



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



January 15, 2011. Copyright © Para Publishing. ISSN: 1530-5694.
Published continually since 1986. Circulation: more than 40,100. F-R-E-E
We don't accept advertising. We don't share your email address.
DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

ParaNews (What's happening)

ParaTips (Guidance/advice on specific issues)

ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



THESE ARE EXCITING TIMES

This is a January **Prediction Issue**.
Read what many gurus say.

Look ahead with an open mind.
Reorganize your business
to be ready for the new opportunities.

--Dan Poynter, **The Book Futurist**.





Predictions

PREDICTIONS FOR THE BOOK PUBLISHING INDUSTRY FOR 2011

--Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>

Brick and mortar stores will continue to close. This includes bookstores. Their downtown rents are higher than for online stores.

eBook publishing and reading will continue to grow. Printed books will still be needed for promotion.

More and more established authors will abandon their New York publishers when their contracts let them.



Ads will begin to appear in eBooks.

Unlike pBooks, the ads can be added at any time and charged for by the (sold) book.

More books will be made into Apps but only the interactive App will be viable. Static, one-use Apps offer no advantage over an eBook.

Pre-Pub reviews will disappear.

Without brick and mortar stores and the three selling seasons, there is no need for advance notice of books.

More magazines and newspapers will close.

Advertisers are following eyeballs from print to online.

Books in Print will become irrelevant.

There is more bibliographic information at Amazon and the information is free.

The future of nonfiction publishing is eBooks.

The future of eBooks is color.

The future of reading is on a screen.

The future of authoring is multimedia.

The book publishing industry is changing.

Some changes we like and some make us anxious.

We can look ahead and take advantage of the coming changes or we can wait until the Recession is over—and hope to go back to business as usual.

The same business won't be there.

Look ahead with an open mind.

Reorganize your business to be ready for the new opportunities.

WHAT'S AHEAD IN 2011

The Outlooks

--Jim Milliot and PW Staff

The U.S. book publishing industry is rushing headlong into the digital future, a process that is changing everything about how books are acquired, manufactured, sold, and read.

In creating not one but rather several new business models, all members of the publishing industry are aware that they are establishing precedents that are likely to last well into the future, making each negotiation something to be carefully considered and, at times, fought over.



The increase in sales of digital titles is certain to create winners and losers as established brands and businesses give way to new companies tapped into the new needs of the reading public.

Read PW editors' views on what's ahead for some of the most important issues facing the industry in 2011.

<http://bit.ly/fjrfTV>

TECH PREDICTIONS FOR 2011

MULTIMEDIA BOOKS: Remember when the rise of CD-ROMs brought with it the notion of the multimedia book? As the capabilities of e-readers like the Kindle and Nook grow, and as tablets like the iPad set the standard for consuming electronic content, more publishers will feel the push to turn books into hybrid forms that combine audio and video. The shift will be apparent mainly in nonfiction, where biographies will begin to include video and audio recordings of their subjects, but some clever practitioners will produce killer multimedia ebooks that will begin to blur the lines between novel and videogame. **Probability: high.**



<http://bit.ly/fsT4lb>

CHANGES ARE COMING

--Valentino.org

4. The Book. You say you will never give up the physical book that you hold in your hand and turn the literal pages. I said the same thing about downloading music from iTunes. I wanted my hard copy CD. But I quickly changed my mind when I discovered that I could get albums for half the price without ever leaving home to get the latest music. The same thing will happen with books. You can browse a bookstore online and even read a preview chapter before you buy. And the price is less than half that of a real book. and think of the convenience once you start flicking your fingers on the screen instead of the book, you find that you are lost in the story, can't wait to see what happens next, and you forget that you're holding a gadget instead of a book.

That is just one of the nine. For the rest, see

<http://www.valentino.org/2010/11/coming-changes-in-our-lives.html>

PUBLISHING PREDICTIONS FOR 2011 FROM SMASHWORDS

--Mark Coker

If 2010 was the year eBooks went mainstream, 2011 will be the year indie eBook authors go mainstream.

According to [Smashwords](#) founder Mark Coker, indie eBook authors are becoming more professional and sophisticated, and they're starting to climb the best-seller charts without the assistance of a publisher.

2011 will be the first year traditional publishers feel the need to compete against the indie ebook alternative.

Here are Coker's predictions for the New Year:

<http://bit.ly/eexauh>



2010 SALES OF pBOOKS DECLINE WHILE SALES OF eBooks SOAR

Preliminary sales numbers for paper-and-ink books in 2010 show modest erosion. But they also provide an incomplete picture, as eBook sales continue to surge. See the figures at

<http://www.crainsnewyork.com/article/20101230/FREE/101229928#>

THE DIGITAL DAM BREAKS.

What has happened and what will happen.

--Danny O. Snow, Senior Fellow, Society for New Communications Research



Expect continued growth in sales of periodicals and books in digital form, especially to users of smartphones. Anticipate a titanic struggle taking shape between Amazon, Apple and Google for dominance in the e-publishing world.

Watch for widespread closings of brick-and-mortar bookstores in 2011, possibly dealing a mortal blow to old school print publishers, and the wholesalers and distributors that supply offline booksellers. This may sound grim in the midst of a prolonged recession, but this writer believes that the book world will emerge leaner, greener and more egalitarian as a result.

