

Your Publishing Poynters Newsletter: November 15, 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.

E. DAN POYNTER IS COMING TO VISIT. Please alert your colleagues.

Ann Arbor
Amersham/Chesham, UK
Burbank
Cancun, Mexico
Carson
Costa Mesa
Denver
Edmonton, AB, Canada
Everywhere (teleconference)
Goleta
Houston
Indianapolis
Lake Chapala, Guadalajara, Mexico
Los Angeles
Nashville
New York City

Orange, CA
Plymouth Meeting
Santa Barbara
Singapore
Surfers Paradise, QL, Australia
Tempe
Washington, DC
(MORE to be announced soon)

See the ParaCalendar on my content-filled seminars, below. See ALL the listings. I will visit some states/provinces several times.

<http://parapub.com/calendar.cfm?>

G. WRITING NONFICTION: TURNING THOUGHTS INTO BOOKS by Dan Poynter just came off the press in a completely revised fourth edition.

Most books on writing cover fiction or writing for magazines; this book shows you how to write nonfiction books. Recent changes in technology are making book writing faster, easier and cheaper. You will discover how to break the topic down into easy-to-attack projects; how to use Web resources to *build* your book; a layout process that makes writing easy; how to improve material; how to evaluate your publishing options and how to develop an individualized and workable plan.

The book reflects Dan's latest thinking and t=is the text for his New Book Model presentations.

5.5 x 8.5, 144 pages, 20 illustrations, ISBN 1-56860-110-7, 2005, shipping now. \$14.95. See <http://ParaPublishing.com>

H.

I.

M. STORIES/INFORMATION WANTED

1.

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

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"Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work."
Stephen King, Novelist

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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 are at Dan Poynter's home-office in Santa Barbara.

*** The next workshop will be May 1 & 2, 2004 (date rescheduled). 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 \$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.

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.

C. CONVERTING YOUR PRINTED BOOKS TO ELECTRONIC BOOKS.

Many of you have contacted us asking how we managed to convert our books and get them posted at Amazon.com and other web-site resellers. See pBooks to eBooks in the ParaResources section, below.

B. Many of your colleagues have a book inside them. See the ParaCalendar, below. Please alert them when I am scheduled to be in their area. They will thank you.

Also see the calendar on our website:

<http://parapub.com/calendar.cfm>

A. WHAT'S IN A NAME?

P ublishing

O

Y es, I can help you

N ever (well rarely) wrong

T enacious

E

R eliable

B. DAN POYNTER IS COMING TO VISIT. Please alert your colleagues.

Ann Arbor

Amersham/Chesham, UK

Burbank

Cancun, Mexico

Carson

Costa Mesa

Denver

Edmonton, AB, Canada

Everywhere (teleconference)

Goleta

Halifax, NS, Canada

Houston

Indianapolis

Lake Chapala, Guadalajara, Mexico

Los Angeles

Nashville

New York
Orange, CA
Philadelphia
Plymouth Meeting
San Francisco
Santa Barbara
Seattle
Singapore
Spokane
Surfers Paradise, QL, Australia
Tempe
Valley Forge
(MORE to be announced soon)

See the ParaCalendar on my content-filled seminars, below. See ALL the listings. I will visit some states/provinces several times.

<http://parapub.com/calendar.cfm?>

A. ABA AND BOOKSENSE ASSIST SELF-PUBLISHERS

Monthly, the American Booksellers Assn e-mails independent booksellers with news of galleys, reading copies or finished books that members are offering. For more info, please contact Carl Lennertz at 1-800-637-0037 Ext 1237 e-mail carl@booksense.com or visit: <http://www.bookweb.org/products/5618.html>

BookSense also contacts bookstores with its "White Box Program." Similar to PMA's "Books for Review" program, it lets publishers who are BookSense Publisher Partners, or who are distributed by PGW, NBN, IPG, Trafalgar Square, and Words Distributing Company to provide sample books, flyers and other promotional materials to participating booksellers. For details, please contact Mark Nichols at 1-800-637-0037 Ext 1240 or e-mail mark@booksense.com (Dan Snow)

C. WHAT IS AMAZON THINKING? They have been discounting some bestselling books 30% for some time. For example, the brand new edition of The Self-Publishing Manual is selling for 30% off or \$13.96. The eBook edition is only \$7.99. Incredible! How long can this last?

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

March

St Patrick's Day.

http://www.bravozulu.com/LepreKong_2/

April

A. HERE ARE THE WEEK'S BEST APRIL FOOL'S WEB JOKES ...

<http://www.bayarea.com@e.la/?111b5>

.. and the top 10 April Fool's hoaxes of all time

<http://www.museumofhoaxes.com@836.as/?1253d>

B. NEXT, THE GOVERNMENT WILL TAX THE AIR YOU BREATHE. Time is money. The federal government already takes you money on April 215th; now they need more. On April ?? they will take your time too. That hour will be gone for six months. When the government finally gives it back to you in October, it will be without interests. Now you know how this slight-of-hand works. They take it away and then give it back and they profit on the float. You are so thankful to get your time back, you do not even notice what has happened. No fooling. Daylight Savings Time begins April ??

This is NOT an April Fool's joke; it does not occur on April 1st.

May

Contemplate that next year we will celebrate Cinco de Mayo on 05/05/05...a once-in-a-century moment. When do you think we should start marketing the cups, t-shirts, and bumper stickers to memorialize the moment?

--Godfrey (Jeff) Harris

November

E. THANKSGIVING FAQ. I never knew about the first year's turkey sushi and cranberry rolls! All this and more at:

<http://www.vgg.com@n6.be/?c3a6>

December

H. EXPECTING ROYALTIES ON FOREIGN RIGHTS? Many countries will withhold taxes unless you send them a Form from the IRS. Send for IRS Form 6166.

<http://www.irs.gov/businesses/article/0,,id=96318,00.html>

Some cards to send to your friends. (Freebies?)

NORAD TO TRACK SANTA

On Christmas Eve, North American Aerospace Defense Command (NORAD) and North Pole officials will once again track Santa Claus and his reindeer on their global gift-giving journey. Because of a population explosion and a little overeating, Santa recently received FAA approval of a gross weight increase for his sled. To make sure you have all the software to track Santa on December 24, see the Web site (

<http://www.noradsanta.org/>).

Also see

<http://holidays.blastcomm.com/>
<http://web.icq.com/shockwave/0,,4845,00.swf>
<http://www.powerpres.com/xmas02.html>

J. NOW YOU CAN GET IT ALL. Now you can get all of the Para Publishing books and reports on one CD and our four books on writing and publishing are included in the package at no extra charge.

Kit, #1: Value \$560.35, your Price \$297. Includes everything you need, and nearly everything we have, to lead you through your project:

4 "pBooks" -- printed books for easy reference.

-- "The Self-Publishing Manual: How To Write, Print & Sell Your Own Book"

--"Writing Nonfiction: Turning Thoughts Into Books"

--"Is There a Book Inside You?: Writing Alone Or With A Collaborator"

--"Successful Nonfiction: Tips & Inspiration For Getting Published"

3 "dBooks" -- Books on disc -- for easy searching:

--"The Self-Publishing Manual: How To Write, Print & Sell Your Own Book"

--"Writing Nonfiction: Turning Thoughts Into Books"

--"Successful Nonfiction: Tips & Inspiration For Getting Published"

Plus:

--9 Special Reports on production and marketing.

--36 Instant Reports on production and marketing.

--Subscription to the Publishing Poynters newsletter.

--Supplier List. Vendors to the publishing industry. Document 250.

--3 Book writing, producing and publishing information kits. (Autobots)

--Poynter's Secret List of Book Promotion Contacts, Document 112.

--Your books' back cover layout form, Document 116.

--Telephone Order Form, Document 147

--The New Book Model diagram.

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

A.

H.

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

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"It is easier to edit than it is to create. Create now and edit later and your writing will continually improve."
—Dan Poynter

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

C. WANT TO SELL DAN POYNTER'S BOOKS AND OTHER PRODUCTS?
See
<http://parapub.com/getpage.cfm?file=/resale.html>

D. RAISE YOUR SEARCH ENGINE RANKING. List your book on the Para Publishing web site along with your URL. There is no charge. See
<http://parapub.com/successstories.cfm>

*** D. Offer to produce a special jacket or at least a bookplate (which you will sign) if a company wants to use a good volume (200+) of your book

for their corporate gift at year-end: make it a bit special for very little extra cash. You should be able to get them to pay for the cost of producing the jacket/bookplate.

--Arabella McIntyre-Brown, Publishing 'The Culture of Capital', arabella@garlicpress.co.uk, <http://www.GarlicPress.com>

Seven tips from Alan Canton

5. Online applications use a browser so you're halfway there!

Besides their security and the fact that they are by definition networked (multi-user) the beauty of web-based office applications like JAYA123 (<http://www.jaya123.com/>), Oracle OnDemand, Paycycle.com and others, is that they use a browser for their user interface. Unlike complex desktop applications, everyone and their dog knows how to use a browser, how to use the back button, how to click a Submit button and how to fill in a text box or use a drop down. This is why online applications have such a low learning curve and why they are gaining in popularity.

--Alan Canton, <http://www.jaya123.com>

6. Say bye-bye to business disruptions from worms and viruses.

Online business services like JAYA123's order-entry system helps keep your business running even if your network is corrupted by a virus or a worm. If all your computers catch a virus and you are dead in the water for a few days, you can always run down to the nearest Kinkos and run your business from there. Or if you have a laptop with wi-fi, go to Starbucks. With online biz-apps, your data is always secure and always available from any machine (so long as you have the right security codes!) <http://www.jaya123.com/>

--Alan Canton, <http://www.jaya123.com>

7. Sailing, Sailing, I'm At Work Today...

Are you afraid to go on vacation because you fear that someone will screw something up while you're away? If you run your business with online web-based applications like JAYA123 (<http://www.jaya123.com/>) you can log in anytime day or night and see what new orders have been entered, what your inventory is, add data, make corrections, etc. All you need is a computer and web access. There will be no surprise when you

get back from Australia because you've been able to keep tabs on things from anywhere in the world.

