



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



August 1, 2010. Copyright © Para Publishing. ISSN: 1530-5694.
Published continually since 1986. Circulation: more than 40,100. F-R-E-E
We don't accept advertising. We don't share your email address.
DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

ParaNews (What's happening)

ParaTips (Guidance/advice on specific issues)

ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



=====



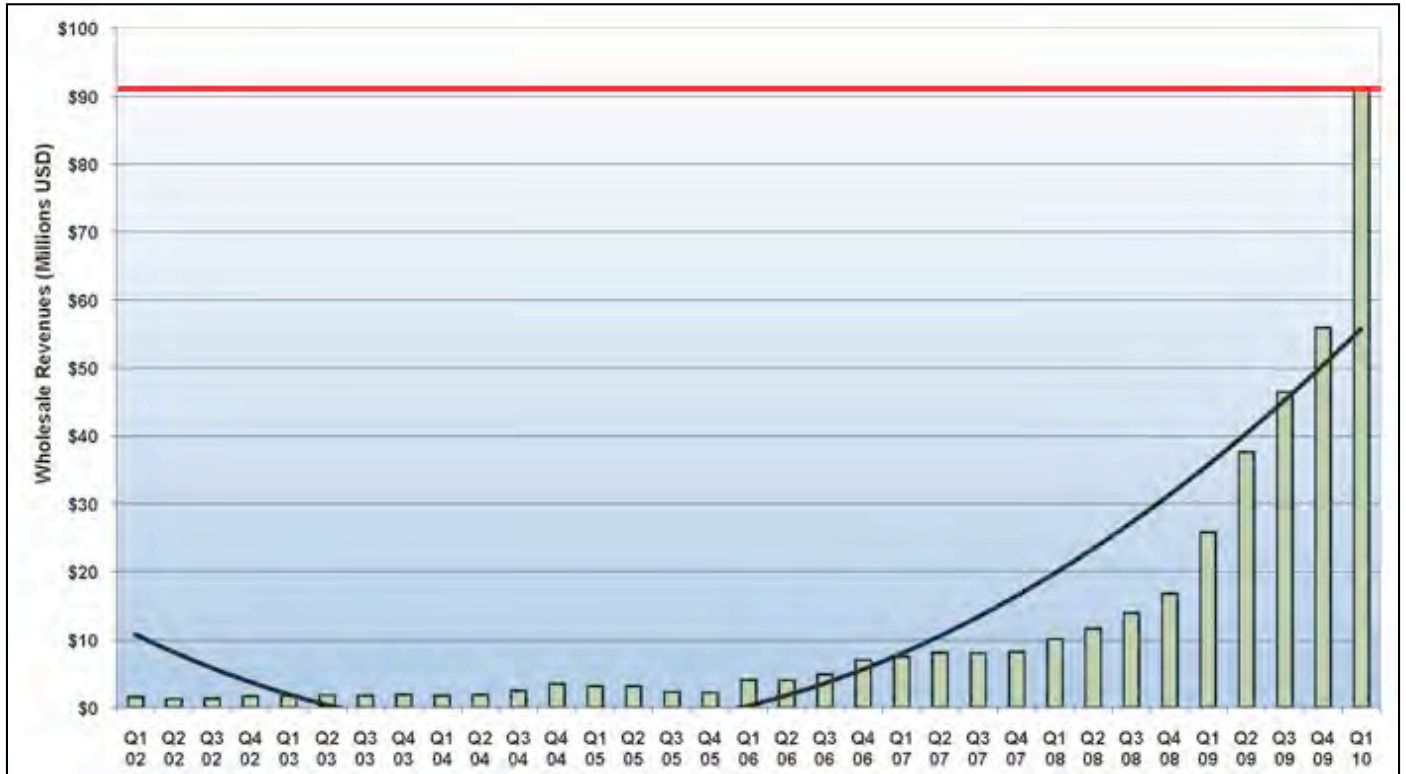
Just returned from Orlando and the annual convention of the National Speakers Association.

