

Your Publishing Poynters Newsletter: November 1, 2003

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. MARY WESTHEIMER SELLS BOOKZONE. Citing "health issues", industry leader Westheimer notified clients she had turned over her company to Mike Faulkner and Aesir Network Technologies of Longview, Texas. The changeover is scheduled for November 1.

B. BOOKPEOPLE FILES FOR CHAPTER 11 BANKRUPTCY. The Oakland-based, employee-owned wholesaler was unable to secure new funding and finally filed with the Court. A Status Conference will be held at the Bankruptcy Court in Oakland on November 13.

C. MICROSOFT TO COMPETE WITH ADOBE ACROBAT (PDF). See InfoPath
<http://www.microsoft.com/office/preview/infopath/default.asp>

D. PUBLISHERSWEEKLY.COM BECOMES AVAILABLE only to paid subscribers of the print edition of Publishers Weekly on November 25.

E. FRANKFURT BOOK FAIR REPORT. Godfrey Harris, of International Publishers Alliance (hrmg@aol.com), reports that this year's Fair attracted some 336,250 titles displayed on a record 6,611 stands. He

notes that after 9/11, the Fair instituted a bag inspection program for everyone entering the US/UK pavilion. Two years later the fair is still inspecting all hand-carried items in this one hall only, but now rather than improving safety it seems to be limiting business. While visitors complain that the inspections interfere with their tight schedules, the growing dominance of the English language in publishing still kept some coming. Two examples: Harry Potter, in English, reached the number 2 position on the German best seller list during the summer and Icelandic publishers report that 20% of all books sold there are in English. This kind of development sparked constant talk about making the London Book Fair, in March, the big international book show of the year. We shall see.

F. BARBARA FLORIO GRAHAM is offering her popular online course, Tapping Your Innate Creativity, beginning in January. A detailed description of the course is on her website: www.SimonTeakettle.com, or e-mail her at simon@storm.ca

G. PRESCRIPTION ENVY. Godfrey Harris (hrrmg@aol.com) reports that a number of college students, like their grandparents ordering prescription drugs from Canada, have taken to buying textbooks on line from foreign suppliers where the price for the same book, in dollar terms, is a lot cheaper. He notes that many foreign distribution deals call for re-pricing of American books to keep them affordable to locals.

A book selling in the U.S. for \$8.95 won't sell at its Australian dollar equivalent of A\$17.90...it is seen by Australians as impossibly expensive and is repriced to A\$12.99 (about US\$6.50.) Because of this new trend, however, all foreign distribution agreements should specifically prohibit sales of locally priced books to addresses outside of the country.

H. THE SELF-PUBLISHING MANUAL eBook JUST WENT UP AT SEVERAL SITES. The eBook is far less expensive than the pBook. See <http://www.Amazon.com>
<http://www.Borders.com>
<http://www.powells.com/ebookstore/ebooks.html>
<http://www.MobiPocket.com>
<http://www.ebooks.officemax.com/>
<http://digitalbookstore.shopping.yahoo.com>

Just type Poynter into the Search box.

I. SUBMISSIONS. Calls for contributions.

1. WRITERS ARE INVITED TO SUBMIT ESSAYS ON THE WRITING LIFE to be considered for publication in Bylines 2005 Writers Calendar. For

guidelines and more information, go to www.bylines2004.com (that's 2004, not 2005, for the website). You can also review and/or order the 2004 calendar at www.bylines2004.com. Linda Hagen Miller, Editor

2. STRAIGHT FROM THE HORSE'S MOUTH: INTERVIEWS WITH REAL PEOPLE WHO HAVE INVESTED IN HEDGE FUNDS is a chapter in an upcoming book by The Hedge Fund Lady™, Renata Neufeld, to be published in January/04. The Hedge Fund Lady™, is looking for anyone who has previous investment experience with Hedge Funds and is interested in sharing their story (good or bad) on a confidential basis, please call or email The Hedge Fund Lady™, at 1.888.360.6016 or info@hedgefundlady.com

3. HAVE YOU DONE SOMETHING THAT WAS DUMB but really funny? We all have. Stephanie Marston, Co-author of Chicken Soup for the Empowered Woman's Soul is seeking stories for Living Stupid: Dumb Things Smart People Do. Now you have an opportunity to contribute to this new series by sharing your humorous, true-life experiences.

