



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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ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



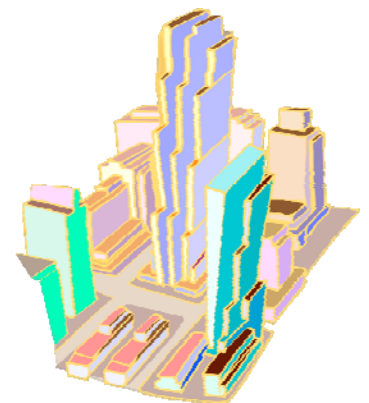
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NEW YORK WAS AN EDUCATION

I spoke at the IBPA Publishing University, for AA Printing and Marc Grant and attended the BEA Book Fair. I learned a bit, confirmed a lot and spoke with many book people.

Next, I leave on my 20th round-the-world speaking itinerary. This will be the third time going west-to-east. I usually follow the sun flying east to west.

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





F-R-E-E

AN HOUR WITH THE MASTERS OF BOOK MARKETING

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

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

The Masters of Book Marketing have joined to host workshops **for published authors--only**. Events are scheduled for July 24 in Philadelphia, July 31 in Dallas, August 21 in Denver, November 6 in Chicago and November 13 in Phoenix.

For details, see www.MastersOfBookMarketing.com

THE FUTURE OF BOOK PUBLISHING

Fascinating observations from *The Wall Street Journal* following the BEA Book Fair.

<http://online.wsj.com/article/SB10001424052748704912004575253132121412028.html>

WRITING OFF AN ERA

--Garrison Keillor

I think that book publishing is about to slide into the sea.

<http://www.tampabay.com//opinion/columns/writing-off-an-era/1098485>

SONY: eBOOKS WILL OUTSELL PAPER VERSIONS IN FIVE YEARS

Read more: <http://www.itproportal.com/portal/news/article/2010/6/3/sony-e-books-will-outsell-paper-versions-five-years/#ixzz0pnygmxp6>

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MORE REDUCTIONS AT BORDERS

Borders has let go all store-based Paperchase merchandisers and managers.

http://www.publishersweekly.com/pw/by-topic/industry-news/bookselling/article/43470-borders-lays-off-paperchase-employees.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=cde5e5cf60-UA-15906914-1&utm_medium=email

APPLE ANNOUNCES PUBLISHING PROGRAM

Apple has established a means for authors to publish books independently through its iBookstore application. Publishing on the iPad is especially suited for color books: children's, coffee-table books, and comics.

To publish with Apple, you'll need an iTunes Store account and a tax ID number, your book needs an ISBN, and the book file must be in an epubcheck 1.0.5-validated ePub format.

Once everything is set up, you'll be able to set your book's price and sell it in the iBookstore around the world.

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iBookstore Online Application






<https://itunesconnect.apple.com/WebObjects/iTunesConnect.woa/wo/6.0.0.5.7.7.1>


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



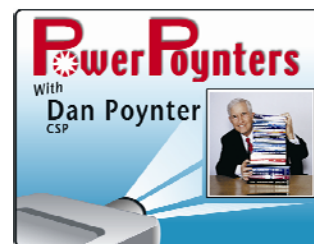
-  **SO YOU WANT TO WRITE A BOOK**
 An Introduction to Writing, Publishing and Promoting
-  **THE NEW "BOOK" MODEL**
 How to write, publish & promote your nonfiction book
-  **WRITING YOUR NONFICTION BOOK**
 Converting Your Knowledge & Research into the Written Word
-  **CHILDREN'S BOOKS:**
 On the *move*.
-  **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>

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>



FACTOID

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

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/>



➔ **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

YOU NEED AN ONLINE CLIPPING SERVICE

--Rick Frishman publisher Morgan James Publishing



Clipping services keep track of the media's coverage of specific industries and areas of interests. They save you the time and energy of scouring media to find articles and information of interest to you, your network targets and partners. They give you the ability to check out a wider range of media sources than you could review on your own. By using clipping services to monitor what is going on in your industry, you can gather information to distribute to your network partners so that they can understand what you do and find opportunities for you. Clipping services are also ideal for collecting information of about your network targets' and your network partners' interests so that you can identify leads and be more valuable to them.

