



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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ParaHumor (We saved the fun for last)



On my way to

The Veteran Speaker Retreat in Boiling Springs, Pennsylvania.

Next stop: The German Speakers Association Convention in Köln (Cologne), Germany.

--Dan Poynter, The Book Futurist.

Guiding Publishers to the Next Level in Book Promotion



ParaNews



READERS SHIFT TO SOCIAL NETWORKING SITES FOR NEWS

Our friends are becoming "clipping services."



The social network of a reader is quickly becoming their personalized news wire. A revolutionary shift has taken place in the way we consume news. We have gone from traditional media and news websites to having the news broadcast to us by our friends.

In fact, 75% of news consumed online is through shared news from social networking sites or email. Social news is finding us.

<http://mashable.com/2010/08/10/personalized-news-stream/>

HUFFINGTON POST NAMES 15 TOP-SELLING BOOKS OF ALL TIME

http://www.imakenews.com/bargainbooknews/e_article001843296.cfm?x=bhgtwWP,b1k1BtM0

Best Sellers	
FICTION	NONFICTION
1 THE GIVER by Lois Lowry 1	1 CRACKER JACK TESTS by David Egan 1
2 THE HUNGER by Suzanne Collins 2	2 THE HISTORY OF THE UNITED STATES by Howard Chandler Christy 2
3 THE GIVER by Lois Lowry 3	3 THE HISTORY OF THE UNITED STATES by Howard Chandler Christy 3
4 THE GIVER by Lois Lowry 4	4 THE HISTORY OF THE UNITED STATES by Howard Chandler Christy 4
5 THE GIVER by Lois Lowry 5	5 THE HISTORY OF THE UNITED STATES by Howard Chandler Christy 5

eBOOK SALES UP AGAIN

The AAP reports that June 2010 gross e-books sales were \$29.9 million, an increase of 118.9% over the \$13.7 million in sales reported for the same period in 2009.

http://www.publishersweekly.com/pw/by-topic/digital/content-and-e-books/article/44217-june-e-book-sales-up-119-.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=9035060ef3-UA-15906914-1&utm_medium=email



GATHERING OF AUTHORS AT VALLEY FORGE

If you are serious about being more successful with your efforts to promote and market your book, you really need to attend this highly acclaimed 11th annual event. We know you've put lots of time and toil into writing and publishing your book, and the Infinity conference is the perfect opportunity to learn from professional marketers and other authors, how to benefit the most from the investment you've already made in your book.



Topics attuned to selling more books.

Timely topics of special interest to authors will include, but not limited to: *"Getting Media Coverage Where Your Book is News"*; *"Blogging – a cumbersome quagmire or quick sales connections???"*; *"Do-it-yourself Cost-effective Book Dedicated Websites"*; *"At Times Selling a Thousand Books is Easier than Selling Ten"* and *"Electrifying eBook Sales!!!"* We're introducing a new series of mini-sessions called *"Pick the Brain of an Expert"* – noted authorities in various aspects of promoting, marketing, distribution, and publishing will be alone on the hot-seat to field questions about his or her area of expertise. Naturally on Sunday morning we will have our infamous *"Ask the Experts"* panel where our assembled congress of pros individually answer the same question from participants – at times there are several correct variations to solving some problems. On Sunday morning, we will include time for participants to perform a reading or brief presentation about their book. This will be followed by awarding door prizes – this year attendees do not need to be present to win.

Leading and trend-setting experts. For openers, our nationally acclaimed presenters include: **Dan Poynter, Brian Jud, Jeniffer Thompson, Melanie Rigney** and more.

Ya'all come. All established and aspiring authors are welcome to participate in the Gathering of Authors where previously published authors, newly published authors and soon to be published authors meet to network and freely share promotional ideas. Egos need to be checked at the door – prima-donnas, zealots, and folks with hidden agendas aren't befitting at this congenial assembly of authors. This is the longest occurring annual event, totally commercial free, author-friendly, not-for-profit, authors' conference where the entire focus for the weekend is on helping authors to become more successful with their books – regardless of how or with whom their books are published. We don't have a head table at meals; thusly attendees are likely to enjoy a meal while chatting informally with one of our expert presenters or keynoters.

Dinner with Dan Poynter. For early arrivals checking into the Radisson on Thursday evening, September 23rd, there will be an informal dinner with Dan Poynter in a private dining room at the hotel. During the dinner Dan will discuss various aspects of the books written by the authors attending this optional pre-conference event. Cost is \$36 – for individuals not registered for the authors’ conference, the cost is \$49. Seating is limited to 9 to assure time for appropriate remarks about each book, so if you want to enjoy Dinner with Dan, early conference and/or registration is encouraged.



