



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

ParaNews (What's happening)

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ParaResources (Sources of helpful information)

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ParaFreebies (Giveaways)

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ParaHumor (We saved the fun for last)



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GREETINGS FROM SOUTH AFRICA

Am on my way back to gorgeous Cape Town.
An area with distinctive geography that is rich in history.

The warm-water penguins have few insulating feathers and are
very tame.

My next trip will be unique.
Watch this space.



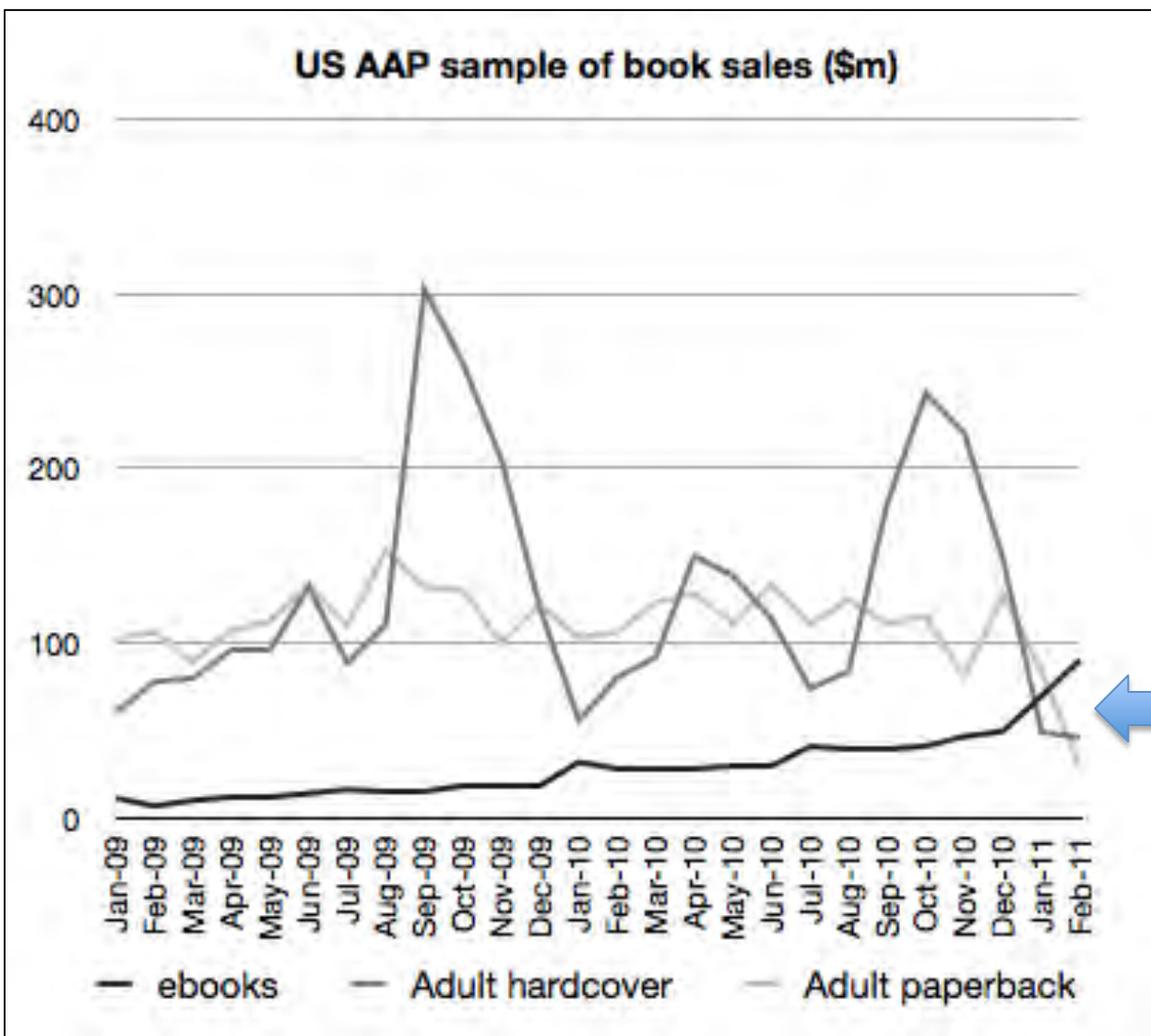


ParaNews



eBOOKS OUTSELLING pBOOKS?