Next stops: Lexington for the summer meeting of the Parachute Industry Association and DeLand, Florida, for the commemoration of the 50th anniversary of Joe Kittinger's historic jump from 102,000 feet.

--Dan Poynter, The Book Futurist.
Guiding Publishers to the Next Level in Book Promotion



eBOOK SALES CONTINUE TO RISE



http://www.idpf.org/doc_library/industrystats.htm

http://www.publishersweekly.com/pw/by-topic/industry-news/financial-reporting/article/43828-e-book-sales-rose-167-in-may.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=e9a6f668a1-UA-15906914-1&utm_medium=email

WHICH BOOKSTORES ARE MOST PRESTIGIOUS FOR BOOK SIGNINGS?

Which authors get to sign at which New York locations is a challenge for authors, publicists, publishers, bookstores and other venues.

Fascinating article on autographings.

http://online.wsj.com/article/SB10001424052748704289504575313023569154434.html?mod=googlenews_wsj

AMAZON SELLING MORE eBooks THAN HARDCOVERS

Amazon just announced that over the past three months, it has sold 143 Kindle books for every 100 hardcover volumes. Amazon's announcement doesn't say anything about paperback books, which probably still outsell Kindle titles by a healthy margin.

http://news.yahoo.com/s/ytech_gadg/20100720/tc_ytech_gadg/ytech_gadg_tc3173

http://www.publishersweekly.com/pw/by-topic/digital/content-and-e-books/article/43899-amazon-s-e-book-sales-tripled-in-first-half-of-2010-.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=886546408f-UA-15906914-1&utm_medium=email

and
http://www.publishersweekly.com/pw/by-topic/digital/retailing/article/43926-publishers-back-amazon-on-e-book-hardcover-figures.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=b3665d25bb-UA-15906914-1&utm_medium=email



YOU CAN SPEND A DAY WITH THE MASTERS OF BOOK MARKETING

Next: August 21 in Denver

Judith Briles, Brian Jud and Dan Poynter will conduct a mini-seminar as a prelude to our upcoming series of one-day seminars around the US. During this one-hour webinar, Judith will give you some tips on how to sell more books and get paid to do it. Brian will tell you how to get more, profitable sales in non-bookstore markets. And Dan will describe opportunities that are emerging as the Book Trade evolves into new forms. Some changes we like and some we fear. Discover what is happening so you can take advantage of the changes rather than be buried by them.

Sign up at <https://www1.gotomeeting.com/register/720807968>

The Masters of Book Marketing have joined to host workshops
for published authors--only.

Events are scheduled for August 21 in Denver, November 6 in Chicago and November 13 in Phoenix.

For details, see www.MastersOfBookMarketing.com

DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Anaheim, Atlanta, Chicago, Cologne/Köln, Denver, Indianapolis, London (UK), Los Angeles, Midlands area, Montreal, Myrtle Beach, New York, Noordwÿk, Orlando, Phoenix, San Francisco, Singapore, Valley Forge, White Plains, Radio/Teleseminars/Webinars (everywhere). (MORE to be announced soon).



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

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



FACTOID

How many have eBook readers?
There are 51 million iPhone/iPods/iPads; 100 million other smartphones; 5 million e-ink devices and more than 30 million netbook computers.

→ SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

~~~~~  
«x»§«x»¥«x»§«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»  
~~~~~

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.

~~~~~  
«x»§«x»¥«x»§«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»  
~~~~~



ParaTips



HOW NOT TO APPROACH AN AGENT AT A WRITERS CONFERENCE

http://www.youtube.com/watch?v=3l2Vaxf5IoE&feature=player_embedded



SIGNATURE ON EMAIL MESSAGES

--Rick Frishman- Publisher Morgan James Publishing

<http://www.morganjamespublishing.com>



Unless the rules of the group prohibit it, add a signature file at the end of all postings to discussion groups as well as to all for your outgoing emails. A signature file contains your name, the name of your business and your contact information. It can also include your sound bite or business message as in Jill's signature file below.