A number of clipping services exist. They include:

- Bacon's Information, Inc.—www.bacons.com
- CyberAlert—www.cyberalert.com
- eWatch—www.ewatch.com
- Luce Press Clippings—www.lucepress.com
- Webclipping.com—www.webclipping.com

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

CREATE NEWS

--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.



Understand what your audience finds newsworthy, and develop your publicity around these issues. Tie your topic to current events and target your audience directly when you pitch stories. For example, if your business focuses on home organization, you can reach a business audience for "Clean Off Your Desk Day." Don't be afraid to stretch the boundaries of your topic. And remember, create news that interests your audience, not that interests you.

AMAZON REVIEW TIP

--David Wise, PhD.

Ask your friends to vote "Helpful" for the reviews of your book at Amazon. It appears that reviews with the most helpful comments rise to the top of the queue and, therefore, are seen first.



BOOK DESIGN: The How To Of Knowing Your Audience For Your Book Cover Design

--- 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 the first part of the puzzle is to know your audience. This is the first in a series of three articles based on creating an artful cover, motivating title, and return value-added information to increase the promotion for your books' sales.

Learning who the books' audience is and what's their focus is the first part of the information we put into the recipe of designing the cover. I look at each book cover as a puzzle and it's up to me, through questioning, to determine the correct fit for the pieces. Once you know the who, what, and where of your audience, you are able to write a title and subtitle that will fit their focus.

1. Who is your audience? This will be determined by the subject of your book. What you are looking for is, age, location, affiliations if any. Is there anything that is unique about them as a group?
2. Do you know what your audience likes? It helps if you have something in common with them, after all, you did write the book. Get into their shoes, what are the benefits to them from buying your book?
3. Where does their attention go? What are they looking to gain? What is their pain or joy? What are their motivators? Are there related subjects that can be created from the book? Can you create "come-back power" in extended material?

Once you have this information the process of brainstorming will be your best move. Begin with writing your answers to each of the questions. Looking on line, in niche magazines etc are all good places to begin your research.

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.

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



Verbiage, verbage – These are often confused, yet only "verbiage" is a legitimate word in proper English. "Verbiage" means the manner in which something is expressed verbally; an excess of words. "The editor's job is to prune *verbiage* from a fledgling writer's overwritten text." In contrast, "verbage" has value only as a kind of jargon that is more derogatory than "verbiage."

A GREAT GIFT IDEA: YOUR BOOK

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



It's that wonderful time of year again—time to give your sales a little jolt by positioning your book as a gift for the season. Email your platform of potential readers a reminder that there is still time left for holiday shopping, and explain why your book would make a great last-minute gift.

If you sell through your own website, offer buyers a discount or free shipping (or both). Otherwise, simply include in the email a link to your book's page on Amazon.com, BarnesandNoble.com, Borders.com, or IndieBound.org. You can even direct buyers to specific independent bookstores that have your book in stock. Don't miss out on the opportunity to find a sales hook for your book during the holidays

WRITING A BOOK TO BUILD YOUR MEDICAL PRACTICE

--Susan Kendrick

www.WriteToYourMarket.com



See all 7 books by physicians and the complete article at:

<http://bookcovercoaching.blogspot.com/2010/05/writing-book-to-build-your-medical.html>

While this article was written for physicians writing books--a large group of today's self-publishing author/experts--this information can apply to other experts and professions as well.

What Kind of Book Should You Write?

As a doctor, do you reap the benefits of being a published author only by writing about something related to your medical practice? Not at all. Professionals in many industries find that writing a book about a personal interest can also be a great way to connect with existing and prospective clients. Telling people something about you as a person builds trust, which goes a long way toward creating and cementing relationships that build your practice.

Create a Lead-Generating Brand

Building a professional or personal brand is a great way to improve your medical practice, and writing a book has long been recognized as the best way to build a brand. According to Alan Weiss, international consultant and bestselling author of *How to Establish a Unique Brand in the Consulting Profession*, writing a book is, "the best branding technique of them all."

Ask Yourself These Four Questions to Get Started:

- What energizes you—either in your practice or your personal life?
- What do you like to do and what are you good at?
- What would you like to learn more about?
- What would you like to be known for 3-5 years from now?

