30 to 10:00 PM. fmi 415-788-5500. Register on line and save. <http://www.LearningAnnex.com>

January 30-February 1: PORTLAND, OR. National Speakers Association Winter Workshop. Dates Blocked. <http://www.NSAspeaker.com>

February 7: HOLLYWOOD, CA. DIY Convention. Dan Poynter on book publishing. Barnsdall Art Park, Hollywood. Fmi: JM Northern Media, 323-665-8080, <http://www.DIYconvention.com>

February 12: HOUSTON. NSA/Houston. Turning Speeches into Books. The full four-hour New Book Model program. Sheraton Houston Brookhollow Hotel. Fmi Joe Peraino, jimperaino@aol.com; 713-859-7759

February 7: HOLLYWOOD, CA. DIY Convention. Dan Poynter on book publishing. Barnsdall Art Park, Hollywood. Fmi: JM Northern Media, 323-665-8080, <http://www.DIYconvention.com>

February 14: SAN DIEGO. Society of Children's Book Writers & Illustrators. 2-4 pm. Fmi: Jane Patton, 619-667-2244, TheWriteTouch@cox.net, <http://sandiego-scbwi.org/>

February 15: SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on How to Write Your Book and The New Book Model. Fmi: Michael Larsen 415-673-0939, LarsenPoma@aol.com

<http://www.SanFranciscoWritersConference.com>

February 20-22: RENO. Parachute Industry Association Winter meeting. Dan Poynter on a historical parachute subject. See <http://www.PIA.com>

February 24: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

February 27-29: St LOUIS, MO. National Speakers Association Winter Workshop. Dates Blocked. <http://www.NSAspeaker.com>

March 2: SEATTLE. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at Discover U. Books 101: The full New Book Model program. Fmi: info@discoveru.org, (206) 365-0400, <http://www.DiscoverU.org> 2150 No. 107th St, #B-52, Seattle, WA 98133 6:30 to 10:00 PM.

March 3: SEATTLE. Promoting Your Book, a seminar by Dan Poynter at Discover U. Books 201 on marketing, promoting and distributing. 6:30 to 10:00 PM. Fmi: info@discoveru.org, (206) 365-0400, <http://www.DiscoverU.org> 2150 No. 107th St, #B-52, Seattle, WA 98133 6:30 to 10:00 PM.

March 5-7: LANGLEY, WA. Whidbey Island Writers Conference. The New Book Model (Books 101): Writing & Publishing Nonfiction books. Fmi: Celeste Mergens, 360-929-4039, mergens@whidbey.com. <http://www.whidbey.com/writers>

March 9: TAMPA. Learning Center Secrets, a new program by Dan Poynter for current presenters and those who want to break into this business. There are more than 25 private adult ed schools across the U.S. and Canada. They have classes on every conceivable subject. Centers like instructors who are authors because they are author-ities. 6:7 to 10:00 pm. Baywinds, info@Baywinds.net. <http://baywinds.net/> 813-977-0996

March 10: TAMPA. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. 6:30 to 10:00 PM. Baywinds, info@Baywinds.net. <http://baywinds.net/> 813-977-0996

March 11: TAMPA. Books-201 on marketing, promoting and distributing. 6:30 to 10:00 pm Baywinds, info@Baywinds.net. <http://baywinds.net/> 813-977-0996

March 13: TULSA. NSA-Oklahoma. Turning Speeches into Books; Books 101 The full New Book Model course. Fmi: Kristine Sexter, 918-294-8710; Kristine@WorkWiseProductions.com

March 16: SANTA BARBARA. Innovative Business Models. Dan Poynter on information dissemination via downloads. Santa Barbara City College, 721 Cliff Drive, Santa Barbara, CA 93109-2394. Fmi: Guy Smith, (805) 965-0581 , Ext 2347, Smith@sbcc.net

March 20: SAN ANSELMO, CA. Bay Area Independent Publishers Association, annual seminar. Dan Poynter on book promotion. Theological Seminary. Fmi: Margaret Speaker-Yuan, 415-492-1074. myuan@slip.net <http://www.baipa.net/>