--Alan Canton, <http://www.jaya123.com>

8. Keep your office applications simple, stupid.

One of the main reasons that online web-based business applications like

JAYA123 (<http://www.jaya123.com/>) are such a big hit with small businesses is because they are easy to use. The developers of these systems don't have all the 'whistles and bells' that a desktop application can have. Thus, by definition web apps are almost always easier to understand than boxed software. If you want to simplify your office environment, take a look at using online services for basic business chores like accounting, payroll, taxes, and check writing.

--Alan Canton, <http://www.jaya123.com>

Legal Poynters on Publishing

By

Rich Schell J.D.

2. Who writes the contract controls the negotiation. If you're a writer and you don't like standard contracts, write your own. Whoever writes the contract, drives the deal.

3. Copyright transfers which are more than a one time non-exclusive license, must be in Writing.

4. "Work for hire" effectively means the author never had a copyright interest in the item and never will. Without a work for hire agreement or pre-existing employee/employer agreement, the copyright vests immediately in its creator, but with a work for hire agreement as soon as the work is created, the employer or the person who commissioned the work owns the copyright. Publishers often find work for hire agreements are generally advantageous to them; but as a writer they are fraught with perils. Sign them as a writer only if you absolutely understand them.

5. Intellectual property is the branch of law which governs the ownership of ideas and their expressions. Patents are usually for mechanical devices or chemical processes. Trademarks serve to identify the source of good in the market; copyrights protect the expression of an idea in a fixed and discernible medium.

6. All a publisher really owns is the legal “right to copy” or copyright. As a publisher you can never know too much about copyright law.

7. As a self publisher you are a publisher with all that entails so you will need a printer for the book. Printers generally require you to sign a contract. Whoever writes the contract usually wins the negotiation, so read the printer’s agreement, read the printer’s agreement, read the printer’s agreement and finally, read the printer’s agreement. This is a step you should take it BEFORE you sign it. When the printer says that proofing responsibility lies with the publisher they mean just that.

8. Copyright protects the unique expression of the idea, but trademark protects source of a good or service in the market. A trademark lets a consumer know he or she is paying for the real deal and not a generic or similar item. For example, you can copyright the book you write about a space alien, but you can’t copyright the idea of a book about space creatures.

9. Copyright generally exist for a period of the author’s life plus 70 years and may be renewed.

10 Copyrights are registered by the Library of Congress, Copyright Office at 101 Independence Avenue, S.E., Washington, D.C. 20559-6000, www.copyright.gov.

11. Ownership of physical books is not the ownership of the intellectual property and ownership of a copyright interest may not include ownership of the books. As a self-publisher if you write the book, and pay to have it printed, you own both the intellectual property interest in the copyright and the physical property rights in the books.

12. Copyright gives 6 exclusive rights in copyrighted works that allow the owner of the copyright:

a. to reproduce the copyrighted work in copies or phonorecords;

b. to prepare derivative works based upon the copyrighted work;

c. to distribute copies or phonorecords of the copyrighted work to the public by sale or other transfer of ownership, or by rental, lease, or lending;

d. in the case of literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures and other audiovisual works, to perform the copyrighted work publicly;

e. in the case of literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work, to display the copyrighted work publicly; and

f. in the case of sound recordings, to perform the copyrighted work publicly by means of a digital audio transmission.

Publishing contracts generally focus on the first three rights.

13. A work for hire is work prepared by an employee within the scope of his or her employment; or a work specially ordered or commissioned for use as a contribution to a collective work:

- as a part of a motion picture or other audiovisual work;
- as a translation, as a supplementary work, as a compilation;
- as an instructional text;
- as a test, as answer material for a test;
- or as an atlas

14. A publishing contract gives the primary right which is the right to publish a

right to publish a book (often a hard cover) book in a certain geographic areas often North America. With the spread of international business, this right often extends throughout the entire world. As a writer or publisher, don't be too eager to acquire or retain rights you can't use. For example, if you as the author speak and write fluent Croat but you live, right and publish books in Arkansas ask yourself what are you going to do with the rights. Perhaps it would be better to avoid fighting too hard for rights you cannot really exploit too well.

15. The electronic rights might be worth a great deal or not very much depending on your ability to market them. Make a careful evaluation based on research before you negotiate them.

16. When you negotiate rights ask yourself key questions:

- a. What are the rights granted?
- b. Will the rights be exclusive?
- c. If oral, are you ok with a non-exclusive license?
- d. Work for hire implications? Unless you're an employee, or have signed a work for hire, it's probably not a work made for hire.
- e. Change in media issues in pictures or text?
- f. Payment, Royalty? Fee?

g. Where are the rights being granted for print? Worldwide? First North American? Other English speaking countries?

17. If you plan on publishing other people's materials you will have to set up a system to track royalties. Ask yourself as a publisher what is the best time for you in your fiscal year for you to pay out royalties? Hint—it's a bad idea as a publisher to pay out the royalties until the last returned book has made its dreary way back to you. As an author it never seems to early to get the royalty check—in fact an advance is truly a good idea.

18. If you're even contemplating writing a book with another person, then you must spell out your agreement in writing. You should do it in the very beginning of the project while everything is friendly. The agreement should detail all the key elements of how the collaborative effort will unfold. Perhaps even more importantly you should explain how the resulting compensation and expenses would be divided.

19. Remember, if you're going to self publish, you're essentially starting a media company. A media company may benefit greatly from business planning to comply with local, state and federal regulations such as tax laws, workers compensation and liability concerns. Also, if you're taking pre-order payments at some point, you must actually ship the book, tell the buyers when you'll ship the book or give the money back, you may not just hold onto the money without telling people when they'll get their books.

20. Your self-publishing venture may make money in which case congratulations, you have done a wonderful thing and should be proud. On the off chance it does not, you'll want to pay exquisite attention to the "activities not engaged in for profit" information from the IRS. You should be aware that it's a slow IRS agent who will tell you to your face that your publishing/writing activity was just for fun and not really designed to make any money. Instead it's far more likely he or she will refer to it as an "activity not engaged in for profit". The end result is the same---if the IRS concludes your venture was an activity not engaged in for profit (hobby), you would be severely limited in what expenses you can deduct for tax purposes. If this happens to you, you should immediately seek out an attorney or accountant who is familiar with the issue and can help you.

21. When and if it's time to sell your book off to a large publisher, you may wish to hire an agent. If you do decide to get an agent, pay close attention to the agency contract. Important areas to watch are the amount, terms, and services provided by the agent.

22 Copyrights are personal property and must be taken care of in estate planning like any other piece of property. If you are author with published works, you should be sure that you let your accountant or attorney know while you are planning your estate. Many accountants and attorneys may or may not be familiar with estate planning questions raised by literary property.

23. Before you start your publishing company, you should take 10 minutes to call the local small business development center in your area to find out what programs and services are available in your area to help you with state local and regulatory requirements. The best legal client is an informed one. Many small business development centers offer workshops on taxes and business entities among other topics.

24. You may decide not to acquire media perils insurance but you should understand legal risks involved in publishing such as defamation lawsuits. If you do get media perils insurance, check to see if it or other coverage you have will cover the books in storage and transit. Books are big, heavy and relatively expensive to ship, make sure if something goes wrong you're covered. Hint—read the exclusions first. It's more important to know what you are not covered for than what you are covered for. What the bold print giveth, the fine print often taketh away.

25. If you do hire a lawyer to help you, feel free to ask them what their background in publishing is. Have they written books, sold books, worked in publishing or represented media companies? All lawyers know law, but not all lawyers know all laws.

26. As a self publisher be sure to ask yourself along the way, "have I set this venture up so I can sell my book off to a larger publisher?" You may or may not ever sell your literary rights to a larger publisher but if you plan for the possibility you'll be in much better shape. Always remember literary rights are just like selling any other piece of property, it's hard to sell what you don't own.

27 Copyrights and the royalties that come from them are personal property. Personal property acquired during a marriage is usually subject to division by the court if the couple divorces. If you have any questions in your state, you should consult an attorney familiar with divorce and literary property rights.

28. Should you be planning on shipping books abroad, you might want to acquire The Global Entrepreneur: Taking your Business International by Jim Foley. He is the Director of the International Trade Center at Bradley University.

29. If you're a publisher planning on bringing in foreign authors, consider getting a U.S. lawyer experienced in immigration to help you. How the author's compensation is set up could potentially cause serious immigration problems for him or her. As the publisher, you want to avoid the possibility of having to cancel the book tour because the author was turned away at the U.S. border.

30. The ultimate legal advice for anyone with a publishing matter is—don't sign the agreement unless you understand it and don't be afraid to ask for changes. You may not get them if you ask, but it's a guarantee you won't get any changes if you don't ask for them.

31. Use the golden rule in using other's works. First, assume the item you want to use or quote is owned by another and then be sure to ask for permission before you use it. A famous trademark case involved a hotel that used the Dewey Decimal system as its floor plan. Unfortunately, the Dewey Decimal System is a protected piece of intellectual property, and its owners objected to its unauthorized use. As Dan Poynter has observed, "it's easier to put ink on a page than it is to take it off."

--Rich Schell J.D. Attorney and Author-- contact Rich at richschellcareer@hotmail.com or rich@quickenbook.com.

Thirty Tips for Outstanding Public Relations

Pam Lontos

(Take from the top)

--Pam Lontos, President of PR/PR, a publicity firm for writers & speakers, www.prpr.net.

1. Start your publicity eight months ahead of your book's release date. The audience needs to see your name several times to make it stick. Plus, it takes about two months to get into the big publications, then about six more months for the article to be published and hit the newsstands. Remember, the early bird catches the worm!