Depending on what you want the book to do for you, you can choose to write about something related to your medical expertise, or you can focus on a more personal topic. Or, you can do both. Again, the reason that writing a book or a series of books is such a good outlet for physicians is that it does very positive things for your reputation, your practice, and your personal well-being.

To see examples of the different kinds of books being written by today's publishing physicians, click on the link below to see this complete article:

<http://bookcovercoaching.blogspot.com/2010/05/writing-book-to-build-your-medical.html>

WHAT IS A BOOK SHEPHERD?

--Bobbi Graham, <mailto:BFG@SimonTeakettle.com>

I'm one of Dan Poynter's Book Shepherds, listed on his website at Para Publishing, and in his monthly newsletter, Publishing Poynters, along with a carefully selected list of other publishing consultants Dan trusts.



We each have our own specific strengths and specialties, so it's wise to contact more than one to find the right "fit." Canadian authors often select me because I live in Canada, and know the market and resources here. If you live in the western U.S., you might choose Patricia Fry, or if you're in Australia or New Zealand, Maria Carlton would be an excellent person to help you.

When you contact a publishing consultant, check their website carefully, and make sure they have substantial credentials and a solid track record in your book's category and with the type of help you are seeking.

In other words, country location is important.

So is category. e.g., if you have a cookbook, a book shepherd with a lot of experience in travel books is not a good fit.

Also, if you need help in writing, and the shepherd is a PR person, the match may not be perfect.

You need to describe your book project, tell the consultant where you are in the process (is the book finished? has it been edited? have you considered/tried a trade publisher?) and then articulate your goals, so your "Shepherd" can determine if he or she can help you.

Be prepared to pay for this service. We all have different rates, so inquire about that and find a service that suits your needs and your budget.

FIVE TIPS FOR WORKING WITH YOUR BOOK SHEPHERD

--Gail Kearns

1. When you work with a Book Shepherd you are going into business, and the Shepherd is your CEO, overseeing all the different departments of your publishing company. It's like hiring at least eight different people: editor, researcher, designer, art director, production manager, administrative assistant, business manager, and public relations officer.



2. Keep an open mind as you go into the project, just in case there is a really good idea you have missed. Generally the authors we work with are very good at something else ... we are very good at getting books "to press and beyond." For example: If the author is a dentist, there is no way she or he would let us pull a tooth!
3. Book Shepherds know the book business and if they don't know something they know where to go for reliable information. Recognize that professionals worth their salt do know their business. This is especially true in the edit and design phases. Editors, art directors, and content editors generally only make you and your book look better.
4. Deadlines are important for a variety of reasons. Be as prepared as you can be and try to keep the deadlines outlined by your Book Shepherd. Deadlines can involve anything from getting your social media up and running to getting advance reading copies of your book out to long lead publications and opinion makers in your field. "Timing Makes Champions" is one of our favorite mottos.
5. Articulate your book goals. Book Shepherds work much better when they understand your aims and goals. It could be having your expertise as a speaker in print for back of the room sales, your philosophy or message to share with the world via new media, a memoir or children's book for your family, or a book to support your workshops and seminars. With your goals in mind, Book Shepherds can best guide you.

Gail Kearns and Penny Paine are Book Shepherds at To Press & Beyond. Visit the website at www.topressandbeyond.com

For a half-hour gratis consultation about your book project, e-mail them at info@topressandbeyond.com



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

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

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

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ParaResources



EVOLUTION OF THE ALPHABET

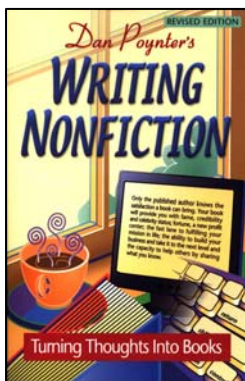
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F-R-E-E SAMPLE of chapters one to three:

