



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



October 15, 2010. 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)



=====
Just returned from Marlow, north of London in the UK.
I shared a writing, publishing & promoting program with a lot of fun
people who have exciting book projects.

Currently, I am at the Old Friends Reunion, skydivers I jumped with in
the early 1960s.

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



NATIONAL PUNCTUATION DAY

NATIONAL PUNCTUATION DAY[®]

"A celebration of the lowly comma, correctly used quotation marks, and other proper uses of periods, semicolons, and the ever-mysterious ellipsis."

September 24 is National Punctuation Day. This year, founder Jeff Rubin is celebrating by conducting a haiku contest, with the winner receiving, in his words, "a plethora of punctuation goodies." The deadline for entries is September 30, and details are available at

www.nationalpunctuationday.com.

GOOGLE'S BANNED WORDS LIST

The list started with Google's new search function, Google Instant. Introduced in early September, it shows results as you type—as opposed to waiting for you to press enter. It works like a telepathic Internet concierge, hoping to send you along to the most relevant results on the Web.

Some words are banned for obvious reasons but with the new search function, some people, companies and words can no longer be found.

<http://www.thedailybeast.com/blogs-and-stories/2010-10-04/googles-bizarre-blacklist/>

GOOGLE EDITIONS TO LAUNCH IN US THIS YEAR, EUROPE NEXT YEAR



Google Editions will be available on multiple devices, including the iPad, online via a Google 'web reader', but will not be available on Amazon's Kindle device at launch.

Initially in the US there will be more than 400,000 paid-for titles available from "publisher partners", along with 2m public domain titles, but more titles will be made available once the service opened internationally.

<http://www.thebookseller.com/news/130190-google-editions-to-launch-in-us-this-year-europe-next-year.html>

and

http://www.publishersweekly.com/pw/by-topic/international/frankfurt-2010/article/44754-frankfurt-2010-google-editions-makes-a-strong-impression-at-the-fair.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=dcc3efeb9f-UA-15906914-1&utm_medium=email

iPAD FASTEST SELLING GADGET EVER

Apple's tablets are the fastest adopted electronic product ever. The 4.5 million iPads that Apple is selling per quarter is way more than the 1 million iPhones sold in their first quarter, or the 350,000 DVD players that were sold in the first year.

More and more people are carrying large-format eBook readers.

http://www.thedailybeast.com/cheat-sheet/item/ipad-fastest-adopted-gizmo-ever/popular/?om_rid=Dkji2E&om_mid=BMqxz-B8VEcx95

and

<http://tech.fortune.cnn.com/2010/10/04/target-and-amazon-get-the-ipad-is-walmart-next/>

Amazon selling iPad.

<http://mashable.com/2010/10/04/ipad-amazon/>

OWNER OF eREADING DEVICES READ MORE THAN BEFORE

"Overall, two in five Americans (40%) read 11 or more books a year with one in five reading 21 or more books in a year (19%). But among those who have an e-reader, over one-third read 11-20 books a year (36%) and over one-quarter read 21 or more books in an average year (26%)."

http://www.informationweek.com/news/storage/portable/showArticle.jhtml?articleID=227500440&cid=RSSfeed_IWK_All

INGRAM PUBLISHES APP

Ingram launched VitalSource Bookshelf App for the iPhone, iPad and iPod Touch which provides access to digital textbooks for academic institutions and students. The app makes Ingram's academic content accessible to students and faculty.

http://www.publishersweekly.com/pw/by-topic/digital/content-and-e-books/article/44602-ingram-launches-vitalsource-app-for-apple-devices.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=63712f4251-UA-15906914-1&utm_medium=email

eBOOKS SALES UP, AUDIOBOOK (on CD) SALES DOWN

http://www.publishersweekly.com/pw/by-topic/industry-news/financial-reporting/article/44546-e-book-sales-jump-150-in-july.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=783e160f65-UA-15906914-1&utm_medium=email

THE SEVEN TYPES OF COPYRIGHT PIRATES

Piracy is something that other people do. When we do it there's always a good excuse. When *other* people do it, it's as heinous as grand theft auto.

Clearly, there is a disconnect between the phenomenon of rampant piracy and the scarcity of perpetrators, and the reason seems to be semantic. If we can develop better definitions we may be able to develop better solutions.

