



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

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

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A. ParaNews



1. COPYRIGHT OFFICE CHANGES FORMS

Form CO replaces Forms TX (for books), VA, PA, SE, and SR. Form eCO is online, provides tracking and comes with a reduced filing fee. See <http://www.copyright.gov/forms/>

2. IPODS AND IPHONES: DEATH FOR THE BOOK TRADE?

<http://iphonetouch.blorge.com/2009/01/19/ipods-and-iphones-death-for-the-book-trade/>

3. WANT A GREAT DEAL ON A BOOKSTORE?

--Noel Griese, http://www.anvilpub.net/southern_review_of_books.htm

Borders has been informed by the New York Stock Exchange that their stock is in danger of being delisted after trading for less than one dollar for 30 days. Borders stock closed 2008 at 45 cents a share, making its market capitalization \$27.2 million. The market values the company at such a low level that theoretically one could buy one of the company's superstores for a little more than \$50,000.

4. WHOLESALE BOOKSTREAM CLOSES

<http://www.bookstream.com/content/?cat=1>

5. PW LAYOFFS

Among those on the *Publishers Weekly* staff who are leaving the magazine are Sara Nelson, editor-in chief since 2005, and Daisy Maryles, executive editor, who had been with the magazine for more than four decades.

The main trade magazine to the book industry is being restructured by the publication's parent company, Reed Business Information. See

http://www.publishersweekly.com/article/CA6632350.html?nid=2286&rid=#reg_visitor_id#&source=link

<http://artsbeat.blogs.nytimes.com/2009/01/26/top-editor-at-publishers-weekly-is-laid-off/>

<http://robot6.comicbookresources.com/2009/01/publishers-weeklys-top-editor-laid-off-in-restructuring/>

6. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

DanPoynter@ParaPublishing.com

Your address book may show

dpoynter@impulse.net or another old address.

Please make the change now.

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

See

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



B. ParaTips



1. SAY HI-- GET OUT OF YOUR BUBBLE

--Rick Frishman- Publisher-Morgan James Publishing

<http://www.morganjamespublishing.com>



I just gave a speech at Stonybrook University in New York. At the speech one thing became clear immediately. Some of the people immediately started talking to each other and "networking" and some of them sat down and shut up. The ones who "said hi" and started to talk and network got double out of the event. They met people who could help them- and they found people that they can help. I think even a couple them even got a date- Every place you go- the store- the movies- lectures- is an opportunity- don't screw it up. Say hi, get out of your shell- see how you can help the people you meet in the room. Always have a business card ready to go (not at the bottom of your purse or in the middle of your wallet) Get everyone's card and then follow up. Send an email- make a phone call.

It is all in the relationships we make along the way- and every day is an opportunity to meet wonderful people. More tips at <http://www.rickfrishman.com>

2. FIND OUT WHAT THE EDITORS NEED

-- 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.



When you contact reporters and editors, don't go on and on about yourself and how wonderful your product or service is. Make their job easier. Their readership and ratings depend on how well they appeal to their target audience. Begin with "What are your readers looking for?" "What are you looking for?" and "What angle do you want your story to take?" The answers will help you fine-tune your pitch to serve their audiences needs. Can you offer some research material you've uncovered? Can you explain a complicated topic to the audience in easy-to-understand language? Be an eager, accessible source of information, and they will want to work with you again on future stories.

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

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

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



4. BOOK DESIGN: PROMOTING YOUR BOOK WITH ARTICLES

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



How does one promote their book? "Persistence and determination" are the best ways.

I suggest you plan to do two or three things on an ongoing basis, you'll find this will eventually bring you the notoriety you are looking for.

Articles are one of the first and best ways for getting noticed.

The 5 Tip format is as follow:

1. create an outline - list several important points of relatedness from your book to current news and events
2. create a title that covers several keywords relating to the subject you've chosen
3. think about what is next for your audience to be interested in
4. take your list and explain 2-3 of the points in greater detail
5. determine what your audiences' desires are and write a little about how your book can help

People want more information, and if you offer them easy ways to get it, they will respond with interest.

No matter what your subject, writing articles will help you take the first step to promoting your book.