Jill Lublin, CEO

Promising Promotion, a public relations consulting company

Author, National Best-Seller Guerrilla Publicity

Syndicated Radio Host, Do The Dream

(415) 883-5455

<http://www.promisingpromotion.com>

"It's not who you know, it's who knows you!"

Link your email signature file to your Web site. It can build traffic for your site.

Read the signature files of the members who post items in your discussion groups. When responding to their postings, ask about their business, interests, sound bites or slogans. Check their Web sites to learn more about them.

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

NO EXCUSES

--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.



Don't use the tough economy as a reason to suspend your publicity efforts. It's times like this when you have to get your name out there more than ever. Additionally, you want to keep up the momentum from your current publicity efforts. If you stop marketing yourself and try to resume once the recession is over, you'll be essentially starting from scratch.

BOOK DESIGN: What is the Most Important Part to Choosing a Book Designer, Printer, Editor, Public Relations or any other Partner in your Self Publishing Project...

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

Conversations. Communication. You do it...right? That is what you want... right?



I believe one of the most important parts to any relationship is the ability to communicate...the finding of a match to the way you like to be taught, to learn, to be heard. How do you know? I get asked this all the time... "What am I supposed to look for in a designer... How do I know they can do the job?"

I usually respond with "communication and liking their design" first. These are two things that will help create the bond you are looking for. Be sure they are open to answering your questions in the manner, form, detail you need them answered.

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

Karrie Ross, [Book Designer](http://www.BookCoverDesigner.com) & Coach

WORD TRIPPER

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

Entropy, atrophy – "Entropy" is a measure of the disorder or randomness of a system; the steady deterioration of a society or system. As a noun, "atrophy" is the wasting away of a body organ or tissue; deterioration from disuse. As a verb, "atrophy" means to waste away or deteriorate. "I dislike housework and exercising, but without them, neatness will give way to *entropy* and my muscles will start to *atrophy*."



DON'T BE HARD TO FIND!

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



If you want people to find your book online, make it as easy as possible for them by using plenty of keywords that are specific and descriptive of the content of your book. As you consider which keywords to use (or have your SEO marketing team use) in your online copy, meta tags, and even your book's title or subtitle, it's easy to go blank. [Wordtracker](#) is a service that supplies many types of keyword research tools for a fee, but they have a simple keyword suggestion [tool](#) that's completely free to get you started.

Simply type a very basic keyword into the search box and you'll get a list of popular keyword phrases that have been recently searched in Wordtracker's search engine partners. For example, you could type in "leadership" and get a list of popular leadership-related searches. Choose the keyword phrases that apply to your content and use them liberally. Search engine optimization is important and can get complex, but starting with the right keywords is the first step on the path to discoverability.

YOUR PUBLISHING DICTIONARY

--Peter Beren, 510--821-5539, peterberen@aol.com. Publishing Consultant and Literary Agent w/30 years experience will help you reach your goals. www.PeterBeren.com



Festschrift, noun. A volume of articles, essays, etc. contributed by many authors in honor of a colleague's life and work.

From German. Fest = celebration and schrift = writing.

Example: *Siegfried and Roy: Unique in All the World*, *Gary Snyder: Dimensions of a Life*.

→SHARE YOUR TIP. Send it to DanPoynter@ParaPublishing.com

~~~~~  
«x»§«x»¥«x»§«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x«x»¥«x»§«x»¥«x»  
~~~~~

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

~~~~~  
«x»§«x»¥«x»§«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x«x»¥«x»§«x»¥«x»  
~~~~~



ParaResources



SECRETS OF COPYWRITING

Whether you sell out to a publisher or publish yourself, the author has to do the promoting. Book promotion requires dazzling copy writing.

It's no longer possible for an author to hand off a manuscript to the publisher expect it to be edited, promoted, advertised and sold up a storm. As I've said to my readers (and clients) for years, "Creating product is easy; marketing it is tough—really tough."

Unless you are a best-selling author with a major house, it is imperative to take charge of your own marketing, which means creating powerful, world-class promotional and PR copy.

Here's help. Long-time direct marketing consultant, author and copywriter Denny Hatch has just published "The Secrets of Emotional, Hot-Button COPYWRITING."

