



# 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. SMASHWORDS eBooks AVAILABLE THROUGH BARNES & NOBLE.COM

<http://kindlingromance.wordpress.com/2009/08/30/smashwords-joins-barnes-noble-competition-for-kindle-self-publishing/>

<http://www.bradsreader.com/2009/08/smashwords-teams-up-with-barnes-noble-to-give-indie-authors-a-boost/>

### 2. HACHETTE CHIEF WARNS OF DIGITAL PRICING THREAT TO BOOK PUBLISHING

[http://www.ft.com/cms/s/0/ca9b9344-95c4-11de-90e0-00144feabdc0.html?nclick\\_check=1](http://www.ft.com/cms/s/0/ca9b9344-95c4-11de-90e0-00144feabdc0.html?nclick_check=1)

### 3. SONY SHAKES UP eBook INDUSTRY WITH ADOPTION OF EPUB FORMAT

<http://gigaom.com/2009/08/13/with-sonys-epub-move-adobe-wins/>

### 4. 21ST CENTURY BOOK MARKETING EVENT: OCTOBER 10th AND 11th

Register now at <http://mixiv.com/vp/60394/19167/> and get \$50 off the ticket price!  
But hurry because **this offer expires on October 1st.**

At this event you'll discover the most up to date information for marketing and selling your book!  
Topics Covered include:

- \* Publishing and Distribution Options: What's Best For Your Book
- \* Secrets for Attracting Traffic and Building your List
- \* How PR is Changing in the 21st Century
- \* How to Use Internet Search Engines to Market Your Book
- \* Marketing Venues Beyond the Bookstore: Teleseminars, Webinars, Virtual Book Tours, Web TV Shows and More
- \* Hi Tech Marketing- Using Blogs, Podcasts and Video blogs
- \* Social Networking: How to Use Social Networking Sites to Sell Books: YouTube, Facebook, Twitter and LinkedIn your Way to New Customers!
- \* Make Money Marketing and Selling Products: CDs, DVDs, Workbooks, Continuity Programs, Consulting and More
- \* Book Trailers
- \* Selling Your Book Through Amazon (SNP, Buy X get Y, and more)

And Much, Much more!

This event will sell out! We only have 200 seats available so register today:  
<http://mixiv.com/vp/60394/19167/>

Hope to see you October 10th and 11th in sunny San Diego!

### 5. DISPLAY OPPORTUNITY TO FLORIDA SCHOOL LIBRARIANS

The Florida Publishers Association, Inc. is offering display of books/catalogs in its booth at the FAME (Florida's school librarians and educators, k-college) conference at the end of September. To receive

a brochure, email Betsy Lampe at [FPAbooks@aol.com](mailto:FPAbooks@aol.com). Deadline for receipt of display materials is September 26. [www.FLbookpub.org](http://www.FLbookpub.org)

## 6. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Calgary, Christchurch, Cologne/Koln, Columbus, Ft Lauderdale, Indianapolis, Johannesburg, London (UK), Los Angeles, Mannheim, Marlow, Miami, Missoula, Orlando, Phoenix, Salt Lake City, San Diego, San Francisco, Midlands, Shanghai, Singapore, Studio City, Valley Forge, Vancouver, Victoria, 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. THE 10 MOST PIRATED eBooks OF 2009

Kamasutra topped the list.

<http://freakbits.com/the-10-most-pirated-ebooks-of-2009-0831>

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

See

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

## 9. EDUCATIONAL OPPORTUNITY IN FLORIDA

The Florida Publishers Association, Inc. will hold its 2009 Publishing Ed-U-Conference on September 26 at the Helmsley Sandcastle Hotel on Sarasota's Lido Beach. Speakers include Eric Kampmann (Midpoint Trade Books), Pam Lontos (PR/PR), Frank Gromling (Ocean Publishing), Dr. Dennis Fried (Eiffel Press) and Warren Caterson (IBPA Pub-U Scholarship recipient from FL). Evening book awards banquet. To receive a brochure, email Betsy Lampe at [FPAbooks@aol.com](mailto:FPAbooks@aol.com). [www.FLbookpub.org](http://www.FLbookpub.org)

**10. 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.

>**SEND YOUR NEWS ITEMS** to [DanPoynter@ParaPublishing.com](mailto: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. YOU GOT TO KNOW THE TERRITORY

