

Your Publishing Poynters Newsletter: January 15, 2005

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.  
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For the Small Print, scroll to end.

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<1-----ParaNews-----<

A. ONLINE SPENDING HITS RECORD NUMBERS IN 2004. See  
<http://www.responsemagazine.com/responsemag/article/articleDetail.jsp?id=142978>

B. ALL ABOUT SPAM. See  
<http://www.eweek.com/category2/0,1738,1304524,00.asp?kc=ewnws011005dtx1k0000599>

C. BLOG READERSHIP SURGED 58 PERCENT IN 2004. See  
[http://www.clickz.com/stats/sectors/traffic\\_patterns/article.php/3453431](http://www.clickz.com/stats/sectors/traffic_patterns/article.php/3453431)

D. BOOKNEWS NEWSLETTER NAME CHANGED to the Southern Review of Books to better reflect the main audience, members of the Southeastern Booksellers Association. The monthly newsletter, which highlights the SEBA Best-seller list, is free, and may be accessed by clicking on Southern Review.  
[http://www.anvilpub.com/Southern\\_Review.htm](http://www.anvilpub.com/Southern_Review.htm)

E. LONDON BOOK FAIR LOOMS: London now rivals Frankfurt as THE most important book fair in the publishing ferment. Not only is it first of the season--March 13 to 15 this year--but it concentrates on English

language books from around the world. The London Fair has grown so fast that it will have to move next year to giant new space on the Docks. International Publishers Alliance is a fixture at the London show, as we have been every year since 1990. Join us if you have any interest in selling foreign rights, finding foreign distributors, creating a foreign presence with reviewers, agents, brokers, book sellers, and the like. Contact Godfrey Harris at [hrmg@aol.com](mailto:hrmg@aol.com) for information.

F. NEWSPAPER SUBSCRIPTION DECLINE DUE TO PACKAGING of information. See

<http://www.pcmag.com/article2/0,1759,1747313,00.asp>

G. CHANGES AT BOOK-OF-THE-MONTH CLUB. See

<http://www.nytimes.com/2005/01/12/books/12club.html?oref=login>

H. 2005 LIST OF BANISHED WORDS. See

<http://www.lssu.edu/banished/current.php>

I. UPDATE ON INGRAM POD BOOK STOCKING. In late summer 2004, the Ingram Book Company, founder of leading POD printer LightningSource, announced it would no longer stock POD books in its warehouses. We speculate that this was caused by a glut of unsold vanity press books, clogging its facilities.

In theory, this was a natural extension of a pure "on-demand" philosophy: printing books one at a time, only after they are ordered. However, in actual practice, it created a huge obstacle for popular POD books.

Retailers reacted immediately, downgrading their listings for many POD titles to reflect long delays in shipping, surcharges, and in some cases (hardbacks in particular) no longer offering them for sale at all.

LightningSource reacted by offering to stock at least copy of each title, in an effort to ease the problems created by IBC going into the crucial holiday season.

LSI also offered to work with retailers to streamline orders, with a goal of making POD titles competitive by April of 2005.

During late 2004, retail orders for POD books dropped sharply, because retailers often found POD titles out-of-stock and were reluctant to back-order. The impact was especially hard on the best POD titles; those that sell dependably, month after month.

IBC simply did not keep up with demand, in its zeal to reduce inventories.

Early in 2005, it appears that LSI and IBC have made modest progress convincing retailers to list POD books competitively.

For example, hardbacks are no longer excluded, but typically show shipping in 1 to 3 weeks, rather than days. Paperbacks fare better in terms of shipping times, but are often out-of-stock when retailers inquire.

In summary, retailers remain reticent to place back-orders, regardless of how quickly they are filled. To make POD books competitive, IBC must address this issue. Until then, POD books remain at a disadvantage in mainstream book trade channels... especially those POD books that enjoy more than token public demand.

Stay tuned for another update in April 2005

--Dan Snow, U-Publish.com

J. BOTH SIDES OF THE PUBLISHING DESK. While Dan Poynter is known as the premier information source on self-publishing, he is really and expert on all book publishing. He is an author, publisher and self-publisher. He has sold his manuscripts to publishers, he has published other authors and he has self-published. Few people in the industry have such wide experience.