<http://ereads.com/2010/10/the-seven-types-of-pirate-which-are-you.html>

BUILD YOUR OWN WEBSITE—QUICK, EASY AND WELL PRICED

--Dan Poynter



POYNTER PAGES

Home | Take a Tour | Features + Tools | Connect with Resources

You know how I continually preach the need for a great website if you are going to be a successful author. Well, NO MORE EXCUSES for not having one yourself! Over the past few months we have been working hard with WritersPortal, the preeminent writer and

author personal website developer in the US, to create **POYNTER PAGES**, a powerful website builder that I believe you should be using to create your own potent, professional, custom website that is designed specifically by you and for you. You can create your own website in about an hour. An hour? Take a look at my sample ParaPublishing website, designed on our new easy-to-use platform as an example.

<http://www.poynterpages.com/parapublishing>

<<http://www.poynterpages.com/parapublishing>>

Add as many pages as you want. Add your pictures, add your books, samples of your writing, your bio, your story, link to Amazon, PayPal and others retailers for sales, **get our extensive enhanced database of writer resources that only you have access to**, and make changes to your website any time in moments. And the best part of all, you don't need any help. Your success is now in your hands.

You know you need a website to communicate, spread the word about your work, attract attention to Facebook, your blogs and tweets, and of course, sell books. Up to now, you have had to spend hundreds, if not thousands of dollars, to develop the kind of site that you need to succeed. No more. For no money up front, and then only \$9.95 per month thereafter, you can have the website of your dreams.

Be my guest. Try it for 30 days FREE, and then if you don't agree with me that this could be your best author/publisher investment of the year, cancel for no charge.

CHECK IT OUT AND SIGN UP HERE:

<http://www.poynterpages.com/promo-newsletter>

<<http://www.poynterpages.com/promo-newsletter>>

eBOOKS: WHAT DO CHILDREN THINK?

More than 2,000 children between the ages of six and 17 (and their parents) were surveyed about their digital reading habits at the beginning of 2010, and the data has now been analysed and released. The result? About a quarter of the children had already read e-books on a computer or e-reader, and about 57% of the nine-to-17 age group expressed a desire to do so. Read the rest of the results.

<http://www.thedailymaverick.co.za/article/2010-09-30-ebooks-what-do-the-children-think>

Survey finds that time kids spend reading books for fun declines while the time kids spend going online for fun and using a cell phone to text or talk increases. Parents express concern that the use of electronic and digital devices negatively affects the time kids spend reading books (41%), doing physical activities (40%), and engaging with family (33%).

<http://mediaroom.scholastic.com/node/378>



Sales of e-books at Random House in the U.S. represent eight percent of revenue and should hit 10 percent next year,

7TH ANNUAL ESSAY CONTEST FROM BE THE STAR YOU ARE!®

Be the Star You Are!® literacy charity is pleased to announce its 7th Annual Essay Contest sponsored by US Bank running from October 18, 2010-January 18, 2011. Win \$100 plus guest appearance on the nationally syndicated radio program, Be the Star You Are!® www.bethestaryouareradio.com, publication in our Star Searcher Express newsletter and at www.bethestaryouare.org, and an autographed copy of Be the Star You Are!®. A value of \$700.

Topic: **"How do we create more happiness and abundance in our lives through service to others?"**

Tax deductible entry fee donation is \$10. For guidelines, visit www.bethestaryouare.org or email info@bethestaryouare.org

SELLING eBOOKS ON PLANES?

Are eBooks coming to a seatback screen near you?

<http://dvice.com/archives/2010/09/heres-a-good-id.php>

CONSULTING WITH DAN POYNTER

Dan Poynter is available to help you in all phases of book publishing from filling-in unfamiliar forms to complete marketing plans.

Dan can help you by telephone or he will come to you. Most consulting is by telephone as Dan is constantly traveling.

For details and pricing, see

<http://parapub.com/sites/para/speaking/edutrain.cfm>



eBOOKS AND pBOOKS: THE ECONOMICS

Pricing and who gets how much?

Also, see the video on the history of the book.

http://online.wsj.com/article/SB10001424052748703369704575461542987870022.html?mod=ITP_pageone_0

YOU CAN SPEND A DAY WITH THE MASTERS OF BOOK MARKETING

Next: November 13 in Phoenix.

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

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



Judith Briles, Brian Jud and Dan Poynter have joined to host workshops for published authors--only. For details, see www.MastersOfBookMarketing.com

LIGHTNINGSOURCE TO EXPAND TO AUSTRALIA

Ingram Content Group announced plans to open a networked Lightning Source print-on-demand book production facility in Australia. The new Australian POD facility will manufacture both paperback and hardcover black and white interior books and should begin operation in June 2011.

http://www.publishersweekly.com/pw/by-topic/industry-news/manufacturing/article/44558-ingram-to-open-pod-facility-in-australia.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=2a8071d5b0-UA-15906914-1&utm_medium=email

KEY WEST ADVANCED SPEAKER-CONSULTANT MASTERMIND EVENT

Learn and get a jump-start on professional speaking.