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



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

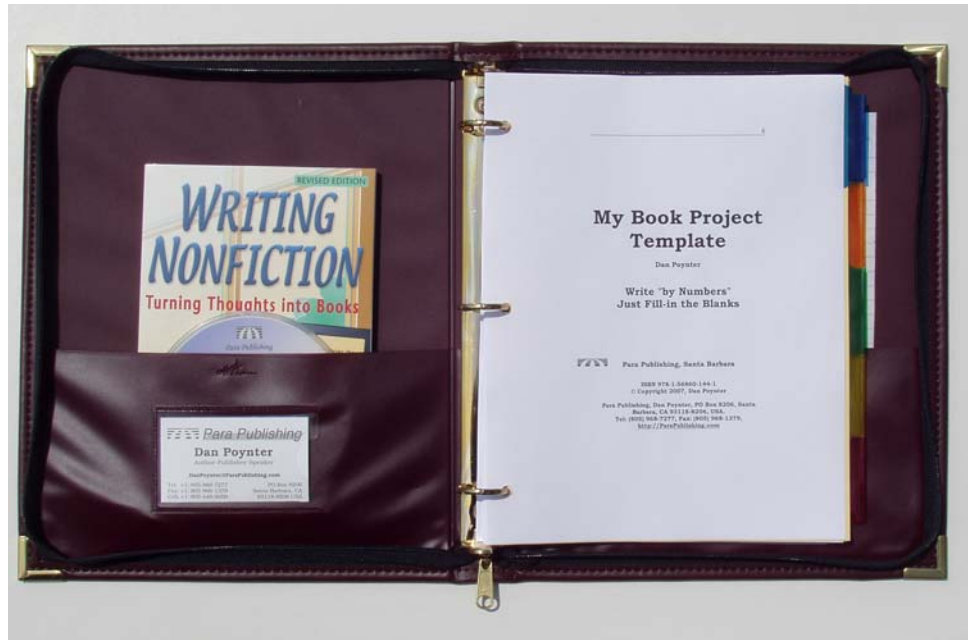
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WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

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.



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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.

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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:

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	Robert		
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	Sharon		
92653	Goldinger	pplspeak@att.net;	www.detailsplease.com/peoplespeak
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93103	Gail Kearns	info@topressandbeyond.com;	www.topressandbeyond.com
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	Simon		
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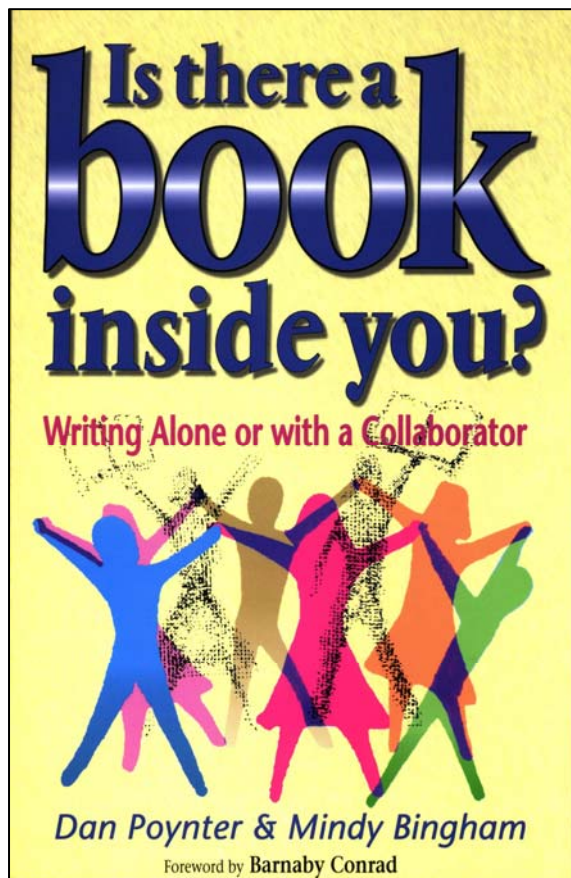
The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.

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>

WHAT IS A BOOK SHEPHERD?

<http://www.interiordesign.cm/?p=137>



WRITING YOUR BOOK WITH A COLLABORATOR

You can be the author without being the writer. Dan Poynter gives you permission to work with a co-author, editor or ghostwriter.

But, if you hire out the writing portion of your book, come to an understanding with your collaborator before either of you writes one word. The risk is that one of the parties will feel that he or she is doing the majority of the work. The result is that the project screeches to a halt while an argument ensues.

Is There a Book Inside You?: Writing Alone or with a Collaborator supplies a responsibility chart and a contract. Don't lose momentum on your book project.