I am looking for humorous, true stories, that tickle your funny bone or makes you laugh out loud. A story about something you've done that later makes you smack your head and laugh at yourself. (It can even be a funny story about someone else.) For guidelines or to submit a story contact Stephanie Marston at smarston@earthlink.net. The maximum word count is 1200 words. Stories must be received no later than March 15, 2004.

4. DO YOU HAVE A STORY ABOUT HOW TO BE HAPPY? Author Jian Wang wants to write a #1 New York Times Bestseller with 1000 people all over the United States. The book's name is 1001 Ways To Be Happy: Sparkle Every Moment In Your Life. You could submit a tip, advice, secret, or true story about how to be happy in life and at work or in whatever situation. For more details about this bestseller and submission guideline, you could send a blank email to change@aweber.com to pay attention to this book project. Or you could submit your writing along with 50 words bio to happynote@126.com directly.

--(Happy) Jian Wang, China.

J. MOVE OVER GOOGLE... Jeff Bezos, of Amazon.com, just unveiled a new, unique search engine that's one of a kind. It's called "Search Inside The Book", and it's a brilliant way to sell more books.

Before this announcement, you could search for a book by author, title, or publisher by searching by a keyword or phrase. But this new enhancement search gives Amazon.com customers the power to instantly

search over 33 million book PAGES from more than 120,000 inventoried books... word by word... and see an actual snapshot of each book page.

I've opened my message board to trade ideas about how marketers can take advantage of this truly innovative use of Web technology. You might want to post your thoughts (or check out ideas) about Search Inside The Book at:

http://www.markusallen.org/cgi-bin/yabb/YaBB.cgi?board=search_engine_amazon;action=display;num=1067020095;start=0

--Markus Allen

K. IF YOU ARE A MEMBER of an aviation, military or correctional officers' association and need a speaker for your meeting, Dan Poynter has a great new program. See Presentation P-43: Making Lemonade at http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

L. MICROSOFT OFFERED THE SELF-PUBLISHING MANUAL AS A F-R-E-E DOWNLOAD for one week. Those who responded to our special mailing to the Publishing Poynters list were able to get the latest (14th) edition at no charge.

Microsoft has purchased the one week serial rights to many bestsellers. They give away three each week—for one week only. Earlier offers expire and the books are no longer available.

eBooks have not taken off as expected. The hardware is available, the software is available but the content was not. Microsoft is trying to jumpstart eBook reading by providing content people want to read.

Previously-offered 2003 best sellers have been A Short History of Nearly Everything by Bill Bryson, Open Innovation by Henry W. Chesbrough, The Devil's Banker by Christopher Reich, One Nation Under Goods by James J. Farrell, The Business Travel Bible by Jo Alice Hughes and Selecting the Pope by Greg Tobin.

These books have been made available in LIT files for the Pocket PC with MS-Reader. They can also be read on desktop/laptop monitors.

For a list of the current offerings, see http://www.microsoft.com/reader/promotions/free_shop.asp
<http://www.microsoft.com/reader>

Ted Treanor of Seattle Book Company translated The Self-Publishing Manual into four eBook formats (PDF, LIT, MobiPocket, and Palm). Then he submitted the file to Microsoft.

For more information on what Ted can do for you, see

- <http://www.alexlit.com/>
- <http://www.SeattleBook.com>
- <http://www.rosettamachine.com/>

M. THE SELF-PUBLISHING MANUAL is available in two eBook formats at Amazon.com. LIT for the Pocket PC & Tablet PC and PDF for the Mac & Palm. See

<http://www.amazon.com/exec/obidos/tg/detail/-/1568600887/qid=1053989597/>

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

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Traditional book publishing is very efficient at one thing and one thing only: creating landfill.

Otherwise, it is the most screwed-up, wasteful, and depressing business model ever cobbled together by people who should have known better and done something to change it.

--Denny Hatch, Author and Direct Marketing Guru.

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A. MR SELF-PUBLISHING'S NOTEBOOK is a collection of all the materials from (this) Publishing Poynters newsletter. You will discover 245 pages of book tips, resources, Freebies and humor. On a CD in MS-Word and PDF (can be read by both the PC and the Mac), items are easy to find and the links to Web sites are live. I figured that since I refer to these notes constantly, other authors and publishers would find them useful too. See

<http://parapub.com/getpage.cfm?file=products.html> and scroll down.

