



Your Publishing Poynters Newsletter: March 1, 2007

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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IN THIS ISSUE FROM PARA PUBLISHING  
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- 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. DAN IS CURRENTLY ON ANOTHER AROUND-THE-WORLD SPEAKING TRIP. This time he is flying east to west. See the ParaCalendar, below. Today he is in Melbourne, Australia.

2. DOES YOUR COMPUTER KNOW THAT DAYLIGHT SAVINGS TIME AS BEEN MOVED UP THREE WEEKS? See <http://www.eweek.com/article2/0,1895,2096765,00.asp?kc=EWNAVEMNL022007EOAD>

And

<http://www.microsoft.com/windowsmobile/daylightsaving/default.aspx>

"Spring forward and fall back"? In the Northern Hemisphere, yes, but Down Under is just the opposite.

3. AMS/PGW, PERSEUS AND NBN. For the blow-by-blow and day-by-day events, see <http://radiofreepgw.blogspot.com/>

4. BOOK SUMMIT 2007 TO RETURN TO NYC. See <http://www.BookSummit.com>

The next Summit will be held on Wednesday, September 26, 2007, at the Small Press Center, 20 W. 44<sup>th</sup> St, New York City. Mark your calendar now.

5. THE FLORIDA PUBLISHERS ASSOCIATION, INC., is offering cooperative display of publishers' products at the Florida Library Association Annual Conference & Exhibition, April 11-13, in Orlando, FL Download a PDF at [www.flbookpub.org/FLA2007.pdf](http://www.flbookpub.org/FLA2007.pdf)

6. PMA PUBLISHING UNIVERSITY, May 29-31, 2007, Park Central Hotel New York, prior to the BEA bookfair. The largest educational event for independent book publishers and their staff. Now in its 24th year, the 2007 PMA Publishing University is shaping up to be the best yet. See <http://www.pma-online.org/>.

7. DAN POYNTER'S SEMINAR WITHOUT THE TRAVEL. See <http://www.selfpublishing-biz.com/>

You can get Internet access to his 3+-hour New Book Model video program. You will see & hear him in action with more than 150 PowerPoint slides. It will be just like attending one of Dan's seminars without the travel and parking. Dan will take you through writing your book, publishing it and promoting the book. Nothing is left out. And you can go back to review any part or the entire show anytime you'd like, as many times as you'd like. This is his complete program—the one he has been doing all over the world as he flies more than 4,000 miles/week. See the 39-second description at <http://northstarm2s.com/m2sv2/Dan1promo.html> (Need high-speed Internet access) and <http://www.selfpublishing-biz.com/>

8. 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)

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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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3. WHAT CAN THE PMA, THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU? See

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

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

4. LIST YOUR BOOK on the Para Publishing web site along with your URL. There is no charge. See

<http://parapublishing.com/sites/para/resources/successstories.cfm>

5. 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://parapublishing.com/sites/para/information/promote.cfm>

After taking your advice and deciding to sell my books in police uniform stores instead of the traditional book store, I just received acceptance by Borders Books and they plan on placing a nice size order for their stores. It was the numbers that I showed them concerning the book sales in these other stores that did it. Thanks so much Rich Solita.

6. DO COLLEAGUES ASK YOU FOR BOOK ADVICE? Tell them about our free InfoKits. Each kit will give them all they need—in writing. They will appreciate you. See

<http://parapublishing.com/sites/para/resources/infokit.cfm>

7. AMAPEDIA

--Clint Greenleaf, CEO of Greenleaf Book Group, LP

[www.greenleafbookgroup.com](http://www.greenleafbookgroup.com) or +1-512-891-6100

Amazon.com recently introduced a new way to differentiate listings in its vast online catalog: Amapedia. Although we think Wikizon would have been a better name, the feature allows any user to update a Wikipedia-like page for a product and tag an item with words or phrases to make it more accessible to searching customers. Most of Amapedia's short, factual articles contain information that may not fit into the standard product page. Users may also create articles about fictional characters, themes, genres, or anything else relevant to products on Amazon.