<http://snrcr.org/2011/01/10/on-publishing-the-digital-dam-breaks-the-year-2010-in-review/>

SIX eBOOK TRENDS TO WATCH IN 2011

--Michael Hyatt, publisher, Thomas Nelson.

As Yogi Berra said, "It's tough to make predictions, especially about the future."

I don't know exactly how things will shake out long-term, but I believe we will see the following six trends in 2011:



<http://michaelhyatt.com/six-e-book-trends-to-watch-in-2011.html?isalt=0>

WHAT'S HAPPENING AT BORDERS?

Read what the employees have to say.

<http://community.livejournal.com/iworkatborders>

MORE AND MORE AUTHORS ARE ABANDONING THEIR NEW YORK PUBLISHERS

Writers are bypassing the traditional route to bookstore shelves by self-publishing their works online. By selling directly to readers, authors get a larger slice of the sale price. Only their existing contracts with publishers are slowing the trend.

<http://lat.ms/e4jM4m>

MORE ENTREPRENEURS AND PROFESSIONALS EMBRACE SELF-PUBLISHING AS WAY TO BURNISH CREDENTIALS AND ATTRACT NEW CUSTOMERS

Books are becoming popular marketing tools for the self-employed.

<http://on.wsj.com/e2WKn7>

AMAZON TAKES ADVANTAGE OF BRICK AND MORTAR STORES

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



It has been said that Borders and other local stores are simply “showcasing books for Amazon.” Customers visit a store, see a book they want, pull out their iPhone, check the price at Amazon and make a one-click order. The store has displayed the book and Amazon has made the sale.

Now Amazon makes the process faster and easier with an iPhone App. With *Price Check for iPhone*, buyers can photograph the bar code of a book (or any other product), say the product name, or type it in. Amazon will find the product and offer it for sale—often for much less. Point, scan, check, click, done. And Amazon delivers.



<http://amzn.to/g6eZWh>

<http://bit.ly/fag5Ur>

AMAZON WILL BUY BACK BOOKS AND OTHER PRODUCTS



The Amazon Trade-in Program enables you to send in items to a third party merchant in exchange for an Amazon.com Gift Card

<http://amzn.to/eupA8G>

iPAD PREFERRED FOR READING BOOKS

Digital book buyers prefer the iPad's backlit display (which can be read in any lighting conditions) over the reflective displays that, like a book, require external illumination (including Amazon's Kindle and all other e-readers using E-Ink's Viziplex display).

<http://bit.ly/dHT0jQ>



SALES OF MAGAZINES GONE DIGITAL CONTINUE TO FALL

If publishers are looking to the iPad to help revive (or extend) magazine sales, recent figures released by the **Audit Bureau of Circulations** (ABC) aren't good news. While not all magazines that are available on the iPad release their digital single-issue sales to the ABC, those that do all show a significant year-end drop.

<http://rww.to/g34f6l>

DAN POYNTER CAN SHARE A **SPEECH** WITH YOUR GROUP

There are many presentations on book writing, publishing and promoting to choose from.

A. Writing Books



📖 SO YOU WANT TO WRITE A BOOK

An Introduction to Writing, Publishing and Promoting

📖 THE NEW "BOOK" MODEL

How to write, publish & promote your nonfiction book

📖 WRITING YOUR NONFICTION BOOK

Converting Your Knowledge & Research into the Written Word

📖 CHILDREN'S BOOKS:

On the *move*.

📖 YOUNG AUTHORS

How They are Writing and Reading

📖 WRITEAHOLISM - Humor

Just say NO to keyboards

B. Publishing Books

📖 BOOK PRODUCTION

Printing eBooks, Audiobooks, Apps & More

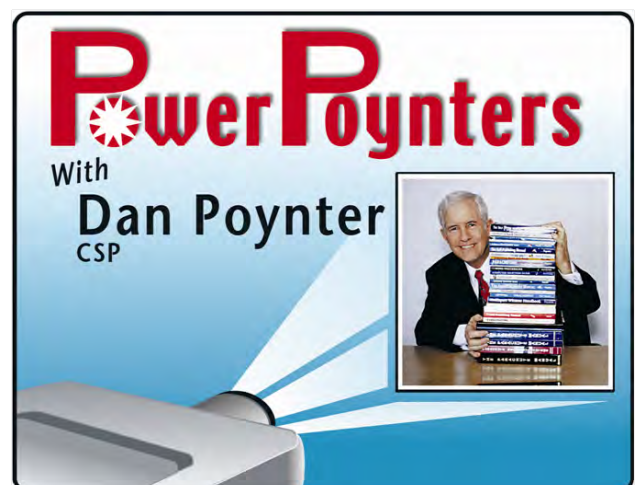
📖 PACKAGING

Great Titles Sell More Books

C. Book Promoting, Marketing & Distributing

📖 BOOK PROMOTION

For Writers, Introverts & Other Reluctant Marketers



📖 SOCIAL NETWORKING FOR BOOKS
Confirming Subjects and Finding Markets

📖 SELLING BOOKS ABROAD
Through Remote Marketing

D. The Book Publishing Industry

📖 PUBLISHING INDUSTRY OPPORTUNITIES
Book Publishing: Past, Present & Future

📖 I LEARNED FROM THAT

📖 THE ADVANTAGES OF BEING A SMALLER PUBLISHER.

See **Speech Descriptions** for detail
<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>

AIR TRAVEL SECRETS

By Dan Poynter.