Remember, do something every day toward your book and promotion.
 Karrie Ross, Book Design

5. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES?

The book trade is only interested in new books. Special-interest magazines are concerned on the value of the (nonfiction) information. Of course, it is best to send out review copies as soon as the books arrive from the printer but it is never too late as long as the book is not out of date. For a list of special-interest magazines, see <http://parapublishing.com/sites/para/resources/maillist.cfm>

6. 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>

7. SOCIAL NETWORKING FOR WRITERS

-- Meryl K. Evans, Content Maven for Hire, <http://www.meryl.net/>
 Twitter: <http://www.twitter.com/merylkevans>

It pays for writers to participate in social network sites such as twitter, LinkedIn, Facebook, and blogs. Participating keeps you in the loop and helps you find potential resources you'd otherwise never meet. For niche writers, use social search engines such as search.twitter.com, serph.com and icerocket.com to search for your niche topic and see what people are saying. Plus, you'll find experts in the field.



8. GETTING RID OF TRACKED CHANGES ONCE AND FOR ALL

You receive a document in an e-mail message from your colleague. It would make a good starting point for a document that you want to work on, so you save it under a new name and tailor it to your needs. It never occurs to you that your colleague left comments in the original document, because you don't see them in your copy. You're now ready to pass the document along to your customers, but you want to send them *your* document, not an accumulation of the original document, your colleague's comments, and your updates.

Typically, when Word tracks changes, it displays deletions with strikethrough formatting and insertions as underlined text. Both deletions and insertions—as well as comments (or "annotations")—can be displayed in balloons in the page margin. There are various ways to hide the revisions or comments—but all the revisions that were made while the Track Changes feature was turned on and all the comments that were inserted remain part of the document until they are accepted or rejected (or, in the case of comments, deleted).

Note, Turning off Track Changes does not remove the revision marks or comments from the document. Instead, turning off Track Changes enables you to modify the document without storing insertions and deletions and displaying them as strikethrough, underlining, or balloons.

For instructions from Microsoft, see

<http://office.microsoft.com/en-us/word/HA010983881033.aspx?pid=CL100636481033>

9. PR CAN STAVE OFF THE RECESSION FOR YOUR BOOK

-- Brian Feinblum, Planned Television Arts, Chief Marketing Officer
feinblumb@plannedtvarts.com 212-583-2718

All economic indicators and financial pundits agree we're in for a long and deep recession that could get uglier before it stabilizes. However that doesn't mean you can afford not to market or promote your book. In fact, this may be a better time for you to do so since conventional wisdom says the first thing to cut is advertising, marketing, and PR. What others fail to do shall provide you with less competition and more opportunity.



If you agree on the fundamental of business that the way to make a sound product or service profitable is to market it, then there's no reason to shy away from that just because the economy is rocky. But what you should do is spend wisely and get the most return on your investment.

True, the nation is in an economic war, meaning everyone is battling for the same dollar. Money is scarce, credit tight. But in order to make money you need to spend some. If you still believe there's a market for your book, then you must market to it. If you were convinced people won't be interested in reading it, don't promote it. But the economy didn't change this – only your perception did. If you have a book that appeals to 60 million dog owners or 160 million women or some other large group or targeted niche, you should market your book. The only thing that's changed with the recent economic tumble, is that you'll need to market smarter and, more often than before. It's a numbers game, always has been.

Over the past few months, despite a Wall Street freefall...

- The words in your book haven't changed.
- The ways to market your book haven't changed.
- The number of people who'd be interested in your book hasn't changed.

What's changed is fear rules reality, guessing trumps facts, uncertainty exceeds certainty. If marketing a book was good idea six months ago, then it's still a good idea today.

Okay, so fewer people will buy anything, and they will spend less money than before. But what will they buy? They will buy the book that helps them escape (a great novel, humor, photography), they will buy books for their kids, they will buy business books (to find a way to make money), and they will buy any book they would have bought previously unless that book covers a toxic topic. Toxic books include books whose advice can't be implemented: how to travel (no one is spending money on trips), how to buy a car (no one is buying cars) or how to buy and sell real estate during a boom (don't make me explain this one).