From his massive archive of more than 200,000 mailings, Denny has chosen and analyzed 54 Grand Controls (mailings received for 3 or more consecutive years, which means they are hugely successful). Readers will see actual examples of the seven key copy drivers—the emotional hot buttons that make people act: fear – greed – guilt – anger – exclusivity – salvation – flattery. These direct mail techniques have proved equally successful in e-commerce, space advertising and PR.

Based on 25 years of research, nothing like this has ever been published before.

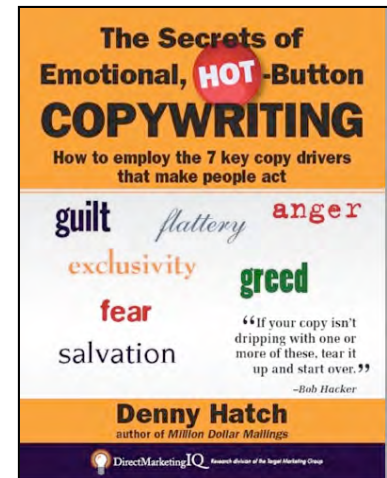
Discover more. www.dennyhatch.com

THE PARAPUBLISHING BLOG

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

See

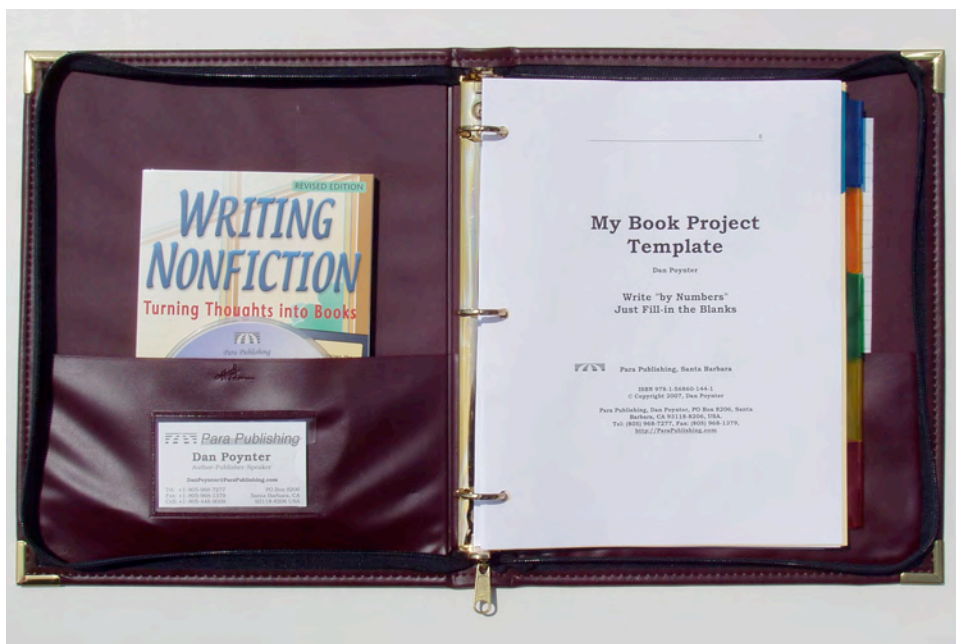
<http://blog.parapublishing.com/>



WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum. Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.



Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author. This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process. This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at <http://parapub.com/sites/para/information/writing.cfm#mbp>



Marketing & Educational Opportunities

From the Leader in Independent Publishing

INDEPENDENT BOOK PUBLISHERS ASSOCIATION



Celebrating 25 YEARS

CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC. The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See <http://www.ibpa-online.org/programs/programs.aspx>



FOLLOW DAN POYNTER ON TWITTER

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

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

ALL
THE BEST!

See

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

FLIP BOOK VIEWER HAS REAL PAGES

For an example, see chapters one to three of Dan Poynter's *Writing Nonfiction*. Turn the pages with a mouse click or drag them to the side. Explore all the buttons on the page. Easy to use, just load the PDF of your book into it.