Now an Apple App, readable on the, iPad, iPhone, iPod Touch, Mac, etc. See the Apple App Store.

The *Air Travel Handbook* is about flying as a passenger in commercial aviation. It is not a broad how-to and where-to travel book, it is specific to air travel. It is for the frequent flyer.
<http://airtravelhandbook.com/>



Air Travel is easier and more fun when you know the inside secrets.

→ **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



NETWORKING ISN'T NEW

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



A number of recent publications have heralded networking as the new wonder drug that will enable you to thrive in either a slumping or a booming economy. They give the impression that simply by following a few relatively easy steps, presto chango, you can propel the smallest, most obscure business straight to the top of the Fortune Five Hundred list. Or you could meet the perfect partner, get the ideal job or otherwise strike the mother lode.

First, let's clarify that networking isn't new; it's been around as long as our species. Until recently networking was referred to as being "well connected," having "contacts" or a great Rolodex. It's something we've heard about all of our lives, but with different names. It's an age-old process of exchanging leads, referrals, tips and recommendations; it's mutual support alliances. Whenever someone recommends

a restaurant, a travel agent or a book, that's networking. Networking isn't new and it isn't some miraculous potion that you can gulp down at night before bed that will cure whatever ails you by the next morning.

Undeniably, networking is a valuable tool. Reports claim that over 80 percent of all jobs are obtained through networking. Clearly, networking can boost sales and increase profits. It can help you find a wonderful place to live, a great caterer and an endless stream of supportive services that will lighten your load. However, these benefits are little more than byproducts that emanate from something substantially larger and vastly more important.

The essence of networking is surrounding yourself with outstanding, caring and helpful people. It's building mutually supportive relationships with those who will happily help you, it's the process of making and spending time with close friends. Networking is more than a career, marketing or social tactic, it's a way of life. And it doesn't occur overnight! New York attorney Richard Solomon put it best when he said, "The object in life is to be rich in the resource of people." And we agree! Nothing is more important or will enrich your life as greatly as forging close personal relationships, which is what networking provides.

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

BOOK DESIGN:**OFFERING YOUR READERS EXTENDED VALUE WITH YOUR BOOK COVER**

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



When designing your book cover be sure you are adding come-back power in your subject. There are 3 Questions to ask when considering what constitutes an artful book cover design? Question one being who is your audience. Question two is creating eye appeal. Question Three is about extended value. Now that we know who the audience is, what the imagery will be we can concentrate on the promise of more.

What is more to your audience, niche? Does your subject have 'come-back-power? An added value to your readers is if they can continue to learn from you over time. In today's world of technology this is a big factor to consider. Who else out there is presenting with in the same niche as you. Do you know them? Have you researched their products and benefits they

promise? What is your promise, your extended learning and opportunity for them to succeed with your concept, book series, process or system?

Come back power can be created through offering your reader the following means of online extended value services:

1. Your Website. In today's world brochures have been changed into websites. Business cards, for some, have also become a mini brochure. Your website front page is where you grab their attention. Tell them what your services etc. offer in addition to the book.

2. Your blog. Looked at as an extended confidence builder, blogs continue a dialogue with your customer. Continuing to supply them with valuable on-going information for your services or products. And a blog adds pages to your site that search engines like.

3. Your ezine. Filled with specialize articles geared to your subject. Breaking news stories and information all along the subject of moving your audience along for continued trust. You have the opportunity to bring in specialists for discussion sessions and promote seminars or your new book in the series. People today are looking to build and continue a relationship with you. You show you are committed to their well-being and forward movement by offering tips, courses and more information.

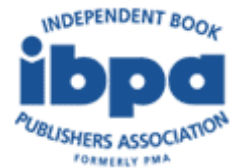
IF you need more [book design information](#) call me or visit my website. Remember, do something every day toward your book and promotion.

WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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



FREQUENCY IS KEY

--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.



While it takes a long time to build your name recognition in the marketplace, it takes no time at all for people to forget about you. You have to maintain the frequency of your publicity throughout the life of your business, especially when your competition maintains the frequency of theirs. Otherwise, you become old news and will be replaced by your competition.

INTERACTIVE READER EXPERIENCE WITH ENHANCED EBOOKS

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



Things change. In this case, "things" means "ebooks." One recent and exciting change is the ability to embed video and audio directly into epub files, which can be viewed as you read. Ebooks with these videos are known as "enhanced" ebooks.

Is an enhanced version of your ebook something you'd like to offer? Here are some issues to consider:

- **Cost:** Producing high-quality video to include can be expensive.
-
- **Content:** Am I describing procedures or methods that could be made clearer by showing my audience how to do it, or is better for the audience to interpret my descriptions on their own?
-
- **File Size:** Epub files with embedded video can be hundreds of megabytes in size. This means people will need to be connected directly to the Internet in order to download a copy
-
- **Audience:** Right now, the only portable ereaders that can take advantage of these enhanced ebooks are made by Apple. A good portion of your ebook-buying audience might not be able to take advantage of the enhancements.

As an author, the best thing you can do is stay informed. Ask your publisher or an ebook conversion company what they can offer. They can help you decide whether your book would benefit from the enhancements.

Have you seen enhanced ebooks you love or hate? Have you produced an enhanced ebook of your own? We want to hear about it! Leave a comment below with your experiences, and we'll be sure to check them out.

