



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)

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)



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THE GLOBAL EBOOK AWARDS



The nomination process closed July 7. The gala awards ceremony will be in Santa Barbara on Saturday, August 20. For details, see

<http://awardsforebooks.com/awards-ceremony-2011/>





THE MASTERS OF BOOK MARKETING COMING TO ST LOUIS

Hosted by the St Louis Publishers Association.

Save these dates to meet with Dan Poynter, Judith Briles and Brian Jud.

Are you selling all the books you would like to?

Would you like to take your sales to their highest level?

If you answered yes, then September 30th and October 1st should be blocked on your calendar. Dan Poynter, Judith Briles and Brian Jud are coming to St. Louis. The Three Masters of Book Marketing and Publishing will give you everything you need to know to make a big difference in your sales. Special discount for SLPA members!

September 30th -- Optional dinner with the Masters ... starts at 6.30 pm: personal coaching with Brian, Judith & Dan

October 1st -- It's a long day ... bring your computer. See the agenda at
<http://mastersofbookmarketing.com/agenda/>
<http://tinyurl.com/6gwuqyq>

**OVERHEARD:**

"My father taught me if you can walk away from any teacher, book, seminar and/or coach having learned one new thing or you were reminded of something you knew but had forgotten, then you received an invaluable gift. Knowledge once gained may be used again and again."

--Michael Palumbos, author of *Your Family Legacy*

EBOOK PRICE TEST

Our ebooks have been reduced in price to test whether lower prices will move more books. Based on income calculations, prices will probably go back up on August 1.

<http://www.smashwords.com/books/search?query=dan+poynter>

**OVERHEARD:**

"Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do."

--Mark Twain, author.

WHAT IS IT LIKE TO BE A JUDGE FOR THE GLOBAL EBOOK AWARDS?

You can follow Dan Snow's tweets as he chronicles his adventures evaluating ebooks in the category he has selected.

Click on

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

And click on

**OVERHEARD:**

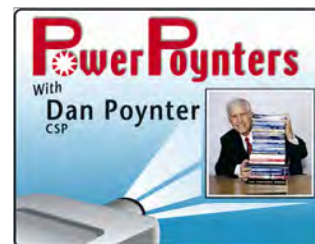
Simplify, simplify, simplify. –
-Henry David Thoreau, author.

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/6/mWI0fnBu7bs>



OVERHEARD :

The **future** has several names. For the weak, it is the impossible.

For the fainthearted, it is the unknown.

For the thoughtful and valiant, it is the ideal.

--Victor Hugo, autho

IS THE NOOK OUTSELLING THE KINDLE?

Amazon's Kindle may no longer be the most popular ebook reader. IDC, a research firm that tracks the consumer electronics industry, said Barnes & Noble sold more Nook readers than Amazon sold Kindles during the first quarter of 2011.

<http://bit.ly/oINSfr>



OVERHEARD:

"Imagination is everything.

It is the preview of life's coming attractions."

--Albert Einstein

GOOGLE LAUNCHES eREADER

The 7.3-ounce **Story HD**, which retails for \$139.99 and sports an electronic paper display made by LG, offers XGA (768x1,024 pixels) resolution and has 63.8 percent more pixels and faster page turns, thanks to an advanced processor from Freescale Semiconductor based on ARM Cortex technology. It also has built-in Wi-Fi and allegedly gives you up to six weeks of battery life from a single charge. As far as other specs go, the Story HD has a QWERTY keypad, and supports EPUB and PDF formats with DRM.

<http://cnet.co/rcemos> <http://bit.ly/pg4vW>



**OVERHEARD:**

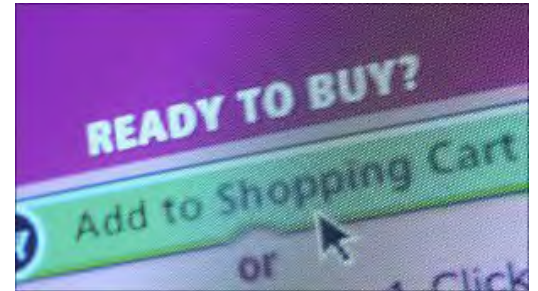
"Every day, in every way I am getting better and better
-- Emile Coue" - French philosopher

SPELLING MISTAKES 'COST MILLIONS' IN LOST ONLINE SALES

Customer spending on a website can be cut in half by a spelling mistake, says an online businessman.

Sales figures suggest misspellings put off consumers who could have concerns about a website's credibility

<http://www.bbc.co.uk/news/education-14130854>



Borders: 10,700 employees will lose their jobs over the next two and a half months as the company closes its remaining 399 stores, two-thirds of which are superstores. 240 stores have already been closed.