For details and pricing, see
<http://www.authorsconference.com/>

SETH GODIN TO ABANDON THE TRADITIONAL PUBLISHING ROUTE

New York Times bestselling author and marketing guru, Seth Godin vows to never publish traditionally again. After more than 12 books with a legacy publisher, Godin says he's had enough.

Godin says “I like the people, but I can’t abide the long wait, the filters, the big push at launch, the nudging to get people to go to a store they don’t usually visit to buy something they don’t usually buy, to get them to pay for an idea in a form that’s hard to spread,”



<http://mashable.com/2010/08/23/seth-godin-book-publishing/>
<http://online.wsj.com/article/SB10001424052748704340504575447841893919812.htm>
 !

SCAMMER TARGETS EDITORS, TRANSLATORS AND PROOFREADERS

See
<http://vickitalleymccollum.blogspot.com/2010/08/freelance-editor-scam-dependra-santha.html>



Sales of eBooks rose 162.8 percent in May while sales of audiobook downloaded climbed 72.9 percent. May bookstore sales slipped 2.6 percent to \$1.1 billion compared to May 2009, according to preliminary estimates from the Census Bureau.

MORE LAYOFFS AT BORDERS



A week after laying off 100 people in its Tennessee warehouse, Borders has eliminated an unspecified number of employees at the company headquarters in Ann Arbor. Earlier this year, Borders laid off 88 headquarters employees

<http://bit.ly/9ej3s>

THE HIGHEST-PAID AUTHORS

Times may be tough for booksellers, but for Stephen King, James Patterson and Stephenie Meyer, the money keeps rolling in.

<http://www.forbes.com/2010/08/19/patterson-meyer-king-business-media-highest-paid-authors.html?boxes=Homepagechannels>




Creating Book Marketing Ideas that Soar



**YOU CAN SPEND A DAY
WITH THE MASTERS OF**

BOOK MARKETING

Next: November 6 in St Louis

Where is book publishing going and how can you profit from the changes?

Three Masters in Independent Publishing have put together dynamic sessions in their all day Published Authors Book Marketing with the Masters Summit PLUS a bonus Dinner designed to take published authors to the next, next level in their book marketing and selling achievements.

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

Events are scheduled for November 6 in St Louis and November 13 in Phoenix. For details, see www.MastersOfBookMarketing.com

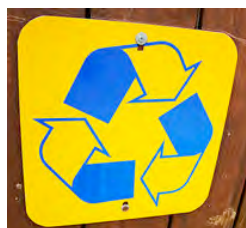
INDEPENDENT BOOK STORES NOW ASKING FOR CONSIGNMENT



The program's goals are to: "to increase sell-through of titles, allow booksellers to pay for books as they are sold, and further minimize returns." Booksellers must order enough of a publisher's titles to fill a dedicated space and agree to keep titles prominently displayed within their regular categories.

<http://news.bookweb.org/news/consignment-continues-grow-bookstores>

eBOOKS ARE BETTER FOR THE ENVIRONMENT THAN PAPER BOOKS



It takes about seven gallons of water to produce the average printed book, while e-publishing companies can create a digital book with less than two cups of water.

Brick-and-mortar bookstores are very inefficient because they stock way more books than they can sell. Between a quarter and a third of a bookstore's volumes will ultimately be shipped back to the publisher and on to recycling centers or landfills.

<http://www.washingtonpost.com/wp-dyn/content/article/2010/08/23/AR2010082303608.html?hpid=sec-technology>

LANDLORDS WORRY AS BARNES & NOBLE CONTEMPLATES CLOSURES



Barnes & Noble might have to slim down its base of 1,300 stores as a result of the changing book market. With Barnes & Noble announcing that it is considering strategic alternatives, including a sale of the company, retail property owners have to be wondering if they are in for another round of big-box closures.

Whatever becomes of books as physical objects in this new age of digital distribution, Len Riggio, founder, is certain people will still pay for the pleasure of reading. Assuming he's right, the more pertinent question is whether they will be spending their money at a Barnes & Noble. Sales numbers are down, and the company is valued at a third of what it was worth four years ago.

<http://bit.ly/cqW2XE> and <http://nymag.com/news/features/67636/>

KINDLE BOOKS CHEAPER IN THE UK THAN THE US



The average of \$10.08 for US Kindle Store bestsellers and \$6.30 as the dollar equivalent of the average for UK Kindle Store bestsellers. And Kindle books in the UK have text-to-speech capability.