2. Many times small interviews in small publications lead to bigger things. Word has a tendency to spread. A reporter for the Wall Street Journal may be having her hair done and see your article in a trade magazine. You have no idea who may get their hands on those small publications and decide to call you for an interview or buy your book.
3. Keep up with current events. The best way to get into a newspaper is to build off something that's currently in the news. Send press releases or call local and national newspapers. Then always follow-up because you never know what will happen later.
4. Increase your exposure with several interview and article topics. Think about all the small adjustments you can make to your book topic to reach more people. Can parents use your knowledge? Or teens? If you've written a business book, don't limit your outlets to business publications only. Broaden your topic list to get your name out there.
5. Know where to place what. Trade publications and newsletters always end with a resource box that gives your name and contact information. Place your articles in these publications. The newsstand magazines are the best ones for interviews. No one knows who writes the articles in these publications, but everyone knows the experts quoted in them.
6. Don't prejudge the audience. Just because the publication is a financial magazine doesn't mean they only want financial articles. Think about the other problems their readers have and how you can solve them, then you can get your article or book into several magazines. Just make sure you tell them it's non-exclusive.
7. Make phone calls. Send press releases and follow-up with a phone call. Press releases reach more people, but they don't allow you to fine-tune the conversation and find out what the media likes. When you're on the phone with someone, you can develop rapport and ask them what other stories they are working on. If they reject you, you can ask why, and learn for the next time.
8. Give good interviews and always be willing to help. Contact the reporters, rather than the editors, directly for interviews. Many times their email address is listed after their byline. If you make it easy for the reporter, they'll come back for more interviews. Always ask who else they write for, because you never know what kind of connections you can make from that one phone call.
9. In your faxes, emails, and press releases always include the name of the reporter or editor you want to target. If you're sending an article to a newspaper, target the business editor; if you're trying to get an interview on the radio, target the reporter.
10. Don't just go for book reviews. Also pitch interview ideas to reporters. Anything that gets your name in print or on the air boosts sales. So when your book finally comes out, people are reading your advice in a magazine, or seeing you on television at the same time.

11. Make sure you know the target publication or show. Gear your pitch to each specific publication. The major pet peeve of editors and reporters is a pitch that has no place with them. Read the magazine or watch the show so you know exactly what they are looking for.
12. Respect the press. Ask, don't demand, that a reporter mentions your book in the article. Answer the reporter's questions. Their jobs require agendas and if your responses don't fit, you won't get quoted in their stories. Always respect their time by asking if they are on deadline and offer to call back at a better time.
13. Radio and television shows need guests every day. When you say you'll be a guest on a daily radio or television show, it's almost like you're doing them a favor. While magazines publish once a month, your chances of getting in are more limited.
14. Stand out with great pitches. Every day editors and producers are bombarded with stacks and stacks of books and press kits, so make yours stand out and fit their topic. Be unique in your approach to get noticed. Rather than talk about yourself and your credentials in your pitch, tell the editor, reporter, or producer how you can increase their ratings. Talk about their show and their audience, because that is all they're interested in. Think about how to adjust your topic to fit into these shows and publications.
15. Develop your networking skills. Be friendly and talkative with people. Introduce yourself and start conversations at parties, at conferences, and even on your commute. Keep a few of your business cards on hand. You never know who you'll run into and what connections they might have.
16. Build relationships with reporters. When you do, they will use you as a source more often and will call you for more stories. If they can't use you right away, they'll keep you in mind for the next time. When you call them to pitch a story, whether they go for it or not, always ask what other stories they are working on. They may be able to use you for that.
17. Always be thinking about how to get into their story. While you have them on the phone, ask about their readers. What are their interests? What are their problems? What topics are they looking for? Listen to their answers and get back with them with any ideas you have. All they care about is how you can help them and help their readers.
18. Write out five important points before any interview, so you won't have to stop and think. Keep them short, so you sound natural. This way you won't forget anything. If you're on television, make sure your points are memorized, so you're not fumbling with a piece of paper on the air.
19. The meatier the article, the more it gets published. Never say, "If you want to find out about that, read my book." You are on the show, or in the article to give information, so you won't be invited back if you don't provide. Don't be afraid to give away information. There is no way you can divulge your years and years of experience in a 1,000-word article or a fifteen-minute interview.

20. Be concise and to the point with your answers. Television and radio are masses of sound bites. Additionally, reporters and editors work under tremendous time constraints. Be respectful with their time and they'll respect you.

21. Every contact you make with the media should be considered an interview. They are always listening. Do you have energy in your voice? How do you sound? Are you a fast answerer? Stand when you're on the phone and smile when you talk. Your alertness and excitement will come through in your voice. Even if they say you're on, you can still be cancelled.

22. You're not going to get famous from one hit. You have to be in several magazines, month after month after month. When people see your name over and over and over again, they start to remember it. There is no such thing as an overnight success; it takes little hints over time to build up to the tipping point.

23. Frequency is crucial. You must get your name out there repeatedly. When working with a PR firm, make sure you send them articles and press releases consistently month after month so they can get you into as many places as possible.

24. Don't limit your pitch to the top twenty publications. Hundreds of magazines are out there. If someone sees your name in a trade publication, your quote in the newspaper, your article in a small magazine, and finally your interview in Entrepreneur, then your name will jump off the page at them and will be burned into their memory.

25. Consider the best medium for your book publicity. Radio and television work great for topics with a mass appeal, like dieting, because they reach such a huge number of people. Business topics typically work better in print.

A. TOLL-FREE NUMBER SERVICE. Toll-free numbers are not as expensive as they used to be. Smaller publishers can appear to be larger by doing business like the big guys. Contact the following for details.

* Qwest.com: 5 cents/minute

* MCI: 5 cents/minute or portions thereof. No minimum or monthly fee. 800-749-9600.

* Everdial (aka Primus): 5 cents/minute. No minimum or monthly fee; 6 sec increments. Must use Everdial as your LD provider.

* Sprint: 6 cents/minute. No minimum or monthly fee.

* CyberTel (aka ComTech21): 8 cents/minute, no minimum. 866/547-4703.

* Costco: 4.7 cents/minute + \$2.76/mo. Bills to credit card with statement available via Web only.

AT&T: 800-222-0400
CAN: 800-447-9476
Everdial: www.everdial.com
LDDS: 800-737-8423
MCI: 800-777-1099
Telecom USA: 800-866-3322
Telegroup: 800-338-0225
US Sprint: 800-366-1046
uReach.com
Power Net Global. 4.5 cents a minute.

Unitel. 4.5c a minute, and only \$2 sub minima per month.

Power Net Global at <http://www.pngsales.com/tollfree.php> (cheaper than the phone companies and portable)

Cucumber's rate is 2.9 cents, but there is a one dollar minimum per call. The link is <http://www.cucumber.com/tollfree29.htm>

www.kall8.com: Instant set up of custom numbers. \$3.00 per month for standard toll free number and 6.7 cents per minute or \$15 per month for custom number and 6.7 cents per minute.

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

For more tips like these, visit: www.joanphelps.com

E. Every morning, more than 300 newspapers from around the world submit their front pages to Washington DC's Newseum. a museum of news, via the Internet. The full selection of each day's front pages is available on the Web site by 9:30 a.m. daily.

<http://www.newseum.org/todaysfrontpages/>

--Jim Zinger, www.1800SUCCEED.org

Special-sales buyers do not buy your books, but the benefits your books can offer. Show your prospects how the content of your books will help them improve their sales, competitive position or brand profitability. Excerpted from the Publishers Weekly book Beyond the Bookstore, by Brian Jud. www.bookmarketingworks.com

N. WANT TO SUMMARIZE YOUR BOOK? In MS-Word, see Tools\AutoSummarize. You may condense your book to some 25% of its original size in a couple of minutes.

--Dan Burrus

H. ORGANIZE YOUR HOME OFFICE. Tips from HP. See

<http://h71036.www7.hp.com/hho/cache/424-0-0-39-121.aspx?jumpid=info/hho-ng-organize-your-home-office>

I. CABLE OR DSL? Tips from HP. See

<http://h71036.www7.hp.com/hho/cache/317-0-0-225-121.aspx?jumpid=info/hho-ng-choosing-high-speed-internet>

A. DO YOU NEED THE OLD VERSION OF A PROGRAM? Did some part of your favorite software get corrupted? You will find the old version you seek at <http://www.oldversion.com> where those programs are preserved.

--Jim Zinger, www.jimzinger.com

D. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES? The book trade is only interested in new books. Special-interest magazines are concerned on the value of the (nonfiction) information. Of course, it is best to send out review copies as soon as the books arrive from the printer but it is never too late as long as the book is not out of date. For a list of special-interest magazines, see

<http://parapub.com/maillist.cfm>

D. FOR BESTSELLER LISTS BETWEEN 1900 AND 1995, see

<http://www.caderbooks.com/bestintro.html>

And see Document 612 at

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

I. SPECIAL SAVER SECTION ON WEBSITE TIPS/TRICKS. See Website-Centric and provide URLs for each tip.

A. PopUpCop:

<http://www.winxpnews.com/rd/rd.cfm?id=021217SE-PopUpCop>

Pop-Up Stopper:

<http://www.winxpnews.com/rd/rd.cfm?id=021217SE-Pop-UpStopper>

C. SOLVE THE MYSTERY OF THE MISSING TOOLBAR. If there's a number one frustration for beginning Windows users, it must be the mystery of the missing toolbar. Where did it go? There isn't a "show me the toolbar" command, so how do you get it back when you lose it? The good news is that there aren't many things that can make the toolbar disappear. One thing that can make the toolbar appear to disappear is

shrinking it down so much that it can't be seen. When that happens, try this method to bring it back in view:

1. Move your mouse to the point where you remember the toolbar used to be. It's on the bottom of the screen by default, but you might have moved it to the side or top.
2. You should see the mouse pointer turn into a double arrow when it "finds" the toolbar's location. As soon as it turns into a double arrow, hold down the left mouse button and drag the toolbar edge upwards. Don't drag it too far, or you'll make it "fat."
3. The toolbar is back. If you dragged the edge up too far, you can grab the edge again and drag it downward to resize it.