The challenge: Most authors are introverts. They find speaking to be more necessary than fun. As an author, there are many ways to cash in on your expertise. Professional speaking is a high-paying profit center.

The solution: A overly-qualified faculty that takes an interest in you. Authors, themselves, they understand your assets, your abilities, and your anxieties.



Follow-up: Learning events are great, doing something with what you learned is even better. All attendees receive six months of personalized telephone follow up implementation mentoring from retreat headmaster Ed Rigsbee.

Accelerate Your Business/Career to the Next Level With Alan Weiss, Ford Saeks, Ed Rigsbee & Sam Horn. They are the most-successful, highest-paid speakers with the latest information.

Mark your calendar: December 1-3, 2010

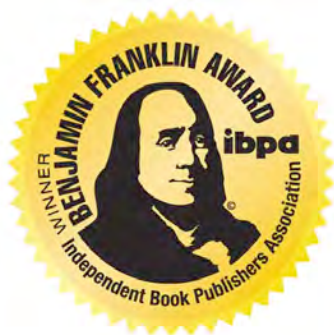
What better way to start off December than to invest your time and money in a valuable retreat in Key West? http://www.rigsbee.com/key_west_2010.htm

ARE YOUR eBooks BEING RIPPED OFF AND SOLD?

See

<http://ereads.com/2010/09/a-bootleg-e-book-bazaar-operates-in-plain-sight.html>

IBPA OPENS ENTRIES FOR THE 23RD ANNUAL BENJAMIN FRANKLIN AWARDS™



The Independent Book Publishers Association (IBPA) announces that entries are now open for the 23rd annual Benjamin Franklin Awards™ <http://ibpabenjaminfranklinawards.com/> .

Publishers of books copyrighted in 2010 may enter the competition, which includes fifty-six categories recognizing excellence in both editorial and design, and is regarded as one of the highest national honors in small and independent publishing.

DAN POYNTER WRITES BOOK ON AIR TRAVEL

Air Travel Handbook: Tips, Tricks, and Secrets on Flying.

Dan Poynter has collected travel tips from colleagues and from his own journeys. Travel can be easier and more fun if you know the inside secrets of the hospitality industries.

The eBook is just \$4.97; in paper it would be much more expensive.

Available from

<http://www.smashwords.com/books/view/24746>

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



BEST-SELLING BOOKS

Which books made USA TODAY's best-seller list this week?

<http://content.usatoday.com/life/books/booksdatabase/default.aspx?csp=Books>

BOOK CONTEST REWARDS EXCELLENCE IN INDEPENDENT PUBLISHING

The 2011 National Indie Excellence Awards are open for submissions.

Books published by self-published authors, small press, and independent publishers can be submitted for consideration in the categories of their choice.

Winners and Finalists will be announced nationally in mid May 2011 in time for the Book Expo America.

Top prizes include national book publicity campaigns and the



ability to highlight the awards in marketing endeavors.

NIEA recognizes excellence in independent- and self-published books, a category that accounts for a rapidly growing segment of a publishing industry going through almost constant transformation.

For information about the contest including how to submit books, please visit www.indieexcellence.com. The deadline for entries is March 31, 2011.

"Awards that recognize excellence support more than sales for the independent and self-publishing authors and small presses who win them; they make our entire industry look good. The National Indie Excellence Awards does us all a great service."

- Dan Poynter, author of *The Self Publishing Manual* and 100 other books

"I think contests - and awards - are great, especially for writers. I only won one in my life - but it changed the course of my life. When I was 21 I won a creative writing contest at college. Wow! I was a writer and never looked back."

- Barnaby Conrad, Author of 30 books, including *Matador*, *La Fiesta Brava*, *The Encyclopedia of Bullfighting*, and *How to Fight a Bull*.

Contact: Ellen Reid 310-862-2573 ellen@indieexcellence.com

AUTHOR 101 UNIVERSITY OCTOBER 29-31 IN LAS VEGAS

--Rick Frishman

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



You'll hear from...

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

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

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

--Tom Antion (internationally acclaimed Internet Marketing Expert)

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

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

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

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

SALES DECLINE FOR CHILDREN’S PICTURE BOOKS

The economic downturn is certainly a major factor, but many in the industry see an additional reason for the slump. Parents have begun pressing their kindergartners and first graders to leave the picture book behind and move on to more text-heavy chapter books. Publishers cite pressures from parents who are mindful of increasingly rigorous standardized testing in schools.