eBooks are outselling hardcover books and softcover books. Soon they may outsell all print books. See graph and <http://bit.ly/gxMNpm>



The Association of American Publishers is reporting that ebooks outsold their print counterparts in February, with sales coming out to more than \$90 million. That comes a month after [Amazon reported that Kindle eBooks were outdoing paperbacks](#). Paperbacks sold \$81.2 million last month.

<http://bit.ly/ii5eQr>

<http://gizmo.do/gn6fbB>

GOOGLE SHUTS DOWN CONTENT FARMS; SCAMMERS MOVE TO eBooks.

eBooks are the next frontier for content farmers and an increasing number of spam eBooks are hitting eBookstores like the Kindle Store.

<http://bit.ly/hSLrMq>



HEAR DAN TALK ABOUT THE FUTURE OF PUBLISHING AT THE SELF-PUBLISHERS ONLINE CONFERENCE



Learn how to write, publish and promote yourself with a book at the third annual Self Publishers Online Conference (SPOC). This virtual conference brings together 16 book publishing and promotion professionals who share their expertise about how you can write and publish your book. Participate in discussions, browse the exhibit hall, and get your questions answered. It's everything you want to know about publishing, without leaving the comfort of your own home. Live long and publish at SPOC!

Learn more and register at: <http://www.SelfPublishersOnlineConference.com>

When you register, put Poynter11 in the coupon code box and get 10% off your registration.



BORDERS EMPLOYEES PROTEST CLOSING WITH SIGNS

Since filing for bankruptcy, Borders Books has been shutting down stores like they're going out of business.

Not all the employees are taking it well. But when you've got nothing to lose, humor and irony reign supreme.

<http://bzfd.it/dRT9pD>

WHY BARNES & NOBLE SHOULD GO FROM BOOKSTORE TO NOOKSTORE

Barnes & Noble has a better than 50% chance of making the switch to digital if it becomes even more aggressive about its Nook hardware, software, ebook and accessory business.

<http://bit.ly/dOKXF4>



ANDY ROONEY: eBOOKS VS pBOOKS

<http://bit.ly/fAvcyv>

Andy Rooney on e-books



EDITORS CAN SLEEP ON THE JOB.

A bed designed to look like a book.

<http://bit.ly/hW42Es>

AUTOGRAPHING eBooks

Here's how an Autograph eBook "signing" will work: a reader poses with the author for a photograph, which can be taken with an iPad camera or an external camera. The image immediately appears on the author's iPad (if it's shot with an external camera, it's sent to the iPad via Bluetooth). Then the author uses a stylus to scrawl a digital message below the photo. When finished, the author taps a button on the iPad that sends the fan an e-mail with a link to the image, which can then be downloaded into the eBook.

<http://mhpbooks.com/mobylikes/?p=30717>

YOUR eBook DESERVES RECOGNITION

eBooks have reached the tipping point. It is time to recognize them with their own awards. The Global eBook Awards are designed to bring attention to the best eBooks in several different categories.

This award program was designed by Dan Poynter and his fabulous team. Entrants are not just awarded a "sticker" for their eBook, they are also enrolled in a proven eBook promotion program—at no additional cost.

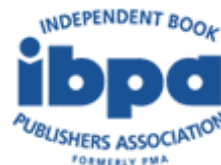
See <http://GlobalEbookAwards.com>



IBPA'S 27TH ANNUAL PUBLISHING UNIVERSITY

May 22-23 at Javits Center

No matter what stage of publishing you're in—an author-publisher, a one-book publisher, a more experienced publisher—IBPA Publishing University, held at the Javits Center just prior to BEA, brings you hands-on tools and techniques to succeed in a world where the only constant is perpetual change.