Another thing that can cause your toolbar to disappear is when you (or maybe someone else) configured the toolbar to "hide" when it's not being used. This problem is also easy to fix:

1. Press the Windows Key on your keyboard. This opens the Start menu. Open the Control Panel.
2. Open the Taskbar and Start applet.
3. Remove the checkmark from the Auto-hide the taskbar checkbox. Click Apply and then click OK.

The taskbar will reappear and it won't mysteriously disappear again. Of course, once you realize what happened, you might want to enable auto-hide again.

How to Change the Size of Desktop Icons and Other Things

You can resize or change the color of almost any aspect of the Windows XP desktop. This has been true since Windows 95 came out, and the way you did it and how you got to the configuration interface was the same for Windows 95/98/98SE/ME/Windows NT 4.0/Windows 2000.

Windows XP changed things a little bit and you have to click a few more times to get there. Here's how:

1. Right click on an empty area of the desktop and click the Properties selection.
2. Click on the Appearance tab.
3. Click the Advanced button.
4. You can change the appearance of virtually any aspect of the desktop interface in the same way you did with previous versions of Windows, by using the Advanced Appearance dialog box. Just click the down arrow in the Item drop down list box and have at it.
5. You can save your new color and size configuration by clicking the Themes tab and then clicking on the Save As button. Type a name for your color scheme and click Save

How to Cheat at FreeCell

Last week we showed you how to cheat at Hearts. This week WinXPNews reader "Liwei" shares the secret to winning at FreeCell:

"I also have another cheat for one of Windows XP's games. By pressing CTRL+SHIFT+F10 during game play in freecell, you can choose to win or

lose. This cheat and the Hearts cheat work on other windows version with it. Thank you."

April

A. HERE ARE THE WEEK'S BEST APRIL FOOL'S WEB JOKES ...

<http://www.bayarea.com@e.la/?111b5>

.. and the top 10 April Fool's hoaxes of all time

<http://www.museumofhoaxes.com@836.as/?1253d>

MAY

B. CARTS ALLOWED AT BEA BOOK FAIR THIS YEAR. According to Cathi O'Brien of the BEA, the old ABA ban against wheels has not been continued after BEA took over the show. While some see the carts as dangerous in crowded aisles, others find them good for carrying the literature, books and other Freebies at the show.

For show planning assistance, see

<http://www.bookexpoamerica.com>

BEA GOALS. How to make the best use of your time at the book fair. Go through the Publishers Weekly Show Edition (out in early May) and make up a Hit List in booth-number order. Plan B: use the Show Directory when you arrive on site.

- Distributors. Visit each one. Search for those that represent books like yours. Get their catalogs.
- Wholesalers. Some years you can make appointments with Ingram and Baker & Taylor to show your books. Visit their booths and inquire. Make appointments and keep them.
- Printers. Visit your printer to touch base. Show your book or project to other printers and request bids.
- International booths. Visit the foreign publishers' association booths and ask for publisher contact info of publishers that publish books like yours. Contact those publishers re foreign rights when you return home. Some publishers will have their own booth at the fair. Look for a category match.
- Press Room. Drop of your promo material for display to the press.
- PMA. Place your book in the Publishers Marketing Association display and work the booth one-hour each day for experience.
- Network with other publishers of your category of book. Ask what is working for them.

--Parties. Attend every one and wear your badge. You never know where an important contact may be made. If you are not sure why you are at a party, it is because

- a. You are making the best use of every minute because you have invested money in this trip.
 - b. You do not ask why, you just do what the newsletter tells you to do.
- And
- c. To buy Dan an adult beverage. :)

Go to work as soon as the Hall opens. Work the ConCen from the back to the front; it will be far less crowded.

DECEMBER

Santa guides himself by the lights of the world:

http://www.winxpnews.com/rd/rd.cfm?id=021217FA-World_Lights

Christmas coloring pages for the kids:

<http://www.winxpnews.com/rd/rd.cfm?id=021217FA-Coloring>

□ Ten good Christmas movies:

http://www.winxpnews.com/rd/rd.cfm?id=021217FA-Christmas_Movies

□ Christmas craft room for kids:

http://www.winxpnews.com/rd/rd.cfm?id=021217FA-Christmas_Crafts

The must-have watch for Christmas:

<http://www.winxpnews.com/rd/rd.cfm?id=021210FA-Watch>

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

A.

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

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" Be akin to the weather, when people ask how you are doing say..... changeable."
- Michael Levy.

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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".

L. selling to catalogs. 7,000 catalogs are published in the U.S. and 1,00 more are available in Canada. Each year they mail 11.8-billion catalogs to recipients. Catalogs move lots of books. You can get your book into several category-specific catalogs. See Document 625 at
<http://parapub.com/getpage.cfm?file=products.html>

M. CANADIAN PUBLISHERS. See
The Canadian Supplement to the Self-Publishing Manual,
Document 628 at
<http://parapub.com/getpage.cfm?file=products.html>
And Selling Books in the US, where one-third of the world's books are sold, Document 634 at
<http://parapub.com/getpage.cfm?file=products.html>
And Suzanne Anderson's book, Self-Publishing in Canada at
<http://www.selfpublishing.ca/>

N. RESOURCES FOR WRITERS. See

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

Worldwide Freelance Writer Newsletter
<http://www.worldwidefreelance.com>

The Writer
<http://www.writermag.com>

Writer's Digest
<http://www.writersdigest.com/>

WritersWeekly.com
<http://www.writersweekly.com>

O. EXAMPLE OF A DEALER BULLETIN WITH RESALE PRICES. See
<http://parapub.com/getpage.cfm?file=/resale.html>

P. WRITING-PUBLISHING AND THE LAW. For articles, see <http://www.ivanhoffman.com/helpful.html>

Q. TRACK YOUR BOOK'S HISTORY AT AMAZON.COM. See <http://www.junglescan.com/>

E. POSTAL RATE CHART. Print out and post next to your postage meter. See Document 144 at

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

For more information on book fulfillment (shipping) see

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

F. TELEPHONE ORDER SHEET. Print out and keep several near each telephone. See Document 147 at

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

G. GALLEY COVER LAYOUT FORM. Paint by the number outline. See Document 149 at

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

H. DOCUMENT 150. NEWS RELEASE OUTLINE. Shows you how to construct a news release. See

I. GETTING COVERAGE IN MAGAZINES, newspapers and newsletters for your books. News releases and article. See

<http://parapub.com/getpage.cfm?file=/resource/promote.html#srnewsrelease>

For a list of periodicals, see

<http://parapub.com/maillist.cfm>

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

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

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

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

and see

http://parapub.com/success_list.cfm?

K. TITLES SELL THE BOOK. Some six out of ten books on the bestseller lists have dynamite titles. See Document 156: book titles that were changed at

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

and Document 626, Selecting a Book Title That Sells at

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

L. *** Push the 6xx Documents

M. IF YOUR TITLE IS NOT SELLING THE BOOK, CHANGE IT. You can make any changes you wish in your next edition (the authority is confirmed to you by the First Amendment of the Constitution of the United States.) For a list of well-known books that had alternative original titles, see Document 156 at <http://parapub.com/getpage.cfm?file=products.html>

N. INTERACTIVE CENSUS MAPS. See <http://barbera.caliper.com/maptitude/census2000maps/map.asp>

O. DICTIONARY. See <http://dictionary.reference.com/>

P. THESAURUS. See <http://www.visualthesaurus.com/index.jsp>

E. FOREIGN RIGHTS WEB SITES

PMA Rights Service
<http://pma-online.org/pmafair/index.cfm>

Frankfurt Book Fair Rights.
<http://www.frankfurt-book-fair.com/>

Rights Alert
<http://www.PublishersWeekly.com/RightsAlert>

SubRights.com closed its doors in 2000

Rightsworld.com shut down in September 2001.

H. INTERNATIONAL SALES DONE RIGHT. Put your titles in the hands of someone with 17 years experience at the Frankfurt Book Fair who has the right contacts to pitch the appropriate publishers, distributors, booksellers, buyers, agents, representatives, reviewers, and suppliers who attend. Frankfurt is not for amateurs in the book trade and is not a show for aisle wanderers. Godfrey Harris is serious about bringing back deal opportunities. Contact him for details at hrmg@aol.com, For details. www.harrisragan.com

5. How do we know if a magazine will pay us, an agent is honest,

or a publisher is on the up and up? The internet makes it easier to check.

Here are some sites to look at. <http://www.sfw.org/Beware/> Likewise another warning list <http://www.nwu.org/alerts/alrthome.htm/> However, one warning holds true NEVER PAY A READING FEE. NEVER, NEVER, NEVER Another source of unreliable payers for free lance writers is www.writersweekly.com Most of this is directed toward American writers, but any warnings from anywhere else of people who take advantage of writers will always be gratefully received and will be passed on to W3 readers.