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[622](#) Cooperative Book Promotion

[623](#) Questions and Answers on Book Publishing

[624](#) How to Set up & Run a Successful Book Publishing Business

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Book Printing at the Best Price

by Dan Poyner

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 (old) printers do a little bit of everything and instant printers operate copy shops 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 35 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 colorbooks. 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 just a few kinds of paper in cartload 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. Select several printing quotes. You will find some bids to be three times higher than others. These price differences are starting 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.

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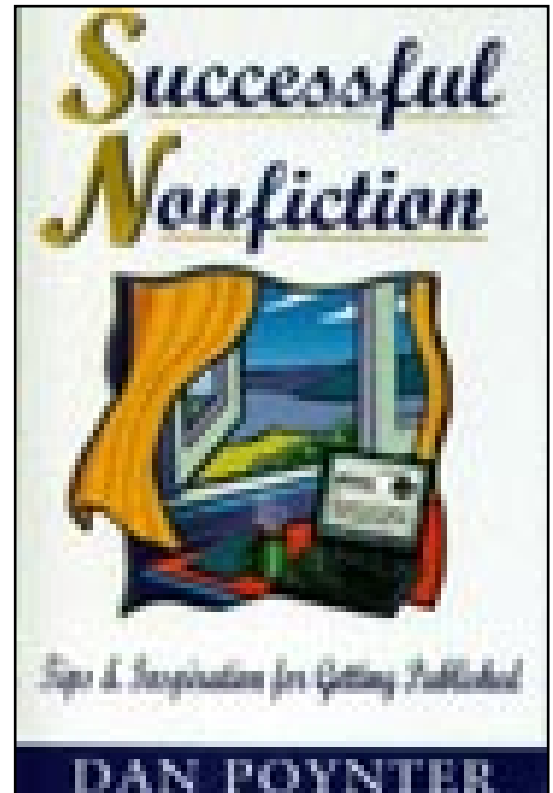
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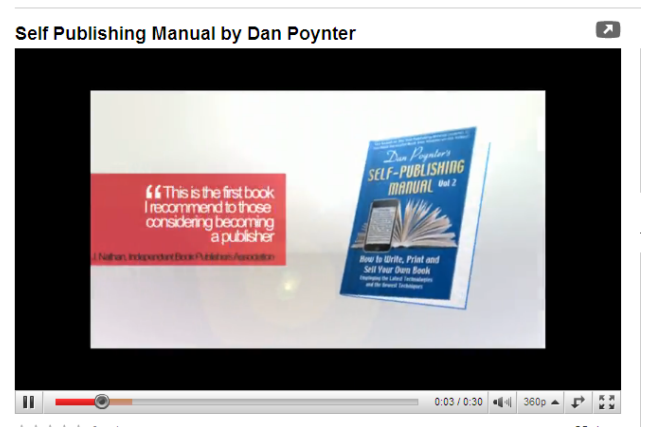
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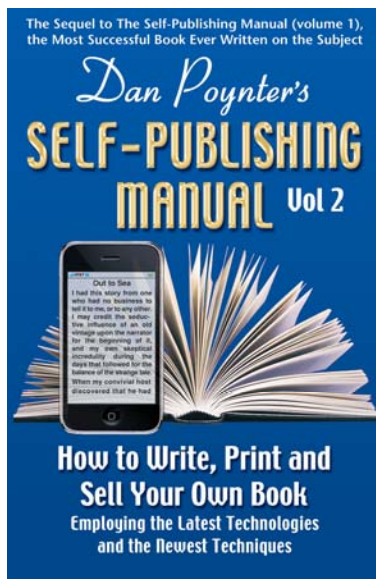