GET YOUR BOOK LISTED IN *PUBLISHERS WEEKLY*

Publishing Poynters subscribers (you) can get exposure to booksellers and librarians by listing your books in *PW Select* -with cover image, description, and ordering information, at a reduced rate of \$100.

For the reduced rate, you also get a six month subscription to *PW online* and other benefits worth more than the listing itself. Deadline July 31.

For details on this great offer, see

<http://www.publishersweekly.com/pw/diy/index.html>

Use discount code SELF PUB2011 to get the reduced rate.



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

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.



ParaTips



CREDENTIALS TALK ... YOU'VE GOT THEM

--Rick Frishman, publisher Morgan James Publishing

<http://www.MorganJamesPublishing.com>



People like to work with and get advice from people who they feel are successful. When potential clients have the opportunity to read about your philosophy, your strategies for specific situations, it's a huge door opener for future business. And a good reason to become an author. The biggest sellers are in to the "how-to" and business arenas. What if you write for juveniles, romance, stovetop warriors or just kids? Credentials and writing/artistic skill carry a huge stick in the publishing arena.

Having a book, with your name as the author on it, adds a significant notch in the credibility game. It goes beyond just a business card; it becomes part of your guts and soul. There isn't a gathering of people where someone, in fact, many ones, will share that they feel that they have a book in them.

Smart Authors are Savvy Positioners

The Yin and Yang of Publishing

With books, the author has to tune into her message, listen to what she hears her "audience" say it needs/wants. She reflects, evaluates and connects with the core of what the book is about. Yin is all about emotion and with emotion, the passion for "why" this book—your book—will be created and birthed.is There a Book in You? 13

It's the yang, though, that will get it to happen. The author is challenged with a goal to expand the ideas and concepts that originally seeded the idea. The big stretch starts—what's new; what concepts and solutions have a twist to them that makes them unique to what has been published before. What can you turn on its head or tweak a commonly held belief? It's the new approach that gathers attention.

In the end, the author comes away with knowledge of the publishing process along with the tools to implement it.

Creating a book and using it as part of your marketing campaign enhances your positioning as the Authority, the Expert. Your credibility. And, a positioning factor in building your brand and your "business" as an author. To us, it doesn't matter what "your business" is—be it business, finance, sci-fi, kids, mystery or even a bit of romance. What we want you to think, to realize, is that publishing isn't a lark—being an

author is an honor and a very legit business to be in. We will show you how.

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



OVERHEARD:

Business: It's about what you have to offer, not what you have to sell.

BOOK DESIGN: Creative Discussion. What is it and how important is it for your designer to get you to the right place where it happens.

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



--- Karrie Ross Be It Now! 310-397-3408

<http://www.BookCoverDesigner.com> - covers@KarrieRoss.com Book Design, Consulting, Coaching, Marketing & Branding

Creativity...that elusive quality of being able to see things from different perspectives and extend into physically visual representations of a feeling or to motivate and inspire a desired action/reaction. An ability to 'get into' the thinking/responding of another, first the client, then their audience.

Just like learning to play a piano it takes years of practice to get to a place where an artist can be effective in this quality and then excel in the ability to guide a client so that a connection is made. It's in the questions and in the bonding that is created when you discuss a project...the connection of words and feelings to the final image. Each project you do will necessitate a new viewpoint. Business cards are different than a brochure and a brochure is different than a book...or logo.

As you are searching for the designer who will create your logo, branding, book cover or website, be sure you feel this connection, this safety that they can guide your project to the creative finale you are looking for. Be sure to review their portfolio of previous jobs and ask them questions on the phone...be sure to connect.

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

Karrie Ross, [Book Designer Web-presence Branding, Coaching & Consulting Services](http://www.BookCoverDesigner.com)

DOS AND DON'TS FOR YOUR AUTHOR Q&A

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



From blogs to print magazines, everyone loves to read interviews with their favorite authors. Q&As give readers insight into the author's intentions for the book, his or her personal life, and the author's opinion on a variety of topics. This peek into the writer's mind can motivate people to buy a book they hadn't planned on reading before, or strengthen the reader's investment in the author's brand. For marketing purposes, being featured in an author Q&A for a print or online publication is a great way to publicize your book and increase your name recognition. Here are a few dos and don'ts to keep in mind:

- **Do** write in your own unique voice and share your personal opinions, experiences, and anecdotes. Author Q&As give you a chance to be a little more informal and tell readers about yourself rather than your book.
- **Don't** be afraid to suggest an additional question if there's an important or interesting topic that hasn't already been covered by the provided questions. Interviewers won't necessarily suggest the best topics.
- **Do** offer a professional photo of yourself. See our tips for taking a great headshot <http://bit.ly/nJhys4>
- **Don't** assume that the people who are reading your Q&A have already read your book. Avoid in-depth plot or technical discussions, spoilers, and unexplained references. Remember, this is your chance to connect on a more personal level with your readers.
- **Do** mention your favorite books and authors. This is an excellent way to promote reading in general, and it makes anyone who shares your literary tastes more likely to purchase your book.