At Scholastic, 5 percent to 10 percent fewer hardcover picture books have been published over the last three years.

http://www.nytimes.com/2010/10/08/us/08picture.html?_r=1&src=me&ref=general

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

~~~~~  
<&gt;§<&gt;¥<&gt;§<&gt;¥<&gt;§<&gt;¥<&gt;¥<&gt;§<&gt;¥<&gt;<&gt;¥<&gt;§<&gt;¥<&gt;  
~~~~~

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.

~~~~~  
<&gt;§<&gt;¥<&gt;§<&gt;¥<&gt;§<&gt;¥<&gt;¥<&gt;§<&gt;¥<&gt;<&gt;¥<&gt;§<&gt;¥<&gt;  
~~~~~



ParaTips

FOLLOW UP LOG

by Rick Frishman- Publisher Morgan James Publishing

<http://www.morganjamespublishing.com>



Record your follow-up efforts in a log that you can quickly access. Record in the log the date and time of each follow-up attempt, who you contacted, the type of contact (E=email, T=telephone, L=letter, FTF=face to face meeting, etc.), the subject of the contact and the outcome or result. The outcome could be "reached answering machine" or "spoke with Debbie Levick and scheduled lunch for April 5th."

Sample Follow-Up Log

DATE/TIME CONTACT SUBJECT TYPE OUTCOME 2/11/04 – 9 AM Ed Galvez Marfa Trip E N/R. Follow up Producer next week.

2/11/04 – 9:30 AM Kate Slavin New ads T Spoke, showed Harpers Bazaar interest.

2/12/04 – 1 PM Jeff Long Marfa trip E N/R Follow up Studio on 2/19

2/14/04 – 1:30 PM Weinberg Bros. Lakers tickets T Spoke. Will send

2/14/04 –2 PM Leslie Fleming Wedding E Will meet on 2/17

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

PITCH THE STORY, NOT YOURSELF

--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.



All the media cares about is giving good information to get higher ratings and more subscriptions so they can make more money from their ads. So, forget about your great resume and experience. The media doesn't care. First, pitch a publication or program's editors and producers by highlighting the benefits you or your business can offer their readers or viewers. Consider what uniqueness

BOOK DESIGN: Are You Using Wordpress as your website software?

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



In our world of "having to have a website" we are now faced with the HOW? AND there is one software that has made that a very easy and doable possibility. WordPress. Now anyone can have a site in just minutes. And if you are looking for more control of your data, be sure to set up your own hosting account to link your website URL.

Wordpress offers both a community based website/blog or the option to upload the software to your own server, which gives you more control of your data. BUT, there is one specific item to really remember...

KEEP your software updated and your database backed-up! You will be notified within the program when new software versions are available. Often the updates need to be done in sequence for them to install correctly. AND always backup your data before you update the software... and if you have a busy posting schedule... be sure to backup your data often... it only takes a minute for peace of mind!

There are many how-to books out there that will help you on your way. The program is all web based and there are hundreds of theme (design) looks to choose from and plugins to enhance the use.

I realize many of you may stop yourself from getting started... I have many clients that, once I showed-them-the-way they wondered how they'd ever lived without it... the ability and availability to change their site anytime they wanted to and do it themselves, saving time and money! Wow, what a concept.

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.

Chances are you've heard this a million times, but in a recent official contract I read (and in lots of books I edit), this tripper keeps rearing **its** (not **it's**) persistent head.



Every time you find yourself writing **it's**, ask, "Do I really mean **it is** in this case?" If not, take out the apostrophe!

It's, its – Use an apostrophe when you can logically substitute "it's" for "it is" in the sentence. Otherwise, use "its," which is the possessive form of the pronoun "it." "It's" easy to remember to put the book in *its* place. .

WHAT'S (REALLY) IN A NAME?

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



If you don't give your book a good name, it will get teased on the playground, and grow up to resent you because of it. A title is how people know and remember a book, much as they know and remember a person. At Greenleaf, work on a book's cover design does not begin until the title is set. The title is the beginning, the introduction, the opening statement, and it

sets the tone for the reader. So make it good.