Highlights:

- 20 breakout sessions including the hottest how-to topics in publishing led by industry experts
- General sessions featuring the movers and shakers of the industry—including keynote speaker Skip Prichard, CEO of Ingram Content Group
- The opportunity to "Ask the Experts" in **your own private consulting session.**
- Formal and informal networking with colleagues and future mentors
- Discounted badge for BEA

And much more!

Register for 1-day or both days—your choice! For more information and early bird pricing, check out www.ibpapublishinguniversity.com.

Subscribers to *Publishing Poynters* receive special IBPA member pricing at a \$100 discount on full tuition! Simply register at www.ibpapublishinguniversity.com, choose "Non-Member Registration" and enter the discount code PARA2011 to receive your \$100 discount. Call or email the IBPA office at 310-372-2732 or info@ibpa-online.org with questions.



iPAD. The survey of 1,400 tablet owners in the U.S. showed that 84 percent play games. That compares to 78 percent using tablets for search, 74 percent for email, 61 percent for news, 56 percent for social networks, 51 percent for music or videos, 46 percent for reading eBooks, and 42 percent for shopping online.

THE SANTA BARBARA WRITERS CONFERENCE IS BACK



The SBWC, which started in 1972, is returning after a two-year hiatus. The new owner is Monte Schultz, son of the late Charles Schulz.

June 18-23.

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



AIRPORT NAMED FOR SNOOPY'S CREATOR

The Charles M. Schulz - Sonoma County Airport is located approximately 65 miles north of San Francisco, 4 miles north of Santa Rosa.

<http://www.sonomacountyairport.org/>

LARGER PUBLISHERS TURNING TO DIGITAL

Last month 80 executives from book publishers including Simon & Schuster, Random House and W.W. Norton & Company, gathered at a Manhattan hotel to strategize how to transform their stagnating print empires into thriving businesses by 2020.

Their radical solution: Invest in digital.

<http://bit.ly/g97Ix5>



EVER HEAR OF AN AUTHOR WHO RETIRED?

--Dan Poynter.

Most people who retire are getting way from a job they don't like. Authors are self-employed and have an audience that loves them. What is there to dislike?

How long will retirees live? Depends on where you live.

See the chart at
<http://bit.ly/eAcIZD>

READING LIBRARY BOOKS ON KINDLES



Kindle owners will soon be able to borrow books from public libraries. Working with vendor OverDrive, which manages eBook lending for the vast majority of public libraries, the deal will make thousands of titles available via more than 11,000 of OverDrive's public library partners.

<http://bit.ly/gtBjvH>

Unlike Amazon's current eBook borrowing system, **Kindle Library Lending** will allow customers to renew checked out books and preserve previous annotations using the company's Whispersync technology.

<http://go.reg.cx/news/1NLj>

<http://huff.to/f3iw5A>

<http://on.wsj.com/eNWgdb>

MORE KINDLE EBOOKS ARE SELF-PUBLISHED

28 out of 100 top ebooks in Kindle Store are self-published; 11 are in top 50,
 - all of those publications are priced \$3.99 or less; that means 28% of top Kindle ebooks cost less than \$4,
 - 18 of the titles are given the lowest possible price tag: \$0.99,
 - the shining star is John Locke with 8 titles (7 of them in top 50); *Vegas Moon* is the best self-published book – ranked #4,
 - Amanda Hocking is sliding down; her best selling book, *Ascend*, is #64 (a result of signing a contract with a publisher?),
 - authors to watch: Heather Killough-Walden, Julie Ortolon, J.R. Rain and Debbi Mack – with 2 or more titles in top 100.

