



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

- A. ParaNews** (What's happening)
- B. ParaTips** (Guidance/advice on specific issues)
- C. ParaResources** (Sources of helpful information)
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- F. ParaCalendar** (Dan may be coming to visit you)
- G. ParaHumor** (We saved the fun for last)

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The San Francisco Writers Conference is this weekend. I will be doing the keynote on Friday at 5 PM. It will set the stage for the conference by reciting where the book industry is going and how writers and publishers can take advantage of the changes.

On Saturday at 9 AM, Mark Coker of Smashwords and I will be speaking about the eBook revolution.

See <http://www.sfwriters.org/pages.cfm?ID=3>
--Dan Poynter



A. ParaNews



1. AMAZON vs. MACMILLAN IS JUST THE START OF PUBLISHERS TWISTING ARMS

There's been a wrestling match between technology and content companies for years, but it's coming to a head, and the outcome is going to reshape the way high tech works.

<http://industry.bnet.com/technology/10005048/amazon-vs-macmillan-is-just-the-start-of-publishers-twisting-arms/>

<http://www.washingtonpost.com/wp-dyn/content/article/2010/02/02/AR2010020203910.html>

http://www.washingtonpost.com/wp-dyn/content/article/2010/02/02/AR2010020203910.html?wpisrc=nl_tech

2. DAN POYNTER HAS AN IPHONE APP

This App has detailed guidance (InfoKits) on book writing, publishing and marketing. These materials will guide through every step toward your goal to become a successfully-published author.



Read the FAQs. See the Book Research Resources (Sources), Book Publishing Statistics (BookStats), Book Publishing Vendors (Suppliers), Dan on stage (Videos) and Books, Writing Kits & Reports on book writing, publishing and promoting (Products). Subscribe to Dan's free Publishing Poynters newsletter. Attend Dan's programs (Speeches). See the Events (Dan's Calendar).

The most expensive parts of book writing and publishing are the mistakes. You do not have to make them.

Search the App store for Dan Poynter

3. AUTHOR 101 UNIVERSITY

March 5-6 in Los Angeles. See

<http://www.author101university.com>

4. NEW SERVICE AVAILABLE FOR INDEPENDENT PUBLISHERS

Publishing Consultant with more than 30 years experience announces a new service helping independent publishers make the most of their opportunities with a comprehensive business review. Sales, Marketing, Distribution and other key business challenges can be skillfully overcome to help you save money, sell more books and increase profits. Call for a free evaluation of your unique circumstances: Peter Beren, Publishing Consultant, (510) 821-5539. www.PeterBeren.com

5. APPLE'S NEW TABLET MAY REVOLUTIONIZE THE PUBLISHING INDUSTRY

The iPad could give rise to a new creative self-publishing crowd that could, in turn, become competition for the established publishing industry.

<http://www.pcmag.com/article2/0,2817,2358875,00.asp>

6. eBook PRICES RATCHET UP

The Amazon model of selling ebooks for \$9.99 is being challenged by publishers, who are setting tiered pricing for digital books.

<http://www.informationweek.com/news/telecom/business/showArticle.jhtml?articleID=222700258>
<http://bookseller-association.blogspot.com/2010/02/walking-backwards-to-net-book-world.html>

7. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>
<http://www.youtube.com/user/PoynterDan#p/u>

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

<http://parapublishing.com/sites/para/resources/newsletter.cfm>. Unsubscribe your old address and subscribe your new one.

To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

11. MORE AUTHORS SIGNING EXCLUSIVE KINDLE DEALS

<http://gigaom.com/2010/02/08/more-authors-signing-exclusive-kindle-deals/>

12. BUDWEISER TAKES HEAT OVER SUPER BOWL BOOK CLUB AD

Video shows book-club party crashers and ridicules book readers

http://www.youtube.com/watch?v=RrJnv2peeZw&feature=player_embedded

>**SEND YOUR NEWS ITEMS** to DanPoynter@ParaPublishing.com

NOW, SIT DOWN AND WRITE SOMETHING

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Do you have friends in the book business? Think how appreciative they will be if you forward this newsletter to them. Go on. Do it now.

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B. ParaTips



1. TAKE YOUR READERS ON AN INTERNET BOOK TOUR

--Pam Lontos is the author of " *I See Your Name Everywhere*" and president of PR/PR, a public relations firm that specializes in experts. www.prpr.net.



Although you may have launched your personal Web site, don't think that your online promotion stops there. Taking your audience on an Internet book tour is essential. Target niche Web sites, blogs and social media networks that relate to your topic, joining in on the discussion and providing feedback for potential book buyers. Pitch self-written articles that relate to your book to these sites for free publication. By doing this, you will start to see your footprints all over the Internet, resulting in more hits for your site, which can translate into more book sales.