#### K. STORIES/INFORMATION WANTED

1. ARTICLES ABOUT HEALTH, ORGANIC AGRICULTURE, AND FOOD WANTED for new magazine: Field & Feast. See [www.fieldandfeast.com](http://www.fieldandfeast.com) and contact [fieldandfeast@aol.com](mailto:fieldandfeast@aol.com)

--Laurie Carlson, Ph.D.

2. STORIES FROM ADULTS WHO SURVIVED AN ABUSIVE RELATIONSHIP, whether it was your parent(s), spouse, friend or someone else you trusted who hurt you. Looking for stories of what happened (beaten, sexually abused, verbal abuse, tricked in a relationship, betrayed, etc), how you survived the situation, how you came to realize that you had survived and what you learned in the growing process of the event once you were healed, or if you never healed from it what you do now to forget about it. Stories will be compiled for a book about Surviving Abusive Relationships to help others. Don't be afraid to share your story; you'll get it off your chest plus you might help someone in the future to make painful decisions easier. I can make submissions anonymous if asked. Send to: [info@OnTheFarmPress.com](mailto:info@OnTheFarmPress.com)

--Jeanie

3. SPA BLISS/HORROR STORIES. Author is looking for stories about spa experiences with either stressed-out or "bliss-blessed" therapists, aestheticians and stylists. Have you ever come away from a spa experience more stressed than when you went in? Or were so transformed in a positive way that you now make it a habit? All replies anonymous. Contact: [robin@robinsilverman.com](mailto:robin@robinsilverman.com) or 701-787-0946

4. DIETS. I am looking for personal stories of both success and failure with any and all diets. Please contact Edita: [publisher@thewavegroup.com](mailto:publisher@thewavegroup.com)

5. I need stories about SPECIAL PEOPLE IN YOUR CITY THAT ARE MAKING A DIFFERENCE for those that are Poor and Homeless in your community, If I use your storie I'll make sure you are credited with sending me the storie in the book, Please go to my web page at [www.coppinc.com](http://www.coppinc.com) to send in stories, I thank you in advance  
--Richard G Tripp

6. CONTRIBUTORS WANTED for collaborative book titled "Sales Gurus Speak Out! (Publishing Summer 2005). Co-Publishers Kathy Glover Scott and Adele Alfano have created the best-selling books series 'Experts Who Speak...Speak Out! (5 volumes) with a half million dollars in sales for speakers and trainers. Would like to hear from men and women with proven expertise in sales training. For more info, please contact Adele at [adele@diamondwithin.com](mailto:adele@diamondwithin.com)

EDITOR'S NOTE on submissions. This "Stories/Information Wanted" section has become very successful. You are welcome to submit your wants. PLEASE make them (much) shorter than those above and refer to a website for more info. Thanks

==SEND YOUR NEWS ITEMS to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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"A writer lives in awe of words, for they can be cruel or kind, and they can change their meanings right in front of you. They pick up flavors and odors like butter in a refrigerator."  
~ John Steinbeck

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A. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to <http://parapublishing.com/getpage.cfm?file=/news.html>. To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

B. HELP DAN POYNTER TO HELP OTHERS TO MAKE A DIFFERENCE AND MAKE A LIVING WITH A BOOK. Dan is bringing his book writing-publishing-promoting message to groups of writers, publishers and professional speakers. Now he wants to approach other people with a book inside them: consultants, coaches, mentors, professionals, clergy, and businesspeople. Contact Dan if you know of a group that would profit from his programs. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

<2-----ParaTips-----<

A. CLICK THROUGH. Have you clicked on a web site in Google and you immediately saw this was going to be a sales pitch to buy something and you click off? Could the same thing be happening when people go to your web site?

I thought it didn't make any difference on my we site because people would just love to buy my stuff! I realized I was wrong after reading Tom Antion's e-book Click Version 2 ( <http://antion.com> ). My web site screamed that something was for sale. My web site stats (your IP probably has your web site stats available for free) proved most just left. A certain percentage will leave anyway because your site might not be what they were looking for.