The rules to promoting a book during a recession are the same when the economy is solid: get out there and speak before groups, do radio and television interviews, send your book to reviewers, blog and seek out online opportunities; and tie your message to what's on people's minds or in the news.

If you let the recession scare off your promotional efforts you might as well not publish your book either. But if you recognize that there is opportunity in the marketplace, rev up your PR efforts and put your best foot forward!

If you want to know more on how to promote your book during a recession, please send your queries.

10. A NEW YEAR MAY MEAN MORE RETURNS

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



A new year brings to mind a fresh start. But for bookstores, it may also bring to mind fresh stock. Many authors unfortunately see high numbers in returns after January 1. Because many wholesalers' inventory systems make stocking determinations based on the average demand for a title over a given period of time, it's important to be consistent with your consumer marketing efforts. If the demand for a title dips for more than a six-week period, the title may be marked for return. Be careful about stopping and starting your marketing and publicity campaign. Buyers may hesitate to restock a title with a pattern of high returns.

11. WANT KILLER TESTIMONIALS? WRITE THEM YOURSELF

-- Susan Kendrick, President of Write To Your Market, Inc., specializing in book covers, business branding, and coaching, www.WriteToYourMarket.com

Ever wonder how other authors, speakers, and experts get those great testimonials for their books, websites, one sheets, and media kits?

Check out this article:



The reason you may avoid approaching well-know experts, bestselling authors, industry celebrities, and other people in high places for testimonials for your book ... is the very reason you should consider writing those testimonials yourself. These people are busy. They may want to help you, but getting around to writing a meaningful testimonial can be daunting. They want to make you look good. They want to look good, too! If you understand this, you can make the process easier for both of you.

You may be surprised to find out ...

Knowing you can offer a way to help will also make you more confident about aiming high and approaching your "ideal" testimonial sources for their support of your book. You may be pleasantly surprised to find out that many testimonials on book covers are created through this kind of collaborative partnership between author and quote source.

Help those who are helping you

Aim high. Do the best for your book. And, do it in a way that helps those that are helping you. Having testimonials ready for review is just another way to demonstrate your total professionalism as an author and expert. You show that you are a capable partner, one who can be trusted to take care of details and publish a quality piece of work.

Your source may approve a quote you have written without making any changes to it at all. Or, they may tweak it a bit. Or, they may use your quote as a springboard for their own thoughts. As with any kind of writing, some people just need a good running start.

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

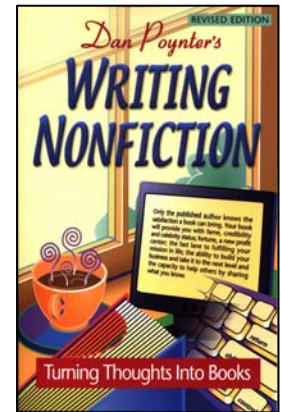
Pregnancy & Childbirth, Fertility, Adoption, Family Relationships, Special Needs Etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx
Joan Baird, Programs Manager, IBPA, the Independent Book Publishers Association
joan@ibpa-online.org, <http://www.ibpa-online.org>

3. IMAGINE BEING A PUBLISHED AUTHOR

Writing Nonfiction: Turning Thoughts into Books.

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?



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

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

4. GET HELP WITH YOUR PROJECT

BOOK SHEPHERDS are a particular kind of consultant. 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. 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:

Alan Gadney, OneBookPro@aol.com
Barbara Florio Graham (Canada), simon@storm.ca
Barbara Kimmel, barbara@nextdecade.com
Bob Goodman, rg@silvercat.com
Bobbie Christmas, bobbie@zebraeditor.com
Brian Jud, iMarketBooks@aol.com
Cynthia Frank, Cynthia@CypressHouse.com
Ellen Reid, BookShep@mac.com
Ernie Weckbaugh, CasaG@wgn.net
Gail Kearns/Penny Paine, Gmkea@aol.com
Jacqueline Simonds, jcsimonds@beaglebay.com
Jan King, jan@eWomenPublishingNetwork.com
Janice Phelps, jmp@janicephelps.com
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 Lisa Pelto, Lisa@ConciergeMarketing.com
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 Mary Embree, maryembree@sbcglobal.net
 Mike Vezo, mvezo@mac.com
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 Patrick Ang (Singapore), PatAngLH@singnet.com.sg
 Rita Mills, rmills@ghg.net
 Serena Williamson Andrew Ph.D (Canada), sw@serenawilliamson.com
 Sharon Goldinger, pplspeak@norcov.com;
 Shel Horowitz, shel@frugalfun.com
 Shum F.P. (Malaysia), shumfp@pd.jaring.my
 Simon Warwick-Smith, sws@vom.com
 Sylvia Hemmerly, PubProf@TampaBay.rr.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>

5. 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>

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[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

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- [642](#) Large Print Books: Making your Work Easier to Read.

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

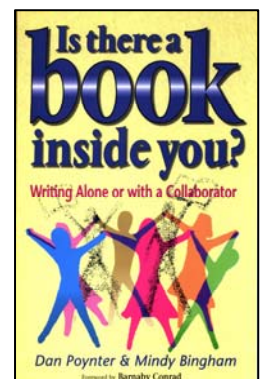
<http://parapublishing.com/sites/para/resources/allproducts.cfm>

7. 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.



You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.
<http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

8. WHERE TO SEND REVIEW COPIES AND NEWS RELEASES.

Advertising space is expensive. Editorial space is free. Use these lists to send review copies to magazines, newsletters, ezines, special contacts, and newspapers with subject-specific and book review columns. Review copies and news releases are your least expensive and most effective form of book promotion. For a current list of magazines and counts, see

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

Here is a partial list to show you what is available:

- 20 Accounting magazines
- 33 Advertising magazines
- 47 African American magazines
- 4 Almanacs
- 16 Native American magazines
- 29 Antique magazines
- 28 Architecture magazines
- 342 Arts/literary/poetry
- 110 Automobile magazines
- 290 Aviation magazines (73 foreign)
- 29 Banking magazines
- 28 Boats/boating magazines
- 48 Building/Construction/Home
- 12 Home-business magazines
- 761 Business Magazines (62 foreign)
- 170 Magazines for children
- 65 Book, etc., columnists.
- 264 Computer/Web Magazines and n/l
- 7 Consulting magazines
- 328 Consumer Magazines (24 fgn.)
- 334 Cooking Magazines & columns
- 63 Counter culture, new age
- 26 Disability
- 21 Direct mail advertising Magazines
- 19 Economics magazines
- 310 Education magazines
- 51 Electronics & video
- 25 Energy magazines
- 202 Entertainment magazines
- 158 Environmental Magazines & cols
- 17 Expert witness/forensics Magazines
- 199 Farming & Gardening Magazines
- 55 Fashion magazines
- 128 Financial magazines
- 236 Physical Fitness magazines
- 20 Gambling magazines.
- 47 Gay & Lesbian magazines



- 55 Gift magazines
- 640 Health magazines
- 35 Health food stores
- 223 Hobby & crafts magazines
- 115 Home decorating/remodeling
- 54 Horse magazines
- 60 Humor magazines
- 33 Industrial magazines
- 25 Insurance magazines
- 173 Legal magazines for attorneys
- 44 Magazines for librarians
- 192 Lifestyle columns
- 81 Management magazines
- 99 Magazines for the media
- 106 Medical magazines
- 57 Magazines for men
- 419 Military (Base papers, magazines for retired personnel & mil. Magazines) (168 foreign)
- 109 Military attaches at foreign Embassies
- 196 Air Force, Navy, Marine & CG libraries
- 73 Motorcycle magazines
- 81 Film/movie magazines
- 145 Music magazines
- 283 New age magazines and contacts
- 6 Magazines-nonprofit organizations
- 19 Nursing magazines/newsletters
- 15 Office magazines
- 117 Outdoor magazines
- 54 Parachute & skydiving magazines
- 1507 Newspapers with book review & features columns. (472 foreign.)
- 72 Alternative newspapers.
- 138 Parenting magazines
- 96 Pet magazines
- 35 Photography magazines
- 57 Police: Law enforcement & correctional officers
- 216 Political magazines
- 248 Magazines for book publishers
- 57 Real estate magazines
- 71 Relationship magazines
- 740 Religious magazines
- 157 Magazines for salespeople
- 251 Science magazines (13 foreign)
- 230 Seniors: magazines for older people
- 26 Sewing magazines
- 7 Sex abuse magazines
- 87 Singles magazines & n/l
- 14 Social service magazines
- 456 Sports and leisure magazines