2. TEASING POTENTIAL READERS

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



Many forms of entertainment have been releasing free chunks of content for promotional use for ages. The music industry has singles. The movie industry has trailers. Publishers and authors have to figure out ways to do the same thing with the written word.

The good news is there are lots of ways to do this. As authors, you should be taking advantage of all the technology available—by uploading content to websites and social networks that allow book excerpts ([FiledBy](#), [BookBuzr](#), [Scribd](#), [Redroom](#), [SlideShare](#)), posting samples on your website, [tweeting](#) about your samples online, etc. Do not be afraid to put your content out there. Tease the readers. Leave them wanting more.

3. BOOK DESIGN: OFFERING YOUR READERS EXTENDED VALUE WITH YOUR BOOK COVER

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



When designing your book cover be sure you are adding come-back power in your subject. There are 3 Questions to ask when considering what constitutes an artful book cover design? Question one being who is your audience. Question two is creating eye appeal. Question Three is about extended value. Now that we know who the audience is, what the imagery will be we can concentrate on the promise of more.

What is more to your audience, niche? Does your subject have 'come-back-power? An added value to your readers is if they can continue to learn from you over time. In today's world of

technology this is a big factor to consider. Who else out there is presenting with in the same niche as you. Do you know them? Have you researched their products and benefits they promise? What is your promise, your extended learning and opportunity for them to succeed with your concept, book series, process or system?

Come back power can be created through offering your reader the following means of online extended value services:

A. Your Website. In today's world brochures have been changed into websites. Business cards, for some, have also become a mini brochure. Your website front page is where you grab their attention. Tell them what your services etc. offer in addition to the book.

B. Your blog. Looked at as an extended confidence builder, blogs continue a dialogue with your customer. Continuing to supply them with valuable on-going information for your services or products.

C. Your ezine. Filled with specialized articles geared to your subject. Breaking news stories and information all along the subject of moving your audience along for continued trust. You have the opportunity to bring in specialists for discussion sessions and promote seminars or your new book in the series.

People today are looking to build and continue a relationship with you. You show you are committed to their well being and forward movement by offering tips, courses and more information. Remember, do something every day toward your book and promotion.

4. WORD TRIPPER

--Barbara McNichol, 520-615-7910, editor@barbaramcnichol.com.

Expert nonfiction editor and ghostwriter specializing in business, self-help, health books. Offers Word Tripper of Week ezine at www.BarbaraMcNichol.com



Comparative, comparable – “Comparative” means pertaining to comparison; using comparison as a method of study, e.g., comparative anatomy. “Comparable” means capable of being compared; similar or equivalent. “Although a *comparative* newcomer to the field, he still believed his achievements were *comparable* to those of the more experienced applicants.”

5. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

6. eBook QUALITY CONTROL

--Liza Daly

For some publishers, digital makes up 5-10% of unit sales, and the rate is increasing every day. It's time to make eBook quality control a priority and not an afterthought.

<http://digitalbookworld.com/2010/getting-past-good-enough-ebooks-liza-daly/>

6. GET TO A FINISHED FIRST DRAFT AS SOON AS POSSIBLE

Mindy Gibbins-Klein – The Book Midwife™ www.bookmidwife.com

Author of *24 Carat Bold – The Standard for REAL Thought Leaders*



More people abandon a book project before they finish even a first draft than at any other stage of the project. If you are missing information, leave placeholders and mark them clearly so you can go back and fill things in. If you get a little voice in your head questioning what you are writing or the value of your work, tell that little voice to wait. There is a great time to bring back the inner critic (during the editing phase) but you need to let your creative juices flow uninhibited.

[More 24 Carat Bold Tips](#)

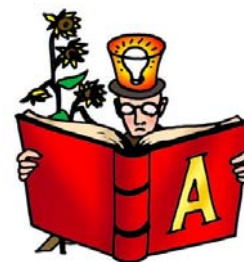
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Your colleagues in publishing would love to know about this newsletter.
Why not forward it to them now?