<http://bit.ly/gSNhrx>

<http://bit.ly/hnhLzR>
(Scroll down)

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

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

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ParaTips



RELATIONSHIPS

--Rick Frishman, publisher Morgan James Publishing
<http://www.MorganJamesPublishing.com>



Like most disciplines, networking has basic fundamentals that must be fully understood before proceeding further. Although these elements may seem self evident, think about them and don't take them lightly, because they form the building blocks upon which successful networks must be built. Examine how each of these basic rules applies to you, your methods and experiences. Identify how others use them to successfully network and ask yourself if their approaches would work for you? Note all of the areas in which you may be deficient and list steps you can take for

improvement.

STEP 5: Relationships

Networking is the art of making connections that blossom into strong, mutually beneficial relationships. Although relationships begin with introductions, they hinge on the quality of the connections that are forged. When connections are weak or matches are incompatible, productive networking relationships cannot be built. However, when connections bond, strong relationships can emerge. Bonding and sharing make relationships work.

When we decided to write this book, we seriously considered calling it Connections because connecting or bringing people together for the purpose of building relationships is the essential link needed to successfully network. To make a good connection requires more than a mere introduction; it requires the introducer to think, search, investigate or conduct research into which matches will result in strong, mutually beneficial relationships.

- Without introductions, matches cannot be made
- Without matches, connections cannot be created
- Without connections, bonds cannot form
- Without bonding, relationships cannot be built and
- Without reciprocal relationships, networks cannot last.

Ideally, the network connections you form will develop into long, fruitful relationships. **Building relationships is the networker's primary objective.** Short-term goals such as finding a job, a babysitter or a good sushi bar are secondary goals. Forging strong relationships should be your top priority because they last long after the job, the sitter

or hamachi is gone. And network relationships can continually help you find better jobs, more reliable sitters and fresher, more delicious fish.

Answer the following questions:

Are you a good connector? _____ If not, why?

Do your connections develop into strong relationships? _____ If not, why?

Do you know good relationship builders? _____
What can you learn from each good relationship builder?

What steps can you take build better relationships?

1. _____
2. _____
3. _____
4. _____
5. _____

More tips at <http://www.rickfrishman.com>

HOW TO KNOW YOU NEED ASSISTANCE WITH YOUR BRAND?

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



1. Do you get more looky-loos than buyers of your book, product or service?
2. Does your company look like it's having a bad hair day when you look at your website, promotional materials, or copy?
3. Has all the 'new' ways to market your book, product or service taken it's toll and you just 'don't have the time' to get noticed on social networking sites?
- 4.

It's not always possible to do "it all" in the beginning, so taking it one step at a time will get you there. An outside professional

knows the questions to ask and how to "walk you down the road to answers that make a difference."

How to get the most out of a professional consultation:

1. Pre-qualify the person you are looking to hire... ask lots of questions.

2. Ask to receive a sheet of questions to answer
3. Be sure you feel safe having a conversation with the professional, after all, you will be sharing your dreams with them.
4. Be sure you will received an audio recording of the session.
- 5.

The need to increase your knowledge of the process of branding, market position, promotion, publishing will grow over time. The action of constantly educating yourself will help it grow faster. The time we spend with your questions will expand the direction you choose to take.

Remember, do something every day toward your book, web-presence, product, service and promotion.

Karrie Ross, [Book Designer Web-presence Branding, Coaching & Consulting Services](#)

DON'T ACT LIKE A KNOW-IT-ALL WRITER

By Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

A common mistake that authors make is trying to come across like they know everything about the book business and publishing world. Don't act like you don't need an agent, because you do, and don't think that acting that way is going to get agents begging you to let them represent your work. That's not just how it works.

You have to be humble. No agent wants to work with someone who is cocky and unprofessional. They want to work with a team player, someone who is willing to listen, learn and grow. They want to work with someone who trusts in their abilities.

An agent is a great resource, and it's something that should be taken incredibly seriously. They know what's hot right now in the book business and they know what editors and publishers are looking for right now. They want to work with an author who is going to be easy to work with and one who is willing to learn from them and think of them as a partner.