- 90 Magazines for youths/teens
- 434 Travel magazines & travel columns (10 foreign)
- 23 Trucking magazines
- 59 Vocation/Career magazines
- 222 Magazines for women
- 130 Magazines for writers

Fiction Reviewers

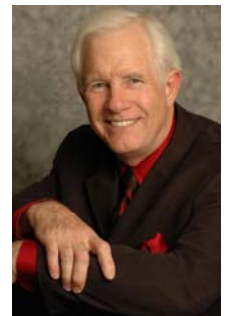
- 8 Mysteries
- 5 Romance novels
- 72 Freelance reviewers
- 450 Book review magazines

(Counts are constantly changing as we add to and correct the lists)

9. DINNERS WITH DAN

Dan Poynter is traveling the world to share his knowledge on book writing, publishing and promoting. He is probably headed for your area. See his Calendar at

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



This is your opportunity to discuss your book project with Dan over dinner (or sometimes a lunch). The agenda is to go around the table. Each participant describes who they are, what they do, what they want from their book and asks specific questions. Then Dan contributes ideas, sources and answers. Often other table-participants chime in.

Since each book is unique, they do not compete. That is why authors and publishers are so open, helpful, friendly and supporting. We are not competitors, we are conspirators. Discussing each others' projects over Dinners with Dan, becomes a great learning experience for all; many of the ideas can be applied to one's own project.

Your only cost will be your own meal.

Seating is limited to one table of nine eager participants plus Dan.

You must register and be confirmed ahead of time. Contact Becky@ParaPublishing.com. +1-805-968-7277.

Most of these Dinners with Dan are program-connected events. Dan is usually speaking on the subject the day after the Dinner. These Dinners help Dan to get to know you and your book project; they help him to prepare for the main program. These pre-event programs are valuable, fascinating and fun.

Scheduled Dinners with Dan events are posted in the ParaCalendar, below.

10. COPYRIGHT PROTECTION

When you register your book’s copyright in the US, where in the world are you covered? For a list of countries, see

<http://www.copyright.gov/circs/circ38a.pdf>

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I dare you to forward this ezine to writers and publishers.

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D. ParaThoughts



WHAT WILL HAPPEN TO THE BOOK INDUSTRY?

--Dan Poynter & John F. Harnish.

Brick-and-mortar bookstores are on the ropes. The independents are doing 8% of the business and sales are decreasing. Remember when they had 100% of the market? Borders is thought by many to be terminal. Traffic at walk-in stores is down and impulse buying decreases proportionately with the lessening traffic flow.

If the bookstores go out of business, who will the wholesalers sell books to?

If the bookstores and wholesalers go out of business, who will the six large (NY) publishers sell to? Amazon buys directly from the publisher – regardless of its size or number of titles – and more importantly, they will buy directly from the publishing author.

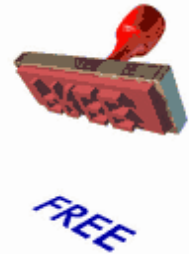
If the Gang of Six aren’t selling books, will they cut back even more on their advertising? *Publishers Weekly* is cutting staff, including Sara Nelson at the top.

The once towering giants are also laying off editorial and support personnel as they bid farewell to the mid-list authors of books not pulling projected sales.

Some BEA exhibitors are cutting back their participation (booth space). There will be fewer book buyers because there are fewer bookstores buying books. If more large publishers cut back or bow out, what will happen to the book fair? If the BEA implodes, will the PMA/IBPA host a publishing University in New York this year?