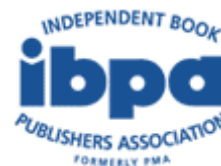
The most popular ebook categories are general fiction and romance.

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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



TOP WAYS TO GRAB AN AGENT WITH YOUR QUERY LETTER IN THE VERY FIRST SENTENCE

by Jeff Rivera, founder of <http://www.HowtoWriteaQueryLetter.com>

- 1) Start with a question that makes them ponder?
- 2) Talk about a dramatic moment in your personal life that connects with the book you've written
- 3) Tell them immediately about your platform
- 4) Compliment them on a specific recent sale
- 5) Tell them who referred you



Use one of the 5 suggestions above and you'll be one step closer to landing an agent.

If you would like to see an example of query letters that worked, visit: <http://www.HowtoWriteaQueryLetter.com>

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. He and his works have been featured or mentioned in Publishers Weekly, GalleyCat, Mediabistro, Los Angeles Times, New York Observer, NPR and many other media outlets.



OVERHEARD:

"Movies are like life with all the dull parts left out."
 --Alfred Hitchcock, film director.
 The same should be true of your books.

WORD TRIPPERS

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

Disinterested, uninterested

"Disinterested" means to be impartial and unbiased;
 "uninterested" means not interested, bored, indifferent.

"She was sufficiently *disinterested* in the outcome of the dispute to act as its mediator.
 Her partner, though, was completely *uninterested* in the case and walked away from it."



BEFORE YOU GO TO PRESS

Spelling and Grammar Matter

-- Kathleen at Parlez-Moi Press



Parlez-Moi Press
Gloucester, Massachusetts

Thanks to the internet more people than ever are writing on a daily basis – they are blogging, Twittering, Facebooking, IMing, emailing, texting, etc. etc. However, all this writing has led to a decline in basic grammar and spelling. This may be fine for everyday communications but that does not make it fine for books. Spell check will find words which are spelled incorrectly but it will not differentiate between there/their/they're, point out words that are used incorrectly, correct punctuation, etc. There are also grammatical conventions for constructing things such as dialog that should be followed if you want your published work to look professional.

Authors who are not open to having their manuscripts proofed, edited, and critiqued should really consider whether they are serious about publishing. Professionals in the publishing business tell me that if an author resists editing and making changes they cannot work with them and will terminate the contract. While it is perfectly reasonable to resist significant content changes to a book (one of my agents wanted me to rewrite *The Old Mermaid's Tale* for the Young Adult market -- I refused), writers have to comply with standard grammar, punctuation, structure, etc. if they want to be taken seriously.

COMMIT TO QUALITY

Please remember this: when you publish a badly written, badly proofed, badly edited book, you don't just make yourself look bad, you make all self-published authors look bad.

Readers are becoming increasingly sensitive to self-publishing and have no reticence to give very bad reviews to badly constructed books. As a self-publisher commit to the highest standards possible.



Write when you can. Finish what you start. Edit what you finish. Self-publish. Repeat.

--Joe Konrath, Successful Author.

DO YOU KNOW HOW MANY BOOKS YOU'VE SOLD?

--Elaine Wilkes, PhD, Tips from Get Your Book Into All Types Of Stores—Internet, Book and Retail Stores.

Find out how your books are selling at Author's Central. *This is great!!!!* Find out your sales by checking out Amazon Central's new feature that connects authors to Nielsen BookScan. This was just made available to authors. Before only publishers could use it. Before authors had to wait for bi-annual royalty reports to learn how many books they sold. Now they can know right away by logging onto to Author's Central.