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



I am now a publisher and people contact me about 50 times a week about publishing their book. Literary agents get over 100 query letters a week. You know what - we hate it if you haven't done research on our company. Before you write a literary agent- check out their site. Know what kind of authors they handle. Know everything about the agent- where they went to school, have the written any books- who their wife or husband is! Do your research. I hate it when someone sends me a novel- I don't publish novels-and if they read my site they would know it. If you haven't done your research- you just look like a bozo. Here is a quiz I sometimes ask to figure out if they have done their research- On every site I have- in my bio the last line is about my family and ends with info on my dog-

If they know my dog (now dogs) names - I know they have done their homework- and they are miles ahead of everyone else-

A little research goes a long way-

For more tips go to [www.rickfrishman.com](http://www.rickfrishman.com)

### 2. UNIVERSAL RESPECT



--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](http://www.prpr.net).

Treat all writers and editors with the same amount of respect and expedience. Just because they may hail from a smaller publication, doesn't mean they are less valuable to your media relations efforts. The blogger you once treated poorly, may one day write

for The Wall Street Journal and might remember how you treated him. Your future success depends on how you treat people today.

### 3. PEACE OF MIND FOR INDEPENDENT PUBLISHERS

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



Every time you publish a book, article, or blog, you become a potential target for a lawsuit. To protect yourself, you might consider looking into media liability insurance. There are other options available, but a good place to start is the new automated WriteInsure (tm) program from the Publiability Division of Argo Insurance Brokers, Inc. WriteInsure is an affordable media perils insurance program that was designed specifically for independent authors, small publishers, bloggers, and freelance writers.

WriteInsure offers limits of liability insurance protection from \$100,000 each claim with a \$300,000 aggregate all the way up to and including \$1,000,000. The WriteInsure policy provides traditional media perils such as, but not limited to, libel, plagiarism, piracy, copyright infringement, defamation, infringement of the right of privacy or publicity, outrage, infliction of emotional distress, misappropriation of property rights, and much more. Importantly, legal defense costs are also included. Visit [www.publiability.com](http://www.publiability.com) <<http://www.publiability.com/>> and then click on the WriteInsure link to start an online application, or click here <<https://portal.axiscapital.com/Portal/Content/Associations/ARGO/FAQ.doc>> to download their FAQ and learn more.

### 4. BOOK DESIGN: YOUR BOOK COVER IMAGE....THE BENEFIT TO FILLING A LIGHTBOX...

--- Karrie Ross Be It Now! 310-397-3408 <http://www.BookCoverDesigner.com>  
[covers@KarrieRoss.com](mailto:covers@KarrieRoss.com) Book Design, Consulting, Coaching, Marketing & Branding



There are lots of photo sites out there... both royalty free and pay for use. When taking on your own graphic design project, whether it be a self publishing book, brochure, or website, unless we take the photos ourselves, we need images to give our project that extra push.

#### How to use a photo site for best benefit.

1. What is the project, does it need a hi-res image?
2. Will that image be used across all your projects?
3. Be sure to read the licensing agreement you might want to get the extended license.

Once you've determined the use go to the site of your choice, and start searching by keywords and phrases. Open a lightbox, this is a place where you can store the images you like but aren't totally positive you'll be using. This allows you to gather lots and in one place that you can return to and weed out the ones that no longer match your criteria.

**You'll be gathering images based on** keyword, look, feel, colors, vertical or horizontal, if they'll be used with other images as a collage, what is the energy they project, composition, expression, structure. One keyword and supply of images may open the way to another search using a different word.

Remember, the lightbox is a tool for organizing and it allows you to see all the images together in one place before you purchase. As you find the images you like, then you begin purchasing based on what your use will be. Depending on the price of the images, you might want to purchase project specific, but if the images are only \$15 or each, I suggest you purchase the large or xlarge and adjust its size as appropriate for your project. That way you won't need to keep buying the image again at smaller sizes.

Remember, do something every day toward your book and promotion.

## 5. WORD TRIPPER

--Barbara McNichol, [www.barbaramcnichol.com](http://www.barbaramcnichol.com)

**Interpolate, extrapolate** – To "interpolate" is to introduce something new between existing parts, especially in the sense of inserting foreign material to falsify a text. To "extrapolate" is to infer or estimate by extending or projecting known information. "The corrupt accountant *interpolated* fabricated records into the yearly earnings report so positive growth would be *extrapolated* for the next quarter."