E. ParaFreebies



1. SUBSCRIBE TO PW DAILY AND OTHER SPECIALTY PERIODICALS

Get *PW Daily*, *Cooking the Books*, *Religion Bookline*, *Children's Bookshelf*, &/or *PW Comics Week*. See FREE Newsletter Subscriptions at <http://www.publishersweekly.com/>

2. WIN-A-BOOK GIVEAWAY DRAWINGS!

<http://www.bookloveclub.com/register.html>

3. AIMING AT AMAZON: THE NEW BUSINESS OF SELF PUBLISHING

No charge for the PDF book.

<http://www.newselfpublishing.com/books/AimingAmazon.html>
<http://www.newselfpublishing.com/samples/AimingAmazon.pdf>

--Aaron Shepard

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

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Writers and publishers love this newsletter. Why not forward it to them?

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F. 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>

2009

January 2 – January 18

AROUND-THE-WORLD SPEAKING ITINERARY

February 4-13. RENO. Parachute Industry Association Symposium. Fmi: Patricia Thomas, (813) 782-9242, pat@sunpath.com, <http://www.PIA.com>

February 14. San Francisco. Dinner with Dan. During the San Francisco Writers Conference. Mark Hopkins hotel. 6:00 PM. Limited to 9. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your own dinner.

February 14-15. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, Sfwriterscon@aol.com, <http://www.sfwriters.org/>

March 8 – March 30

AROUND-THE-WORLD SPEAKING ITINERARY

March 11-12. PARIS. The Association Française des Conférences Professionnels (AFCP). Dan Poynter to provide a keynote address. <http://www.association-conferenciers.com/>

March 13–14 ANTWERP. Professional Speakers Association of Holland. (PSA-Holland) Antwerp, Belgium. <http://www.psaholland.org>

March 19. SINGAPORE. Dinner with Dan. Royal Plaza on Scotts. Discuss your book project with Dan. Limited to nine. Register with Patrick Ang, +65 (6443) 9404 (Off), +65 (9853) 1380 (mob), patrick.anglh@gmail.com
Only cost is your dinner. 6:00 PM

March 21-22. SINGAPORE. Book Camp. 9-5. Fmi: Dr Mel Gill and Patrick Ang. Fmi: +65 (6846) 6168, drmelgill@gmail.com.

March 26. SYDNEY, Dinner with Dan. Sheraton on the Park. Limited to nine. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. 6:00 PM.

March 27-29. SYDNEY. 19th National Speakers Association/Australia convention. Fmi: 1-800-090-024, Secretariat@NationalSpeakers.asn.au,
<http://www.NationalSpeakers.asn.au>

April 5 – April 23.

AROUND-THE-WORLD SPEAKING ITINERARY

April 10. BLOEMFONTEIN, South Africa. Bloemfontein Flying Clubs. Fmi: Johan Naude, johan.naude@mangaung.co.za, (083) 492-8300.

April 11. BLOEMFONTEIN, South Africa. Bloemfontein Skydiving Centre. Fmi: Johan Naude, johan.naude@mangaung.co.za, (083) 492-8300.

April 16-19. CAPE TOWN, South Africa. 3rd Global Speakers Summit. South Africa. Fmi: Richard Mulvey, 0861 – 444888, richard@richardmulvey.com,
<http://www.nsasouthafrica.co.za/>, <http://www.iffps.org/>

April 19. CAPE TOWN, South Africa. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Register with Val Waldeck, +27 (0) 83 273 4700, <http://www.ValWaldeck.com>
3:00 PM. (Tea).

April 20. CAPE TOWN, South Africa. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model programme. Evening. Fmi: Val Waldeck, +27 (0) 83 273 4700, vWaldeck@telkomsa.net

May 6. MILWAUKEE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Site TBD. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner. 6:30 pm.

May 7. PEWAUKEE, Wisconsin. Turning Speeches into Books. National Speakers Association, Wisconsin Chapter (NSA/WI). Fmi: Robert Ian, (608) 523-4208, robertian@robertian.com, <http://www.wisconsinspeakers.com/>

May 8. NASHVILLE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner.