Read more in this [Los Angeles Times](#):

<http://latimesblogs.latimes.com/jacketcopy/2010/12/amazon-gives-nielsen-bookscan-to-authors.html>



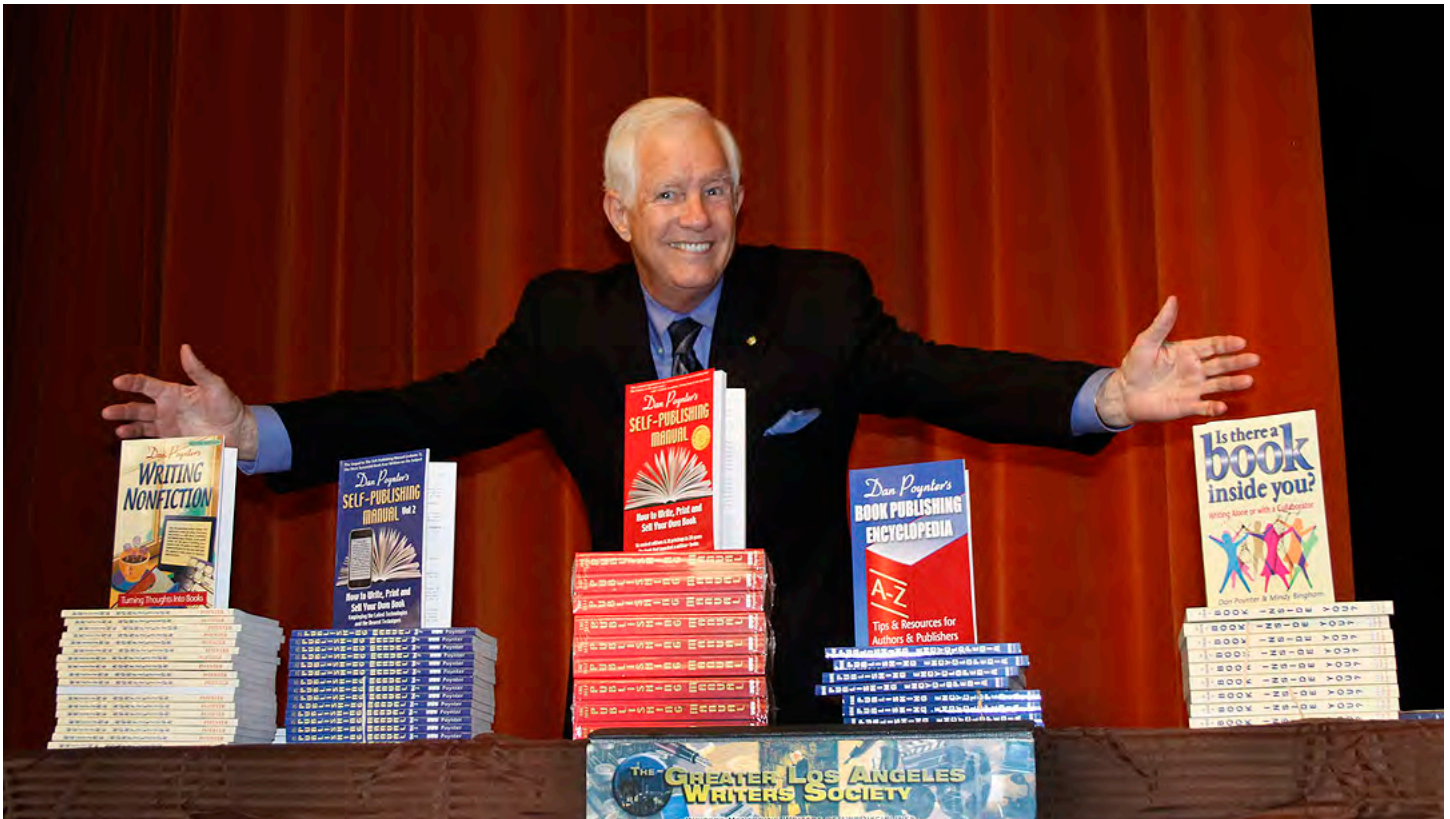
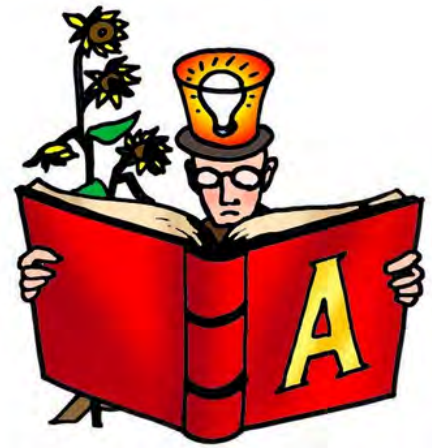
Apple has sold more than 20-million iPads so far.

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

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



ParaResources



Dan Poynter and his books

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



The Barnes & Noble bookstore chain has 705 stores.