## 6. 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>

## 7. WANT TO GET FREE PUBLICITY FOR YOUR BOOKS? TRY PITCH RATE

--Michael Volkin is the author of the new book *Social Networking for Authors-Untapped Possibilities for Wealth*. Check out his book and book marketing services at [www.SellaTonofBooks.com](http://www.SellaTonofBooks.com).



As an author you are considered an expert in the field in which your book is written. The press is always looking for experts to interview, especially during a timely news release. For example, my book on *Social Networking for Authors* recently drummed up some good press as someone interviewed me about the popularity of Facebook. The press called me because they noticed I was an expert in the field of Social Networking. You can get the same exposure for free, by going to [PitchRate.com](http://PitchRate.com).

Pitch Rate is a free service that connects journalists with subject experts for free media coverage.

Simply create an account at Pitch Rate and fill in your profile as completely as possible. Your profile is what members of the press read before they decide to contact you. This is your chance to show the world what you are an expert at and why you should be considered an expert.

You can set your account to receive daily emails from Pitch Rate to see who is looking for experts in your area. Requests can be easily sorted by category or keywords by visiting the "Search Requests" tab once you've signed in. Once you've found a request you're interested in, simply make a pitch and all of your contact info contained in your profile will automatically be attached. At this point, it's just a matter of playing the waiting game to see if someone is interested in you and your book.

One of the constant struggles I see with authors is the need to be continually marketing your book to be successful. A website like PitchRate.com is great for authors to be able to quickly set up an account and receive marketing opportunities for an extended period of time. With just a few minutes of work, an author can expose him or herself to potentially hundreds of press opportunities.

For more tips and tricks on how to sell a ton of books, go to Michael Volkin's new website SellaTonofBooks.com and purchase his new book [Social Networking for Authors-Untapped Possibilities for Wealth](#).

**8. PLACING THE BOOK'S CATEGORY ON THE BACK COVER**

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

Color not what you expected on your book cover? I have an article here that explains how color works and why what you see on a computer screen is not necessarily what you'll get in print:

[http://bookcoverdesigner.typepad.com/book\\_cover\\_design/2006/07/color.html](http://bookcoverdesigner.typepad.com/book_cover_design/2006/07/color.html)



**9. WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?**

See

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

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



==**SHARE YOUR TIP**. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

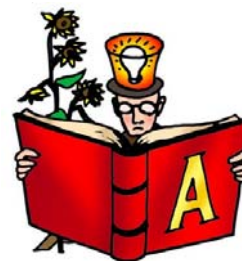
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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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## C. ParaResources



### 1. PROMOTING YOUR BOOK - FOR WRITERS, INTROVERTS AND RELUCTANT MARKETERS

Transcript with Dan Poynter and Judy Cullins

It may be fiction or non-fiction. You feel good about it, but don't think you can be a marketing machine like the creators of the Chicken Soup series. In fact, you are reluctant to "sell" your book at all. Perhaps your introvert self just can't get excited about book signings, tours, and talks. Or, you just don't have the heart for promoting. You think, "If only someone else would promote my book." Now, you can share the value of your book right from your home office with your preferred audience by starting your own online book business. You don't have to travel, be interviewed by the media, give talks and do book signings. Expert coaches Dan Poynter and Judy Cullins will show you that you simply need to do what you do best--write a bit to share the highlights of your book and educate your particular audience who likes your topic. When you give them enough information that resonates to their emotions, needs, or wants they will make that educated decision to buy and your online book sales will begin to increase!

Now only \$6.95 at <http://www.bookcoaching.com/how-to-book-sales.php>

### 2. LIST OF WORST LITERARY AGENTS

<http://www.sfw.org/for-authors/writer-beware/thumbs-down-agency/>

### 3. CALL FOR ENTRIES



You are invited to enter the 22nd Annual IBPA Benjamin Franklin Awards® competition for excellence in publishing throughout the year 2009. This publisher award includes fifty plus categories, recognizing excellence in both editorial and design, and is regarded as one of the highest national honors in independent book publishing.

IBPA member - \$80 per title, per category

Non-IBPA member - \$180 for first title, which includes a one year membership in IBPA; \$80 per title, per category for second and subsequent entries.