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C. ParaResources



1. THE FORMULA FOR TV NEWS REPORTING

--Shell Horowitz

<http://www.youtube.com/watch?v=YtGSXMuWMR4>

2. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

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

[602](#) Interviews, How Authors Get On Radio & TV

[603](#) Book Printing. At the Best Price

[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

[606](#) Publishing Fiction & Poetry

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

[608](#) Your Publication Date



- [609](#) Blurbs For Your Books, Testimonials, endorsements & quotations
- [610](#) Children's Books, Resources for Writing, Producing and Promoting Juveniles
- [611](#) Newsletter Publishing; A Resource Guide
- [612](#) Bestsellers, What They Are & How To Make Them
- [613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food
- [614](#) Selling Books Through The Gift Trade
- [615](#) eBooks to eBooks, Creating Digital Reading
- [616](#) Travel Books, Resources for Writing, Producing & Promoting Guidebooks
- [617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking
- [618](#) Religious Books
- [619](#) Write It Once - Sell it Forever, How to Update Your Books
- [620](#) Your Book Writing & Publishing Calendar
- [622](#) Cooperative Book Promotion
- [623](#) Questions and Answers on Book Publishing
- [624](#) How to Set up & Run a Successful Book Publishing Business
- [625](#) Selling Books to Catalogs
- [626](#) Raising Money to Publish Books
- [628](#) Canadian Book Publishing
- [629](#) Making The Web Pay
- [630](#) Selecting a Book Title That Sells.
- [631](#) Covers That Sell Books
- [632](#) Bookshelf, Selling Books From Other Publishers
- [633](#) Beyond Remainders
- [634](#) Selling Books In The United States
- [635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products
- [636](#) Insurance for Publishers; Protecting Your Book Company
- [637](#) Selling Books To The Military Market
- [638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)
- [639](#) Autograph Parties & Signing Books
- [640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing
- [641](#) Merchant Status: Credit Cards for Publishers
- [642](#) Large Print Books: Making your Work Easier to Read.

3. RE-DRAFT YOUR BIO

Whether you are selling a product, service, an idea, or YOURSELF, a great website is essential in today's internet age. Many people overlook an influential ingredient that can make a powerful, prosperity-inviting difference. "Don't let a snoozer-loser bio make you sound fuddy-duddy instead of fabulous, especially when a winning approach is just a few sassy sound bites away," Nancy Juettern advises.

<http://www.mainstreetmediasavvy.com/bye-bye-boring-bio-action-eguide>

4. DAN POYNTER'S YOUTUBE CHANNEL

<http://www.youtube.com/user/PoynterDan#p/u>



E. ParaFreebies

1. GET FREE DAILY PUBLICITY LEADS -- Reporter Connection is a new free service that tells you when top journalists and producers are seeking sources on your particular topic.

<http://www.ReporterConnection.com/JoinFree/?11554>

2. JIM BLASINGAME INTERVIEWS DAN POYNTER

On the future of book publishing. See

<http://smallbusiness.yola.com/small-business-interviews/dan-poynter-7633/popup>

3. RENEE BOBB INTERVIEWS DAN POYNTER

On book writing and publishing. See

http://blogtalk.vo.llnwd.net/o23/shows/show_121512.mp3

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

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

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F. ParaCalendar



AUTHOR ON A SPEAKING TOUR.

Where in the world is Dan?

Showing people how to write, publish and promote their books

One presentation at a time.

Dan Poynter is circling the world to show people how to make a difference and make a living through their books. He shares two major programs and many specific ones.

See him in action:

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

Dan also speaks on aviation, parachutes and skydiving. See
<http://parapublishing.com/sites/para/speaking/index.cfm>

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



ALSO SEE THE CALENDAR ON OUR WEBSITE:

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

2010

February 12-14. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, Sfwriterscon@aol.com,
<http://www.sfwriters.org/>

February 20. St LOUIS. NSA/St Louis chapter. Dan Poynter on *Turning Speeches into Books*. Fmi: Lethia Owens, +1-636-244-5041, lethia@lethiaowens.com, <http://www.nsastlouis.org/>

March 2 – 28. Round the World Speaking Itinerary # 18

AKL, SIN, AMS, YHZ.,

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

March 6. AUCKLAND. Publishing Day. Five speakers on books. Fmi: Maria Carlton, Maruki Books, +64-7-8539001, Maria@PhantomPublishing.co.nz

March 9. SINGAPORE. British Chamber of Commerce. The full New Book Model programme. 4-6 PM & 7-9 PM. Fmi: Fiona Mackinnon, Fiona.ackinnon@IbisIntelligence.com, +65-6222 3552, +65-9619 6104. <http://www.britcham.org.sg/index.php?action=showComingEvents>

March 13-14. SINGAPORE. Young Authors event. Media Development Authority of Singapore's Media Fiesta 2010, Aileen Kong, Public Relations & Editorial Executive, Janus Education Services Pte Ltd, Phone: +65-6336 0832, editor@catherinekhoo.sg

March 18 - 22. Noordwĳk. PSA/HOLLAND. Noordwĳk. Southwest of Amsterdam near the coast.
<http://www.pсахolland.org/>
http://www.pсахolland.org/event/psa_holland_convention_2010

March 25-26. HALIFAX. CAPS/Halifax. Dan Poynter on *Turning Speeches into Books*. Fmi: Jeff Brown, 902-956-2600, info@AlphaComputer.ca,
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=284>

April 8 – May 9. Round-the-World Itinerary #19

WLG, BNE, JNB, DUR, MCO, DCA.