In this industry, being humble, professional, hard working, and easy to work with will always get you much further than being a cocky know-it-all.

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals.



WORD TRIPPER

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

Advice, advise – “Advice” is a noun; “advise” is a verb. “The *advice* you receive is only as good as the people who *advise* you.” To remember the difference, think of the word “ice,” which is a thing (a noun) and not an action (a verb).



FACT CHECKING

A FEW WORDS ABOUT RIGHTS AND PRICING FOR SELF-PUBLISHED BOOKS

↳-- Kathleen at Parlez-Moi Press



Parlez-Moi Press
Gloucester, Massachusetts

Rights: The good thing about self-publishing is that you will probably retain all rights to your book! You can keep it in print as long as you like, you can contract for eBooks, audio books, movie rights, merchandising, etc. without a publisher being involved. However, if you are lucky enough to attract interest for a movie, television show, or other such production, it is best to consult an intellectual property attorney before signing anything.

Pricing: Major booksellers like Amazon and Barnes & Noble are going to want a 55% discount to carry your book. Local bookstores usually want 40%-50%. You deduct the print-per-unit price from the discounted price to figure your profit. Ex. if your book costs \$2.50 per unit to produce you need to charge \$10 per book in order to make a profit of .90 per book sold. If you increase the price to \$12.00 your profit will be \$2.90. You should consider how long it will take you to make back your initial investment so that you price your book to make a profit in a reasonable period of time. Your biggest profit will be on the books you sell directly to readers.

CONTENT IDEAS FOR SOCIAL MEDIA

--Stephanie Chandler, author, speaker and publisher:
<http://AuthorityPublishing.com>

For the casual user, social media is a way to connect with friends and family. For authors, social media provides a way to share compelling content to capture the attention of your target audience of readers. When you do this well, you can generate website traffic, new readers and even media attention.

Facebook, Twitter and LinkedIn revolve around the concept of a status update. When you update your status, everyone in your network can view your post. This is where the real opportunity lies. Instead of updating your status to report what you're having for dinner or that it's time to pick up your kids, share interesting



content and watch the magic of social media unfold. Here are some ideas to get you started:

1. Your new blog posts 2. Someone else's blog post 3. An article you've written 4. An article from somewhere else 5. Insider tips that people won't find anywhere else 6. A funny or controversial video 7. A compelling question your audience can answer 8. Humorous or inspiring photos 9. Reader success stories/case studies 10. Free eBook give-away 11. Discount eBook promotion 12. White paper or special report 13. Upcoming event announcement 14. Live reports from an event you are currently attending 15. Book reviews/recommendations

5 ZERO-COST WAYS TO MARKET YOUR BOOK RIGHT NOW

--Susan Daffron, The Book Consultant - <http://www.TheBookConsultant.com>

Marketing a book can feel like a never-ending process, particularly because many writers don't enjoy marketing and may even fear it. But the process doesn't have to be scary if you do what you're good at: writing! Here are five simple ways to market your book that cost nothing, except some writing time.



1. **Ramp up your book page on Amazon.** If you haven't already, start an Amazon Connect blog, get your page set up in Author Central, create a Listmania List, assign search terms and tags, create a book review, or post in discussion areas that relate to your book's topic.

2. **Set up Google Alerts on your book's topic.** Let Google find sites that relate to your book for you. When you get alerts for blog posts or articles, post comments on them. Consider contacting the blog owner to see if you can contribute a guest post.

3. **Write articles (like this one)** about your book's topic and offer them to email newsletters you enjoy (like this one). Or post "tips" press releases to free press release sites.

4. **Add your book Web site URL** to your email signature. Also add the URL to any other Web sites you own. (Advertising on your own Web sites is the least expensive form of online advertising!)

5. **Research magazines and newsletters** that cover your book's topic. Contact editors at those publications and ask if they accept articles or would be willing to review your book. Mail out copies to anyone who says yes.