6. List of 400 agents <http://www.authorsteam.com/agents/> I have not verified quality.

And

<http://www.writersservices.com/agent/index.htm>

A. QUICK ONLINE DICTIONARY: GOOGLE. Type define:word (without spaces) and Google will define the word.

B. NEED SOMEONE TO WRITE ADS OR NEWS RELEASES? See the Supplier List at <http://parapub.com/supplier.cfm?>

C. NEED SOMEONE TO DESIGN AN AUDIO OR VIDEO PACKAGE? See the Supplier List at <http://parapub.com/supplier.cfm?>

D. NEED A BAR CODE? See the Supplier List at <http://parapub.com/supplier.cfm?>

E. NEED SOMEONE TO DESIGN, TYPESET AND LAYOUT YOUR BOOK? See the Supplier List at <http://parapub.com/supplier.cfm?>

F. NEED A BROCHURE PRINTER? See the Supplier List at <http://parapub.com/supplier.cfm?>

G. NEED A CONSULTANT ON BOOK PUBLISHING AND PROMOTING? See the Supplier List at <http://parapub.com/supplier.cfm?>

H. NEED A COVER DESIGNER? See the Supplier List at <http://parapub.com/supplier.cfm?>

I. NEED AN EDITOR OR PROOFREADER? See the Supplier List at <http://parapub.com/supplier.cfm?>

J. NEED SOMEONE TO TAKE YOUR BOOK TO TRADESHOWS? See the exhibitor services on the Supplier List at <http://parapub.com/supplier.cfm?>

K. NEED A FULFILLMENT SERVICE? See the Supplier List at <http://parapub.com/supplier.cfm?>

L. NEED A GHOSTWRITER? See the Supplier List at <http://parapub.com/supplier.cfm?>

M. NEED LEGAL HELP? See Lawyers on the Supplier List at <http://parapub.com/supplier.cfm?> And <http://parapub.com/accessreport.cfm?report=113&refpage=business.html&userid=44388803>

N. NEED SOMEONE TO EVALUATE YOUR MANUSCRIPT? See the Supplier List at <http://parapub.com/supplier.cfm?>

O. NEED SOMEONE TO HELP YOU WITH BOOK MARKETING AND PROMOTION? See the Supplier List at <http://parapub.com/supplier.cfm?>

P. NEED A BOOK PRINTER? See the Supplier List at <http://parapub.com/supplier.cfm?>

Q. NEED SOMEONE TO GET YOU ON RADIO AND TV? See the Supplier List at <http://parapub.com/supplier.cfm?>

R. NEED RADIO AND TV COACHING? See the Supplier List at <http://parapub.com/supplier.cfm?>

S. WANT TO BREAK INTO PROFESSIONAL SPEAKING? SEE <http://parapub.com/supplier.cfm?>

T. WANT TO MAKE A VIRTUAL (ONLINE) BOOK TOUR? See the Supplier List at <http://parapub.com/supplier.cfm?>

U. WANT TO LEARN ABOUT BOOK PROMOTION AT A WORKSHOP? See the Supplier List at <http://parapub.com/supplier.cfm?>

V. WANT A WEB SITE DESIGNED OR PROMOTED? See the Supplier List at

<http://parapub.com/supplier.cfm?>

W. WHERE IS DAN POYNTER? Find out when he will be speaking in your area. See

<http://parapub.com/calendar.cfm?>

X. WHO IS DAN POYNTER? SEE

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

Y. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See

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

Z. 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>

AA. 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)

BB. 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>

CC. 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>

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

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

EE. 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".

A. SPEAKING RESOURCES. Turn your book's information into another profit center. See

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

***SpeakerNet News, Antion, Dottie, NSA site, Joel Roberts.

(When speaking site is up)

Turning speeches into Books. See ParaCalendar for NSA Chapter presentations, NSA Conventions and ws dates.

NSA Page with Chapter listings.

See SNN archives for more resources.

Need some public speaking and writing tips?

<http://www.schrift.com/tips.com>

B. RESEARCH RESOURCES. Hyperlink Suppliers.

Get from SPM-Large Print Appendix.

C. BOOK INDUSTRY STATISTICS. See

<http://parapub.com/statistics/>

D. To get area codes, type in city/state at:

<http://www.555-1212.com/geo.isp>

E.

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

IF YOU OR A COLLEAGUE ARE WORKING ON A SPECIAL GENRE, we have specific resources for you.

CHILDREN'S BOOKS: Resources for Writing, Producing and Promoting Juveniles lists the help you will need to write, produce, publish and promote this unique type of book.

Document 610, 5 pages, Paper: \$11.95; self-service Electronic: \$7.95.

See and scroll down at

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

COOK BOOKS: Resources for Writing, Producing and Promoting Books on Food lists the help you will need to write, produce, publish and promote this unique type of book.

Document 613, 7 pages, Paper: \$10.95; self-service Electronic: \$6.95.

See and scroll down at

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

TRAVEL BOOKS: Resources for Writing, Producing and Promoting Guidebooks. Lists the information sources you need to successfully publish and promote travel books.

Document 616, 5 pages, Paper: \$10.95; self-service Electronic: \$6.95.

See and scroll down at

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

NEW AGE BOOKS: Resources for Writing, Producing and Promoting Books on metaphysics, the occult and new thinking. Provides the leads you need for more information. Names and numbers.

Document 617, 3 pages, Paper: \$9.95; self-service Electronic: \$5.95.

See and scroll down at

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

RELIGIOUS BOOKS: Resources for Writing, Producing and Promoting theological books. Lists the information sources you need to successfully publish and promote religious books.

Document 618, 4 pages, Paper: \$9.95; self-service Electronic: \$5.95.

See and scroll down at

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

SCREENWRITING: Fiction (theatricals) & Nonfiction (documentaries) by Gail Kearns is jammed with tips, ideas and resources on writing screenplays from Movies-of-the-Week to sitcoms. She also tells you how to protect your work.

Document 638, 8 pages, Paper: \$11.95; self-service Electronic: \$7.95.

See and scroll down at

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

B. REFERENCE SITES (from Charles Boyle)

WWWebster: Merriam-Webster Dictionary Online

General Reference

Facts on File

Reference Desk

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

YOUR BOOK PRINTER IS YOUR BEST FRIEND

--Michele DeFilippo, 1106 Design

Book printing is one of the largest expenses in publishing. That's why it's so important to talk to—and learn from—the folks who do it every day. At a recent Arizona Book Publishing Association dinner, representatives from four book printers shared their knowledge of the printing process, offered the vendor's perspective on choosing a book manufacturer, and emphasized the benefits of early communication with your printer. Here's what they had to say:

Planning your project upfront will prevent many production problems later on. To avoid delays and unplanned-for costs, your book should be designed with your printer's requirements in mind. It's much easier (and less expensive) to submit your job with the correct file formats, halftone adjustments, fonts, trim sizes, bleeds, and more than to ask your printer's pre-press department to fix problems at the last moment and delay production.

Printers consider it a major annoyance when they receive a quote request that is also sent to 50 other printers. It tells them right away that this quote is from a person new to the industry, who probably assumes that all printers are alike, and who will make a decision based on price alone. There are many variables from printer to printer on any job and even if you did get 50 responses—which you probably won't—it would be impossible to compare them.

Paper is one of your largest costs and it's a good idea to choose one of the printer's "house" stocks for greatest economy. Everyone should talk to

their printing representative early and often to ensure a smooth book-printing experience.

Regarding the “business” side of printing, the signed quote is a contract and it’s important to review and understand every detail of the agreement before signing up. For example, if your quote is based on “trouble-free” files, then you can expect extra charges if your files require intervention to print properly. No printer will begin a job without a signed bid.

The brand of cover cloth you choose for a case-bound book can make a big difference in the price, so it’s important to pay attention to this detail on your quote. (Rainbow cloth vs. Arrestox B can result in a \$1,000 difference on 2,000 books.)

It’s also extremely important to review your printer’s proof very carefully. Every printer considers this proof the “Bible,” and once you sign off on it, this is what you will get, even if you overlooked something or it’s the printer’s mistake.

Turnaround time should be discussed with your printing representative well in advance of submitting your job. If you need books by a certain date, it is your responsibility to inform the printer so your job can be scheduled accordingly. You’ll pay extra for rush service.

The issue of “overs and unders” is often misunderstood. A printing press cannot be “stopped on a dime” like a copier. About 5–10% more books than ordered must be printed to allow for “make-ready” on press and for spoilage in the bindery. If these “overs” are not spoiled, printers offer them to the customer at a discount price. “Unders” are deducted from your final invoice.

It’s important to specify “residential” or “loading dock” delivery when you request a quote, as residential delivery costs more. Most book manufacturers negotiate large discounts with freight companies and don’t mark up this service, so you won’t save money by arranging for your own freight.

Like any business, printers reserve their best prices and terms for repeat customers. Establishing a positive long-term relationship with your printer pays you back in dollars as well as in peace of mind.

POD books (which are basically a bound photocopy) may give you a good book and may give you a bad book. Most book manufacturers will help you obtain a limited number of POD books, but these are not as durable as an ink-on-paper offset-printed book. As with any photocopy, the image can rub off or stick to plastic materials when exposed to heat or pressure.

Book printers recommend that publishers work with an experienced book designer who understands the peculiarities of book design. Graphic designers who don’t have book design experience can create an “over-designed” book that can be costly and sometimes even impossible to print. Even though Word files can be converted to PDF and printed, Word does not compose type as well as a page layout program, so this is not the recommend way to go.

So how do you “qualify” a book printer? The first step is to understand that book printing is a custom operation, not a commodity. Each book is unique and each book manufacturer is unique in terms of equipment, customer service and capabilities. It’s important to match the book with the manufacturer.

Just as customers select vendors through the quoting process, printers select their customers through pricing. If you don’t know what you’re talking about when you request a quote, the printer will immediately know that you’re likely to be a “high maintenance” customer and will price the job accordingly. Working through an experienced book designer who speaks the language of printing will benefit you in the long run, because the printer knows he will receive correctly-prepared files.

So how do you become a desirable customer? Do your homework before you ask for quotes. Rather than shotgun a quote to 50 printers you know nothing about, ask your peers who they recommend for book printing. Choose a few printers to research thoroughly. Ask for an equipment list to make sure your book fits their capabilities. Ask for references. Check with Dunn and Bradstreet to make sure the company is healthy. Visit the plant. Is it clean and organized? Meet with your Customer Service Representative, who is your advocate in the plant. Do you feel this person truly cares about your book?