March 24: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

March 25: ATLANTA. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Fmi The Knowledge Shop, 180 Cobb Parkway, Suite C24, Marietta, GA 30060-9307. 6:30-10 pm. (678) 766-6666, theknowledgeshop@aol.com, <http://www.knowledgeshopatlanta.com/index.cfm>

March 26-28: ATLANTA. Third Annual MEGA Book Marketing University. "It's not Just a Book . . .It's a Business". Dan Poynter on the book industry. Fmi: Lisa Williams, 949-764-2640, ext 101. LisaW@MarkVictorHansen.com <http://www.megabookmarketing.com/>

April 1: ROCHESTER. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. 6:30 to 10:00 PM. 1150 University Ave., Suite 1, Rochester, NY 14607. Fmi: Nicole Mahoney, (585) 256-1960 , ext 204, info@infocourses.com <http://www.infocourses.com>

April 2: TORONTO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. The full New Book Model program. 6:30 to 10:00 PM. Fmi: 877-277-1240; <http://www.LearningAnnex.com>. Sign up online and save.

April 3: HAMILTON. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Hamilton chapter of the Canadian Association of Professional Speakers.

Hamilton Convention Center, 8:30-12:30. Fmi: Judy Suke, 905-690-9900, JSuke@cogeco.ca, <http://www.hamiltoncaps.com>

April 15: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

April 17: OTTAWA. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Ottawa chapter of the Canadian Association of Professional Speakers. Fmi: Pierette Raymond, info@WomenMovingForward.com, 613-841-3405 <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticle nbr=24>

April 23: SAN FRANCISCO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi 415-788-5500, hollyk@learningannex.com. Register on line and save. <http://www.LearningAnnex.com>

April 24: NOVATO, CA. Making Lemonade. A multimedia aviation presentation for the Novato chapter of the Experimental Aircraft Association (EAA). A true story of bailout and survival. Novato or San Rafael, TBD. 10:00 am. Contact Phil Simon, PhilSimon@infoasis.com, 415-454-5946 <http://www.1232.echapters.com/>

May 1-2: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

May 19: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

May 20: NEW YORK. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi 212-371-0280. Register on line and save. <http://www.LearningAnnex.com>

May 21: NEW YORK. Small Press Center, 20 West 44 Street. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101:

The full New Book Model program. 6:30 to 10:00 PM. fmi Karin Taylor (212) 764-7021, SmallPress@aol.com, <http://www.SmallPress.org>

May 22: NEW YORK. NSA TriState. Turning Speeches into Books. How to write, publish and promote your book. Because a speaker without a book is an hourly worker. Contact: Maureen Sanders, Tel: 732-537-9550 maurscb@OptOnLine.net, <http://www.nsa-tri-state.org/>

June 1: CHICAGO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. The Discovery Center, 2940 North Lincoln Avenue, Chicago, IL 60657. 6:30 to 10:00 PM. FMI: Susan Johns, (773) 348-8120, dcenter@core.com, <http://www.discoverycenter.cc/>

June 1-3: CHICAGO. The Publishers Marketing Association Publishing University prior to the BEA Book Fair. Dan Poynter on book promotion. Fmi: Terry Nathan. 310-372-2732. TerryNathan@aol.com http://www.pma-online.org/events_awards.cfm

June 25-July 2. SANTA BARBARA. Santa Barbara Writers Conference. Westmont College. Dan Poynter on book writing and promoting on two of these days. Fmi: Barnaby & Mary Conrad, 805-684-2250. <http://www.SBWC.org>

July 10-11: SANTA BARBARA .Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

July 17-20. SCOTTSDALE, AZ. Annual convention of the National Speakers Association. Dates Blocked.