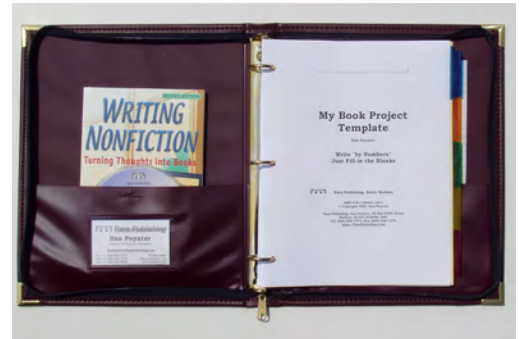
THE 100 MOST BEAUTIFUL WORDS IN THE ENGLISH LANGUAGE

<http://bit.ly/qjhNcS>

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>

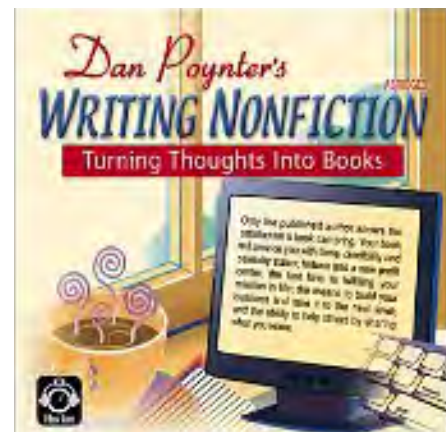


OVERHEARD:

Your book is your child. You can't recognize its shortcomings, any more than a proud parent can consider their child dumb and ugly.

WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAXf>



OVERHEARD:

Praise is like candy. We love it, but it isn't good for us. You can only improve by being told what's wrong.

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://bit.ly/eE1DQo>



OVERHEARD :

People would rather fight to the death to defend their beliefs than consider changing their minds.

WHERE TO GET WHAT?

RECOMMENDED SUPPLIERS FROM DAN POYNTER

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site.

<http://bit.ly/fpp9kC>



In the first half of 2011, paperback sales dipped nearly 18 percent and hardcover sales fell 23 percent compared to the same period previous year.

Ebook sales increased 160%.

GET HELP WITH YOUR PROJECT

BOOK SHEPHERDS are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book Shepherds are:

Zip Code/ Country	Name	Email	Website
	Shel		
01035	Horowitz	shel@PrincipledProfit.com;	www.frugalmarketing.com
06001	Brian Jud	brianjud@bookmarketing.com;	www.bookmarketingworks.com
	Barbara		
07930	Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314	Mike Vezo	mvezo@mac.com;	HelpUPublish.com
	Bobbie		
30188	Christmas	bobbie@zebraeditor.com;	www.zebraeditor.com
	Janice		
45701	Phelps	authors@janicehelps.com;	www.janicehelps.com
68137	Lisa Pelto	lisa@conciergemarketing.com;	www.conciergemarketing.com
77041	Rita Mills	rita.mills@comcast.net;	http://www.bookconnectiononline.com
78704	Tanya Hall	tanya@greenleafbookgroup.com;	www.greenleafbookgroup.com
	Judith		
80015	Briles, PhD	judith@briles.com;	www.TheBookShepherd.com
	Linda		
85226	Radke	info@FiveStarPublications.com;	http://www.FiveStarPublications.com
	Ellen		
87505	Kleiner	blessingwy@aol.com;	www.blessingway.com
	Jacqueline		
89509	Simonds	jcsimonds@beaglebay.com;	www.beaglebay.com
90212	Ellen Reid	booksherp@mac.com;	www.booksherp.com
90245	Jan King	jan@janbking.com;	www.janbking.com
	Alan		
91304	Gadney	info@onebookpro.com;	www.onebookpro.com
	Lindee		
92111	Rochelle	Lindee@LRochelle.com	www.penchantforpenning.com
	Sharon		
92653	Goldinger	pplspeak@att.net;	www.detailsplease.com/peoplespeak
	Gail Kearns	Gail@topressandbeyond.com;	
93103	Gail Kearns	info@topressandbeyond.com;	www.topressandbeyond.com
94304	John Eggen	John@MissionMarketingMentors.com;	www.missionmarketingmentors.com
	Peter		
94801	Beren	peterberen@aol.com;	www.peterberen.com
	Cynthia		
95437	Frank	cynthia@cyprsshhouse.com;	www.cyprsshhouse.com
	Simon		
	Warwick-		
95476	Smith	Bunyip@vom.com;	www.warwickassociates.net
	Barbara		
	Florio		
Canada	Graham	BFG@SimonTeakettle.com;	www.SimonTeakettle.com
	Serena		
	Williamson		
Canada	Andrew	info@bookcoachpress.com;	www.bookcoachpress.com

	Ph.D		
Malaysia	Shum F.P.	shumfp@pd.jaring.my;	www.infopreneur-books-publishing.com
New Zealand/ Australia	Maria Carlton	maria@marukibooks.com;	www.marukibooks.com
Singapore	Patrick Ang	patrick.anglh@yahoo.com.sg;	www.bookmanna.com
South Africa	Val Waldeck	vwaldeck@telkomsa.net;	www.pilgrimpublications.biz
	Mindy Gibbins-		
UK	Klein	mindy@bookmidwife.com;	www.bookmidwife.com

The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.