You're a writer, so take advantage of your writing skills to market your book successfully.

Get more tips at the Self-Publishers Online Conference May 10-12, 2011 - <http://www.SelfPublishersOnlineConference.com>. Dan will be there! When you register, put Poynter11 in the coupon code box and get 10% off your registration.

WHAT IS THE MARKET FOR FOREIGN RIGHTS FOR YOUR BOOK?

--Bob Erdmann, President-Columbine Communications & Publications

A Foreign Rights Publishing Consultancy With 50 Years' Experience

bob@bob-erdmann.com

209-586-1566 www.columbinecommunications.com



ANSWER: Honestly, the market is unlimited!

Simply stated, there are tens of thousands of foreign publishers in nearly 400 countries. They are looking for books that will "travel", meaning that the content will be applicable in their country as well as the United States. Too many references to American people, places, institutions, culture, etc. will not mean much to a reader in a foreign country. Books under 250 pages are perfect. A 250 page book in most European countries would swell to more than 330 pages, thus negatively affecting the production costs, retail price, and ultimately reducing potential sales. Conversely, a 250 page book in most Asian languages will

shrink to under 175 pages because of the efficiency of the languages.

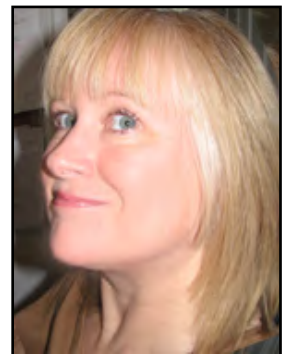
The hottest categories always seem to be business, psychology/self-help and other nonfiction subjects. But the foreign publishers are looking for books with specificity in those subjects, not just another "ho-hum, me-too" book. And not books that are obviously purely for the author's self-gratification. It's not enough for a business book to say "managing your business is a good idea", the book needs to say specifically how to do it, and preferably with a unique angle. The countries that seem to be the most active recently are, but not limited to: China, Russia, Korea, Japan, Indonesia, Thailand, India and most of the eastern European nations.

WRITE REVIEWS FOR EACH OTHER

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

LinkedIn seems to be becoming the "go to" place for people we might like to do business with. Is anyone interested in writing reviews for each other on there? I think if we start now, a year or so down the road, they will make a difference. Just another rambling, "where did THAT come from" thought. You're all used to me by now, LOL.

Send me a link to your Linked if you want to exchange reviews.



FOURTEEN PUNCTUATION MARKS IN ENGLISH GRAMMAR

Period, comma, colon, semicolon, dash, hyphen, apostrophe, question mark, exclamation point, quotation mark, brackets, parenthesis, braces, and ellipses.

<http://anse.rs/fHbGc7>

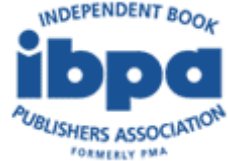
<http://anse.rs/fNWE8Z>

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>

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

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



➔ **SHARE YOUR TIP.** Send it to DanPoynter@ParaPublishing.com

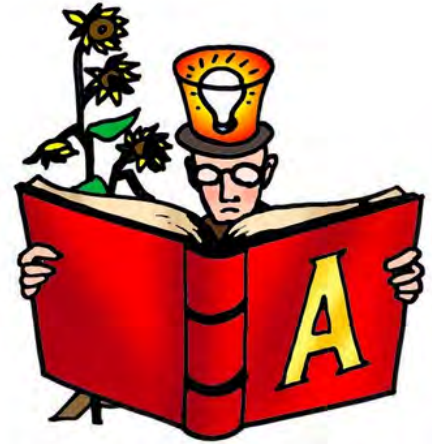
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Do you regularly forward this newsletter to friends, family members, and associates?