September 10-12. JACKSONVILLE. Parachute Industry Association fall meeting. Dan Poynter on an historical parachute subject. See <http://www.PIA.com>

September 24-26: ATLANTA. Book Business 2004. Sylvia Hemmerly and H Christine Lindblom Kilgore. Fmi: totheletter@totheletter.com (770) 464-2114

October 7: SPOKANE. Spokane Authors & Self-Publishers. Books 201: Book marketing, promoting and distributing. This is the advanced course. It is of most use to published authors and publishers. 8:30 am-noon. Old Country Buffet, 5504 North Division, Spokane, WA 99207. Fmi

Tim Hillebrand, chief@synergetics.org
<http://www.synergetics.org/sasp/>

October 16-17: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

October 29-31: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500.
<http://www.infinitypublishing.com>

November 19-21: HOUSTON. Annual convention of the Cat Writers Association. Dan Poynter on book promotion. Fmi Fran Pennock Shaw (717) 397-9531, franshaw1@juno.com, <http://www.catwriters.org>

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January 14-18: JACKSONVILLE. Parachute Industry Association Symposium. Dan Poynter on an historical parachute subject. See <http://www.PIA.com>

March 19-20: SANTA FE. Selling on the Net; a Conference for Writers & Publishers. Dan Poynter on automated document selling. Sweeney Convention Center. Fmi: Bob Walling, Sageways, Albuquerque. (505) 271-7029, CoyoteWisdon@yahoo.com <http://www.sageways.org>

<7-----ParaHumor----->

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to DanPoynter@ParaPublishing.com

ANALOGIES AND METAPHORS

These are actual passages found in high school essays.

Her face was a perfect oval, like a circle that had its two other sides gently compressed by a thigh master.

His thoughts tumbled in his head, making and breaking alliances like underpants in a dryer without Cling Free.

He spoke with wisdom that can only come from experience, like a guy who went blind because he looked at a solar eclipse without one of those boxes with a pinhole in it and now goes around the country speaking about the dangers of looking at a solar eclipse without one of those boxes with a pinhole in it.

She grew on him like E. coli and he was room temperature Canadian beef.

She had a deep throaty genuine laugh, like that sound a dog makes just before he throws up.

Her vocabulary was as bad, as, like, whatever.

He was as tall as a six foot three inch tree.

The revelation that his marriage of 30 years had disintegrated because of his wife's infidelity came as a rude shock, like a surcharge at a formerly surcharge free ATM.

The little boat gently drifted across the pond exactly the way a bowling ball wouldn't.

McBride fell 12 stories, hitting the pavement like a Hefty bag filled with vegetable soup.

From the attic came an unearthly howl. The whole scene had an eerie surreal quality, like when you're on vacation in another city and Jeopardy comes on at 7 pm instead of 7:30.

Her hair glistened in the rain like nose hair after a sneeze.

The hailstones leaped up off the pavement, just like maggots when you fry them in hot grease.

Long separated by cruel fate, the star crossed lovers raced across a grassy field toward each other like two freight trains, one having left Cleveland at 6:36 p.m. traveling at 55 mph, the other from Topeka at 4:19 p.m. at a speed of 35 mph.

They lived in a typical suburban neighborhood with picket fences that resemble Nancy Kerrigan's teeth.

John and Mary had never met. They were like two hummingbirds who had also never met.

He fell for her like his heart was a mob informant and she was the east river.

Even in his last years, grandpappy had a mind like a steel trap, only one that had been left out so long, it had rusted shut.

Shots rang out, as shots are wont to do.

The plan was simple, like my brother-in-law Phil. But unlike Phil, this plan just might work.

The young fighter had a hungry look, the kind you get from not eating for a while.

"Oh, Jason, take me!" she panted, her breasts heaving like a college freshman on \$1-a-beer night.

He was as lame as a duck. Not the metaphorical lame duck, either, but a real duck that was actually lame. Maybe from stepping on a landmine or something.

The Ballerina rose gracefully en pointe and extended one slender leg behind her, like a dog at a fire hydrant.

It was an American tradition, like fathers chasing kids with power tools.

He was deeply in love. When she spoke, he thought he heard bells, as if she were a garbage truck backing up.

She was as easy as the TV guide crossword.

Her eyes were like limpid pools, only they had forgotten to put in any pH cleanser.

She walked into my office like a centipede with 98 missing legs.

Her voice had that tense grating quality, like a generation thermal paper fax machine that needed a band tightening.

It hurt the way your tongue hurts after you accidentally staple it to the wall.

(Generic Smiley)

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THE SMALL PRINT

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