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

April 16-19. SURFERS PARADISE, Australia. NSAA Convention.

<http://www.speakersconvention2010.com.au/>

April 23. DURBAN, South Africa. Dinner with Dan. Fmi Grant Vernon, grant@grantvernon.com, +27 (84) 832 0390.

April 24. DURBAN, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83 273 4700, +27 (0) 83 273 4700

April 27. JOHANNESBURG, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83 273 4700, +27 (0) 83 273 4700

April 30-May 2. JOHANNESBURG. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114

admin@psasouthernafrica.co.za, <http://www.psasouthernafrica.co.za>

May 7. ORLANDO. Skydiving Museum Trustees' Meeting.

May 8. WASHINGTON, DC. Turning Speeches into Books. The full New Book Model Program. DC

Speakers Association. Fmi: Cheree Warwick, (703) 489-4589, cheree@TheProfitPartner.com,

http://www.nsadc.org/meetings_events/eventcalendar.asp

May 12. TELECONFERENCE. The Self-Publishers Online Conference. Dan Poynter gives the opening keynote on the book industry. Hosted by Susan Daffron.

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

May 22-24. NEW YORK. IBPA Publishing University.

Fmi: <http://www.PMA-online.org>

May 25-27. NEW YORK. Book Expo America (BEA Book Fair), Convention Center.

Fmi: <http://www.bookexpoamerica.com/>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](#). Location Phone: +1-407-239-4200

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

August 6-8. LEXINGTON, KY. Parachute Industry Association meeting.

August 14-15. DELAND, FL. National Skydiving Museum Joe Kittinger Jump.

September 9. KÖLN, Germany. Global Speakers Network meeting.

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

September 10-11. KÖLN. German Speakers Association (GSA). <http://www.english.gsa-convention.org>

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

September 30 – October 3 UNITED KINGDOM. Crowne Plaza, Marlow. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

October 14-16. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP) <http://www.association-conferenciers.com/>

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion. <http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

2011

February 18-20. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

April 13. A Global Speakers Network meeting and other events will be held on April 13th. Noordwÿk, near Amsterdam. <http://www.psaholland.org/>

April 14, 15 and 16. NOORDWÿK, Netherlands. Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention. <http://www.psaholland.org/>

May 21-24. NEW YORK. IBPA Publishing University
Fmi: <http://www.PMA-online.org>

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

October 6-9. UK, Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association.
At the brand new Marriott Hotel.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

October 4-6. UK, London area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

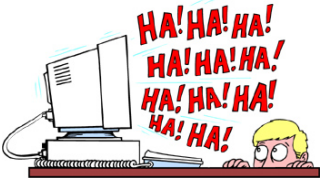
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HELP PUBLISHING POYNTERS-help your colleagues.
This ezine relies on subscribers to send in tips and resources.
So, it stands to reason, the more subscribers, the more tips.
You can expand the circulation by telling your book colleagues about Publishing Poynters--and collecting business cards.
Then mail the cards to us.
Your writing & publishing colleagues will thank you for being so thoughtful.

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G. ParaHumor



Pun For the Educated

King Ozymandias of Assyria was running low on cash after years of war with the Hittites. His last great possession was the Star of the Euphrates , the most valuable diamond in the ancient world.
Desperate, he went to Croesus, the pawnbroker, to ask for a loan.
Croesus said, "I'll give you 100,000 dinars for it".
"But I paid a million dinars for it," the King protested. "Don't you know who I am? I am the king!"
Croesus replied, "When you wish to pawn a Star, makes no difference *who* you are."

(Generic Smiley)

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The Small Print

YOU ARE RECEIVING this F-R-E-E newsletter on book writing, publishing and promoting because you are on Dan Poynter's option-in Publishing Poynters mailing list.



TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to <http://parapublishing.com/sites/para/resources/newsletter.cfm>. Unsubscribe your old address and subscribe your new one.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is interested in selling more books or wants to know where the publishing industry is headed. Just click on "Forward" in your email program.

BACK ISSUES are archived at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

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TIME TO SHARE. Please send your news items and promotion ideas to DanPoynter@ParaPublishing.com

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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP).  
 Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
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<http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)