May 9. NASHVILLE. National Speakers Association/Tennessee chapter. Fmi: Raeus Cannon, raeus@CannonSystems.com, <http://www.nsatennessee.com/>, (615) 378-0120

May 15. MARQUETTE, MI. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Site TBD. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 16. MARQUETTE, MI. Upper Peninsula Publishers & Authors Association (UPPAA). 2009 Annual Conference. Fmi: Walt Shiel, 906-523-4118, WShiel@SlipdownMountain.com, <http://www.uppaa.org/>

May 22. LONDON, ON. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to nine. Oscar Taylor's Restaurant. To register, contact Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 23. LONDON, ON. Canadian Association of Professional Speakers/SW Ontario chapter. Dan Poynter on book writing, publishing and promoting. Fmi: Greg Schinkel (519) 685-2116, gschinkel@uniquedevelopment.com, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=276>

May 25-27. NEW YORK. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

May 28-31. NEW YORK. Book Expo America (BEA Book Fair), Javits Center. Fmi: <http://www.bookexpoamerica.com/>

July 17. PHOENIX, Arizona. Global Speakers Network meeting, prior to the NSA convention. <http://iffps.org/meetings.html>

July 18-21. PHOENIX. National Speakers Association (NSA/US) Convention. Phoenix, Marriott Desert Ridge. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

August 15. TAMPA. Dan Poynter on book writing, publishing and promoting. NSA/Central Florida. Fmi: <http://www.NSAcentralFlorida.com>

August 28-30. MISSOULA, MT. Parachute Industry Association. Holiday Inn, Downtown. Fmi: <http://www.PIA.com>

September 11-12. MANNHEIM. German Speakers Association (GSA). <http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

September 13. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention.

<http://iffps.org/meetings.html>

September 19. VANCOUVER, BC. Turning Speeches into Books. Vancouver chapter of the Canadian Association of Professional Speakers (CAPS). Fmi: Ron Grender,

ron.greender@gmail.com, 778-688-7065

<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:30 PM.

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500.

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

November 9. AMSTERDAM. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, victor@acquirol.nl

November 13-15. LONDON (area). Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November 19-22. PHOENIX. National Speakers Association (NSA/US) Fall Conference. Arizona Grand Resort. Fmi: 480-968-2552,

<http://www.nsaspeaker.org/meetings/index.xpl>

December 6-8. CALGARY. Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

December 11-13. UAE. PSA/ME. Professional Speakers Association/Middle East University/convention. <http://www.PSAme.org>

2010

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](#).

Location phone: +1-615-889-9300. Fmi:

http://www.nsaspeaker.org/nsa_events/default.asp

May 31-June 2. WASHINGTON. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 ,

<http://www.PMAonline.org>

June 3-June 6. WASHINGTON. Book Expo America (BEA Book Fair), Convention Center.

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

To write with a broken pencil is pointless.

When fish are in schools they sometimes take debate.

A thief who stole a calendar got twelve months.

When the smog lifts in Los Angeles, U.C.L.A.

The professor discovered that her theory of earthquakes was on shaky ground.

The batteries were given out free of charge.

A dentist and a manicurist married. They fought tooth and nail.

A will is a dead giveaway.

If you don't pay your exorcist you can get repossessed.

With her marriage, she got a new name and a dress.

Show me a piano falling down a mineshaft and I'll show you A-flat miner.

You are stuck with your debt if you can't budge it.

Local Area Network in Australia: The LAN down under.

A boiled egg, is hard to beat.

When you've seen one shopping center you've seen a mall.

Police were called to a day care where a three-year-old was resisting a rest.

Did you hear about the fellow whose whole left side was cut off? He's all right now.

If you take a laptop computer for a run you could jog your memory.

A bicycle can't stand alone; it is two tired.

In a democracy it's your vote that counts; in feudalism, it's your Count that votes.

When a clock is hungry it goes back four seconds

The guy who fell onto an upholstery machine was fully recovered.

He had a photographic memory which was never developed.

Those who get too big for their britches will be exposed in the end.

When she saw her first strands of gray hair, she thought she'd dye.

Acupuncture: a jab well done.

(Generic Smiley)

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The Small Print



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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. 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)