Once those tasks are completed, you should ask for a quote only from those printers who are qualified and who make you feel most comfortable. Knowing that the printer will “be there” for you throughout the process will give meaning to the numbers you receive. Following this procedure will also let your printer know that you are a serious customer, and every printer wants serious, repeat customers.

After your book is printed, conduct an evaluation and discuss any problems that may have occurred with your representative to learn how they can be avoided in the future.

Most of all, remember that all printers want to do a good job and want you to succeed, because your success is their success. Everyone should think of a printer representative as a “free consultant” who will gladly help you through the intricacies of the book manufacturing process.

Michele DeFilippo owns 1106 Design, LLC and is a member of Arizona Book Publishing Association. She has been designing book covers and interiors, ads, magazines, and promotional materials since 1972. Recent samples are posted on her website at www.1106design.com. Contact Michele at michele@1106design.com or call (602) 866-3226.

A BOOK IS NOT A CHILD BUT . . .

Publishers are usually good at what they do—producing quality books. But just like giving birth to a child, publishing the book is not enough. The child must be raised and the book must be promoted. (Fortunately, the book is not a 20-year commitment and you do not have to send it to college.) But the book does need further attention. In fact, it is said the most common mistake in publishing books today, is the failure to follow through—to let potential readers know the book exists.

See

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

(Excerpted from Successful Nonfiction by Dan Poynter.

For 108 more inspirational tips, See

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

(Scroll down to SUCCESSFUL NONFICTION: Tips & Inspiration for Getting Published by Dan Poynter. This is a gift book for the writer within or the writer in your life. It might be described as Life's Little Instruction Book meets Chicken Soup for the Writer's Soul. Each page hits you right in the thought process with a tip, an explanation, an illustrative story and a writing quotation. All writers will find this book informative, insightful and fun. "Bet you can't read just one."

(You will discover: 38 Tips on how to write, 11 Tips on why you should write, 4 Tips on why your writing project should be a book, 21 Tips on what to write, 7 Tips on doing research, 9 Tips for building your book, 3 Tips on Copyright, 10 Tips for finding the right agent or publisher, 6 Tips on book promotion, And much, much more.

(Successful Nonfiction is a beautiful book. The soft cover book has gold stamping, embossing, French flaps, end sheets and a matte finish. It is a book as an "art form".

ISBN 1-56860-061-5. Softcover book, 5.5 x 8.5, 144-pages. \$14.95

For a review, see

<http://www.compulsivereader.com/html/modules.php?op=modload&name=News&file=article&sid=374>)

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

MAY

APPROACHING THE BEA BOOK FAIR.—LESSONS LEARNED.

When you go to BEA ask not what you can sell TO it, but ask what you can take FROM it. Approach the show from the 20,000 foot level, looking to get a broad overview of where the industry is going, what others are making money at, how others have found niches to sell into. Go to learn what the technology will do to change things... and try to find out if there is a way you can use all this knowledge to better your competitive position. Don't go to sell books. What did I just say? Again, don't go to sell books! Go there to buy ideas. Don't go to make something happen. Go there to understand what will happen. Don't go there to sell your products or ideas, but go there to buy the ideas of others. You have this wonderful chance to see, touch, ask, learn, question, and network. And while you may seek one or two specific goals, don't be surprised if the compendium of information you glean from BEA coalesces into a terrific business idea that you can pursue in the near future. If you go to BEA with a buyers attitude, you will more than make up the money you spent being there.

—Alan Canton, <http://www.adams-blake.com>

(Excerpted from Successful Nonfiction by Dan Poynter.

For 108 more inspirational tips, See

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

(Scroll down to SUCCESSFUL NONFICTION: Tips & Inspiration for Getting Published by Dan Poynter. This is a gift book for the writer within or the writer in your life. It might be described as Life's Little Instruction Book meets Chicken Soup for the Writer's Soul. Each page hits you right in the thought process with a tip, an explanation, an illustrative story and a writing quotation. All writers will find this book informative, insightful and fun. "Bet you can't read just one."

(You will discover: 38 Tips on how to write, 11 Tips on why you should write, 4 Tips on why your writing project should be a book, 21 Tips on what to write, 7 Tips on doing research, 9 Tips for building your book, 3 Tips on Copyright, 10 Tips for finding the right agent or publisher, 6 Tips on book promotion, And much, much more.

(Successful Nonfiction is a beautiful book. The soft cover book has gold stamping, embossing, French flaps, end sheets and a matte finish. It is a book as an "art form".

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

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

A.

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

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The desire to write grows with writing.
--Erasmus

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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>

October

A. TIME MANAGEMENT. Short of time? Not enough hours in the day to accomplish all you need to do? Readers of the Publishing Poynters newsletter will get an extra hour of time; 60 minutes to use as you please. No strings, no cost. On Saturday, October 30, you have permission to set your clocks back one hour. No trick, no treat (Halloween is on Sunday). Enjoy!

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/getpage.cfm?file=/speaking/speech_desc.html

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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/getpage.cfm?file=/speaking/speech_desc.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

November 12-14: AMERSHAM, UK. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Latimer House, Amersham. Fmi: Professional Speakers Association, Frank Furness, (44) 1923-2482000, Frank@FrankFurness.com. <http://www.professionalspeakers.org/>

November 17: 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 18: HOUSTON. Leisure Learning Unlimited. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 6:27 to 10:00 PM. Fmi: Ted Weisgal, (713) 529-4414, Ted@llu.com, <http://www.llu.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>

December 1: EDMONTON. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. 6:27 to 10 pm. Fmi: 877-277-1240; <http://www.LearningAnnex.com>. Sign up online and save.

December 2-4: EDMONTON. CAPS Convention. Annual meeting of the Canadian Association of Professional Speakers. Fmi: Convention Chair: Karen Caesar, 780.438.3899, kcaesar@hopelearning.com, <http://www.canadianspeakers.org/displayconvention.cfm>

December 11: NASHVILLE. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Tennessee chapter of the National Speakers Association. Fmi: Gary Minor, (615) 790-3296, gary@garyminor.com, <http://www.nsatennessee.com/>

December 18: PLYMOUTH MEETING, PA. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Mid-Atlantic chapter of the National Speakers Association. Fmi: Terry Adams, 609-430-0071; ConsultAdams@earthlink.net; <http://www.NSAmidAtlantic.org>

2005

January 6-9. CANCUN, Mexico. NSA Educational Retreat. Dates Blocked. See <https://www.nsaspeaker.org/meetings/index.xpl>

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

January 25: 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 29-30: LAKE CHAPALA, GUADALAJARA, MEXICO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Also: Children's Books, On the Move. Fmi: Karen Blue, Blue@mexico-insights.com, <http://www.mexico-insights.com>

February 4-6: BURBANK. National Speakers Association Winter Workshop. Writing Your Book by-the-Numbers. Dan Poynter supplies a 33-page template for writing your book. Just fill in the blanks. Writing-Publishing Professional Emphasis Group. Fmi: Pam Lontos, (407) 299-6128, Pam@prpr.net, <http://www.NSAspeaker.org>. Dates Blocked.

February 10: GOLETA, CA. Santa Barbara chapter of the Experimental Aircraft Association (EAA). Lawnchair Larry: The story of Larry Walters who attached 43 weather balloons to a lawnchair in 1982. He shot into the air over Los Angeles—to 16,000 feet. 7:30 pm. See http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html Old Fire Station on Hartley Place, Goleta. Fmi: Vern Hanna, 805-967-9421; vHanna@mindspring.com

February 18-20: SAN FRANCISCO. Second Annual San Francisco Writers Conference. Sir Francis Drake Hotel. Dan Poynter will speak on writing. Fmi: Michael Larsen, (415) 673-0939, larsenpoma@aol.com, <http://www.SanFranciscoWritersConference.com>

February 23: DENVER. Writing Your Book by-the-Numbers. Dan Poynter supplies a 33-page template for writing your book. Just fill in the blanks. Colorado Chapter of the National Speakers Association. Fmi: Don Cooper, (303) 832-4248, Don@DonCooper.com, <http://www.nsa.colorado.org>

March 8: 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 12: ANN ARBOR, MI. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Michigan chapter of the National Speakers Association. FMI: Richard Paul, 800-579-8051, VentKing@RichardPaul.com, <http://www.nsamichigan.org/>

March 18-20: SURFERS PARADISE, Australia. Dan Poynter on Book writing and publishing. National Speakers Association of Australia national convention. Fmi: NSAA@ledger.com.au, <http://www.NationalSpeakers.asn.au>

March 31-April 2: SINGAPORE. Internationally Speaking – A World of Possibilities hosted by The International Federation of Professional Speakers/National Speakers Association. Fmi: NSA, (480) 968-2552, <http://www.nsaspeaker.org>
Dates Blocked.

April 11: TELECONFERENCE on Writing Your Book. International Coach Federation (ICF). 6:30-8 pm Eastern Time/3:30 Pacific. Global Virtual Community meeting. The bridgeline for members and guests on the call is: 646-519-5883, Callers Pin No.: 0684#. Go to http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html before the teleconference to get the following handouts.
--Handout. Books 101, P-31: The New Book Model
--P-47 Book Writing Layout Template. 33 pages.
Fmi: Robin Retherford, 541-686-2720, Robin@ActionCoaching.info

April 16: DENVER. Colorado Independent Publishers Association (CIPA). Dan Poynter on Selling Books to Non-Traditional Markets and Recycling Your Material into Magazine Articles. Fmi: Mary Jo Fay, 303-841-7691, MaryJo@outoftheboxx.com, <http://www.CIPAbooks.com>

May 12: WASHINGTON, DC. 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 (such as

First Class) across the U.S. and Canada. They have classes on every conceivable subject. Discover where the centers are, what they want and what to do when you get there. 6:27 to 10 pm. First Class, Inc., Lifelong Learning Center. Fmi: Deb Leopold, 202-797-5102, TakeAClass@aol.com, <http://www.TakeAClass.org>

May 13: WASHINGTON, DC, First Class, Inc., Lifelong Learning Center. Books 101, The full New Book Model program. Fmi: Deb Leopold, 202-797-5102, TakeAClass@aol.com, <http://www.TakeAClass.org>

May 14: WASHINGTON, DC. Washington Independent Writers. Dan Poynter on a Self-Publishing panel. Fmi: Joseph Barbato, 703-379-5441. JABarbato@aol.com, <http://www.WashWriter.org>

May 21: INDIANAPOLIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Indiana chapter of the National Speakers Association. FMI: Larry Holycross, 317-891-0158, Larry@LarryHolycross.com

May 31-June 2: NEW YORK. PMA Publishing University. Dan Poynter on book promotion. New York Marriott. Fmi: Publishers Marketing Association, <http://www.PMAonline.org>.