<http://www.teleread.com/2010/08/10/kindle-books-cheaper-in-uk-than-us-more-text-to-speech-as-well/>

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

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

Unsubscribe your old address and subscribe your new one.

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



FACTOID

In Japan, eBook sales are four times those in the U.S., but are mostly of comics on mobile phones.



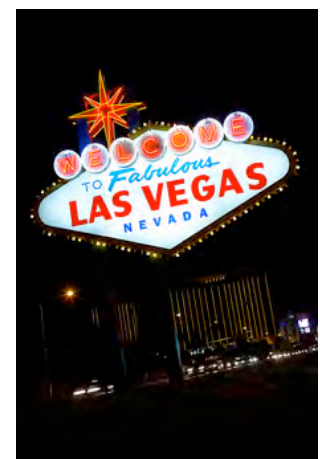
AUTHOR 101 UNIVERSITY OCTOBER 29-31 IN LAS VEGAS

--Rick Frishman

AUTHOR 101 UNIVERSITY is the place to be if you're an author, publisher or aspiring author. You'll hear top publishing and marketing experts reveal tools and techniques to get your book published and double or triple your income as an author or publisher.

You'll hear from...

Brian Tracy (he will help you achieve your personal and business goals faster and easier than you ever imagined)



Rick Frishman (best selling author, Morgan James Publisher and the go-to guy for author publicity)

Barbara DeAngelis (one of the most influential teachers of our time, with four NY Times #1 best selling books)

Tom Antion (internationally acclaimed Internet Marketing Expert)

Loral Langemeier (NY Times best selling author and one of today's most dynamic and pioneering money experts)

There are 19 other fabulous speakers - AND a Publishing Panel of publishers, agents, and editors that you can meet and talk with. This is going to be an amazing event and it is going to sell out fast.

LITERARY AGENTS are looking for your book - Don't participate in the recession - this event will change your life!

Go now to <http://www.webmarketingmagic.com/app/?af=369310> and get the details and watch videos from some of the previous attendees.

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>

➔ **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



IT GETS EASIER

--Rick Frishman- Publisher Morgan James Publishing
<http://www.morganjamespublishing.com>



Believe it or not, with practice, following up gets easier; it even gets to be routine and second nature. As you become more proficient, you'll find that important contacts respect professionalism and prefer to deal with professionals because they know that they can usually rely upon professionals. So when you follow up in a well-planned, disciplined and timely fashion, important contacts might be more willing to deal with you.

Benefits from following up also spill over to other facets of your life. They teach you patience, understanding and diplomacy. They give you a better idea how to plan, position yourself, wait your turn and seize opportunities. Following up isn't just persistence, although you must be persistent, it's being considerate, respectful and wise. It's treating people as you wish to be treated - - - just like networking.

On occasions, you'll get lucky. Everybody will ask you to lunch, invite you to their club and introduce you to their A List members. On these lucky streaks, nothing will go wrong and you will be the toast of the town, the "flavor of the month," the person most in demand, with whom everyone wants to be associated. Treat those times with reverence, appreciate your good fortune and realize that they're probably just a temporary phenomena - - - special, fleeting moments.

When you're on top, leverage your success by treating everyone well. Share your success by being magnanimous. Be kind, understanding, gracious and generous. Help whoever needs help - - - whether or not they ask, look for opportunities to help. Apply your good fortune, your moment in the sun, to give generously to others.

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

TWEET PROFESSIONALLY

--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.



You may have a personal Twitter or other social media account where you keep up with friends and family. That's fine but make sure your personal tweets like the fact you had a miserable time at the company picnic to yourself. Keep a separate account for your professional updates. Share tips and advice that is helpful to your readers and they will think of you first when they need your professional service. -

BOOK DESIGN: Remember to Research What Pages Go In The Interior... It is not just the title page...

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



Book interiors have a sequence and are different for fiction and non-fiction. Be sure to find examples of other books that are in the same category as yours. Open them up and compare enough examples so you get the jist of what the sequence is and what each one is about or research books on writing.

I feel safe to say that all books will have a title page and copyright page....non-fiction books will have a table of contents...but not all fictions books do...do they? Oh, and what do you put on the copyright page anyways...? What if my book is a memoir?

Be sure to research what the differences are between and does your book need all of these pages...preface, introduction, prologue, dedication, disclaimer, foreword, small title page, table of contents, afterword, index and where do you put or does your book even need the about the author, acknowledgments pages?

And don't forget about the front and back flaps if you are doing a hardcover version of your book as well... the information is ordered differently when it comes to a dust-jacket cover or a paperback cover.

