

Dan Poynter presents

Meet The Pros—Table Topic

PLANNING YOUR BOOK

What should you write about; is there a market for this subject; is the market large enough; are meeting planners buying this topic; are the readers easy to reach?



Whether you plan to sell out to a publisher or do-it-yourself, you have to gather market information.

Has your book been done before; has it been done lately; has the topic been attacked from this angle; what is the median selling price for books on this shelf?



Dan Poynter, CSP, will show you how to research the subject, title and competition so that you will be sure you are writing a book that will have eager buyers and will appeal to ecstatic meeting planners.

Book writing is far easier when you can visualize your reader, have a plan for your material and know there is a waiting audience.

This presentation is designed for a round-table discussion

P-23. 20 - 30 minutes. Handout with resources.

For content-rich, stimulating and valuable presentations, contact:



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P-23. Description-MTP-Planning Your Book