WORD TRIPPER

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

Average, median – “Average” means between the extremes; usual or ordinary. “Median” means toward the middle. In statistics, it’s the middle number of a group, with equal numbers above and below it. “While an *average* is reached by adding all factors and dividing by how many there are, the *median* is a slice through the middle.”



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>

THE IMPORTANCE OF FOREIGN RIGHTS TO THE BOTTOM LINE OF AN INDEPENDENT PUBLISHER Maximizing Your Number One Asset



The most successful publishers and self-published authors are those who understand that (1) publishing is a business, not a hobby; (2) have been tireless promoters of their books; and (3) fully realize that a book should be considered a financial “asset” and as such it should gain the largest return on investment as possible. Number 3 means fully maximizing multiple revenue streams from that asset and a very meaningful revenue stream, and one that is minimally cost intensive, is foreign rights. That’s right, *minimally cost intensive!* The foreign publisher bears all the costs involved and pays you for the right to translate and publish your book in their country. That’s a pretty good deal, a “no-brainer”, right?

Book publishing veteran and foreign rights expert Bob Erdmann (Columbine Communications & Publications) has announced his five foreign rights programs for 2011. Contact him at: bob@bob-erdmann.com, or 209/586-1566.

YOU KNOW YOUR QUERY LETTER SUCKS WHEN ...

You Haven't Grabbed Them Emotionally

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

I love going to the movies. Chomping on the popcorn, being so engaged with the film that for two hours (and sometimes dreadfully much longer) you forget about your worries and strife and if you're lucky, you're swept away on an emotional journey that takes your breath away.

People want to feel the same way when they read your memoir or your novel and believe it or not, agents would love to feel the same way when they read your query letter.



Your query letter is supposed to be an example of your storytelling skills. But let's be honest, what if your story is just another Da Vinci Code knock off? What can you do to really grab the agent in that very first sentence.

I've ghost written over 100 query letters for clients and all of them, 100% have gotten at least 10 top agents to request to read their manuscripts.

When I run across a client who's weak on spaghetti sauce but heavy on speghetti then I know that I need to dig a little deeper. Sometimes the selling point is the author themselves. Their backstory is much more interesting than the actual story they're telling.

I once had a client who had written a book of poetry, which anyone will tell you is the hardest thing to sell for an agent right next to a collection of short stories yet his backstory of success from the tough streets of South Chicago to being an incredibly successful broadcast executive was so powerful, I just had to include that in the query letter.