But also make it useful. You have more leeway with a novel, but for non-fiction especially, the title must set a reader's expectations. *Momma's Big Book of Classic Sewing Patterns* does this pretty well, whereas *Sew Be It* is (arguably) wittier, but a reader would probably have to read the back of the book before knowing exactly how the book related to his or her favorite hobby. *Warm Meals for "Chili" Days . . . and Nights!* is both direct and (arguably) witty.

Pay attention to the interaction between title and subtitle. If your book has a punchy, one-word title, your subtitle needs to be long enough to provide clear explanation (*Ka-BOOM!: 13 Strategies for Explosive Revenue Growth in the Mining Industry*). Conversely, if you have a longer title, you don't necessarily need a long subtitle (*The Only Guide to Revenue Growth You'll Ever Need: 13 Successful Strategies*).

If you're having difficulty deciding on a title, tell people about your book in your own words, and describe what you want your readers to come away with. Sometimes that will shake loose some important key words or phrases, and you can build from there. If all else fails . . . [just go for it.](#)

DICTIONARY

--Peter Beren, 510-821-5539, peterberen@aol.com. Publishing Consultant and Literary Agent w/30 years experience will help you reach your goals. www.PeterBeren.com

"Packwith", noun, neologism. A complementary, bonus object affixed or *packed with* the book that increases the book's marketability.

Example: For *The Book of Runes*, the packwith was a bag of runestones.



FINDING TIME TO WRITE

--Naomi Rose



I have never known a client—myself included—who didn't sometimes struggle with finding time to write. Yet what is actually involved in finding time to write? What kind of "time" are we speaking of, here?

The very nature of Writing from the Deeper Self places the experience of writing *outside* of time. When we enter into that state, we are available to receive whatever insights, revelations, connections, openings, synthesizings, and blessings show themselves to us. In that

time-out-of-time, we are "doing" nothing—and we are *receiving* everything.

Writing a book from the deeper Self is a journey to our true nature, where we get to travel through the terrain of our inner being. This inner being of ours is rich with inner landscape, atmosphere, metaphor, imagery, language, and more. When we make time to enter this inner world in order to see what wants to tell us and how we can discover

more of ourselves in the process of writing, then we emerge as enriched and renewed as if we had spent a day on vacation, or off the busy-grid in contemplation or prayer. So the next time you feel the urge to write your book but don't see how you can find the time, first find the time to do nothing. Schedule a "do-nothing" hour, in which you just sit and muse, lie down under a tree, or find some other way of letting go into an unfocused state of ease. Once you are relaxed and receptive, material will start coming to you from within on its own. It may not be fully formed—just a fleeting image, or a bodily memory, or a vision gracing you while you are making yourself available. But that's enough. Your task is simply to record what comes. If it's truly yours, it will inspire you and remain with you (on the back, if not front, burner of your awareness). And then one morning, when you are finishing your shower, let's say, a sentence or a whole paragraph will show up at the door of your consciousness all at once—and it will be all you can do to wrap a towel around your precious wet body and race for a piece of paper and a pen to get it all down. That kind of inspired writing, you will *want* to make time for.

Copyright © 2010 by Naomi Rose. All rights reserved.

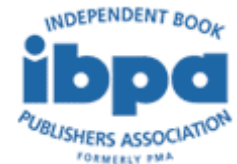
Naomi Rose is an award-winning writer, a Book Developer, and the creator of "Writing from the Deeper Self" (www.essentialwriting.com).

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>

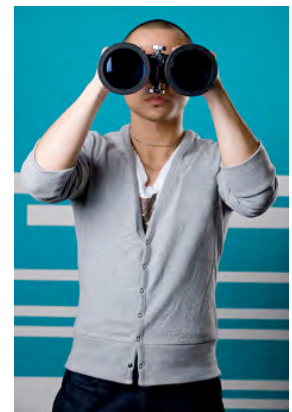


RESEARCHING FOR A BOOK, ARTICLE OR SPEECH?

--Dan Poynter

Use google.com/alerts and be sent the very latest info on the subject.

Google Alerts is a free, instantaneous clipping service.



HOW INK IS MADE

--Jacqueline Simonds.

Video

<http://laughingsquid.com/how-ink-is-made/>

How Ink Is Made

BY SOOTY BEALE ON OCTOBER 1, 2010

How Ink Is Made



8 STEPS TO HIRING THE AGENT YOU NEED

--Michael Larsen, Literary Agent.



It's been said that an agent is like a bank loan: You can only get one if you can prove that you don't need it. But there are more than 1,200 agents in the United States, and more than 90% of them must find new writers to make a living.