Just \$19.95 Grab your credit card and contact Para Publishing. Send your cc numbers and billing address to Info@ParaPublishing.com or call 1-800-PARAPUB (M-F, 9-5).

B. BOOK PROMOTION WORKSHOPS IN SANTA BARBARA are at Dan Poynter's home-office.

The next workshop will be on October 18-19. For more information on this \$695 event (\$495 for the second person from the same company), see

<http://parapub.com/getpage.cfm?file=resource/edutrain.html>

Or call 800-PARAPUB.

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

<http://parapublishing.com/getpage.cfm?file=/news.html>. To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

D. PEER REVIEW. We get our newsletter material from many sources. Occasionally, we get it wrong--or not quite right. Our readers let us know and then we correct the master newsletter before it is posted to our Web site. Thank you for your help. See back issues at

<http://parapublishing.com/getpage.cfm?file=/news.html>

E. SEE HOW eBooks ARE SOLD. The Self-Publishing Manual, Writing Nonfiction and Successful Nonfiction are available for just \$5.95 in electronic download from CyclopsMedia.com. Now you can have a fully searchable edition of these bestsellers.

http://www.cyclopsmedia.com/v3/catalog_writing.html

The first chapters are F-R-E-E. Visit the site and see how eBooks are sold.

F. 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

G. THE NEW BOOK MODEL SLIDE SHOW. Now you can get Dan Poynter's complete New Book Model slide show. Dan is criss-crossing North America to educate and thrill audiences on ways to use pioneering techniques and innovative technology to write, produce and promote books. More than 140 powerful slides on CD in PowerPoint.

NBM-PPT, ISBN 1-56860-081-X, \$19.95 See

<http://parapub.com/getpage.cfm?file=products.html>

and scroll down.

Just \$19.95 plus \$2 for airmail shipping (plus \$1.55 sales tax to addresses in California.) Grab your credit card and contact Para Publishing. Send your cc numbers and billing address to Info@ParaPublishing.com or call 1-800-PARAPUB (M-F, 9-5).

H. DAN POYNTER IS Mr SELF-PUBLISHING and one of his new URLs is <http://MrSelfPublishing.com>. Click on it.

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

A. WHAT TIME IS IT? To find the time in distant cities, see <http://www.worldtimeserver.com/?locationid=US-PA&city=Quarryville>
--Markus Allen.

B. ONE OF THE MOST COMPREHENSIVE BUSINESS RESEARCH PORTALS I have seen is the BRINT (for Business Research in Information and Technology) Biztech Network at <http://www.brint.com> You will be fascinated for a long time there!
--Jim Zinger, <http://www.JimZinger.com>

C. PET BOOKS WANTED FOR REVIEW. Wendy Christensen.
christensen@catlas.mv.com

D. PARTYLINE is the weekly media placement newsletter that runs information of interest to PR professionals; writers looking for information for books, articles, web site; new newspapers, magazines, web sites, TV shows, anything of interest to their readers to help them to either promote themselves or a product or service. To send information email it to: byarmon@ix.netcom.com, or check out the Web Site: www.partylinepublishing.com.
--Betty Yarmon

E. INCREASE THE PROFITABILITY AND BRANDING OF YOUR BOOK. Convert your book to MemCards. Worldwide distribution, top royalties paid and great BOR product to bundle with books/tapes. Join Zig Ziglar, Brian Tracy, Jeffrey Gitomer and other top authors. For FREE sample and details: Info@Mem-Cards.com

F. MS-OFFICE 2003, preliminary review. The major changes to the Office Suite of programs are to Outlook. The spam filtering is vastly improved.

G. With new versions of AOL 9 and internet provider filters, what used to be OK words to send out in your e-mail newsletter can now get you eliminated, branded as a spammer and blocked entirely from being

received from an internet provider. Then you have to try and fight your way back in. An associate has recently been blocked by AOL. A drop in 1500 addresses from his monthly newsletter. Here are some key words to eliminate from your e-zine: Newsletter, internet, offer, live, pics, now, free, work, credit and solution.

--Fire "Captain Bob" <http://www.eatstress.com>

H. PMA COOP PROMO PROGRAMS. Reservation deadline October 31.

--Public Library Mailing. College, Jr. College & University Library Mailing
<http://www.pma-online.org/library.cfm>

--Bookstore Mailing

http://www.pma-online.org/coopcats_bksllr.cfm

--Target Marketing Mailing for Gardening, Nature & Environment Titles Only
http://www.pma-online.org/coopcats_target.cfm

Click on the links provided for more information or to register for any of the programs.