I changed my two primary entrance pages to my web site to a great long page of good information. About ¾'s of the way down the page, when they are probably already sold that this is good stuff, they finally read that indeed there is something for sale that they now want.

Has it worked? Yep! Dramatically! The big clue was the web site stats showed more people staying on the site in the 3-10 minute and 10-30 minute time range. They are going to more pages. Since I have more than 200 pages of free information it was getting visitors to stay long enough to see that area and want to know more. It's not necessarily getting more folks to your web site (although this has happened). It's converting more of those who come in to sales. And, yes, sales have really increased.

It's already known that the longer someone stays on your site, the more likely they will return, gain trust, sign up for your newsletter and end up at some point buying something. It takes 4-5 direct in person face contact times to realize a sale. It takes 18-20 personal contacts to complete an Internet sale! The most effective way to accomplish that is to be in front of your visitors with a newsletter.

--Fire Captain Bob, [captbob@eatstress.com](mailto:captbob@eatstress.com)

B. SCAM ALERT. Recently our publishing company received an "unsolicited" email from a potential buyer of books. He requested a quote for [150 books]. Upon responding to this order we were asked to ship the books via Fedex Internationally. We quoted the sale and shipping. Within a day of responding the buyer agreed to pay full price for the books and over \$600.00 in shipping to his warehouse.

We were forwarded a very official looking email with a Mastercard account, shipping and buyer information. With this information we processed the credit card transaction and the sale was authorized. The total order was a few thousand dollars.

With any internet transactions we wait 4-5 days (at our merchant services request) prior to shipping. I became more suspect when more emails arrived from other similar "buyers" requesting quotes for [100 books] to the same country.

We immediately credited the card, called merchant services and determined the card was held by a US bank, not an international card as claimed by the buyer. Our next step was to alert the bank of this fraud so they might prevent more from occurring to the card holder.

Fortunately, our only loss came from the transaction fees. We were told that many people are stuck with the entire loss of products and shipping. The country of origin was Nigeria but I was also informed that more scams are stemming from Indonesia and Russia.

-- Bill Mitchell, <http://www.billmitchellpi.com>, 864-329-0530

C. MAKING SURE YOUR FILES ARE DELETED. Deleting a file on your computer doesn't get rid of it; it just erases the identification code that tells a computer where it is on the hard disk. Now you can selectively "erase" data files easily and effectively with a no-cost third party [Windows] application called "Sure Delete." It's available for download at [http://www.pcworld.com/downloads/file\\_download/0,fid,22393,fileidx,1,00.asp](http://www.pcworld.com/downloads/file_download/0,fid,22393,fileidx,1,00.asp)

--Jim Zinger, Hypmovation

D. BLOGS, BLOGGING, AND BLOGGERS have garnered much attention. All authors and speakers should have a blog: They are free to create and as a writer this medium provides an incredible way to get your thoughts in front of the world. I'm the author of the "300 Incredible Things to Do on the Internet" book series. My next title is: "300 Incredible Blogs on the Internet". However, before the book is published, it will be a blog. As such, I will get a tremendous amount of feedback from people all over the world. My blogging Web site: "Blogging about Blogs" presents incredible blogs. So, if you're a novice to blogging or a blog-addict, you will learn from this site:

<http://bloggingaboutblogs.blogspot.com>

E. AS A SELF PUBLISHER YOU ARE A PUBLISHER with all that entails so you will need a printer for the book. Printers generally require you to sign a contract. Whoever writes the contract usually wins the negotiation, so read the printer's agreement, read the printer's agreement, read the printer's agreement and finally, read the printer's agreement. This is a step you should take it BEFORE you sign it. When the printer says that proofing responsibility lies with the publisher they mean just that.

--Rich Schell, JD, 847-404-2950, [schell@wagneruslaw.com](mailto:schell@wagneruslaw.com).

F. COLOR. We respond to color or the lack of it before reading a book title. Color sets the mood of a book. Think about how you want to affect the viewer of your book cover.

--Robert Howard. [www.bookgraphics.com](http://www.bookgraphics.com)

G. KNOW WHERE TO PLACE WHAT. Trade publications and newsletters always end with a resource box that gives your name and contact information. Place your articles in these publications. The newsstand magazines are the best ones for interviews. No one knows who writes the articles in these publications, but everyone knows the experts quoted in them.