The result? Over 30 clients requested to read his manuscript. In fact,

you can read his query letter here: <http://tinyurl.com/25t2mkj>

Use this technique and you'll be one step closer to landing an agent.

~~~~~

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.

**ADD A MEDIA KIT TO YOUR SITE OR BLOG, TO PROMOTE YOUR BOOK.**

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

The media kit can include high-resolution images of the book cover and author photos for print, and low resolution versions for online use. You can include a book synopsis, sample chapters, author biography, quizzes, interviews and articles you've written. Media kits can be quite handy for interviewers to refer to before you do a radio or TV spot, and they can also be useful for magazine and newspaper editors who are often looking for quick filler pieces to use in various sections of the paper.



**→SHARE YOUR TIP.** Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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

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

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



# ParaResources



## CLIPART RESOURCES

--Dan Poynter, USA.

Clip art can be free or fee. Clip art can be cartoons, photos, line art, drawings, wood cuts, icons, etc. Clipart can appear dated or contemporary.

Clip art is often frowned upon because much appears as though it was created nearly 100 years ago.

Clip art may be used in books, articles, blogs and PowerPoint. Illustrations enhance the words.

Here are some sources; much is f.r.e.e:

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

<http://www.princetonol.com/groups/iad/links/clipart.html>

Most of the art used in this publication are from ClipArt.com. We subscribe by the year for \$159,95 USD. Photos appear more contemporary than drawings so we favor photographic illustrations.

## TOP 25 GRAMMAR AND LANGUAGE MISTAKES

Are you guilty of making any of these prevalent spelling, word usage or punctuation flubs?



<http://www.ragan.com/Main/Articles/42513.aspx>

## 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://parapub.com/sites/para/resources/supplier.cfm>



## GET YOUR BOOK REVIEWED

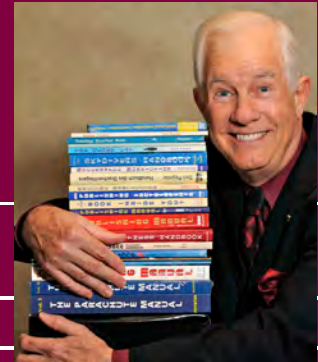
You may request reviews at ***Publishing Poynters Marketplace***.



# Publishing Poynters Marketplace

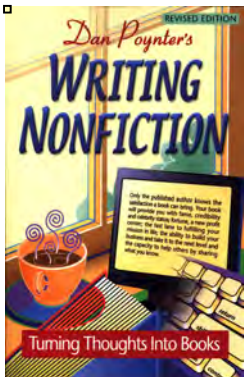
***A Publishing Poynters supplement about  
Buying, Selling and Reviewing.***

***Authors and publishers helping each other.***



Offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com.

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



## **WRITING NONFICTION NOW AVAILABLE AS AN eBOOK**

Select from ten different formats. Just \$7.97. See

<https://www.smashwords.com/books/view/2722>

Your book will bring you fame, credibility and celebrity status; fortune, a new profit center; the fast lane to fulfilling your mission in life; the ability to build your business and take it to the next level and the capacity to help others by sharing what you know. This New Model will accelerate your book writing, producing, selling and promoting.

Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?

Imagine being a published author

*Writing Nonfiction: Turning Thoughts into Books.*

You can also get this \$14.95 paper book for just \$10.17 at Amazon. You save 32%.

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

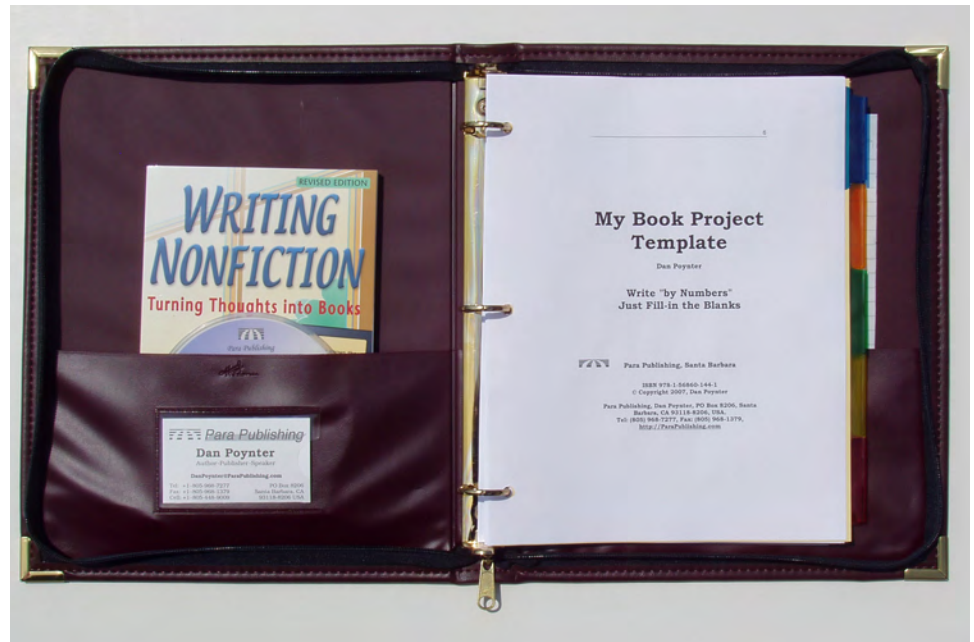
F-R-E-E SAMPLE of chapters one to three:

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

## **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>



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

A FedEx survey of small businesses finds that 87% of respondents report that printed marketing and advertising tools are somewhat to very effective at driving customers to businesses, and 61% believe traditional marketing and advertising methods are more effective than web-based counterparts at bringing in customers.

## THE PARAPUBLISHING BLOG

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

See

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



## FOLLOW DAN POYNTER ON TWITTER

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

## SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. See

<https://www.smashwords.com/books/view/2730>

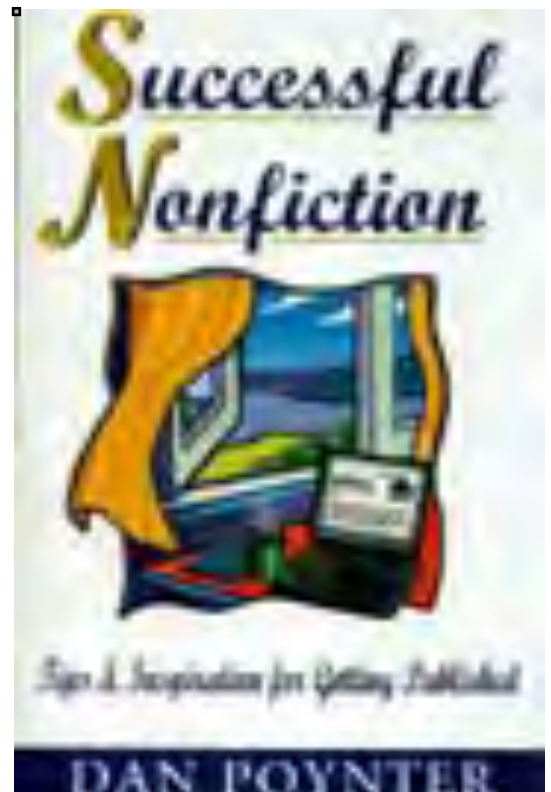
Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.

Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.

This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.

You can also get this \$14.95 paper book at Amazon.

[HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR\\_1\\_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1](http://www.amazon.com/successful-nonfiction-inspiration-getting-published/dp/1568600615/ref=SR_1_1?ie=UTF8&s=books&qid=1246915530&sr=1-1)



## 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/<br>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                     |
| 22314/92253          | Mike Vezo   | mvezo@mac.com;                    | HelpUPublish.com                    |
|                      | Bobbie      |                                   |                                     |
| 30188                | Christmas   | bobbie@zebraeditor.com;           | www.zebraeditor.com                 |
|                      | Janice      |                                   |                                     |
| 45701                | Phelps      | authors@janicephelps.com;         | www.janicephelps.com                |