Here are eight steps to getting the agent you need:

1. Find a salable idea.
2. Write a proposal or manuscript. The only time to contact agents is when you have something ready to sell.
3. Research potential agents online and off as my previous post suggests.
4. Write an irresistible query letter about the hook, the book, and the cook, the subject of an upcoming post.
5. Follow the submission guidelines of the agents you contact. The comedian Steven Wright once saw a sign in a restaurant window that said: "Breakfast served at any time." So he ordered French toast during the Renaissance. Of course you don't want hear back from agents at any time. You want to hear yesterday. But don't call or email to see if your work arrived or when you will get a response. Established agents receive thousands of submissions a year and don't keep a log.

Make a note on your calendar or your copy of your query letter of when the agents' guidelines say you will hear from them and call or email them if you don't. If it's important for you to know that snail mail arrived, send it certified or get a return receipt.
- If you're mailing your work, and you don't want the material back, you still have to include a stamped-self-addressed #10 business envelope if you want to be sure to get a response. If you don't, you may lose the chance to get feedback and may only hear back if an agent is interested.
6. If the agent has a written agreement, read it to make sure you'll feel comfortable signing it, and feel free to ask the agent questions about it.
7. Meet interested agents to test the chemistry for your working marriage. Look at the challenge of finding and keeping an agent as creating and sustaining a marriage that has personal and professional aspects to it.
8. Choose the best agent for you, based on passion, personality, performance, and experience.

Then bask in the glow of satisfaction that an agent thinks enough of your book's potential and yours to represent you. I hope you find a professional, knowledgeable, and motivated mentor for the adventure that awaits you.

eBOOKS COSTING MORE THAN pBOOKS?

--Denny Hatch, author.

I think publishers are greedy and nuts.

It's like punishing Gutenberg for putting the monks out of business.

http://www.nytimes.com/2010/10/05/business/media/05follett.html?_r=1&emc=eta1

HOW TO WRITE A QUERY LETTER: GENRES AGENTS ARE DYING FOR NOW!

--Jeff Rivera

Everyday I'm on the phone with top agencies and literary agents that would have most writers salivating. They tell me on the down-low exactly what they're looking for in a writer and some of the inside secrets in getting them, to sign you. I thought I might share with you a few of the genres that they are dying for right now:



- 1) Middle Grade - If you write middle grade fiction and have a unique funny voice, agents will be ringing down your phone. Especially, if you write books for boys 9 -11 that are funny, funny, funny. "Stay away from bathroom humor," one agent who just sold a 3-book deal for her client said," but let's face it, some of the biggest selling boy books are full of farts, snot, and talking butts" (literally).
- 2) YA (Young Adult fiction) - Beyond just the Twilight books, YA fiction is one of the biggest selling genres right now in books. In fact, although most book sales have gone down, this genre has gone up. If you have a background in education, or are a camp counselor or babysitter or parent or aunt or uncle of a teen, definitely mention this in your query letter. Edgy, edgy, edgy - that's what they're looking for. Don't be afraid to have sex scenes or violence or curse words. And if you write clean cut Christian fiction, don't be afraid to mention that too. There's definitely a call for that as well. Don't talk down to teens talk up and keep your protagonist between 15 -21 years old if you can.
- 3) Graphic Novels - Oh, my God. If you want to light a fire and get a huge reaction from agents then tell them you have a graphic novel or better yet a graphic memoir. They're dying for them. You only need a 5 -page sample of your art work and a full summary. So, even if you can't draw, you can team up with an artist. We can help you with that by the way at: <http://www.GumboWriters.com>. One tip, try to stay away from comic book style art and do more of a style in the vein of Stitches by David Small or the Pulitzer Prize winning, Mause if you can.

4) High Platform Nonfiction Books - Platform is king, not content. One agent who just sold a book deal last week for over a half million dollars told me that editors are looking for one thing only, platform. Who cares if you can write? They can always hire a co-writer or ghostwriter to write with or for you.

If you have a huge platform mention it in your first paragraph. I would say in your first sentence, literally. I did this for one client a week ago and he had over 30 agents that responded to his query letter in less than 24 hours. As you know, a platform is a built-in fan base. It's guaranteed buyers (not potential ones) that are poised and ready to by it. One big wig publisher at a Harper Collins imprint told me a few days ago that saying you can get a lot media coverage isn't going to cut it nowadays. It helps to have pre-buys and bring those to the table. Exactly how many? And what can you do if you think you don't have a platform? Well, if you want to know more about how to do that, stay tuned and we'll go into more of that next time.