Still in beta-testing, Amapedia will become increasingly valuable for users as it grows. Rather than sifting through endless lists of genres, Amazon customers will be able to find exactly what they have in mind, such as a sales strategy book, or a collection of cat photography, or a postapocalyptic short story compilation. Catch the train early and create a well-written, appropriately tagged article for your book!



For an example and a paint-by-the-numbers outline on how to construct a dynamite news release, see

<http://parapublishing.com/sites/para/resources/allproducts.cfm>

6. DOES SELF-PUBLISHING WORK? It worked for John Grisham, Richard Nixon and Stephen King. See Document 155 at

<http://parapublishing.com/sites/para/resources/allproducts.cfm>

and see

<http://parapublishing.com/sites/para/resources/successstories.cfm>

## 7. LISTS, WRITING & PUBLISHING

For a current list of lists and counts, see

<http://parapublishing.com/sites/para/resources/maillist.cfm>

These are not for sending review copies; for those lists, see our web site.

Here is a list to show you what is available:

### Count Description

#### WRITING BUSINESS

- 135 Magazines for writers
- 118 Writing clubs and assns
- 321 Writers' conferences
- 54 Travel writers
- 99 People who type manuscripts

#### PUBLISHING BUSINESS

- 519 Literary agents
- 1153 BEA Book Fair exhibitors
- 38 Book store associations
- 10 African-American bookstores
- 54 Feminist bookstores
- 159 New Age bookstores
- 60 Travel bookstores
- 1017 Bookstores. (117 foreign)
- 120 Book clubs
- 1122 Book wholesalers, distributors, exporters (315 foreign)
- 94 Book fairs
- 131 Book printers
- 603 Catalogs that carry books
- 171 Book chain stores
- 17 Chain stores (non book)
- 23 State centers for the book
- 26 Direct mail copy writers
- 103 Fulfillment companies
- 31 Graphic arts associations
- 54 Publishers of law books
- 88 Libraries in Canada
- 196 Military libraries



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<D-----ParaThoughts-----<

SPEAKING ON BOOKS—INTERNATIONALLY.  
--Dan Poynter

According to the Gallup polling organization, 81% of the US population has a book inside them. One-third of all the books in the world are sold in the U.S.; 47% in the U.S. Canada and the U.K. The rest of the world is catching on and catching up.

I am trying to reach them with several international speaking tours. I love the foreign audiences. They are focused, intent and appreciative.

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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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<E-----ParaFreebies-----<

1. F.R.E.E WEBINAR: "Simple Secrets for Negotiating a Better Publishing Contract," a live online conversation and audience participation with Lloyd J. Jassin, New York entertainment attorney. Submit questions in advance to [Dbooth@authorlink.com](mailto:Dbooth@authorlink.com). Check it out and register F.FREE at [www.authorlink.com/classroom/classroom.php](http://www.authorlink.com/classroom/classroom.php)
2. FOR LOTS OF FREE STUFF, see Freebies Magazine <http://www.Freebies.com>
3. LIST YOUR BOOK(S) FREE ON THE PARA PUBLISHING WEB SITE. See <http://parapublishing.com/sites/para/resources/successstories.cfm>

4. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - FREE. See

<http://parapublishing.com/sites/para/information/business.cfm>

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

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Writers and publishers love this newsletter. Why not forward it to them?

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<F-----ParaCalendar-----<

WHERE IN THE WORLD IS DAN?  
SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS  
ONE PRESENTATION AT A TIME.

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.

Dan also speaks on 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>

2007

February 19 – March 11. ROUND-THE-WORLD SPEAKING TOUR.

February 26. MELBOURNE, Australia. Dan Poynter on an aviation subject.  
Victoria Parachute Council of the APF. Fmi: John Swanland,  
[Swanland@optusnet.com.au](mailto:Swanland@optusnet.com.au)

February 27. MELBOURNE, Australia. Turning Speeches into Books. Victoria chapter of the National Speakers Association of Australia. FMI: Brad Tonini, +61 3 8567 3200, [brad@toninigroup.com](mailto:brad@toninigroup.com), Skype: Tonini8709.