| 68137                | Lisa Pelto  | lisa@concierngemarketing.com;     | www.concierngemarketing.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  | bookshp@mac.com;                  | www.bookshp.com                     |
| 90245                | Jan King    | jan@janbking.com;                 | www.janbking.com                    |
|                      | Alan        |                                   |                                     |
| 91304                | Gadney      | info@onebookpro.com;              | www.onebookpro.com                  |
|                      | Ernie       |                                   |                                     |
| 91504                | Weckbaugh   | casag@mail.ez2.net;               | www.casagraphics.com                |
|                      | Robert      |                                   |                                     |
| 92130                | Goodman     | rg@silvercat.com;                 | www.silvercat.com                   |
|                      | Sharon      |                                   |                                     |
| 92653                | Goldinger   | pplspeak@att.net;                 | www.detailsplease.com/peoplespeak   |
|                      | Gail        | Gail@topressandbeyond.com;        |                                     |
| 93103                | Kearns      | info@topressandbeyond.com;        | www.topressandbeyond.com            |
|                      | John        |                                   |                                     |
| 94304                | Eggen       | John@MissionMarketingMentors.com; | www.missionmarketingmentors.com     |
|                      | Peter       |                                   |                                     |
| 94801                | Beren       | peterberen@aol.com;               | www.peterberen.com                  |
| 95437                | Cynthia     | cynthia@cypresshouse.com;         | www.cypresshouse.com                |

|              |             |                             |                                                          |
|--------------|-------------|-----------------------------|----------------------------------------------------------|
|              | Frank       |                             |                                                          |
|              | Simon       |                             |                                                          |
|              | Warwick-    |                             |                                                          |
| 95476        | Smith       | Bunyip@vom.com;             | www.warwickassociates.net                                |
|              | Jackie Pias |                             |                                                          |
| 96753        | Carlin      | jcarlin@hawaii.rr.com       | http://WriteOnMaui.com                                   |
|              | Barbara     |                             |                                                          |
|              | Florio      |                             |                                                          |
| Canada       | Graham      | BFG@SimonTeakettle.com;     | www.SimonTeakettle.com                                   |
|              | Serena      |                             |                                                          |
|              | Williamson  |                             |                                                          |
|              | Andrew      |                             |                                                          |
| Canada       | Ph.D        | info@bookcoachpress.com;    | www.bookcoachpress.com                                   |
|              |             |                             | www.infopreneur-books-                                   |
|              |             |                             | publishing.com                                           |
| Malaysia     | Shum F.P.   | shumfp@pd.jaring.my;        |                                                          |
| New          |             |                             |                                                          |
| Zealand/     | Maria       |                             |                                                          |
| Australia    | Carlton     | maria@marukibooks.com;      | www.marukibooks.com                                      |
| Singapore    | Patrick Ang | patrick.anglh@yahoo.com.sg; | <a href="http://www.bookmanna.com">www.bookmanna.com</a> |
| 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>

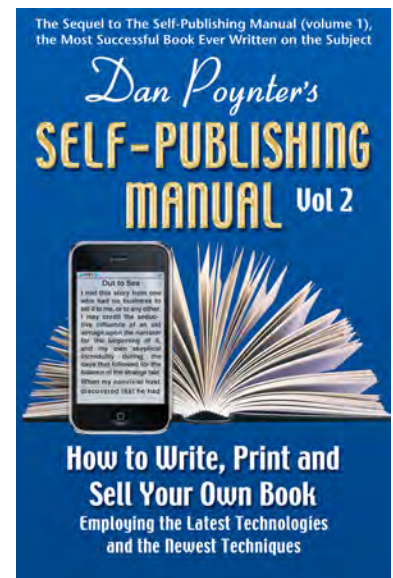
## THE SELF-PUBLISHING MANUAL, Volume 2

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. \$7.97

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

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

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

Save 32%, now just \$10.17.

### **SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBook**

Select from ten different formats. See

<https://www.smashwords.com/books/view/2730>

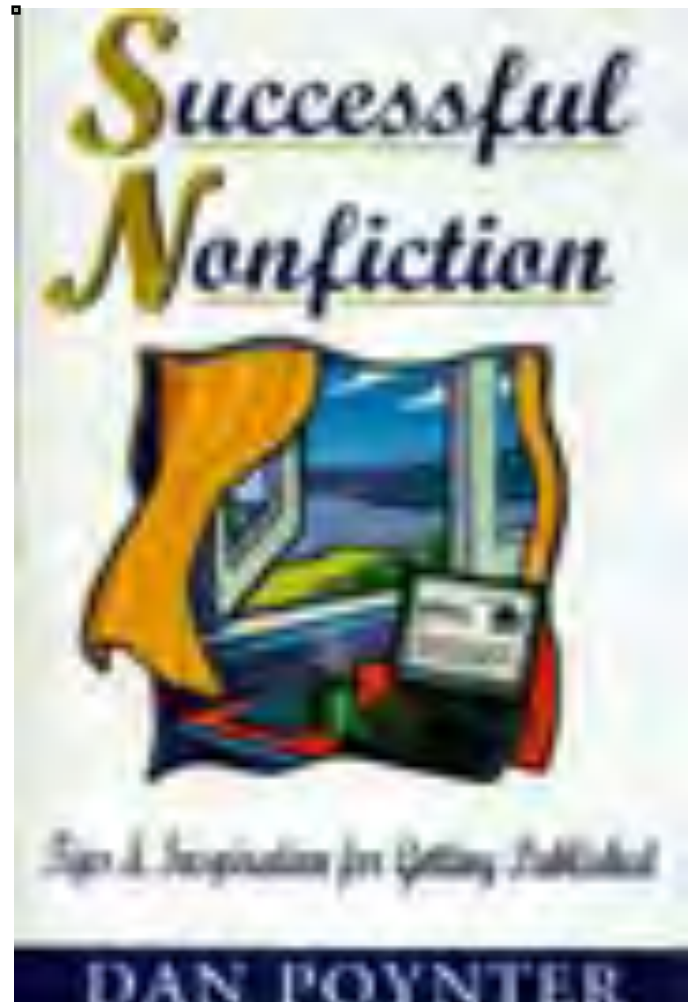
Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.

Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.

This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.

You can also get this \$14.95 paper book at Amazon.

<http://amzn.to/igAC91>



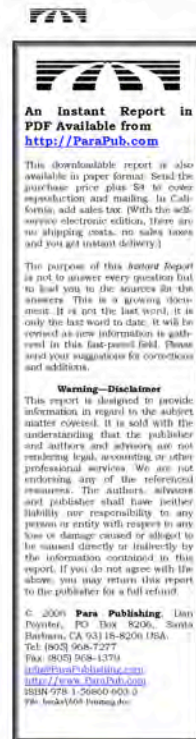
## WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

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