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ParaResources



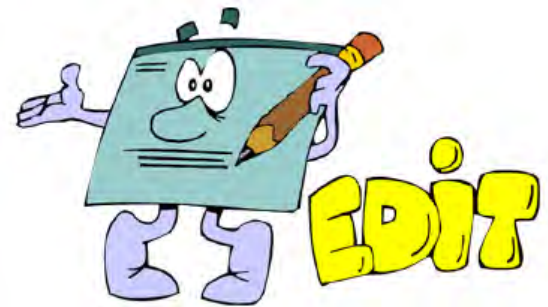
HOW TO FIND THE RIGHT BOOK EDITOR

Savvy authors use editors.

See the list at <http://bit.ly/ezge8d>

Interview several editors. Ask when they can do it, what they charge and if they have worked on your category of book.

You want someone who understands and loves the subject.



THE PARAPUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his findings every day. Discover where the book industry is going.

See
<http://blog.parapublishing.com/>



FOLLOW DAN POYNTER ON TWITTER

<http://www.twitter.com/DanPoynter>



ParaThoughts



WHY BOOKSTORES ARE STILL IMPORTANT TO YOUR BOOK

--Dan Poynter, the Book Futurist, <http://ParaPub.com>

It has been said that publishers should ignore brick and mortar bookstores and focus on the online stores such as Amazon and B&N.com. But is this a good idea?

Brick and mortar stores are displaying or "showcasing" your books. Many people visit the stores, see the books, and then order the pBook or eBook from Amazon where it is less expensive.

Without the display in the store, readers might not be alerted to our books.

The brick and mortar stores may not be moving many of our books but they are increasing sales of the online stores.

➔ **SHARE YOUR EDITORIAL THOUGHT.** Send it to DanPoynter@ParaPublishing.com

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Enjoying this ezine?
Forwarded it to friends.

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ParaFreebies



LYNDA D BROWN INTERVIEWS DAN POYNTER ON SELF-PUBLISHING

BlogTalkRadio. Wait past the preliminary announcements.

<http://bit.ly/ePLW4t>

LIST YOUR BOOK(S) FREE ON THE PARA PUBLISHING WEB SITE.

See

<http://bit.ly/gJK8nT>

DAN POYNTER HAS A F-R-E-E 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.

See <http://bit.ly/exzwxU> or

Search the App store for Dan Poynter. **Now the App is F-R-E-E**

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

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Your publishing colleagues may be thinking about you. They will think about you more often if you forward this ezine to them.

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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.

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>



2011

SOUTH AFRICA. April 29 - May 1. CAPE TOWN.

Annual convention of the Professional Speakers Association of Southern Africa. FMI:
 Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: nikki@psasouthernafrica.co.za Web: <http://www.psasouthernafrica.co.za>

USA. ONLINE. May 10-12. Self-Publishers Online Conference. Ventura, CA.
Fmi: Susan Daffron, (208) 265-3646, sdaffron@logicaexpressions.com,
<http://www.SPAWN.org>.

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

USA. June 11. BETHESDA, MD.
National Speakers Association, DC chapter. *Writing Books for Speakers*. Fmi: Liz Fletcher Brown, Liz@LizFletcherBrown.com, 410-798-5745,
http://www.nsadc.org/meetings_events/eventcalendar.asp

USA. June 22. SANTA BARBARA. Santa Barbara Writers Conference. Dan Poynter speaks on the present state of and the future of publishing. 4 PM. Fmi: Nicole Starczak, 805-568-1516, info@Sbwriters.com, <http://www.Sbwriters.com>



USA. July 16. LOS ANGELES. Greater Los Angeles Writers Society. Dan Poynter speaking on the *New Wild West of Self-Publishing*. 2:45 – 5:30. **Palms-Rancho Park Library, Ray Bradbury Room**, 2920 Overland Ave., Los Angeles, CA 90064
FMI: Tony N. Todaro, President, GLAWS, PO Box 2267, Redondo Beach, CA 90278.
Studio (weekdays 10-6) 310-379-2650
Mobile (weekends): 310-621-3530
<http://www.glaws.org>

USA. July 30-August 2. Anaheim, CA.