Interview several to see what each one can do for you.

If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://parapublishing.com/sites/para/resources/supplier.cfm>



OVERHEARD:

Anyone looking for you can find you.

Get them to find you when they're looking for something else.

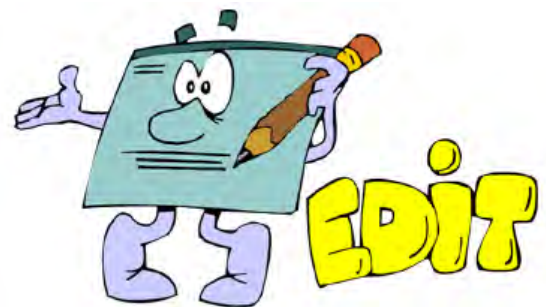
HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

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



OVERHEARD:

"Just like yawning, smiling is contagious"

--Eilidh Milnes, UK.

THE PARAPUBLISHING BLOG

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

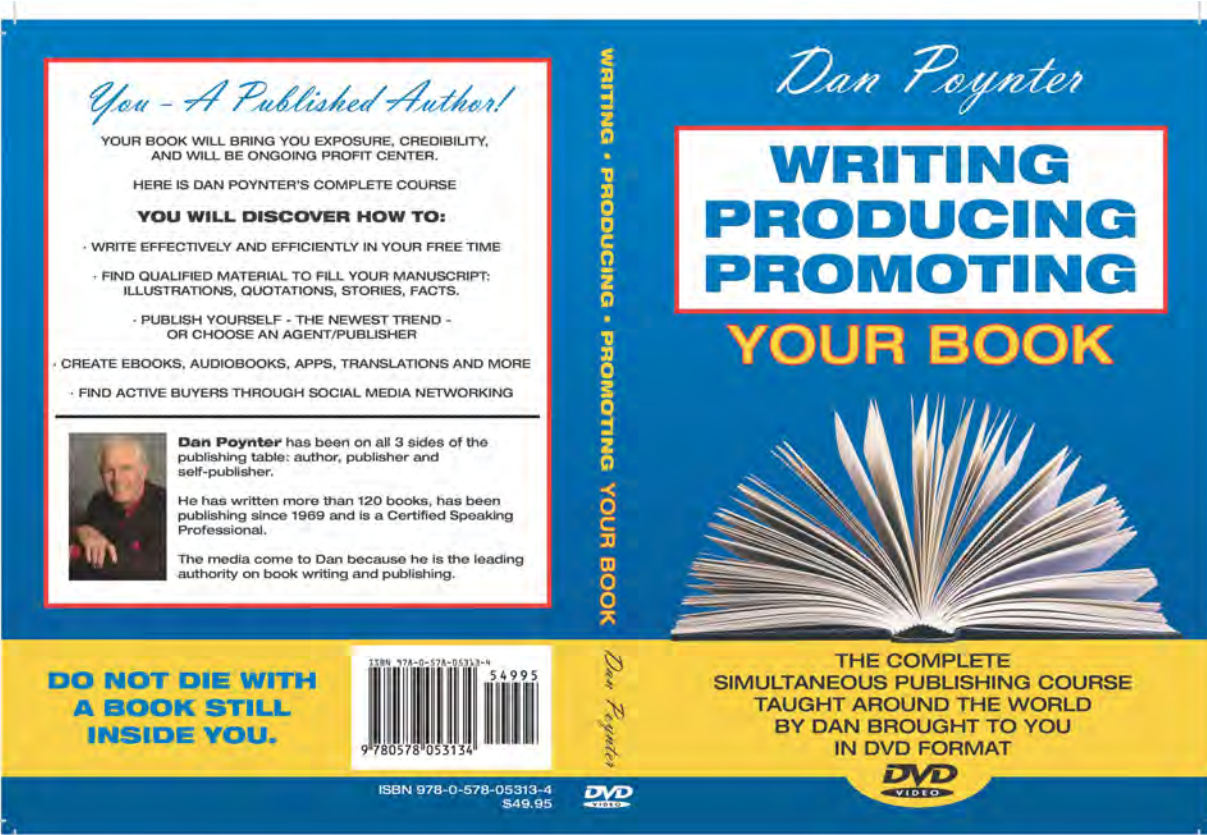
See

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



The Kobo eReader offers 2.4 million titles to more than 4.2 million users in more than 100 countries.

