



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

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

SEE THE PARASITE

<http://ParaPublishing.com>



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I AM ON MY 19TH ROUND-THE-WORLD SPEAKING ITINERARY.

First stop: Wellington, the capital of New Zealand. Then on to Surfers Paradise, Australia, Singapore and Durban and Johannesburg in South Africa. Will be back home in Santa Barbara briefly in May. People all over the world have a book inside them; it is fun to show them how to get it out. .

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





A. ParaNews



1. GET READY FOR THE ISTC - A NEW BOOK IDENTIFIER

ISBN replacement or not? See

<http://www.gordonwoolf.com/2010/03/get-ready-for-the-istc-a-new-book-identifier.html>

2. ERDMANN TO FOCUS ON FOREIGN RIGHTS

With 50 years in the publishing business, Bob Redman has decided to focus on the area you notice most: foreign rights. See what he can do for you by checking out his website.

www.columbinecommunications.com

3. APPLE'S IPAD IBOOKSTORE OFFERS LOW-COST eBook SELF PUBLISHING

http://www.appleinsider.com/articles/10/03/29/apples_ipad_ibookstore_offers_low_cost_e_book_self_publishing.html

4. A WRITER'S CONFERENCE WITHOUT TRAVEL

April 28 – 30, 2010

The traditional writers' conference goes virtual at the Nonfiction Writers Conference. This one-of-a-kind event includes sessions led by top industry experts. You will learn how to choose between self-publishing and traditional publishing, mistakes to avoid, online marketing strategies for maximum visibility, how to profit from eBooks and information products, and much more!

As an added bonus, All-Access pass holders can participate in the Literary Agent Pitch-Fest, which guarantees that your pitch will be reviewed by an agent. Attendees also receive 9 bonus eBooks and reports, all available for immediate download as soon as you register.

If you want to shorten your learning curve dramatically, this event will put you on the fast track to write, publish, and promote your books. This is a unique opportunity to gain the knowledge and skills needed to propel your author career—and profits—to all new levels of success.

Event Dates: April 28 – 30, 2010, Seats are going FAST! Reserve yours today!

Register at <http://NonfictionWritersConference.com> and save 40% by entering this discount code: poynter

5. THE PARA PUBLISHING BLOG

Get the latest tips and advice on book writing, publishing, and promoting from Dan Poynter.

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

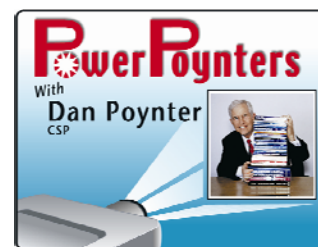


6. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

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

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



7. BORDERS LIVES AS NEW FINANCING ARRANGED

<http://www.publishersweekly.com/article/454954->

[Borders Lives as New Financing Arranged.php?nid=2286&source=link&rid=17440815](http://www.publishersweekly.com/article/454954-Borders_Lives_as_New_Financing_Arranged.php?nid=2286&source=link&rid=17440815)

8. FACTOID

Facebook just passed Google as the most visited Web site in the United States



9. WILL NEWSPAPERS DISAPPEAR?

<http://www.econtentmag.com/Articles/ArticleReader.aspx?ArticleID=66281>

10. PUBLISHERS WEEKLY SOLD

<http://www.publishersweekly.com/article/455461->

[Former PW Publisher George Slowik Buys Magazine.php?nid=2286&source=link&rid=17440815](http://www.publishersweekly.com/article/455461-Former_PW_Publisher_George_Slowik_Buys_Magazine.php?nid=2286&source=link&rid=17440815)



11. REVIEWS OF APPLE'S NEW iPad

http://www.engadget.com/2010/04/03/apple-ipad-review?icid=sphere_blogsmith_inpage_engadget

<http://www.npr.org/templates/story/story.php?storyId=125503109>

12. 21ST CENTURY BOOK MARKETING EVENT

San Diego, September 25 & 26. 1/2 price ticket offer now until April 15th.

The smartest people in publishing will be gathering in San Diego for two days to share cutting edge information on how to launch a book in the 21st century. Top publishers, publicists, marketers, social media experts and authors will reveal their secrets and share the latest information.

Hear from high-level executives from HarperCollins, Simon & Schuster, Hay House, Huffington Post, etc. as well as expert speakers and discover the very best techniques for marketing your books in today's world.

- *The national TV shows that everyone author needs to be on (and the ones to skip)
- *Why is Steve Jobs the world's best speaker? Carmine Gallo will walk you through his secrets.
- * Using 21st century PR techniques to propel your book sales
- *The 3 step formula for acing every interview with Joel Roberts, master media trainer.