June 3-5: NEW YORK Book Expo America. Javitts Center, New York City. See <http://www.bookexpoamerica.com/>

July 23-24: 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>

<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

February

VALENTINES DAY. Just in case you're stuck for what to write in your Valentines day card.....These are entries to a Washington Post competition asking for a rhyme with the most romantic first line... but the least romantic second line.

-- joe hoare

2. Thought that I could love no other
That is until I met your brother.

3. Roses are red, violets are blue, sugar is sweet, and so are you.
But the roses are wilting, the violets are dead, the sugar bowl's empty
and so is your head.

4. Of loving beauty you float with grace
If only you could hide your face

1. Love may be beautiful, love may be bliss
But I only slept with you, because I was pissed.

5. Kind, intelligent, loving and hot;
This describes everything you are not

6. I want to feel your sweet embrace
But don't take that paper bag off of your face

7. I love your smile, your face, and your eyes -
Damn, I'm good at telling lies!

8. My darling, my lover, my beautiful wife:
Marrying you screwed up my life

9. I see your face when I am dreaming.
That's why I always wake up screaming

10. My love, you take my breath away.
What have you stepped in to smell this way?

11. My feelings for you no words can tell,
Except for maybe "go to hell"

12. What inspired this amorous rhyme?
Two parts vodka, one part lime.

Actual Phone Answering Machine Messages

* My wife and I can't come to the phone right now, but if you'll leave your name and number, we'll get back to you as soon as we're finished.

* Hello, you've reached Jim and Sonya. We can't pick up the phone right now, because we're doing something we really enjoy. Sonya likes doing it up and down, and I like doing it left to right...real slowly. So leave a message, and when we're done brushing our teeth we'll get back to you.

* A is for academics, B is for beer. One of those reasons is why we're not here. So leave a message.

* Hi. This is John. If you are the phone company, I already sent the money. If you are my parents, please send money. If you are my financial aid institution, you didn't lend me enough money. If you are my friends, you owe me money. If you are a female, don't worry, I have plenty of money.

* (Narrator's voice:) There Dale sits, reading a magazine. Suddenly the telephone rings! The bathroom explodes into a veritable maelstrom of toilet paper, with Dale in the middle of it, his arms windmilling at incredible speeds! Will he make it in time? Alas no, his valiant effort is in vain. The bell hath sounded. Thou must leave a message.

* Please leave a message. However, you have the right to remain silent. Everything you say will be recorded and will be used by us.

* Hi. I'm probably home, I'm just avoiding someone I don't like. Leave me a message, and if I don't call back, it's you.

*Hi, this is Dan. You know what to do at the beep.

A Graduate once applied to Med School. Listed below are the results of his entrance test. Needless to say he didn't make it...

- ANTIBODY: against everyone
- ARTERY: the study of fine paintings
- BACTERIA: back door to a cafeteria
- BENIGN: what you be after you be eight
- BOWEL: letters like A, E, I, O, or U

- CAESAREAN SECTION: a district in Rome
- CARDIOLOGY: advanced study of poker playing
- CAT SCAN: searching for ones lost kitty
- CAUTERIZE: made eye contact with her
- COMA: a punctuation mark
- CONGENITAL: friendly
- CORTIZONE: the local courthouse
- D & C: where Washington is
- DILATE: to live longer
- ENEMA: not a friend
- GENES: blue denim slacks
- HEMORRHOID: a male from outer space
- IMPOTENT: distinguished, well known
- LABOR PAIN: hurt at work
- MINOR OPERATION: somebody else's
- ORGAN TRANSPLANT: what you do to your piano when you move
- PROTEIN: in favor of young people
- RED BLOOD COUNT: Dracula
- SECRETION: hiding anything
- TABLET: a small table
- TERMINAL ILLNESS: getting sick at the airport
- TIBIA: country in North Africa
- TRIPLE BYPASS: better than a quarterback sneak
- TUMOR: an extra pair
- URINE: opposite of "you're out"
- VARICOSE: very close

Literally or Figuratively?

A teenager comes home from school with a writing assignment. He asks his father for help. "Dad, can you tell me the difference between literally and figuratively?"

His father looks up, thoughtfully, and then says, "I'll display it to you. Go ask your mother if she would sleep with Robert Redford for a million dollars. Then go ask your sister if she would sleep with Brad Pitt for a million dollars. Then come back and tell me what you've learned."

The kid is puzzled, but he decides to see if he can figure out what his father means. He asks his mother, "Mom, if someone gave you a million dollars, would you sleep with Robert Redford?" His mother looks around slyly, and then with a little smile on her face says, "Don't tell your father, but, yes, I would."

Then he goes to his sister's room and asks her, "Sis, if someone gave you a million dollars, would you sleep with Brad Pitt?" His sister looks up and says, "Yes, definitely."

The kid goes back to his father and says, "Dad, I think I understand the difference. Figuratively, we are sitting on two million bucks, but literally, we are living with a couple of whores."

March

HAPPY EASTER

Don't put all of your eggs in one basket.
Walk softly and carry a big carrot.
Everyone needs a friend who is all ears.
There's no such thing as too much candy.
All work and no play can make you a basket case.
A cute little tail attracts a lot of attention.
Everyone is entitled to a bad hare day.
Let happy thoughts multiply like rabbits.
Some body parts should be floppy.
Keep your paws off other people's jellybeans.
The grass is always greener in someone else's basket.
An Easter bonnet can tame even the wildest hare.
To show your true colors you have to come out of your shell.
The best things in life are still sweet and gooey!

March

"St. Patrick's Day is an enchanted time--a day to begin transforming winter's dreams into summer's magic."
- Adrienne Cook

Lepre Kong 2

<http://www.bravozulu.com/cathome/>

Halloween

You simply must try Cat Bowling:
<http://www.bravozulu.com/cathome/>

December

Lesson of the Month—

7 more things we can learn from Santa:

- 1 Don't worry about facial hair - it can become your image
- 2 Don't be afraid to be different
- 3 Try another way of getting around, even if just for a season
- 4 a. Reward kids for being good
b. Let the naughty ones go without (until they are good)
- 5 Be a giver, not a taker
- 6 a. Laugh a lot
b. Don't be afraid to laugh at yourself
- 7 Spread happiness and cheer, forget the negatives!

by Carolyn Ann Aish
December
From Sylvia Mills

Please accept with no obligation, implied or implicit, my best wishes for an environmentally conscious, socially responsible, low stress, non-addictive, gender neutral celebration of the winter solstice holiday, practiced within the most enjoyable traditions of the religious persuasion of your choice, or the secular practices of your choice, with respect for the religious or secular persuasions and/or traditions of others, or their choice not to practice religious or secular traditions at all.

May you have a fiscally successful, personally fulfilling and medically uncomplicated recognition of the onset of the generally accepted calendar year 2004, but not without due respect for the calendars of choice of other cultures whose contributions to society have helped to make our country the uniquely wonderful place that it is (not to imply that our country is necessarily greater than any other country, including yours, should yours be different from mine, but nonetheless including and recognizing the distinctiveness of our country) and without regard to the race, creed, color, age, physical ability, religious faith, political belief, choice of computer platform or sexual preference of the wishee.

By accepting this greeting you are accepting these terms. This greeting is subject to clarification or withdrawal. It is freely transferable with no alteration to the original greeting. It implies no promise by the wisher to actually implement any of the wishes for herself or himself or others, is void where prohibited by law and is revocable at the sole discretion of the wisher. This wish is warranted to perform as expected within the usual application of good tidings for a period of one year, or until the issuance of a subsequent holiday greeting, whichever comes first, and the

warranty

is limited to replacement of this wish or issuance of a new wish at the sole discretion of the wisher.

In other words.... A MERRY CHRISTMAS AND A HAPPY NEW YEAR!

A. HOW LONG CAN YOU KEEP THE BALL IN THE AIR?

<http://www.winxpnews.com/rd/rd.cfm?id=021105FA-Ball>

CONFLICTING ADVICE FROM THE PROVERBS.

--Shel Horowitz

It is very difficult to impart universal insights from humanity's accumulated wisdom in the English language because every proverb, aphorism or saying is contradicted by a different one, as if every proverb has an equal and opposite proverb.

So what can be expressed by simple rules will often be wrong and therefore must be qualified in many ways to be useful

To illustrate, consider the following "proverbial" advice as a guide to life after graduation.

- All things come to him who waits, and look before you leap; but he who hesitates is lost.
- Haste makes waste, and fools rush in where angels fear to tread; but time waits for no man, seize the day, and strike while the iron is hot...
- Nothing ventured, nothing gained; isn't it better to be safe than sorry, and a bird in the hand is worth two in the bush..
- If at first you don't succeed, try, try again; when the going gets tough, the tough get going; and where there's a will there's a way. But don't keep beating your head against a wall; and where there's a will there's a won't.
- Beware of Greeks bearing gifts; but don't look a gift horse in the mouth.