- [602](#) Interviews, How Authors Get On Radio & TV
- [603](#) Book Printing. At the Best Price
- [604](#) How to Price Your Book
- [605](#) Locating the Right Distributor
- [606](#) Publishing Fiction & Poetry
- [607](#) Publishing Contract: Author-Publisher
- [608](#) Your Publication Date
- [609](#) Blurbs For Your Books, Testimonials, endorsements & quotations
- [610](#) Children's Books, Resources for Writing, Producing and Promoting Juveniles
- [611](#) Newsletter Publishing; A Resource Guide
- [612](#) Bestsellers, What They Are & How To Make Them
- [613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food
- [614](#) Selling Books Through The Gift Trade
- [615](#) eBooks to eBooks, Creating Digital Reading
- [616](#) Travel Books, Resources for Writing, Producing & Promoting Guidebooks
- [617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking
- [618](#) Religious Books
- [619](#) Write It Once - Sell it Forever, How to Update Your Books
- [620](#) Your Book Writing & Publishing Calendar
- [622](#) Cooperative Book Promotion
- [623](#) Questions and Answers on Book Publishing
- [624](#) How to Set up & Run a Successful Book Publishing Business
- [625](#) Selling Books to Catalogs
- [626](#) Raising Money to Publish Books
- [628](#) Canadian Book Publishing
- [629](#) Making The Web Pay
- [630](#) Selecting a Book Title That Sells.
- [631](#) Covers That Sell Books
- [632](#) Bookshelf, Selling Books From Other Publishers
- [633](#) Beyond Remainders
- [634](#) Selling Books In The United States
- [635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products
- [636](#) Insurance for Publishers; Protecting Your Book Company
- [637](#) Selling Books To The Military Market
- [638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)
- [639](#) Autograph Parties & Signing Books
- [640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing
- [641](#) Merchant Status: Credit Cards for Publishers
- [642](#) Large Print Books: Making your Work Easier to Read.



13 pages—Document 603—page 1

## Book Printing at the Best Price

by Dan Poynter

The only way you will ever know if you are paying 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 Quotation (RFQ).

**Types of printers.** For our particular discussion, printers may be divided into three groups: full-service, specialty and instant. Full-service job printers do a little bit of everything and instant printers operate every shop 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. Deal with specialists.

In this age of specialization some printers concentrate on books, while others do business cards, magazines or calendars. General (full-service) job printers cannot compete with the specialists who are set up for one type of work, they run three shifts in the same process and buy just a few kinds of paper in cartons lots. Many of the more competitive book printers are located in Michigan. They manufacture books *only* and each specializes in certain sizes, quantities and bindings. Each has equipment set up for one style. Any variation costs more. This is why a printer will bid lower on one type of book and higher on another.

**Get bids.** Solicit several printing quotes. You will find some bids to be three times higher than others. These price differences are startling so it pays to shop around. Some printers are too large for you, some specialize in something other than books and some are too busy. You need a good one who wants 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 trucking delivered to your door. It does not matter where the printer is located.







# ParaFreebies



## IRENE WATSON AND VICTOR R. VOLKMAN INTERVIEW DAN POYNTER

Please join us for a very special episode #125 of Authors Access!



Irene Watson and Victor R. Volkman spoke with entrepreneur, publisher, and marketing guru Dan Poynter about a wide variety of related topics. Poynter's "Self-Publishing Manual: How to Write,

Print and Sell Your Own Book "has had more than 16 editions and is the most often referenced book on the subject by far. Here's just a few of the things we talked about:

- \* eBooks and the future of publishing
- \* Importance of a good book title
- \* Pre-pub reviews - do they still matter?
- \* Marketing on a budget
- \* Self-publishing without the Vanity Tax
- \* Proofing and editing
- \* Basics of good book cover design

Download the free podcast at <http://tinyurl.com/dpoynter>

## ***Trash Proof***

### **THE DEFINITIVE GUIDE TO WRITING NEWS RELEASES THAT REALLY WORK**

--Paul J. Krupin

Free download.

<http://bit.ly/fZiEYr>



**DAN POYNTER HAS A F-R-E-E iPHONE APP**

This App has detailed guidance (InfoKits) on book writing, publishing and marketing. These materials will guide through every step toward your goal to become a successfully-published author.



Read the FAQs. See the Book Research Resources (Sources), Book Publishing Statistics (BookStats), Book Publishing Vendors (Suppliers), Dan on stage (Videos) and Books, Writing Kits & Reports on book writing, publishing and promoting (Products). Subscribe to Dan’s free Publishing Poynters newsletter. Attend Dan’s programs (Speeches). See the Events (Dan’s Calendar).

The most expensive parts of book writing and publishing are the mistakes. You do not have to make them.

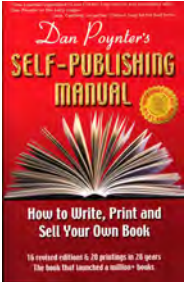
See <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=352965979&mt=8>

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

**SAMPLE THE SELF-PUBLISHING MANUAL**

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

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