Generally your book will need at least these pages: title page, copyright page, dedication, acknowledgments, intro or prologue. Then the sequence moves depending on fiction or non-fiction and don't forget the sections and chapters before you get to the about the authors page, of course that page is optional too, but I like to know more about the person who wrote the book I just enjoyed...don't you?

Remember, do something every day toward your book and promotion.
Karrie Ross, [Book Designer](#) & Coach

WORD TRIPPER

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

Whale, wail –A “whale” is a marine mammal of the order Cetacea, with a fishlike body, flippers, horizontal tail flukes, and a blowhole, that is larger than a dolphin or porpoise. “Wail” means to utter a prolonged, usually high-pitched, inarticulate, mournful cry; to grieve or protest loudly and bitterly; a long, loud, high-pitched sound. “In the excitement of seeing a *whale* breach, the child dropped his favorite toy overboard and immediately began to *wail*.”



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



Belly Band, noun. A removable, narrow printed banner affixed to the jacket or cover of a book usually bearing an endorsement or blurb that came in too late to be printed on the book's jacket or cover.

Example in context: *The jackets are printing so we will have to put that quote on a belly band.*

THE BOOK-WRITING JOURNEY

How Attending to the *Process* Can Result in a Great *Product*

--Naomi Rose



Self-Publishing = Writing to (Truly) Please Yourself

A real perk of self-publishing is that, when it comes to writing the book, you don't have to put yourself through the hoops that external publishers usually require. You can please *yourself* in your writing—find out what you really want to say, and how you want to say it. You can find what all writers (whether consciously or not) seek: your authentic writing voice.

This doesn't mean that you don't need to take your readers into account: you do. But when you write to find out what *you* want to say, and say it in a way that really *feels*



ParaResources

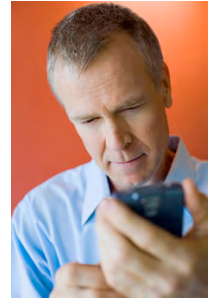


TIRED OF SITTING ON HOLD?

--Joel Leach

Go to lucyphone.com and find or type in the customer-service number you need.

After LucyPhone connects you, wait to be put on hold, then hang up. The service will call you back when someone picks up on the other end.



RECOMMENDED BOOK WRITING & PUBLISHING 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://parapub.com/sites/para/resources/supplier.cfm>

100 MOST OFTEN MISPELLED MISSPELLED WORDS IN ENGLISH

Including the word "misspelled." See

<http://www.yourdictionary.com/library/misspelled.html>



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/>



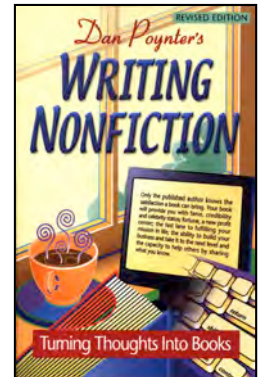
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<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

F-R-E-E SAMPLE of chapters one to three:

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



FOLLOW DAN POYNTER ON TWITTER

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

PROMOTING YOUR BOOK WITH A SNAPPY, SHORT VIDEO CLIP

Imagine, a 30-second promotional video on your book.

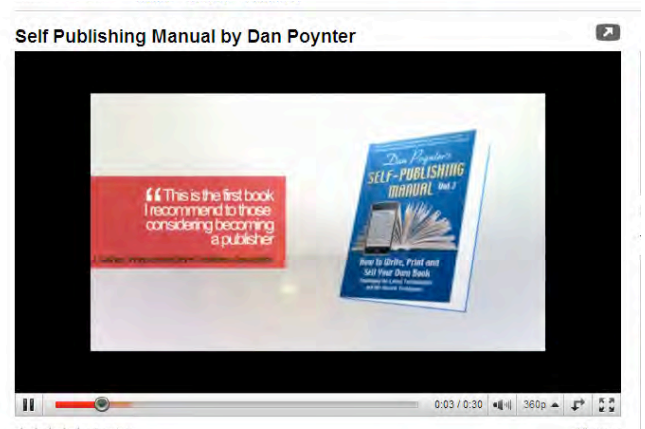
Videos are a great way to communicate with your audience, convert customers and have a showpiece for your book.

The short video can be attached to your emails, posted at YouTube and referenced by social media.

As an example, see what Mike Volkin did for Dan Poynter's *The Self-Publishing Manual*, Vol 2.