--Pam Lontos, <http://www.PRPR.net>

H. Create spin-off products from your book by distilling your contents into a tips booklet and selling the booklet without producing it yourself. Contact advertising agencies, public relations agencies, and corporate marketing and sales directors to license your tips booklet to them or their client accounts from a PDF file. They can use your booklet as a free download to attract more traffic to their website or they can produce it into hard copy. Either way, it serves as a promotional item to help them sell more of their product, service, or cause, and brings you additional income that also markets your books and related products in the process.

--Paulette Ensign <http://www.tipsbooklets.com>

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

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When you get a wake-up call,  
pick up the phone;  
when opportunity knocks,  
answer the door.  
--Unknown

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A. LIST YOUR BOOK on the Para Publishing web site along with your URL. There is no charge. See <http://parapub.com/successstories.cfm>

<3-----ParaResources-----<

A. PHOTOS TO ILLUSTRATE YOUR BOOKS. Contemporary and historical. See <http://www.photosource.com/search>

B. WANT TO FIND A CELEBRITY? The Celebrity Black Book by Jordan McAuley lists more than 40,000 of them. See <http://www.ContactAnyCelebrity.com>

C. FINDING BOOK REVIEW SITES. BookConnector.com is a new internet site that provides authors with a list of online book review sites. But it does more than just list them -- it intelligently matches a book's characteristics to a review site's submission guidelines. Check it out at <http://www.bookconnector.com>

D. OBJECT-GRAPH DICTIONARY. See <http://www.objectgraph.com/dictionary/?keyword=poynter>  
<http://www.objectgraph.com/dictionary/blog/>  
--Ken Leebow

E. PRIVATE LOC CATALOGING SERVICE. CIP blocks for independent publishers

Adrienne Bashista, Cataloger-At-Large  
<http://www.drtpress.com/cataloging/>

The Donohue Group  
<http://www.dgiinc.com/pcip.htm>

Quality Books  
[http://www.quality-books.com/qb\\_pcip2.html](http://www.quality-books.com/qb_pcip2.html)

Cassidy Cataloging Services  
<http://www.cassidycataloging.com/PublisherCIP.htm>

F. PMA's UPCOMING PROMOTION DEADLINES FOR JANUARY 15TH:

K-12 LIBRARY MAILING

Sent to 3,500 K-12 Acquisition Librarians Click here: <http://www.pma-online.org/programs.cfm>

BOOKS FOR REVIEW CATALOG

Sent to 3,500 daily metro and weekly newspapers Click here:  
<http://www.pma-online.org/programs.cfm>

SENIOR ISSUES TARGET CATALOG

Sent to 3,500 newspapers, 3,400 bookstores, AND 3,900 public libraries  
Click here: <http://www.pma-online.org/programs.cfm>

SPECIAL VENDOR MAILING

Sent to all PMA members.

<https://www.pma-online.org/resforms/index.cfm#a1>

PUBLISHERS WEEKLY CHILDREN'S SPRING ANNOUNCEMENT ISSUE

Contact Terry Nathan for a registration form: [terry@pma-online.org](mailto:terry@pma-online.org)

PMA'S ANNUAL RESOURCE DIRECTORY ADVERTISING

Contact Terry Nathan for a registration form: [terry@pma-online.org](mailto:terry@pma-online.org)

G. MAGAZINE LIST. See

[http://www.newpages.com/npguides/altmags\\_complete.htm](http://www.newpages.com/npguides/altmags_complete.htm)

H. BANTA WILL BE OFFERING EIGHT (8) COMPREHENSIVE PRINTING ORIENTATION PROGRAMS, at various print facilities, during 2005. Beginning March 14-16, 2005 through October 17-19, 2005. There is no cost to attend (Banta will cover costs of meals and hotel), however, attendees are responsible for transportation to and from the program. The complete details are outlined in the attached PDF. Contact

Paul Stanley if you or any of your colleagues are interested in attending *any of the programs.*

--Paul N. Stanley, 408-486-5505 [pstanley@banta.com](mailto:pstanley@banta.com) [www.banta.com](http://www.banta.com)