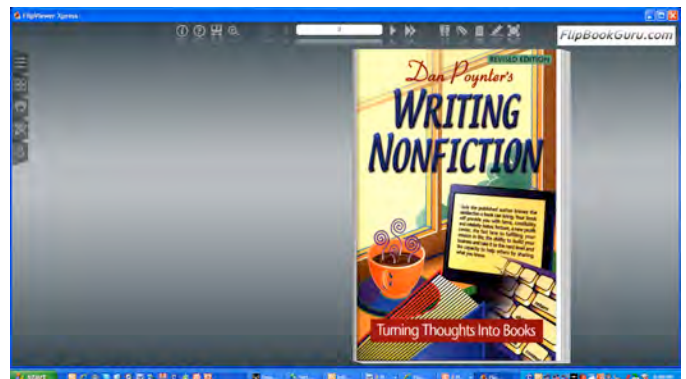
<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerexpress.html>

(May take several seconds to load)

And see the last *Publishing Poynters* in the FlipViewer format.

<http://fvxpress.digiflip.com/PP-ezine1April10a/flipviewerexpress.html>

For more info on this eBook System, see <http://www.FlipViewer.com>



DAN POYNTER'S MOST POPULAR COURSE NOW ON DVD.

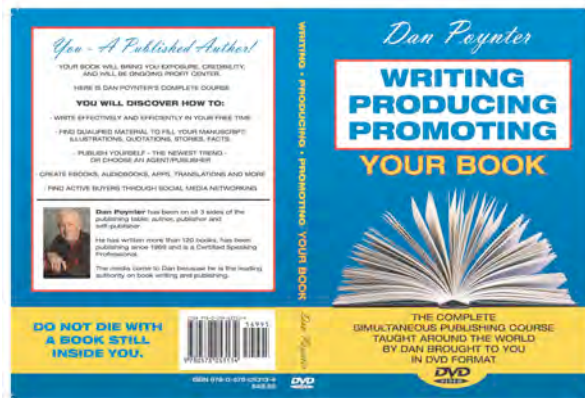
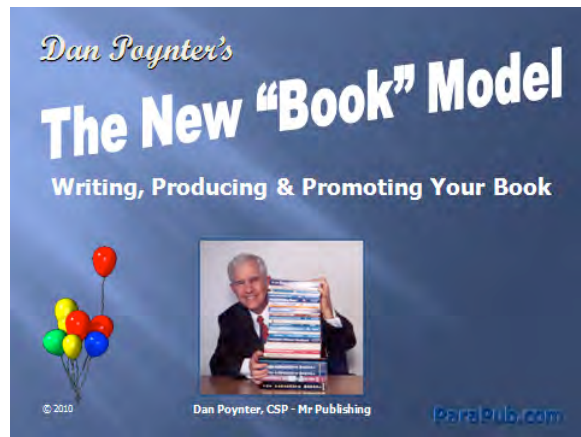
The New "Book" Model: How to write, publish & promote your nonfiction book is available in a home study version. This is the complete 3.5-hour course with Dan and his multimedia slides.

You will discover how to use new techniques and the latest technology to write your book faster, produce your book for less (printed, audiobooks & eBooks) and promote your book more effectively. Dan will share the secrets to finding an agent, contacting a publisher and publishing yourself. He has your step-by-step plan.

This is Dan's most popular presentation and it incorporates timely pieces of his other presentations.

See <http://printshopcentral.com/danpoynter.html>

A steal at \$49.95. Contact Billy Ashby, billy@printshopcentral.com.



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

~~~~~  
«x»§«x»¥«x»§«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»  
~~~~~

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.

~~~~~  
«x»§«x»¥«x»§«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x»  
~~~~~




ParaFreebies



MARKETING TO GRUMPY OLD MEN (GOM)

Ten tips for selling to the age 50+ male market
by Bob Bly.

No charge for this report from a marketing genius.
<http://www.marketing2goms.com/PDFs/GOM.pdf>

BOOK-MARKETING WEBINAR

with Brian Jud, Dan Poynter, and Judith Briles

No charge.