For more tips visit my new micro-site: <http://www.HowtoWriteaQueryLetter.com> And by the way, we're having a special for our query letter service from today to Monday, October 11th. 1/2 off, yes that's 50% off our normal price but only until this Monday then it goes up to its normal price. We guarantee we'll get at least 10 top agents to request to read your manuscript or proposal or double your money back.

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

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

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

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



ParaResources



100 MOST OFTEN MISPRONOUNCED WORDS AND PHRASES IN ENGLISH

See

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

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>



FOLLOW DAN POYNTER ON TWITTER

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

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.



GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES.

**ALL
THE BEST!**

See

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

SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. See <https://www.smashwords.com/books/view/2730>

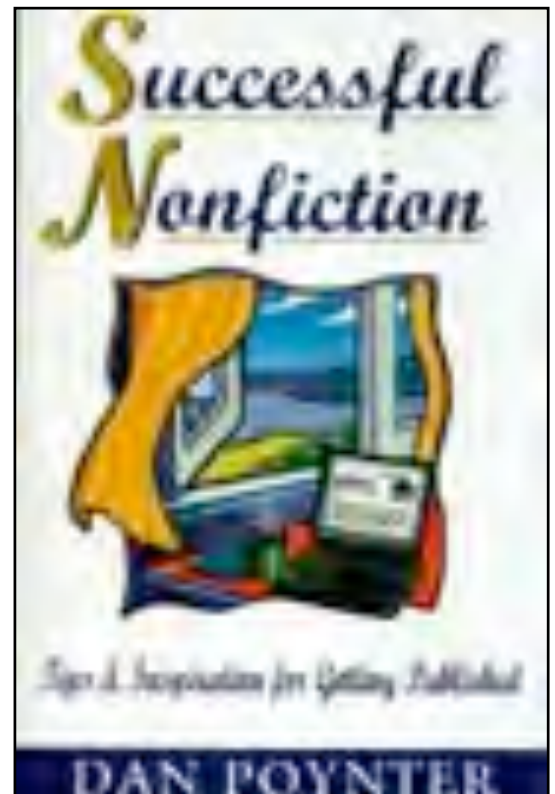
Dan Poynter has taken the whole business of writing nonfiction books and distilled it down to the most important tips or rules. *Successful Nonfiction: Tips & Inspiration for Getting Published* could well be described as *Life's Little Instruction Book* meets *Chicken Soup for the Writer's Soul*.

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.

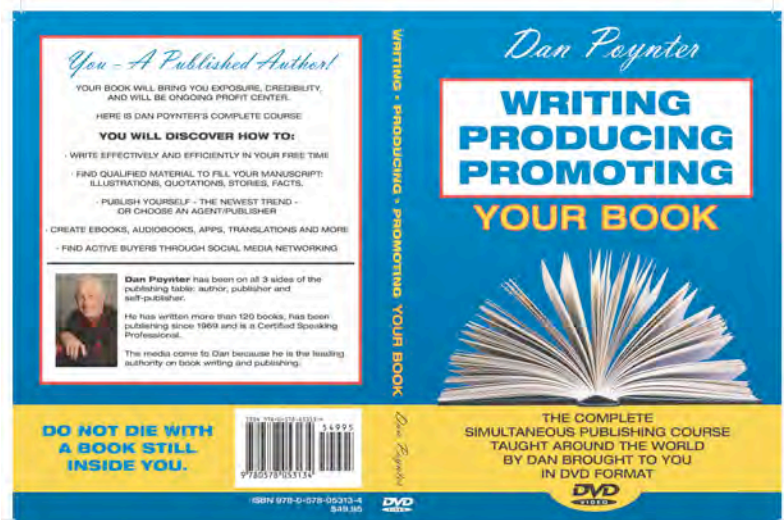
[HTTP://WWW.AMAZON.COM/SUCCESSFUL-NONFICTION-INSPIRATION-GETTING-PUBLISHED/DP/1568600615/REF=SR_1_1?IE=UTF8&S=BOOKS&QID=1246915530&SR=1-1](http://www.amazon.com/successful-nonfiction-inspiration-getting-published/dp/1568600615/ref=sr_1_1?ie=utf8&s=books&qid=1246915530&sr=1-1)



SIMULTANEOUS PUBLISHING COURSE NOW ON DVD Available from Amazon

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.

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

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

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

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.

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



ParaThoughts



HOW DO YOU HAVE A BOOK SIGNING WITH AN eBook?

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

An article in the *Philippine Star* raises an interesting question. How does an author *sign* an eBook?