==>SHARE YOUR RESOURCE. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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People who deliberate too long  
before they take a step  
may spend their lives on one leg.  
--Anthony de Mello

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A. BOOK PROMOTION MAILING LISTS. Magazines, newsletters and other places to send review copies and news releases. See <http://parapub.com/maillist.cfm>

B. THE NEW BOOK MODEL. There is a faster, easier and cheaper way to produce a book today. See <http://parapub.com/getpage.cfm?file=newbook.html>  
Listen to Dan Poynter being interviewed on The New Book Model. Go to <http://parapub.com/getpage.cfm?file=/homepage.html>  
And scroll down to "On Air".

<4-----ParaThoughts-----<

WHAT IS AN eBook?  
--Dan Poynter

Calling a 20-page document an "eBook" is a bit presumptuous. An eBook is book length, it is the electronic file of the (ink-on-paper) pBook.

A shorter electronic publication may be an eDocument, an eReport or an eWhite Paper. It is not a "Book".

An eBook is designed and typeset to look like a book. It has margins, illustrations, headers and page numbers. Page for page, it is the same as the pBook edition.

Once your book is complete and converted to PDF for the printer, you can post and sell the same file as an eBook. You may offer it from your web site and can send it to dealers such as Amazon.com.

Most eBooks sell for \$5-8. You want more, call your Work a "course", a "special report", "a manual" or a "white paper." They have a higher perceived value.

See Document 615, pBooks to eBooks at  
<http://parapub.com/getpage.cfm?file=products.html>

<5-----ParaFreebies-----<

A. FORMULA FOR MAKING YOUR BOOK AN AMAZON.COM BESTSELLER. Learn how on free telephone seminar, Wednesday, Jan 19th with two authors who've gotten many books on Amazon Bestseller List. <http://www.freepublicity.com/Amazon/?10251>

B. PUBLICITY PLANNER - a calendar which helps remind me to take action and not miss publicity opportunities. Just print the twelve pages and keep them handy. Use a yellow or pink highlighter and a red pen to flag the dates you want to use and make plans, create news releases and take action to get them out to the media accordingly.

--Paul J. Krupin Targeted Publicity, Copywriting, Strategies & More ...  
Direct Contact 1-800-457-8746 509-545-2707  
<http://www.imediafax.com>

EDITOR'S NOTE: We had more ParaFreebies but they were accidentally deleted somewhere in my travels.  
Sorry.

<6-----ParaCalendar-----<

SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS  
ONE PRESENTATION AT A TIME.

A. 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.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to use innovative techniques and leading-edge technology to write your books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at <http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 20-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See [http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html)

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on parachutes and skydiving. See [http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html)

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://parapub.com/calendar.cfm>

2005

January 15-18: JACKSONVILLE. Dan Poynter on parachute/aviation subjects each evening at 8:30. Adam's Mark hotel. Parachute Industry Association. [Http://www.PIA.com](http://www.PIA.com)

January 20: EVERYWHERE – Teleconference. 1 pm Pacific/4 pm Eastern. Dan Poynter one how to get published. How to find an agent, how to locate a publisher and self-publish all at the same time. National Speakers Association Writing-Publishing Professional Emphasis Group monthly teleconference. Number to call: 512-225-3519. For the access code, Call PEG Chair Pam Lontos: 407-299-6128. Get the handout at [http://parapub.com/getpage.cfm?file=/speaking/forms\\_bank.html](http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html) P-40 Getting Published.

January 20-21: SAN DIEGO. Infinity Writer's Conference. Dan Poynter on book writing. Doubletree Hotel. Fmi: John Harnish, (610) 520-2500, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), <http://www.infinitypublishing.com>

January 25: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

January 29-30: AJIJIC (GUADALAJARA), MEXICO. Lake Chapala Writers Conference. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Also: Children's Books, On the Move and Spinoff Book Promotion. Fmi: Karen Blue or Harriet Hart, [MexicoBlue@prodigy.net.mx](mailto:MexicoBlue@prodigy.net.mx) or [ChateauCrow@hotmail.com](mailto:ChateauCrow@hotmail.com) , <http://www.mexico-insights.com>

February 4-6: BURBANK. National Speakers Association Winter Workshop. Writing Your Book by-the-Numbers. Dan Poynter supplies a 33-page template for writing your book. Just fill in the blanks. Writing-Publishing Professional Emphasis Group. Fmi: Pam Lontos, (407) 299-6128, [Pam@prpr.net](mailto:Pam@prpr.net), <http://www.NSAspeaker.org>. Dates Blocked.