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

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"Do not wish me many happy returns! There is no such thing as a happy return!"

-- Franklin Watts, Book Publisher

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A. BOOKSTORES ARE A LOUSY PLACE TO SELL BOOKS. Go into a bookstore and look around. How many people came in to buy a book on skydiving? Now visit a parachute store. How many are interested in a book on skydiving? There are many places to sell books besides bookstore. They are easier to reach, much more lucrative and a lot more fun. To start

Thinking Outside of the Book (trade), See
<http://parapub.com/getpage.cfm?file=resource/promote.html>

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

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

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

C. WANT TO SELL DAN POYNTER'S BOOKS AND OTHER PRODUCTS? See

<http://parapub.com/getpage.cfm?file=/resale.html>

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

A. CREATE eBOOKS WITH FLIPPUBLISHER. See

<http://www.flipviewer.com/product/flippublisher/>. Contact mendy@dittoepr.com

B. 101 USEFUL WEB SITES. See

<http://www.pcmag.com/category2/0,4148,7488,00.asp>

C. 1,001 WAYS TO MAKE MORE MONEY AS A SPEAKER, CONSULTANT OR TRAINER: Plus 300 Rainmaking Strategies for Dry Times. NEW from Lilly Walters & McGraw-Hill. Get 30% off at Amazon.

<http://www.amazon.com/exec/obidos/ASIN/007142802X/waltersspeakerse>

D. GOOGLE RELEASES GLOSSARY SEARCH COMMAND. Google has introduced a new advanced search command that is designed to enable users to find the most current definitions to word(s) and phrases. See <http://www.econtentmag.com/Articles/ArticleReader.aspx?ArticleID=5651>

E. CELEBRITY eMAIL ADDRESSES. See

http://www.addresses.com/celebrity_email.php

F. RUMOR MILL SITES. Before forwarding an extraordinary story, check a hoax site.

<http://www.urbanlegends.about.com>

<http://www.TruthOrFiction.com>

<http://www.quackwatch.org>

<http://www.snopes.com>

==SHARE YOUR RESOURCE. Send it to

DanPoynter@ParaPublishing.com

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“You can take all the sincerity in Hollywood and put it in a flea’s navel with two caraway seeds and still have room left over for an agent’ heart.”

--Fred Allen

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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>

C. WHERE IS DAN POYNTER? Find out when he will be speaking in your area. See <http://parapub.com/calendar.cfm?>

D. WHO IS DAN POYNTER? SEE <http://parapub.com/getpage.cfm?file=/about.html>

E. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See <http://parapub.com/getpage.cfm?file=products.html>

F. WHY PRINT AND MAIL MEDIA (PRESS) KITS? Save time and money, put your kit on your web site instead. For an example, see: <http://parapub.com/getpage.cfm?file=pressroom/pressroom.html>

G. BOOK PROMOTION WORKSHOPS IN SANTA BARBARA. Come to Dan's home-office to learn about book marketing with a small class of just 23 eager publishers. See <http://parapub.com/getpage.cfm?file=resource/edutrain.html>
(scroll down)

H. BOOK FULFILLMENT IS EXPENSIVE AND TIME-CONSUMING. John Huenefeld says shipping books costs 7% to 14% of sales depending upon whether most of the books go out in single packages or by the carton. See <http://parapub.com/getpage.cfm?file=resource/fulfill.html>

I. BOOK PRODUCTION. Discover what you need to know on:

--Prepress: book design, typesetting & layout

--Printing and Printers: pBooks.

--Electronic books: eBooks, dBooks & aBooks.

See

<http://parapub.com/getpage.cfm?file=resource/produce.html>

J. WANT DAN TO COME TO SPEAK TO YOUR GROUP? See

http://parapub.com/getpage.cfm?file=/speaking/online_form.html

K. THE NEW BOOK MODEL. There is a faster, easier and cheaper way to produce a book today. See

<http://parapub.com/getpage.cfm?file=newbook.html>

Listen to Dan Poynter being interviewed on The New Book Model. Go to

<http://parapub.com/getpage.cfm?file=/homepage.html>

And scroll down to "On Air".

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

HIRE A BOOK COVER DESIGNER

Get professional help.