<http://www.philstar.com/Article.aspx?articleId=613459&publicationSubCategoryId=71>
(Overlook the misspellings of people and company names)

That depends.

What is the purpose of a book signing?

For you: To bring attention to a book.

For the venue: To attract people to the store.

Terri Lonier says "Never do an *autographing*; always offer a *mini seminar*. Attract buyers to your book performance."

An autograph party says, "Come and appreciate me (and buy a book)"; a seminar says, "Come on down and I will give you something free (information) that will improve your life." Always think of the *benefit* to the potential customer. How can you lure them out of the house, away from the TV, and down to the store?

Autographings are not a party in your honor—you and your book are not even known yet. Your appearance is a promotional opportunity and you, the author, are the draw.

Where is the best venue for a book signing?

Until bookstores find a way to sell eBooks, they will not be interested in hosting you. On the other hand, there are more-focused venues to get together with your readers.

If you have a book on cats, a pet store would be a matching venue. The store wants more cat lovers to come through their doors. If you offer a mini seminar, they should not mind if you hand out brochures with directions on how to download your eBook.

These mini seminars may lead to longer presentations to other groups at other locations—for money.

When your parents taught you not to write in books,
they did not know they were raising an author who would autograph them.

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

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

Enjoying this ezine?
Forwarded it to friends.

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



ParaFreebies



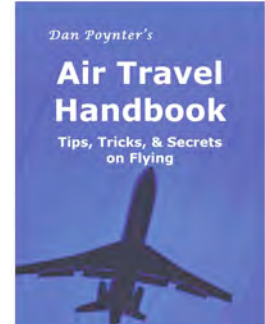
FREE

SAMPLE THE AIR TRAVEL HANDBOOK

Tips, Tricks, and Secrets on Flying.

by Dan Poynter.

Dan Poynter has collected travel tips from colleagues and from his own journeys. Travel can be easier and more fun if you know the inside secrets of the hospitality industries. Available in your choice of eBook formats.



<http://free-ebook-samples.com/sample/24746/dan-poynters-air-travel-handbook>

HOW TO ADD POWER TO YOUR ARTICLES PLUS 50 POWER WORDS AND PHRASES

--Eric Gruber, Your Article Marketing Expert

I've experienced a couple of revelations during my career as an expert copywriter and article marketer which instantly improved my ability to write killer copy whether it was for sales letters, squeeze pages or articles. Get the 50 words and an explanation.

<http://bit.ly/9r3g4a>

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**



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.

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

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 3-6. STARMEGADO2. Mileage run for Star Alliance frequent flyers.

Dates blocked.

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 11-18. RENO. Parachute Industry Association.

FMI: <http://PIA.com>

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, <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



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

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



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



April 14, 15 and 16. NOORDWIJK, Netherlands.

Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.

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

SOUTH AFRICA. APRIL 29 – MAY 1. CAPE TOWN.

Annual convention of the Professional Speakers Association of Southern Africa. FMI:



Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: nikki@psasouthernafrica.co.za Web:

<http://www.psasouthernafrica.co.za>

May 21-23. NEW YORK. IBPA Publishing University

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

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

SINGAPORE. May 28.



Asian Professional Speakers-Singapore. Annual convention.
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](http://www.marriott.com). Location Phone: +1-714-750-8000

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

GERMANY. GSA Sept 2011. Munich.



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

UNITED KINGDOM. October 6-9. Midlands area.

Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
 Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,



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

2012

UNITED KINGDOM. April 14, 2012. London Venue.



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

USA. July 14-17. Indianapolis.



NSA/US Convention.
Marriott Hotel.

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

UNITED KINGDOM. October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
3700 504,

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

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

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

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



ParaHumor



Fun with Words

FAVORITE TEE-SHIRT COPY

Living like a Gypsy with the wardrobe to match

A star in many police chase videos

Unapologetic flatulater

Heavily medicated for your safety

I came, I saw, I capitulated

If you met my family, you'd understand

They say I have ADD, but they don't understand. Oh look! A chicken!

It is what it is... or is it?

Empty promises. Calculated Betrayal. Sociopathic greed. Just another Monday.

My life is loosely based on a true story

Clown college graduate

I spill things.

Easily distracted by shiny objects.

Yo, fish. Bite me.

Yet, despite the look on my face, you're still talking.

You probably don't recognize me without my cape.

It must be tough dancing without your organ grinder.

Opinion donor

Show's over, move along

Years of therapy go down the drain after one conversation with you.

(:

(Generic Smiley)

=====

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

~~~~~  
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](mailto:DanPoynter@ParaPublishing.com)