February 10: GOLETA, CA. Santa Barbara chapter of the Experimental Aircraft Association (EAA). Lawnchair Larry: The story of Larry Walters who attached 43 weather balloons to a lawnchair in 1982. He shot into the air over Los Angeles—to 16,000 feet. 7:30 pm. See [http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html) Old Fire Station on Hartley Place, Goleta. Fmi: Vern Hanna, 805-967-9421; [vHanna@mindspring.com](mailto:vHanna@mindspring.com)

February 17: SAN FRANCISCO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The

full New Book Model program. 6:30 to 10:00 PM. fmi (415) 788-5500. Register on line and save. <http://www.LearningAnnex.com>

February 18-20: SAN FRANCISCO. Second Annual San Francisco Writers Conference. Sir Francis Drake Hotel. Dan Poynter will speak on writing. Fmi: Michael Larsen, (415) 673-0939, [larsenpoma@aol.com](mailto:larsenpoma@aol.com), <http://www.SanFranciscoWritersConference.com>

February 22: DENVER. Colorado Free University. Writing & Publishing Nonfiction, a seminar by Dan Poynter. The full New Book Model course. 5:57–10 pm. Fmi: Dawn Borg, [Dawn@compuskills.com](mailto:Dawn@compuskills.com) (303) 399-5593, <http://www.FreeU.com>

February 23: DENVER. Writing Your Book by-the-Numbers. Dan Poynter supplies a 33-page template for writing your book. Just fill in the blanks. Colorado Chapter of the National Speakers Association. Fmi: Don Cooper, (303) 832-4248, [Don@DonCooper.com](mailto:Don@DonCooper.com), <http://www.nsa.colorado.org>

March 8: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

March 12: ANN ARBOR, MI. Promoting Your Book, Accelerating Your Career. Books 201: Quick and easy techniques for promoting both your book and your speaking. Michigan chapter of the National Speakers Association. FMI: Cheri Najor at 248-444-4030, [cheri@kreativnrg.com](mailto:cheri@kreativnrg.com), <http://www.nsamichigan.org/>

March 13: ANN ARBOR, MI. Is There a Book Inside You? Books 101: The New Book Model Program. How to write, publish and promote your book. Michigan chapter of the National Speakers Association. FMI: Richard Paul, 800-579-8051, [VentKing@RichardPaul.com](mailto:VentKing@RichardPaul.com), <http://www.nsamichigan.org/>

March 18-20: SURFERS PARADISE, Australia. Dan Poynter on Book writing and publishing. National Speakers Association of Australia national convention. Fmi: [NSAA@ledger.com.au](mailto:NSAA@ledger.com.au), <http://www.NationalSpeakers.asn.au>

March 31-April 2: SINGAPORE. Internationally Speaking – A World of Possibilities hosted by The Asia Speakers Association of Singapore, International Federation of Professional Speakers and the National Speakers Association. <http://www.asiaspeakers.org/>

April 4-10: SINGAPORE and Kuala Lumpur & Johor Bahru, Malaysia.  
How to write, produce and publish your book Boot Camp. Fmi:  
Authorworks Sdn Bhd, Ms Shum FP, [ShumFP@pd.jaring.my](mailto:ShumFP@pd.jaring.my)

April 11: TELECONFERENCE on Writing Your Book. International Coach Federation (ICF). 6:30-8 pm Eastern Time/3:30 Pacific. Global Virtual Community meeting. The bridgeline for members and guests on the call is: 646-519-5883, Callers Pin No.: 0684#. Go to [http://parapub.com/getpage.cfm?file=/speaking/forms\\_bank.html](http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html) before the teleconference to get the following handouts.  
--Handout. Books 101, P-31: The New Book Model  
--P-47 Book Writing Layout Template. 33 pages.  
Fmi: Robin Retherford, 541-686-2720, [Robin@ActionCoaching.info](mailto:Robin@ActionCoaching.info)