PUBLISHING 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.

A steal at \$49.95.

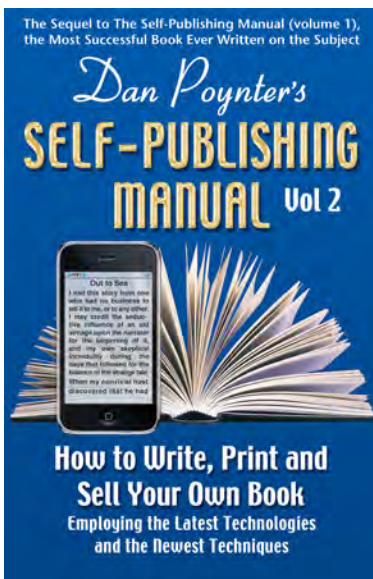
<http://www.amazon.com/Poynters-Writing-Producing-Promoting-Your/dp/0578056488/>

THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.

You will discover how easy it is to:



- 📖 *Build* your book rather than just *write* it—and copyright it in your name.
- 📖 Print a small quantity and keep a small inventory.
- 📖 Multipurpose your “book” into downloadable, CD, and eBook versions and others.
- 📖 Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.
- 📖 Bypass the publishers and go directly to a short-run book printer.
- 📖 Set up your own publishing company and take the tax breaks.
- 📖 Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
- 📖 Promote your book for virtually no costs via social media.

Available as an eBook in ten different formats.

<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://amzn.to/f8eXO4>

Save 32%, now just \$10.17.



FOLLOW DAN POYNTER ON TWITTER

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



OVERHEARD:

Ebooks are forever, and forever is a long time.
--Joe Konrath, Successful Author.

GET YOUR BOOK REVIEWED

You may request reviews at ***Publishing Poynters Marketplace***.
Offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com.

<http://parapublishing.com/files/newsletter/PPM-June%202011.pdf>



OVERHEARD:

Hard work trumps talent.
Persistence trumps inspiration.
Humility trumps ego.

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

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.



ParaThoughts



QR CODES ON BACK COVERS?

Quick Response codes are showing up more often on the back covers of books. Do they make the book look more current or do they hurt sales?

How do book browsers react when they see a QR code?
 Do they whip out their iPhone or other reader to see where it leads them?
 Do they discover it is your website or brochure on the book?
 Do they decide to delay the purchase until they can devour the info on your site?
 Do they ever follow up?



Is the QR code delaying or defeating the sale?

I have advised for years:

The outside of your book should sell the inside. Do not put anything on the outside that does not sell lead browsers to the text.

Do not add to the cover clutter or steer attention away from the book in the hand.

That is why I recommend against putting a URL on the back cover. The URL prompts browsers to delay the purchase until after visiting your site.

A QR code is just a camouflaged URL.

Do not use a QR code or URL on your cover to send book browsers to your website. That is what a business card is for.

p.s.: QR Codes work for posters and even billboards better than books.

Posters attract attention for an item or event and the QR code sends you to more information.

The front cover of your book is like a poster.

But the sales info is on the back cover.

And, the product (book) is already in hand for further inspection.

QR codes are new and fun.

It is unadvisable to use them just because they are new and fun.

Use them only when they will increase sales.

There are places for QR codes but your book cover is not one of them.



OVERHEARD:

Praise is like candy. We love it, but it isn't good for us.
You can only improve by being told what's wrong.

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

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Forwarded it to friends



ParaFreebies



GLOSSARY OF EBOOK PUBLISHING TERMS

Are you new to ebook publishing? Check out our glossary of ebook terminology in the FAQ at

<http://www.smashwords.com/about/supportfaq#glossary>



We understand that you can't become an ebook expert until you learn the lingo. This glossary will help. If you see a term missing you want us to define, click "Comments/questions" at the top of any page and suggest it.



OVERHEARD:

"We become who we hang out with"
-- Napoleon Hill, USA.

THOUSANDS OF FREE EBOOKS FOR KINDLES

<http://www.ereaderiq.com/free/>
<http://amzn.to/kdfSPu>



25 VOOK (ENHANCED EBOOKS) NOW FREE IN THE KINDLE STORE

Vook are having another sale, and this time around you can find a total of 25 of their titles available for free. Most (all?) have video or audio embedded. The extra content is only usable on the iPad, iPOD, and iPhone.