- Two heads are better than one, and many hands make light work; but too many cooks spoil the broth.
- Absence makes the heart grow fonder; but familiarity breeds contempt, and out of sight out of mind
- Never judge a book by its cover; but the clothes make the man.
- Better the devil you know than the devil you don't know; but variety is the spice of life.
- The pen is mightier than the sword; but actions speak louder than words.
- When in Rome, do as the Romans do, and if you can't beat them, join them; but to thine own self be true.
- Better late than never; but don't shut the barn door after the horse is gone.
- Opportunity knocks but once; but when one door shuts, another opens.
- Never put off until tomorrow what you can you can today, an ounce of prevention is worth a pound of cure, and there's no time like the present; but don't cross the bridge until you come to it.
- A word to the wise is sufficient; but talk is cheap.
- A man's reach should exceed his grasp; but don't bite off more than you can chew.
- You are never too old to learn; but a little knowledge is a dangerous thing, and you can't teach an old dog new tricks.
- Silence is golden; but the squeaky wheel gets the grease.
- Birds of a feather flock together; but opposites attract.
- Two's company, three's a crowd; but the more the merrier.
- The bigger the better; but the best things come in small packages.
- One man's meat is another man's poison; but what's good for the goose is sauce for the gander.

- The best things in life are free; but no pain, no gain, and count the cost.
- A jack of all trades is a master of none; but if you want a thing done well, do it yourself.
- What goes around comes around, and one good turn deserves another; but no good deed ever goes unpunished.
- If something is worth doing, it is worth doing well; but half a loaf is better than none.
- A penny saved is a penny earned; but penny-wise, pound-foolish, and if you buy cheaply, you pay dearly.
- Honesty is the best policy; but rules are made to be broken.
- Do as you would be done by; but every rule has its exception.

The True Origin of the Internet

In ancient Israel, it came to pass that a trader by the name of Abraham Com did take unto himself a young wife by the name of Dot.

And Dot Com was a comely woman, broad of shoulder and long of leg. Indeed, she had been called 'Amazon Dot Com.'

And she said unto Abraham, her husband, "Why doth thou travel far from town to town with thy goods when thou can trade without ever leaving thy tent?"

And Abraham did look at her as though she were several saddle bags short of a camel load, but simply said, "How, dear?"

And Dot replied, "I will place drums in all the towns and drums in between to send messages saying what you have for sale and they will reply telling you which hath the best price. And the sale can be made on the drums and delivery made by Uriah's Pony Stable (UPS)."

Abraham thought long and decided he would let Dot have her way with the drums. And the drums rang out and were an immediate success. Abraham sold all the goods he had at the top price, without ever moving from his tent.

But this success did arouse envy. A man named Maccabia did secrete himself inside Abraham's drum and was accused of insider trading. And the young man did take to Dot Com's trading as doth the greedy horsefly take to camel dung. They were called Nomadic Ecclesiastical Rich Dominican Siderites, or NERDS for short.

And lo, the land was so feverish with joy at the new riches and the deafening sound of drums that no one noticed that the real riches were going to the drum maker, one Brother William of Gates, who bought up every drum company in the land. And indeed did insist on making drums that would work only with Brother Gates' drumheads and drumsticks.

And Dot did say, "Oh, Abraham, what we have started is being taken over by others."

And as Abraham looked out over the Bay of Ezekiel, or as it came to be known "eBay" he said, "We need a name that reflects what we are."

And Dot replied, "Young Ambitious Hebrew Owner Operators."

"YAHOO," said Abraham.

And that is how it all began. It wasn't Al Gore after all.

Techno-Tip For a fascinating review of hoaxes of all kinds, check out the Museum of Hoaxes at
<http://www.museumofhoaxes.com/>
--Jim Zinger

The new acquisitions editor:
"I need some exciting new properties."
If you are looking for writers, you have to go to the Maui Writers Conference over Labor Day. That is where all the important writers, agents, editors and publishers get together. For information, contact writers@maui.net ”

Maui—sounds exotic and that means expensive.
It can be expensive if you don't go through the Writers Conference. The Grand Wailea is a Five Diamond Resort, the food is out of this world and the most important literary celebrities are there. But, the Conference is off-season, does quantity buying and the prices are surprisingly low. On the other hand, if you visit Maui and do not attend the Conference, then you must get our lead travel title on the island.
What is the title of this book?

Maui on \$3,000 a Day.

Lettuce Preservation Society

From Shel Horowitz

See

<http://users2.ev1.net/~drewk/lettuce/>

CREATE YOUR OWN BUZZ PHRASES. See

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

Ode to the Spell Checker!

Eye halve a spelling chequer
It came with my pea sea
It plainly marques four my revue
Miss steaks eye kin knot sea.

Eye strike a key and type a word
And weight four it two say
Weather eye am wrong oar write
It shows me strait a weigh.

As soon as a mist ache is maid
It nose bee fore two long
And eye can put the error rite
Its rare lea ever wrong.

Eye have run this poem threw it
I am shore your pleased two no
Its letter perfect awl the weigh
My chequer tolled me sew

QUOTATIONS FOR SEPARATORS.

A good book is the life blood of a master spirit.
--John Milton

The great art of writing is the art of making people real to themselves with words.

--Logan Pearsall Smith

I have not made my book more than my book has made me.

--Montaigne

Some books are to be tasted, others to be swallowed and some to be devoured.

--Anonymous

Learn to listen: Opportunity could be knocking softly upon your door.

Frank Tyger

Ideals are like stars;
we may never reach them,
but like the seafaring man on the desert of waters,
we can use our ideals, our stars, as guides,
and follow them until we reach our destiny.

Carl Schurz

People who deliberate too long
before they take a step
may spend their lives on one leg.

Anthony de Mello

When you get a wake-up call,
pick up the phone;
when opportunity knocks,
answer the door.

Unknown

Neither act without thinking,
nor think without acting.

Unknown

"Be careful about reading health books. You may die of a misprint."

--Mark Twain

"When asked about publishing, I describe the scene when you're walking in the moonlight in a beautiful garden, there's the scent of flowers and

everything's lovely. But in the dark, you step on the head of a rake and the handle comes up and hits you in the head. That's publishing."
--John G. McClelland, Canadian Publisher

"A good many young writers make the mistake of enclosing a stamped, self-addressed envelope, big enough for the manuscript to come back in. This is too much of a temptation to the editor."
—Ring Lardner.

"If you plan to write books, you should read books."
—Jan Nathan, Executive Director, Publishers Marketing Association.

"We are too busy today to work at reading books."
— Terri Lonier, Working Solo.

"Words are loaded pistols"
--Jean-Paul Sartre.

"A word carries far—very far—deals destruction through time as the bullets go flying through space."
--Joseph Conrad.

How to make a small fortune publishing books?
Start with a large fortune.
—Markus Allen.

"Keep on going and the chances are you will stumble on something, perhaps when you are least expecting it. I have never heard of anyone stumbling on something sitting down."
—Charles F. Kettering
1876-1958, Engineer and Inventor
(Unless the sitting down is at a keyboard)

"Conditions are never just right. People who delay action until all factors are favorable do nothing."
—William Feather, (1888-1981), Author

"Desire is the key to motivation, but it's the determination and commitment to an unrelenting pursuit of your goal - a commitment to excellence - that will enable you to attain the success you seek."
—Mario Andretti, Race Car Driver

Submitted by Writers' Journal.

"Why is it that a 15 year old can design viruses, worms and spam that the brightest IT professionals can't stop?"

"Write something to suit yourself and many people will like it; write something to suit everybody and scarcely anyone will care for it." Jesse Stuart

"I write entirely to find out what I'm thinking, what I'm looking at, what I see and what it means. What I want and what I fear." Joan Didion

"A writer is a person for whom writing is more difficult than it is for other people." Thomas Mann

Have patience with all things but first with yourself. Never confuse your mistakes with your value as a human being. You're a perfectly valuable, creative, worthwhile person simply because you exist. And no amount of triumphs or tribulations can ever change that. Unconditional self acceptance is the core of a peaceful mind.

--St. Francis de Sales

1567-1622, Patron Saint of Journalists

"Every memorable act in the history of the world is a triumph of enthusiasm. Nothing great was ever achieved without it because it gives any challenge or any occupation, no matter how frightening or difficult, a new meaning. Without enthusiasm you are doomed to a life of mediocrity

but with it you can accomplish miracles."

—Og Mandino

1923-1996, Speaker and Author

"There are costs and risks to a program of action, but they are far less than the long-range risks and costs of comfortable inaction."

-- John F. Kennedy

The only thing that two novelists can agree on is how terrible the third author is.

--Alan Canton, <http://www.jaya123.com>

"Be careful about reading health books. You may die of a misprint."

--Mark Twain

Yesterday is but a dream, tomorrow but a vision. But today well lived makes every yesterday a dream of happiness, and every tomorrow a vision of hope. Look well, therefore, to this day.

--Sanskrit Proverb

"self-publishing is much easier now," said Calvin Reid, an editor at Publishers Weekly. "Before, you had to spend thousands of dollars. Now you can have your book wonderfully published for several hundred dollars and print on demand." Add to that, "conscientious, relentless marketing," Mr. Reid said, "and you have a recipe for success. They have set up an alternative network of marketing and selling."

"Have you ever heard of an author retiring?"

--Dan Poynter (1938 -)

"I can't do everything, but I can do something. If we all did something. We could conquer anything."

--Robert L. Shimmel, Humanitarian

"Writing your book is "something".

--Dan Poynter

"The mind is like a parachute, it doesn't work unless its opened"

Unknown

"If you will spend one hour (extra) each day in study in your field . . . you'll be a national expert in five years or less."

--Earl Nightingale

(Generic Smiley)

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THE SMALL PRINT

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PO Box 8206, Santa Barbara, CA 93118-8206 USA. Tel: 805-968-7277; Fax: 805-968-1379; Cell: 805-448-9009  
<http://ParaPublishing.com>: More than 500 pages of helpful information.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)