Cover designers work with color and type everyday. They know where to place the title and barcode. They not only lay out covers, they work with printers to make sure their design and colors are faithfully reproduced. Designers provide a needed service; they provide more than art.

Robert Howard is the dean of cover artists. In the early 80s he saw a need and filled it. Now many artists serve the smaller publishers. Robert likes to read much of the text and then try to get the feeling of the book into the cover art.

He says: "The package outside should represent and sell the text inside."

<http://www.BookGraphics.com>

Do not give too much direction to your graphic artist and stifle the creativity you are paying for. Do not say "I want yellow with a drawing of . . ." Provide general direction. Provide a model book you like and tell the artist you want your cover to be classy or rustic or one that says mystery. Let the artist give you his or her best interpretation with a little of your input.

Invest money in the package.

“The most common mistake made by publishers small and large is cutting corners on the cost of covers.”
—Robert Erdmann, publishing consultant and past-president of the Publishers Marketing Association.

(Excerpted from Successful Nonfiction by Dan Poynter)

Do you have a thought to share? Send it to
DanPoynter@ParaPublishing.com

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

A. F-R-E-E NEWSLETTER FOR WRITERS, AUTHORS... Writing World is a biweekly e-mail newsletter bringing articles, advice, markets, publishing industry news, and (sometimes) a touch of humor to writers around the world. Sign up at <http://www.writing-world.com>

B. TOOLS FOR THE NEW WORK(TM): Ensuring successful print output with New Adobe(r) Creative Suite.

You are invited to a series of eSeminars designed to help print service providers work easily with files produced with the Adobe Creative Suite. The new Adobe Creative Suite combines the latest full versions of Adobe InDesign(R) CS, Illustrator(R) CS, Photoshop(R) CS, GoLive(R) CS and Acrobat(R) Professional with Version Cue(TM).

Reserve your place now by registering online at
<http://information.adobe.com/cgi-bin1/DM/y/ed5f0F144g0GBQ0FjTr0Ax>

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

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“We treat our authors the old fashioned way—we pay them.”
--John Housman in a Smith Barney commercial.

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

B. 20-PAGE HANDOUT FROM DAN'S NEW BOOK MODEL PRESENTATIONS. A \$20.00 value. F-R-E-E. See
http://parapub.com/getpage.cfm?file=/speaking/handout_nbm.html

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

D. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - F-R-E-E. See
<http://parapub.com/getpage.cfm?file=resource/business.html>

E. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – F-R-E-E.
Each kit consists of more than eight pages of details, tips and resources.
Each is geared to a level of The New Book Model.

=Researching and Writing
=Producing printed books, eBooks & dBooks.
=Marketing, promoting & distributing.
See
<http://parapub.com/getpage.cfm?file=/infokit.html>

F. BOOK PROMOTION NEWSLETTER – F-R-E-E. Tell your writing and publishing friends about this ezine. Just forward the entire newsletter to them. See
<http://parapub.com/getpage.cfm?file=/news.html>

G. BOOK WRITING TIPS - F-R-E-E. See
<http://parapub.com/getpage.cfm?file=resource/writing.html>

H. 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?>

2003

November 3: TAMPA. 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. 6:30 to 10:00 pm. Baywinds, info@Baywinds.net. <http://baywinds.net/> 813-977-0996

November 4: 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

November 5: TAMPA. Books-201 on marketing, promoting and distributing. 6:30 to 10:00 pm
Baywinds, info@Baywinds.net. <http://baywinds.net/> 813-977-0996

November 8: FRESNO, CA. Books 101: the New Book Model. How to write, produce and promote your book. Saturday, 9am-1pm with continental breakfast & registration starting at 8. Piccadilly Inn, Airport, Fresno. WIN-WIN Writers' Group. Fmi: Linda West, lwest@qnis.net
Other contacts: Steve Mettee at 559-876-2170 (work)
Carol McGeever (reservations/hotel) 559-822-4412.