<http://bit.ly/qRyTwL>



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

See

<http://bit.ly/gJK8nT>



OVERHEARD:

The most successful people on the planet have one thing in common: nothing can stop them. Don't expect to reach your goals without sacrificing things that are important to you. You can't be both happy and ambitious.
--Joe Konrath, Successful Author.

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

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



ParaCalendar



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Showing people how to write, publish and
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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

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>

USA. July 30. 2 PM. Speaking Eagles meeting. NSA/US Convention.



USA. August 26-28. Parachute Industry Association. St Louis, MO. FMI:
<http://PIA.COM>

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.

USA. October 1. St Louis.

Masters of Book Marketing: Judith Briles, Brian Jud and Dan Poynter. Hosted by the St Louis Publishers Association.

For details, see www.MastersOfBookMarketing.com

UNITED KINGDOM. October 7-8. Coventry, Midlands.



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>

SOUTH AFRICA. April 27-29 - Durban

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>

MALAYSIA. May 4-5



Malaysian Association of Professional Speakers (MAPS) convention.
http://www.maps.org.my/events_up.asp

SINGAPORE. May 8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.



<http://bit.ly/hz539k>

USA. June 5-7. Book Expo America, New York.

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>

2013

USA. July 27-30. Philadelphia, PA.



NSA/US
Marriott Hotel, Downtown.

Convention.

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

CANADA.



December 8-12. Global Speakers Summit.

Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

2014

USA. June 29 – July 2. San Diego.



NSA/US
Marriott Hotel & Marina.

Convention.

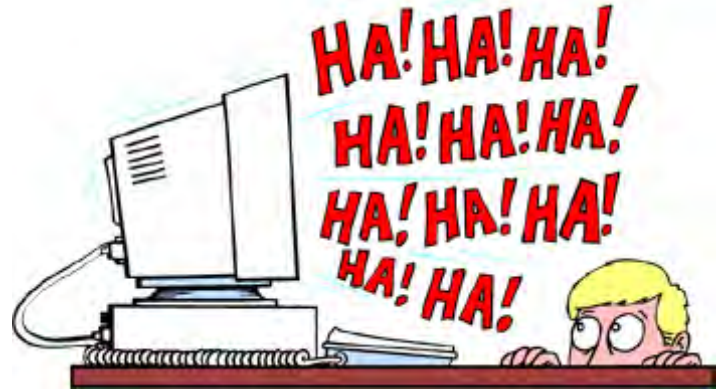
Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

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

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



ParaHumor



PROOFREADING NEWSPAPER HEADLINES

Proofreading is a dying art, wouldn't you say?

Man Kills Self Before Shooting Wife and Daughter

This one I caught in the SGV Tribune the other day and called the Editorial Room and asked who wrote this. It took two or three readings before the editor realized that what he was reading was impossible!!! They put in a correction the next day.

Something Went Wrong in Jet Crash, Expert Says

No crap, really? Ya think?

Police Begin Campaign to Run Down Jaywalkers

Now that's taking things a bit far!

Panda Mating Fails; Veterinarian Takes Over

What a guy!

Miners Refuse to Work after Death

No-good-for-nothing' lazy so-and-so's!

Juvenile Court to Try Shooting Defendant

See if that works any better than a fair trial!

War Dims Hope for Peace

I can see where it might have that effect!

If Strike Isn't Settled Quickly, It May Last Awhile
Ya think?!

Cold Wave Linked to Temperatures
Who would have thought!

Enfield (London) Couple Slain; Police Suspect Homicide
They may be on to something!

Red Tape Holds Up New Bridges
You mean there's something stronger than duct tape?

Man Struck By Lightning: Faces Battery Charge
He probably IS the battery charge!

New Study of Obesity Looks for Larger Test Group
Weren't they fat enough?!

Astronaut Takes Blame for Gas in Spacecraft
That's what he gets for eating those beans!

Kids Make Nutritious Snacks
Do they taste like chicken?

Local High School Dropouts Cut in Half
Chainsaw Massacre all over again!

Hospitals are Sued by 7 Foot Doctors
Boy, are they tall!

And the winner is....
Typhoon Rips Through Cemetery; Hundreds Dead
Did I read that right?

(Generic Smiley)



Send your jokes on words and books to
DanPoynter@ParaPublishing.com



OVERHEARD:

Hard work trumps talent.
Persistence trumps inspiration.
Humility trumps ego.

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

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The Small Print

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