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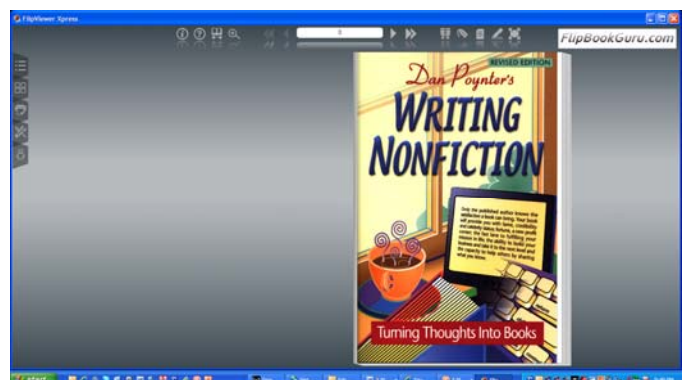
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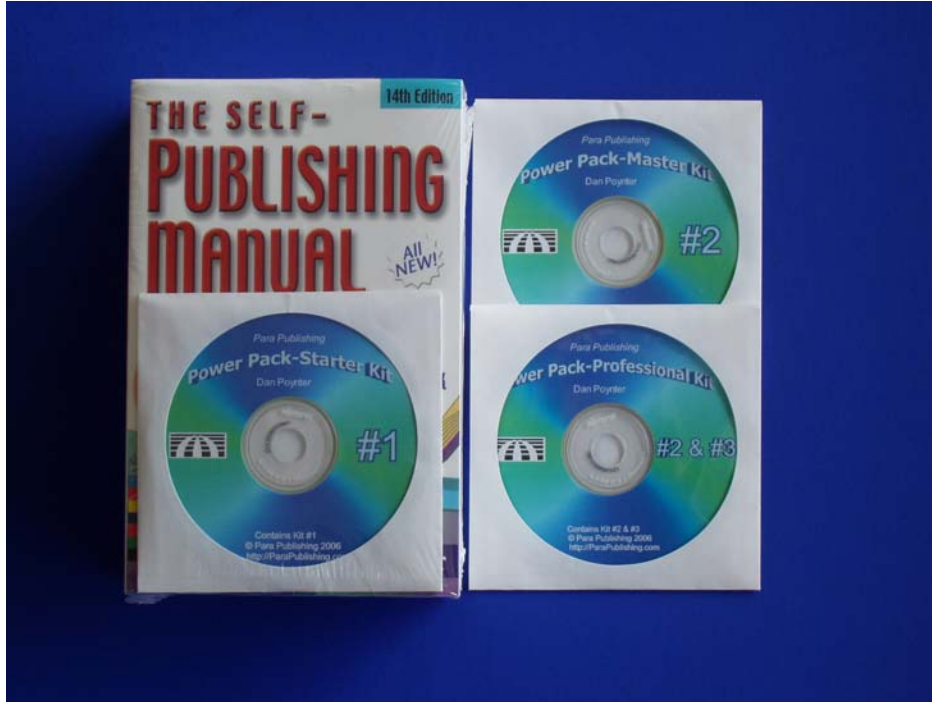
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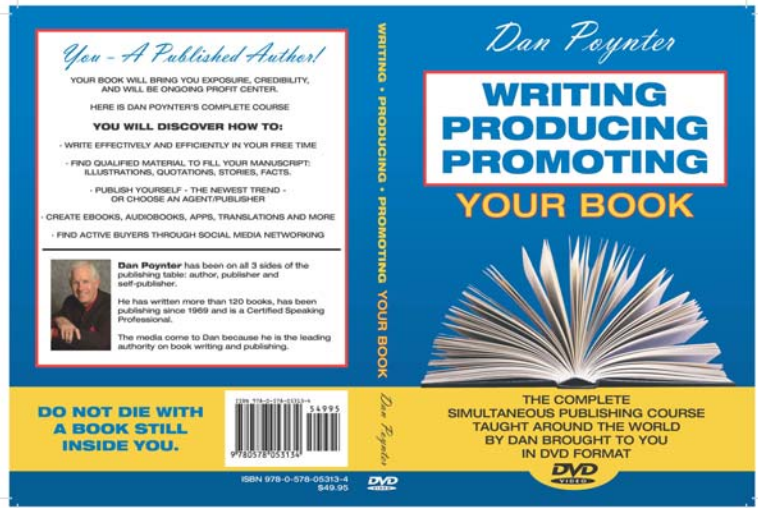
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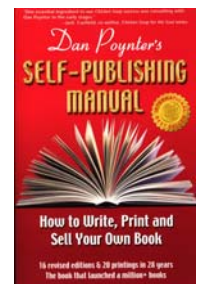


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2010

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](http://www.mynsa.org/EVENTS/FullCalendar.aspx). 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 (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 – October 3. MARLOW, UK. Crowne Plaza, Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

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

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

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

November 13. PHOENIX. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion. <http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>



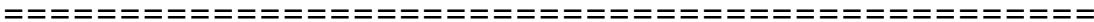
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