March 5. NORWALK, CT. Turning Speeches into Books. The complete four-hour program; same program for writers and publishers but with a different title. 1-5 PM. NSA/CT. Fmi: Jim Snack, Program Chair, [jim@jimsnack.com](mailto:jim@jimsnack.com), +1-800-392-7582, <http://www.nsact.org/>

March 8. HALIFAX, Canada. Turning Speeches into Books. The full New Book Model Program. Fmi: Kaye Parker, +1-902-463-8900, [kparker@pbbaatlantic.com](mailto:kparker@pbbaatlantic.com)  
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=163>

March 10. FORT 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/>

March 18 – April 2. ROUND-THE-WORLD SPEAKING TRIP.

March 19. WASHINGTON, DC. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at First Class; Lifelong Learning Center. Books 101: The full New Book Model program. 6:00 to 9:00 PM. Fmi  
<http://www.TakeAClass.org>, +1-202-797-5102, [TakeAClass@aol.com](mailto:TakeAClass@aol.com)

March 21. São Paulo, Brasil. Dan Poynter on an aviation subject. Fmi: Ricardo Contel, Revista Aventura e Açã, (11) 3021 4580 (bus), (11) 9159 5053 (mobile). [rcontel@airpress.com.br](mailto:rcontel@airpress.com.br)

March 24. DURBAN, South Africa. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model programme. Fmi: Val Waldeck, [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net),  
[http://www.valwaldeck.com/cws/Dan\\_Poynter.htm](http://www.valwaldeck.com/cws/Dan_Poynter.htm)

March 30-April 1. SURFERS PARADISE, AUSTRALIA. National Speakers Association of Australia (NSAA). Dan Poynter on Turning Speeches into Books; the New Book Model programme. See  
<http://www.NationalSpeakers.asn.au>

April 10: 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.

April 11. SANTA BARBARA. Rotary. 8:00 AM. Fmi: Barbara Bartolome, +1-805-962-5099, [Barbara@SBscrapbooks.com](mailto:Barbara@SBscrapbooks.com)

April 13. LOS ANGELES. Your Book Day. Dan Poynter, Sam Horn and Ann McIndoo present a full day devoted to writing, publishing and promoting your book. GLAC/Los Angeles chapter of the National Speakers Association. Fmi: Ed Poll, JD, MBA, +1-800-837-5880, +1-866-41-NSA-LA, [EdPoll@LawBiz.com](mailto:EdPoll@LawBiz.com), <http://www.nsaglac.org/index.php>

April 19-22. LAS VEGAS. Henderson Writers Group. Las Vegas Writers Conference. Sam's Town. Dan Poynter on book writing. Fmi: Gregory Kompes, +1-702-870-8314, [Gregory@Kompes.com](mailto:Gregory@Kompes.com), <http://www.lasvegaswritersconference.com/>

April 25-26. MINNEAPOLIS. National Association of Professional Organizers. How to Write, Publish & Promote your Book on the first day and Writing your Book on the second. Fmi: NAPO, Maureen Wener, +1-847-375-4787, [mWener@Connect2AMC.com](mailto:mWener@Connect2AMC.com), <http://www.napo.net/>

MAY 19-JUNE 11. ROUND-THE-WORLD SPEAKING TRIP.

May 21. MARIETTA, GA. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Shop, 180 Cobb Parkway, Suite C24. 6:30 – 10:00 PM. Fmi: [theknowledgeshop@aol.com](mailto:theknowledgeshop@aol.com), (678) 766-6666, <http://www.knowledgeshopatlanta.com/index.cfm>.