NSA/US Convention.

[Marriott Anaheim](http://www.marriott.com). Location Phone: +1-714-750-8000
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

GERMANY. GSA Sept 9-10, München/Munich.



(GSA) convention at the Hilton hotel.

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

USA. September 23. National Skydiving Museum, Hall of Fame dinner. Historic Terminal A lobby, Ronald Reagan Washington National Airport, (DCA). FMI: Nancy Kemble, nKemble@SkydivingMuseum.org, +1-540-604-9745.

UNITED KINGDOM. October 6-9. 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://bit.ly/gREshz>





USA. October 22. NEW YORK. Self-Publishing Book Expo. Fmi: Diane Mancher, +1-212-353-3478 (bus), +1-917-971-4929 (mobile).
<http://www.SelfPubBookExpo.com>



CANADA. November 27-29. Toronto.

Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

2012

USA



February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

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

FRANCE. March 22-23, 2012. Paris



French Speakers Association annual convention (AFCP).
 Annual convention.

<http://www.association-conferenciers.com/>

AUSTRALIA



March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI:

<http://www.NationalSpeakers.com.au/convention>

HOLLAND/BELGIUM



March 31- April 1???. GHENT, Belgium. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
<http://bit.ly/gREshz>

USA. July 14-17. Indianapolis.



NSA/US Convention.
Marriott Hotel.
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

UNITED KINGDOM. October 4-7. 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://bit.ly/gREshz>

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Prove your love for this newsletter by forwarding it to your book colleagues.

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ParaHumor



OXYMORONS

1. Is it good if a vacuum really sucks?
2. Why is the third hand on the watch called the second hand?
3. If a word is misspelled in the dictionary, how would we ever know?
4. If Webster wrote the first dictionary, where did he find the words?
5. Why do we say something is out of whack? What is a whack?
6. Why does "slow down" and "slow up" mean the same thing?
7. Why does "fat chance" and "slim chance" mean the same thing?
8. Why do "tug" boats push their barges?
9. Why do we sing "Take me out to the ball game" when we are already there?
10. Why are they called "stands" when they are made for sitting?
11. Why is it called "after dark" when it really is "after light"?
- 12.. Doesn't "expecting the unexpected" make the unexpected expected?
- 13.. Why are a "wise man" and a "wise guy" opposites?
14. Why do "overlook" and "oversee" mean opposite things?
15. Why is "phonics" not spelled the way it sounds?
16. If work is so terrific, why do they have to pay you to do it?
17. If all the world is a stage, where is the audience sitting?

- 18. If love is blind, why is lingerie so popular?
- 19. If you are cross-eyed and have dyslexia, can you read all right?
- 20. Why is bra singular and panties plural?
- 21. Why do you press harder on the buttons of a remote control when you know the batteries are dead?
- 22. Why do we put suits in garment bags and garments in a suitcase?
- 23. How come abbreviated is such a long word?
- 24. Why do we wash bath towels? Aren't we clean when we use them?
- 25. Why doesn't glue stick to the inside of the bottle?
- 26. Why do they call it a TV set when you only have one?
- 27. Christmas - What other time of the year do you sit in front of a dead tree and eat candy out of your socks?
- 28. Why do we drive on a parkway and park on a driveway? I dunno, why do we?

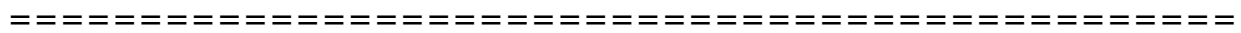
You'd never believe it, but I bumped into a famous stuntman in a motorcycle shop the other day.
 He was complaining because he couldn't decide whether to buy a bike with a high top speed but poor acceleration, or one with lots of torque and a fast acceleration but a poor top speed.
 Eventually he decided on the second one because it cost a lot less.
 After all, torque is cheap.

(Generic Smiley)

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Publishing Poynters: The chronicle of the future of our business.

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The Small Print

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