<http://ibpabenjaminfranklinawards.com/>

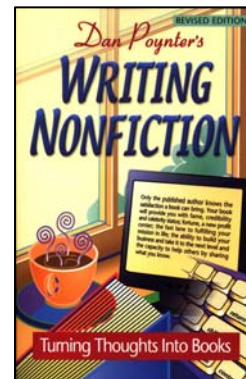
--Teresa Fogarty, [teresa@ibpa-online.org](mailto:teresa@ibpa-online.org)

#### 4. WRITING NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. Just \$7.97. See <https://www.smashwords.com/books/view/2722>

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?



Imagine being a published author

*Writing Nonfiction: Turning Thoughts into Books.*

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

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

#### 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

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

[608](#) Your Publication Date

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

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[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
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- [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.

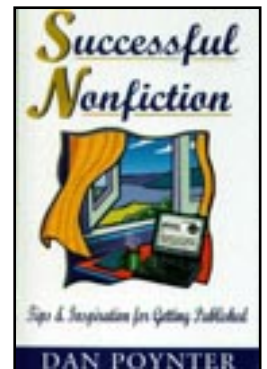
**6. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES.** See <http://parapublishing.com/sites/para/resources/allproducts.cfm>

### **7. SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBook**

Select from ten different formats. See

<https://www.smashwords.com/books/view/2730>

Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.



Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.

This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.

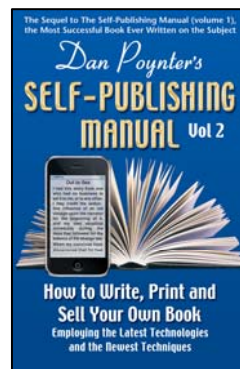
You can also get this \$14.95 paper book at Amazon.

[HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR\\_1\\_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1](http://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR_1_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1)









### 8. THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.



#### You will discover how easy it is to:

-  Build your book rather than just *write* it—and copyright it in your name.
-  Print a small quantity and keep a small inventory.
-  Multipurpose your “book” into downloadable, CD, and eBook versions and others.
-  Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.
-  Bypass the publishers and go directly to a short-run book printer.
-  Set up your own publishing company and take the tax breaks.
-  Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
-  Promote your book for virtually no costs via social media.

Available as an eBook in ten different formats. \$7.97

<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

Save 32%, now just \$10.17.

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

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## D. ParaThoughts



**THE SIX GATEKEEPERS ARE BECOMING IRRELEVANT**

As large New York publishers continue to (reluctantly) evolve, they are offering fewer services and are compensating authors less.

In the early 1990s, many of them switched from paying authors on the list or cover price and paying on the net receipts. Since most of their books are sold wholesale, authors got around half of what they used to get. The authors didn't see this coming and/or did not understand the difference.

Toward the end of the last century, publishers began to focus on celebrities. Celebrities are brands; they have a following. This ensures that a certain number of books will be sold. If you weren't yet a celebrity, you had to be a professional speaker or have some other public following. Publishers wanted to make sure that authors could move books.

Today, most publishers readily admit that they do not promote books. All they do is manufacture the book and distribute it to bookstores. They expect the author to promote the book.

Today, some of the larger publishers as well as some of the newer ones are charging authors to publish their book under the guise of "participatory publishing," they require the author to buy 1000s of books at inflated prices.

"While it had once been discouraged by publishers, it is now not only encouraged, but even expected. She points out that some publishers are "even soliciting the author's help with both time and, yes, money."  
--M.J. Rose, author.

So we have to ask once again:  
How do publishers benefit authors?  
and,  
Why not publish yourself?

==>**SHARE YOUR editorial thought.** Send it to [DanPoynter@ParaPublishing.com](mailto: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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Dan Poynter is circling the world to show people how to make a difference and make a living through their books. He shares two major programs and many specific ones.

See him in action:

<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>



Dan also speaks on aviation, parachutes and skydiving. See

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

For more information, get in touch with the Contact person listed below and see the host's Website.

ALSO SEE THE CALENDAR ON OUR WEBSITE:

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

## 2009

### **AROUND-THE-WORLD SPEAKING ITINERARY #16**

**September 1-20, 2009**

September 10. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention.

<http://iffps.org/meetings.html>

September 11-12. MANNHEIM. German Speakers Association (GSA).