May 26. DUBLIN, Ireland. Turning Speeches into Books. The full New Book Model Program. PSA/Ireland. Fmi: Veronica Canning, [info@aurora.ie](mailto:info@aurora.ie),

May 28. AMSTERDAM, Netherlands. Turning Speeches into Books. The full New Book Model Program. NSA/Netherlands. Fmi: Hans Ruinemans, +31 (0) 35 6991999 Business, +31 (0) 6 54696045 Mobile, [hans.ruinemans@glocorp.com](mailto:hans.ruinemans@glocorp.com). <http://nsaholland.org/>

May 30. EDINBURGH, Scotland. Dan Poynter on book writing. 7-10 PM. PSA/Scotland. Fmi: Kenny Harris, (e) [kennyharris@headsurfing.com](mailto:kennyharris@headsurfing.com) (t) 0131 466 8495 (w) [www.headsurfing.com](http://www.headsurfing.com)

June 2-6. DUBAI. Global Speakers Summit. Fmi: Reg Athwal, [Reg@RegAthwal.com](mailto:Reg@RegAthwal.com), +971 (0) 43321837, <http://www.IFFPS.org>

June 8. BRISBANE, Australia. Turning Speeches into Books. The full New Book Model Program. NSAA/Queensland. Lindsay Adams, +61 (7) 3264 5864 Business, +61 (7) 0438 180 358 Mobile, [lindsay@teamocracy.com.au](mailto:lindsay@teamocracy.com.au), [http://www.nationalspeakers.asn.au/Old\\_events.html](http://www.nationalspeakers.asn.au/Old_events.html)

June 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.

July 9-12. SAN DIEGO. National Speakers Association. (NSA). The Book Game for Speakers and Other Extroverts. Dan addresses the NSA Writer-Publisher PEG. <http://www.NSAspeaker.org>

August 11. NEW ORLEANS. Turning Speeches into Books. NSA/New Orleans. Fmi: Roy Balentine, +1-601-941-5955, +1-601-992-2330, [rab@SchoolSafetyConsultants.com](mailto:rab@SchoolSafetyConsultants.com)  
<http://www.nsaneworleans.com/>

August 17-19. DETROIT. Metro Detroit Literary Collective. Fmi: Sheri Brooks, +1-248-763-2254, [MetroDetroitLiteraryCollective@MillbNetwork.com](mailto:MetroDetroitLiteraryCollective@MillbNetwork.com),  
<http://www.mllbnetwork.com>

August 23-26. HAGERSTOWN. Veteran Speaker's Retreat, Ed Helvey. Hagerstown, MD. Dates Blocked.

September 3-10. GERMANY. September 7-8. Munich. Dan Poynter on book writing and publishing; a pre-convention event on the 6th. German Speakers Association (GSA). FMI: Claudia Haider, [c.haider@germanspeakers.org](mailto:c.haider@germanspeakers.org),  
<http://www.GermanSpeakers.org>, +49 (0) 81 41 5 35 98 59

September 26: NEW YORK CITY. Book Summit: Industry Leaders Discussing the Future of Publishing in a Flat world. Small Press Center. See <http://www.BookSummit.com>

September 27: VALLEY FORGE. Writers Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500.  
<http://www.authorsconference.com/>

September 28-30: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500.  
<http://www.authorsconference.com/>

October 19-20. CHARLOTTE, NC. National Nurses in Business Association. How to Write, Publish & Promote your Book and How to be an Expert Witness. See web site for details and contact Patricia Ann Bemis, RN CEN. [bemis@nnba.net](mailto:bemis@nnba.net), <http://www.nnba.net> Open to the public.

November 2-4. LONDON/Heathrow. Professional Speakers Association. (PSA). <http://www.professionalspeakers.org/events.html>

December 6-8? HALIFAX. Canadian Association of Professional Speakers (CAPS). [Ravi@TeamChrysalis.com](mailto:Ravi@TeamChrysalis.com), <http://www.CanadianSpeakers.org>

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<http://parapublishing.com/sites/para/resources/newsletter.cfm>

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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP).

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<http://ParaPublishing.com>: More than 500 pages of helpful information.

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