<http://www.youtube.com/watch?v=EkIlr-hM42w>

Then contact him at mikevolkin@gmail.com, <http://bit.ly/9LDEFx>



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Each has been recently updated. See

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

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The purpose of this instant report is to let you know where to go to get the best price for your book. It is not the best price, it is the best price to date. It will be revised as new information is published in this instant report. Please send your suggestions for corrections and additions.

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ISBN 076-1-2000-0001-0
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Book Printing at the Best Price

By Dan Poyner

The only way you will ever know if you are getting the best price for printing is to get bids from all the well-established book printers. This instant report not only provides a list of printers, it also shows you how to make up a Request for Quote (RFQ).

Types of printers. For our particular discussion, printers may be divided into three groups: full-service, specialty and instant bid service. Full service is a little bit of everything and instant printers operate very cheaply like Kinko's. You, however, want a specialty printer who principally prints books. There are more than 40,000 independent commercial printing companies in the U.S., but fewer than 25 print nothing but books. And now there are fewer than 25 that do digital book printing. Bid with specialists.

In this age of specialization some printers concentrate on books, while others do business cards, magazines or newsletters. General full-service job printers cannot compete with the specialists who are set up for one type of work, may run three shifts on the same presses and buy from a few kinds of paper in reduced lots. Many of the more competitive book printers are located in Michigan. They manufacture books only and their specialties include mass quantities and bindings. Each has equipment set up for one job. Any business costs more. This is why a printer will bid lower on one type of book and higher on another.

Get bids. Submit several printing quotes. You will find some bids in 48 hours, some longer than others. These price differences are startling as it takes to sleep around. Some printers are too busy for you, some specialize in something other than books and some are too busy. You need a good one who accepts the work and specializes in short run (under 10,000) book printing.

Want to deal with a printer nearby? Your printer will be as close as your telephone, email and fax machine. The job will probably be run in the middle of the night so you won't be there to see it. Many printers have local reps, though their plants are far away. Even if you select a book printer within driving distance, you may find they have decided to print your book in another plant on the other side of the country. You want the best price on the books and trusting delivered to your door. It does not matter where the printer is located.

- [641](#) Merchant Status: Credit Cards for Publishers
- [642](#) Large Print Books: Making your Work Easier to Read.

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



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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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ParaThoughts



WHAT TO WRITE

And what you can learn from Amazon

-Dan Poynter, The Book Futurist.

What's do book readers want? What are they willing to pay for? What are the hot subjects? What should you write?

Right on your desktop, you have access to the world's largest library: the Internet.

At Amazon, there is more than just buying books. Amazon has replaced *Books in Print* for bibliographic data and periodical book review pages for reviews.



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(And most Amazon reviewers actually read the book. And they buy it)
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To determine what to write, look for books at Amazon as closely positioned to your idea as possible.

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ParaCalendar



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ALSO SEE THE CALENDAR ON OUR WEBSITE:

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2010

AUGUST 27-29. BOILING SPRINGS, PA. Veteran Speakers Retreat.

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 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 1-4. MELBOURNE, Australia. National Speakers Association/Australia, annual convention.

<http://www.speakersconvention2011.com.au/>



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



April 14, 15 and 16. NOORDWIJK, Netherlands.
Fourth Global Speakers Summit to be held in conjunction with the
PSA/Holland annual Convention.

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

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>

May 21-23. NEW YORK. IBPA Publishing University

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

MALAYSIA. May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention.

http://www.maps.org.my/events_up.asp

SINGAPORE. May 28.



Asian Professional Speakers-Singapore. Annual convention.

http://www.asiaspeakers.org/apss/component/option,com_joomevents/Itemid,83/func,shcatev1/categid,4/

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:

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

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



NSA/US Convention.

[Marriott Anaheim](#). Location Phone: +1-714-750-8000

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

GERMANY. GSA Sept 2011. Munich.



(GSA) convention. <http://www.english.gsa-convention.org>

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



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://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming

2012

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.
admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=986&show=upcoming

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://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming

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ParaHumor



WINNERS OF THE BULWER-LYTTON PRIZES ANNOUNCED

The Bulwer-Lytton Fiction Contest:
Where "WWW" means "Wretched Writers Welcome"

"It was a dark and stormy night; the rain fell in torrents--except at occasional intervals, when it was checked by a violent gust of wind which swept up the streets (for it is in London that our scene lies), rattling along the housetops, and fiercely agitating the scanty flame of the lamps that struggled against the darkness."

--Edward George Bulwer-Lytton, *Paul Clifford* (1830)

See the results for 2010:
<http://www.bulwer-lytton.com/2010.htm>

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(Generic Smiley)

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The Small Print



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