April 16: DENVER. Colorado Independent Publishers Association (CIPA). Dan Poynter on Selling Books to Non-Traditional Markets and Recycling Your Material into Magazine Articles. Fmi: Mary Jo Fay, 303-841-7691, [MaryJo@outoftheboxx.com](mailto:MaryJo@outoftheboxx.com), <http://www.CIPAbooks.com>

May 12: WASHINGTON, DC. Learning Center Secrets, a new program by Dan Poynter for current presenters and those who want to break into this business. There are more than 25 private adult ed schools (such as First Class) across the U.S. and Canada. They have classes on every conceivable subject. Discover where the centers are, what they want and what to do when you get there. 6:27 to 10 pm. First Class, Inc., Lifelong Learning Center. Fmi: Deb Leopold, 202-797-5102, [TakeAClass@aol.com](mailto:TakeAClass@aol.com), <http://www.TakeAClass.org>

May 13: WASHINGTON, DC, First Class, Inc., Lifelong Learning Center. Books 101, The full New Book Model program. Fmi: Deb Leopold, 202-797-5102, [TakeAClass@aol.com](mailto:TakeAClass@aol.com), <http://www.TakeAClass.org>

May 14: WASHINGTON, DC. Washington Independent Writers. Dan Poynter on a Self-Publishing panel. Fmi: Joseph Barbato, 703-379-5441. [JABarbato@aol.com](mailto:JABarbato@aol.com), <http://www.WashWriter.org>

May 17: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

May 21: INDIANAPOLIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Indiana chapter of the National Speakers Association. FMI: Larry Holycross, 317-891-0158, [Larry@LarryHolycross.com](mailto:Larry@LarryHolycross.com)

May 31-June 2: NEW YORK. PMA Publishing University. Dan Poynter on book promotion. New York Marriott. Fmi: Publishers Marketing Association, <http://www.PMAonline.org>.

June 3-5: NEW YORK Book Expo America. Javitts Center, New York City. See <http://www.bookexpoamerica.com/>

June 6: NEW YORK. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. Fmi: 212-371-0280. Register on line and save. <http://www.LearningAnnex.com>

July 23-24: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

July 26: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

October 21: ORLANDO, FL. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. [bemis@nnba.net](mailto:bemis@nnba.net), <http://www.nnba.net> \$69. Open to the public.

October 24-26: SALT LAKE CITY. The Caterpillar Club; an historical aviation multimedia presentation for the Survival And Flight Equipment Association (SAFE). Fmi: Jeani Benton, 541-895-3012, [safe@peak.org](mailto:safe@peak.org), <http://www.SafeAssociation.com>

<7-----ParaHumor-----<

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

A GRADUATE ONCE APPLIED TO MED SCHOOL. Listed below are the results of his entrance test. Needless to say he didn't make it...

ANTIBODY: against everyone

ARTERY: the study of fine paintings

BACTERIA: back door to a cafeteria

BENIGN: what you be after you be eight

BOWEL: letters like A, E, I, O, or U

CAESAREAN SECTION: a district in Rome

CARDIOLOGY: advanced study of poker playing

CAT SCAN: searching for ones lost kitty

CAUTERIZE: made eye contact with her

COMA: a punctuation mark

CONGENITAL: friendly

CORTIZONE: the local courthouse

D & C: where Washington is

DILATE: to live longer

ENEMA: not a friend

GENES: blue denim slacks

HEMORRHOID: a male from outer space

IMPOTENT: distinguished, well known

LABOR PAIN: hurt at work

MINOR OPERATION: somebody else's

ORGAN TRANSPLANT: what you do to your piano when you move

PROTEIN: in favor of young people

RED BLOOD COUNT: Dracula

SECRETION: hiding anything

TABLET: a small table

TERMINAL ILLNESS: getting sick at the airport

TIBIA: country in North Africa

TRIPLE BYPASS: better than a quarterback sneak

TUMOR: an extra pair

URINE: opposite of "you're out"

VARICOSE: very close

(Generic Smiley)

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THE SMALL PRINT

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