<http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>

September 15. MIAMI. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 9:00 AM – 1:00 PM. Fmi: IME Enrichment Center, Manny Sarmiento, Hyatt Place Miami Airport West/Doral, 3655 NW 82 Ave, Miami, FL 33166,

[TICKETFL@aol.com](mailto:TICKETFL@aol.com), 1-305-477-7600, <http://www.imeglobalgroup.com>

September 17. VICTORIA, BC. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 5:30 to 9:00 PM.

FMI: Carlyne Taylor, [carolyne@24carrotlearning.com](mailto:carolyne@24carrotlearning.com), (250) 920-6399,

<http://www.24carrotlearning.com/eventdetails.cfm?event=2528>

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](mailto:ron.greender@gmail.com), 778-688-7065

<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker.

Limited to ten. Park Ridge Hotel and Conference Center, Valley Forge, PA.  
 Call to register: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), 610-626-2436.  
<http://www.authorsconference.com/>

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Dan Poynter to speak on what is happening in the publishing industry and where it is going. Park Ridge Hotel and Conference Center, Valley Forge, PA. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), 610-626-2436.  
<http://www.authorsconference.com/>

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

October 11. SAN DIEGO. 21<sup>st</sup> Century Book Marketing. Your Publishing Choices: Ways to get your book into print. Fmi: Jessie Schwartzburg, 619-795-9858, [JessieSchwartzbu@hotmail.com](mailto: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](mailto:rjd@nstreams.com), (702) 436-0786, <http://www.NSAlasVegas.com>

## **AROUND-THE-WORLD SPEAKING ITINERARY #17**

### **October 19 – November 22, 2009**

October 22. CHRISTCHURCH, New Zealand. NSA.NZ-Christchurch. Evening Speakers' Café. Dan Poynter on Speaking Internationally: Giving the World a Piece of your mind. FMI: Wendy Davie, +64 3 337 1375, [action@TotallyOrganised.co.nz](mailto:action@TotallyOrganised.co.nz), <http://www.nsanzch.co.nz/>

October 28. SINGAPORE. APS/S. Dan Poynter on How to Write Your Book. FMI: Nishant Kasibhatla, +65 (6402) 2310, [nishant@memoryvision.com.sg](mailto:nishant@memoryvision.com.sg), <http://www.asiaspeakers.org/apss/>

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

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

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

November 18. SALT LAKE CITY. NSA/Mountain West. Fmi: Brad Barton, [brad@BradBartonSpeaks.com](mailto:brad@BradBartonSpeaks.com), 801-392-4088.

November 19. PHOENIX. Arizona Book Publishers Association. FMI: Gwen Henson, (480) 777-9250. [Gwen@AZBookPub.com](mailto:Gwen@AZBookPub.com), <http://www.azbookpub.com>

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

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

December 16. STUDIO CITY. Book Publicists of Southern California. Dan Poynter to speak on the future of the book publishing industry. Annual Holiday program. Sportsman's Lodge, 12825 Ventura Blvd, Studio City, CA. 5:30 PM. Reservations required. Fmi: Irwin Zucker, 323-461-3921, [IrwinZuckerPR@AOL.com](mailto:IrwinZuckerPR@AOL.com), <http://www.BookPublicists.org>.

## 2010

January 10. COLUMBUS, OH. Turning Speeches into Books. The full New Book Model Program. National Speakers Association, Ohio Chapter. Crowne Plaza Hotel, 33 E. Nationwide Boulevard, Columbus, Ohio 43215. FMI: 866-900-6446, [lauralee@nsaohio.com](mailto:lauralee@nsaohio.com)  
<http://www.nsaohio.com/calendar/>

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](#). Location phone: +1-615-889-9300. Fmi: [http://www.nsaspeaker.org/nsa\\_events/default.asp](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](mailto:Sfwriterscon@aol.com),  
<http://www.sfwriters.org/>

March 13 & 14. AMSTERDAM. PSA/HOLLAND. Tentatively scheduled for Amsterdam.  
<http://www.psaholland.org/>

April 23-25. AUSTRALIA. <http://www.nationalspeakers.asn.au/index.html>

April 30-May 2. SOUTH AFRICA. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114  
[admin@psasouthernafrica.co.za](mailto:admin@psasouthernafrica.co.za), <http://www.psasouthernafrica.co.za>

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](mailto:cheree@TheProfitPartner.com),  
[http://www.nsadc.org/meetings\\_events/eventcalendar.asp](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/>





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