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

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

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

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



# ParaCalendar



## **AUTHOR ON A SPEAKING TOUR.**

Where in the world is Dan?

Showing people how to write, publish and promote their books

One presentation at a time.

Dan Poynter is circling the world to show people how to make a difference and make a living through their books. He shares two major programs and many specific ones.

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**

January 15. SUNNYVALE. California Writers Club, Santa Clara Valley Branch/South Bay Writers. 9-1 PM. Dan Poynter on How to Write, Publish and Promote your book. FMI: Nina Amir, 408-353-1943, cpywrtcom@aol.com, <http://www.southbaywriters.com/>

February 11-18. RENO. Parachute Industry Association.  
FMI: <http://PIA.com>



February 19. SAN FRANCISCO. San Francisco Writers Conference.  
Mark Hopkins Hotel. Dan Poynter on Book Promotion for Writers.  
Fmi: <http://www.sfWriters.org>



February 18-20. ATLANTA. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia.  
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

March 12. CAPE TOWN, South Africa. Book Camp with Val Waldeck of Durban.  
FMI: +27 (0) 83 273 4700, [vwaldeck@telkomsa.net](mailto:vwaldeck@telkomsa.net), <http://www.ValWaldeck.com>

March 14, CAPE TOWN, South Africa. Dan Poynter on *PowerPoint Tips & Tricks* and *Speaking Disasters*. Professional Speakers Association of Southern Africa (PSASA), Cape Town Chapter. 19:00 – 21:00 hours. FMI: Mark Berger, [Mark@MarkBerger.co.za](mailto:Mark@MarkBerger.co.za)



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.pсахolland.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.pсахolland.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](mailto:nikki@psasouthernafrica.co.za) Web: <http://www.psasouthernafrica.co.za>

**USA.** May 21-23. NEW YORK. IBPA Publishing University

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

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

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

**MALAYSIA.** May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention.

[http://www.maps.org.my/events\\_up.asp](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/](http://www.asiaspeakers.org/apss/component/option,com_joomevents/Itemid,83/func,shcatev1/categid,4/)

**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 9-10, München/Munich.

(GSA) convention at the Hilton hotel.



<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](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,



[http://www.professionalspeakersassociation.co.uk/events/event\\_list.asp?cid=1318&show=upcoming](http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming)

**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>

**HOLLAND/BELGIUM**



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

<http://www.PSAHolland.org>





# ParaHumor



## PONDERISMS

Some things to consider



1. Ever wonder about those people who spend \$2.00 apiece on those little bottles of Evian water? Try spelling Evian backwards: NAIVE
2. Isn't making a smoking section in a restaurant like making a peeing section in a swimming pool?
3. OK.... So if the Jacksonville Jaguars are known as the 'Jags' and the Tampa Bay Buccaneers are known as the 'Bucs,' what does that make the Tennessee Titans?
4. If 4 out of 5 people SUFFER from diarrhea...does that mean that one enjoys it?
5. There are three religious truths:
  - a. Jews do not recognize Jesus as the Messiah.
  - b. Protestants do not recognize the Pope as the leader of the Christian faith.
  - c. Baptists do not recognize each other in the liquor store or Hooters
6. If people from Poland are called Poles, why aren't people from Holland called Holes?
7. If a pig loses its voice, is it disgruntled?
8. Why do croutons come in airtight packages? Aren't they just stale bread to begin with?
9. Why is a person who plays the piano called a pianist but a person who drives a race car is not called a racist?
10. Why isn't the number 11 pronounced onety one?
11. If lawyers are disbarred and clergymen defrocked, doesn't it follow that electricians



=====

**The Small Print**



YOU ARE RECEIVING this F-R-E-E newsletter on book writing, publishing and promoting because you are on Dan Poynter's option-in Publishing Poynters mailing list.

TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to <http://parapublishing.com/sites/para/resources/newsletter.cfm>. Unsubscribe your old address and subscribe your new one.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is interested in selling more books or wants to know where the publishing industry is headed. Just click on "Forward" in your email program.

BACK ISSUES are archived at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

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

TIME TO SHARE. Please send your news items and promotion ideas to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

AFFILIATE PROGRAMS. Occasionally, I'm a compensated affiliate for some of the programs I tell you about. I only list people and programs I have checked out and believe in.

~~~~~

Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.

PO Box 8206, Santa Barbara, CA 93118-8206 USA. 530 Ellwood Ridge, 93117.

Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009

<http://ParaPublishing.com>: More than 700 pages of helpful information. DanPoynter@ParaPublishing.com