<http://www.bookmarketingworks.com/index.php?pg=webinars/index.htm>



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://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=352965979&mt=8>

or

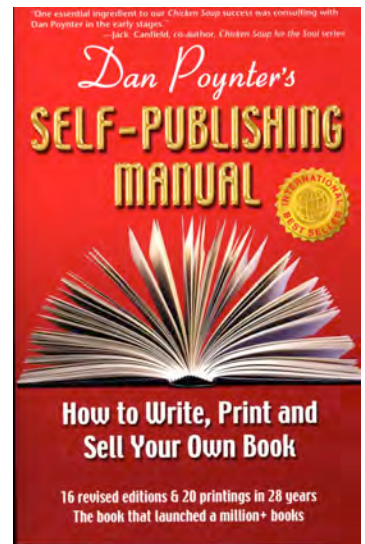
Search the App store for Dan Poynter. **Now the App is F-R-E-E**

SAMPLE THE SELF-PUBLISHING MANUAL

You can read 20% of the book at no cost.

See

<http://sony-ebook-samples.com/sample/14222/the-self-publishing-manual-volume-1>



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



SEE THE PARASITE
<http://ParaPublishing.co>

~~~~~  
<&x>§<&x>¥<&x>§<&x>¥<&x>§<&x>¥<&x>¥<&x>§<&x>¥<&x><&x>¥<&x>§<&x>¥<&x>  
~~~~~

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

~~~~~  
<&x>§<&x>¥<&x>§<&x>¥<&x>§<&x>¥<&x>¥<&x>§<&x>¥<&x><&x>¥<&x>§<&x>¥<&x>  
~~~~~



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

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

Dan to speak on a parachute subject. [Http://www.PIA.com](http://www.PIA.com)

August 13-15. DELAND, FL. National Skydiving Museum Celebration: Joe Kittinger 50th Anniversary. Fmi: Nancy Kemble, +1 (540) 604-9745,

nkemble@skydivingmuseum.org, <http://www.skydivingmuseum.org/>

August 21. DENVER. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

September 9. KÖLN (Cologne), Germany. Global Speakers Network meeting.

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

September 10-11. KÖLN (Cologne). German Speakers Association (GSA).

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

September 24-26. VALLEY FORGE. 11th annual Express Yourself Published Authors Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500.
<http://www.authorsconference.com/>

September 30. MARLOW, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Morning. Crowne Plaza. Fmi: info@bookmidwife.com, +44 (20) 8364 2884, <Http://www.BookMidwife.com/seminar>

September 30 – October 3. MARLOW, UK. Crowne Plaza, 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/>

October 22-24. MYRTLE BEACH. South Carolina Writer's Workshop. Fmi : Carrie McCullough, mcculloughca@bellsouth.net, 706-798-9545.
<http://www.myscww.org/conference/> Hilton Myrtle Beach Resort.

November 6. CHICAGO. . Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357,
BrianJud@bookmarketing.com

November 13. PHOENIX. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357,
BrianJud@bookmarketing.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 1-3 DALLAS. CSP/CPAE Summit.
 The Joule hotel, located downtown.
<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.pсахolland.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.pсахolland.org/>

May 21-23. 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 thee 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

~~~~~  
«x»§«x»¥«x»§«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x«x»¥«x»§«x»¥«x»  
~~~~~

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

~~~~~  
«x»§«x»¥«x»§«x»¥«x»§«x»¥«x»¥«x»§«x»¥«x«x»¥«x»§«x»¥«x»  
~~~~~



ParaHumor



And

KINDLE SKIPS AHEAD 9 MODELS to bring the biggest, highest powered e-reader ever. (Video)
http://brash.com/videos/detail/kindle_9xxxd

(Generic Smiley)

=====

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>

PRIVACY STATEMENT: We will not distribute your email address to anyone. Period.

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

~~~~~  
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.  
PO Box 8206, Santa Barbara, CA 93118-8206 USA. 530 Ellwood Ridge, 93117.  
Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009  
<http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)