November 12: DENVER. International Coach Federation, special pre-conference event on book writing, publishing and promoting with Suzanne Falter-Barns and Dan Poynter. Contact: Beth Burns, BethBrightSide@aol.com. See <http://www.coachfederation.org/conference/international/index.htm>

November 15: CHARLOTTE, NC. Dan Poynter on publishing. AI-CI Productions. Zion's Renaissance Complex. 8:30 – 4:30. Fmi: Jolynn Mata, 704-604-1729, ab_inito@jallenmata.com
<http://www.jallenmata.com/AICICalling.html>

November 17: SAN LUIS OBISPO, CA. SLO NightWriters. Your Publishing Choices. Discover how to approach agents, find publishers and self-publish at the same time. Fmi: Carroll McKibbin, cMcKibbi@CalPoly.edu, (805) 544-9319

November 18: 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>

November 19: SANTA BARBARA. Becoming an authority with a book. “Author-ity” contains the word “author”. Your book will give you more credibility, bring in more business and provide a new profit center. Discover the secrets to finding the right agent and locating the right publisher while simultaneously self-publishing. The New Book model has been proven to be the fastest, surest way to getting into print. This simple yet revolutionary procedure will change your life and the future of your company. Multimedia presentation. SB Young Professionals Club. Restaurant Nu, 1129 State Street, Santa Barbara, 11:30 am. Fmi: Mark Dispenza, 805-898-9407, mDispenza@holmesandholmes.net

November 21-23: HOUSTON. Cat Writers' Association Annual Conference. Dan Poynter on Recycle Your Writing and Writeaholism (humor). Crowne Plaza Houston-Downtown. Fmi: Karen Commings at kcomming@epix.net. <http://www.catwriters.org>

December 2: ALBUQUERQUE. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 6:30 to 10:00 PM. Sage Ways, LLC., 1331 Juan Tabo NE Ste 1-H, Albuquerque, NM 87112, 505-271-7029, outside metro area: 1-866-227-7191. Mission Square, 1331 Juan Tabo NE, between Indian School and Constitution on the west side of the street. There’s lots of parking, restaurants and other conveniences. <http://www.sageways.org>

December 4-6: TORONTO. Canadian Association of Professional Speakers (CAPS) Annual Convention. Dan Poynter on Getting Published and Meet the Experts (Pros). Marriott Airport Hotel. Fmi: Alan Simmons, (705) 743-5066, Alan@AlanSimmons.com. <http://www.CanadianSpeakers.org>

December 8: 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.

December 13: PITTSBURGH, PA. NSA/Pittsburgh. Turning Speeches into Books. The full four-hour New Book Model program. Fmi Miriem Bauer, 412-369-3588, <http://www.pennspeakers.org>

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January 7: SEATTLE. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the DiscoverU. The full New Book Model program. 6:30 to 10:00 PM. fmi 206-365-0400; Rhonda@DiscoverU.org; <http://www.DiscoverU.org>

January 8: SPOKANE. Spokane Authors & Self-Publishers. Books 201: Book marketing, promoting and distributing. 8-noon. Fmi Tim Hillebrand, chief@synergetics.org

January 20: 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>

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. 6:30 to 10:00 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>

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 20-22: ALBUQUERQUE or 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>

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

April 17-18: 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>

June 19: KENTON, TN. How to Write and Publish Your Book with Dan Poynter. New Library in Kenton, Tennessee. Fmi: Terri Jenkins-Brady, 800-292-8072, info@WriteUpTheRoad.com. <http://www.WriteUpTheRoad.com>

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>

October 2-3: ATLANTA. Book Business 2004. Sylvia Hemmerly and H Christine Lindblom Kilgore. Fmi: totheletter@totheletter.com, (770) 464-2114

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

<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

REASONS WHY THE ENGLISH LANGUAGE IS SO HARD TO LEARN
(From Dan Seidman)

1. The bandage was wound around the wound.
2. The farm was used to produce produce.
3. The dump was so full that it had to refuse more refuse.
4. We must polish the Polish furniture.
5. He could lead if he would get the lead out.
6. The soldier decided to desert his dessert in the desert.
7. Since there is no time like the present, he thought it was time to present the present.
8. A bass was painted on the head of the bass drum.
9. When shot at, the dove dove into the bushes.
10. I did not object to the object.
11. The insurance was invalid for the invalid.
12. There was a row among the oarsmen about how to row.
13. They were too close to the door to close it.
14. The buck does funny things when the does are present.

15. A seamstress and a sewer fell down into the sewer.
16. To help with planting, the farmer taught his sow to sow.
17. The wind was too strong to wind the sail.
18. After a number of injections my jaw got number.
19. Upon seeing the tear in the painting, I shed a tear.
20. I had to subject the subject to a series of tests.
21. How can I intimate this to my most intimate friend?

(Generic Smiley)

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THE SMALL PRINT

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