- * Publishing and distribution options for your book
- * Secrets of attracting web traffic and building your list
- * Beyond the bookstore sales via webinars, viral videos, podcasts, etc.
- * Social networking on steroids: Facebook, Twitter, LinkedIn, etc.
- * Creating bestsellers - online and offline

To sign up for this event and get your **half off tickets** now please visit:

<http://mixiv.com/vp/60394/19167>

But hurry because the ½ price ticket offer ends April 15th!!!

Jessie Schwartzburg Events and Consulting, p# 619.795.9858, Jessie@JessieSchwartzburg.com

13. WANTED BY THE AUTHORities

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

(Note that the word "AUTHORity" contains the word "AUTHOR.")

Judith Briles, Brian Jud and Dan Poynter will coach attendees on book marketing, promoting and, distributing as well as expanding into additional editions. They will show you how to wring more value out of your written Work.



Events are scheduled for July 24 in Philadelphia, July 31 in Dallas, August 21 in Denver, November 6 in Chicago and November 13 in Phoenix. See the ParaCalendar, below.

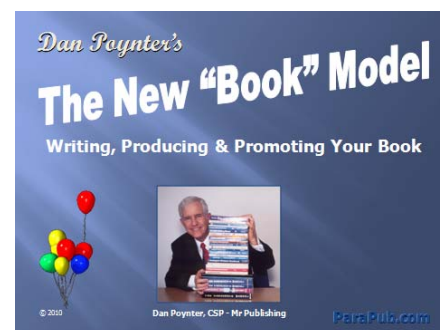
Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

14. 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.

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

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

3. BOOK DESIGN: PAPER FOR YOUR BOOK COVER AND INTERIOR

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



Book Cover Paper... most are glossy, laminate, UV, etc., but have you really looked and felt them all...? Some are a delightful linen or uncoated stock that for, the right book, can really bring home another 'sense' to the reader. And for your paperbacks... be sure to get samples from the printer on 10 or 12 pt CS1 stock... the weight makes a difference too.

Book Interior Paper... white, cream or natural, or recycled or....50 or 60 weight... rough edge or cut... POD or offset. The form of printing you choose will partially determine the type of paper you are able to use. There will be a greater variety if you use offset so be sure to ask your printer for samples and points for determining value.

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

4. WORD TRIPPER

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

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



Foundering, floundering – “Floundering” describes something struggling clumsily, confusedly, or helplessly. “Foundering” describes a boat filling with water and sinking, ground or a building sinking down, or a horse stumbling and going lame. “We tried to save both the man *floundering* in the river and his horse *foundering* in deep mud along the bank.”

5. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

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

6. THE IMPORTANCE OF SAYING "THANK YOU"

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



At this time of year, it is always good to remember that a simple thank you goes a long way, even in the book business! Now is the perfect time to send a grateful email or letter to all of your fans, customers, and colleagues. Thank them for being a part of the success of your book, and encourage them to keep spreading the word.

As an author, you also have many other opportunities to send thanks. For some occasions you may even consider creating a thank-you card that includes a picture of your book, your book's title and ISBN, your Web address, and your contact information.

Here are some of the important times when you should remember to send a thank you:

- After any support from the media, whether it be a TV, radio, print, or blog interview
- Following a book signing event
- After your book receives a good review
- Following a book festival appearance
- After a speaking engagement
- After receiving an award for your book

And on behalf of all of the Big Bad Book Nerds here at Greenleaf, we want to thank you for reading our ramblings and getting involved in the wonderful world of publishing.

7. GET MORE TWITTER FOLLOWERS

--Joseph Dowdy



Why would you want more Twitter followers? Twitter is a very "immediate" form of media. It's purpose is really to find out what's going on RIGHT NOW. See the 17 valuable ideas.

<http://meshmarketer.com/internet-marketing/social-media/meshmarketer/get-more-twitter-followers/>

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

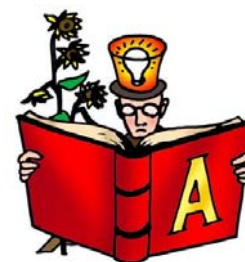
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C. ParaResources



1. 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
01035	Shel Horowitz	shel@frugalfun.com;	www.frugalmarketing.com
06001	Brian Jud	brianjud@bookmarketing.com;	www.bookmarketingworks.com
07930	Barbara Kimmel	barbara@nextdecade.com;	www.nextdecade.com
20191	Sam Horn	Sam@SamHorn.com;	www.SamHorn.com
22314/92253	Mike Vezo	mvezo@mac.com;	HelpUPublish.com
30188	Bobbie Christmas	bobbie@zebraeditor.com;	www.zebraeditor.com
45701	Janice Phelps	authors@janicephelps.com;	www.janicephelps.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
80015	Judith Briles, PhD	judith@briles.com;	www.TheBookShepherd.com
85226	Linda Radke	info@FiveStarPublications.com;	http://www.FiveStarPublications.com
87505	Cherie Hughes	blessingwy@aol.com;	www.blessingway.com
89509	Jacqueline Simonds	jcsimonds@beaglebay.com;	www.beaglebay.com
90212	Ellen Reid	bookshp@mac.com;	www.bookshp.com
90245	Jan King	jan@janbking.com;	www.janbking.com
91304	Alan Gadney	info@onebookpro.com;	www.onebookpro.com
91504	Ernie Weckbaugh	casag@mail.ez2.net;	www.casagraphics.com
92130	Robert Goodman	rg@silvercat.com;	www.silvercat.com
92653	Sharon Goldinger	pplspeak@att.net; Gail@topressandbeyond.com;	www.detailsplease.com/peoplespeak
93103	Gail Kearns	info@topressandbeyond.com;	www.topressandbeyond.com
94304	John Eggen	John@MissionMarketingMentors.com;	www.missionmarketingmentors.com
94801	Peter Beren	peterberen@aol.com;	www.peterberen.com
95437	Cynthia Frank	cynthia@cypresshouse.com;	www.cypresshouse.com
95476	Simon Warwick-Smith	Bunyip@vom.com;	www.warwickassociates.net
Canada	Barbara Florio Graham	BFG@SimonTeakettle.com;	www.SimonTeakettle.com
Canada	Serena Williamson Andrew Ph.D	info@bookcoachpress.com;	www.bookcoachpress.com
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
UK	Mindy Gibbins-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>

2. FOLLOW DAN POYNTER ON TWITTER

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



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

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

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

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

April 13. WELLINGTON, New Zealand. Book Writing for Speakers. NSA/NZ-Wellington. 7:30 – 9:30.

Fmi: John Faisandier, +64 (4) 476 8186, john@faisandier.co.nz,

<http://www.nationalspeakers.org.nz/wellington-chapter.html>

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

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

April 22. Durban, South Africa. PSA/SA. Titles for Books and Speeches. Fmi: Grant Vernon, +27 (84)

832 0390, grant@grantvernon.com

April 23. DURBAN, South Africa. Dinner with Dan. Fmi Grant Vernon, grant@grantvernon.com, +27

(84) 832 0390.

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

+27 (0) 83 273 4700

April 28. JOHANNESBURG, South Africa. Book Writing & Publishing. Fmi: Val Waldeck, +27 (0) 83

273 4700, +27 (0) 83 273 4700

April 28-30. EVERYWHERE. A writer's conference without travel. The traditional writers' conference goes virtual at the Nonfiction Writers Conference. This one-of-a-kind event includes sessions led by top industry experts. You will learn how to choose between self-publishing and traditional publishing, mistakes to avoid, online marketing strategies for maximum visibility, how to profit from eBooks and information products, and much more!

Register at <http://NonfictionWritersConference.com> and save 40% by entering this discount code: poynter

April 30-May 2. JOHANNESBURG. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114
admin@psasouthernafrica.co.za, <http://www.psasouthernafrica.co.za>

May 7. ORLANDO. Skydiving Museum Trustees' Meeting.

May 12. TELECONFERENCE. The Self-Publishers Online Conference. Dan Poynter gives the opening keynote on the book industry. Hosted by Susan Daffron.
<http://www.selfpublishersonlineconference.com/>

June 20 – July 6 Round-the-World Speaking Itinerary #20

June 24, LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: info@bookmidwife.com, +44 (20) 8364 2884, <http://www.bookmidwife.com/>

June 26. LONDON, UK. PSA/UK, London chapter. Fmi: Chris Roycroft-Davis, chris@crd.me.uk,

July 3-4. SINGAPORE. Book Camp. Fmi: Patrick Ang, patrick.anglh@yahoo.com.sg, +65 (6443) 9404,
<http://www.exec-directions.com/index.php>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](#). Location Phone: +1-407-239-4200
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

July 23. PHILADELPHIA. Dinner with the Masters. Get personal attention to your book project from Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357,
BrianJud@bookmarketing.com

July 24. PHILADELPHIA. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

July 31. DALLAS. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

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

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, Germany. Global Speakers Network meeting.
<http://www.germanspeakers-association.de/>

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

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

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

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.psaholland.org/>

April 14, 15 and 16. NOORDWÿK, Netherlands.

Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.
<http://www.pсахolland.org/>

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

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

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

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

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association.
At 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

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

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