



Your Publishing Poynters Newsletter: September 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. INDIGO, CANADA'S LARGEST BOOKSTORE OPERATOR, WILL ADD THREE NEW SUPERSTORES in Ottawa, Windsor and Montreal, along with new smaller-format Coles in Toronto and Uxbridge, Ont., and Whitehorse, Yukon. The new store openings will be the first expansion for Indigo since its merger with rival Chapters in 2001. See

<http://www.cbc.ca/story/business/national/2005/08/31/Indigo20050831.html>

B. ANNOUNCING PUBLISHING POYNTERS RADIO. Listen to the first program on book design (packaging); how to create a book that does not scream "self-published" and other news and features. See

<http://www.jackstreet.com/jackstreet/KPNT.E1.cfm> and turn up the volume.

For information on how you can publicize your books and message with your own syndicated radio program and podcasting, contact the Amazing Errol Smith, info@jackstreet.com

C. TRAFFORD PLEDGES \$1.6 MILLION FOR ENDANGERED LANGUAGES.

More than 6,500 indigenous languages around the world are severely endangered. With the last remaining native speakers of many dialects dying each year, POD publisher Trafford is pledging to help in the global race to document and teach these languages to youth. See

<http://www.Trafford.com>

D. BOOK SUMMIT ANNOUNCED FOR VALLEY FORGE, SEPTEMBER 29: "Industry Leaders Discussing the Future of Publishing in a Flat World". The

Book Summit will bring together the visionaries of modern book publishing to discuss production, promotion, and the challenges faced in the digital industry.

The Summit will be divided up in two segments, a gallery for spectators and a round table for the discussion group. Selected participants were invited to be seated at the round table because of their continuing contributions to the industry (see the attendee list on the web site). There will be no speeches, classes or exhibits. Invitations have also been extended to the book media. For details, see <http://www.booksummit.com/>. Also see the blog.

E. NEXT SANTA BARBARA BOOK PROMOTION RETREAT will be on November 12-13. The July workshop topped out at 23 (our physical limit) and there was a lengthy waitlist. Seats for November are filling quickly. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&us erid=10313032>

F. BOOK PAPER GETS BRIGHTER. In September, Domtar (Windsor), International (Williamsburg) and Weyerhaeuser (Husky) are increasing their brightness level from 84 to 92. Exactly when this change will show up in finished books will depend on the rate printers use up existing stocks in various sizes. "At our current rate of consumption, we assume it will be within a couple of weeks of the changeover at the mill. Rest assured, we will not mix the old with the new in any given title." says Deidre Stierle of McNaughton & Gunn in Saline, Michigan.

Stierle continued: "It is my understanding that what started as a marketing issue with one manufacturer has spread through the industry very quickly, much like interest rates and airline fares. However, it is interesting that the change seems to be supplier-driven, instead of something requested by our customers. It may have more to do with the cut paper market for computer printers and copiers than with publishers. At any rate, the change seems to be already decided."

For an explanation of brightness, see <http://www.redrivercatalog.com/infocenter/brightness.html>
<http://www.creativepro.com/story/feature/22500.html>

G. DAN POYNTER IS COMING TO VISIT. Please alert your colleagues. Birmingham, Burlington, Everywhere (teleconferences), Foster City, Goleta, Houston, Kuala Lumpur, La Jolla, Los Angeles, Melbourne, Oakbrook, Orlando, Ottawa, Pewaukee, Rancho Mirage, Reno, Salt Lake City, San Diego, San Francisco, Santa Barbara, Santa Monica, Singapore, St. Louis, Sydney, Tampa, Valley Forge, Waco, Washington, DC.
(MORE to be announced soon)

See the ParaCalendar on these content-filled seminars, below. See ALL the listings. Dan will visit some states/provinces/countries several times.
<http://parapub.com/calendar.cfm?>

H. TELECLASS FOR INTROVERTS AND RELUCTANT MARKETERS. Discover how to promote books without leaving home or making telephone calls. October

27. 4:30-6:00 pacific time 7:30-9:00 eastern time (1 1/2 hrs) \$45 includes \$29 bonus reports. For registration and the Five Questions Dan and bookcoach Judy Cullins will help you get answers for go to <http://www.bookcoaching.com/teleclasses.shtml> to Telelcass #2. Questions? <mailto:judy@bookcoaching.com> or cullinsbks@aol.com Or call toll f.ree 866-200-9743 or 619/466-0622

I. FINAL CALL FOR ENTRIES: "FRESH VOICES 2006 BOOK AWARDS"
The "Fresh Voices 2006 Book Awards" are exclusively for unpublished and self-published authors who would like to gain additional exposure to thousands of agents and publishers throughout the United States. Sponsored by the "Writer's Marketing Association" Details are available at <http://www.WMAConnect.com>

J. THE "EXPRESS YOURSELF..."™ AUTHORS' CONFERENCE, September 30 – October 1, 2005, at the Sheraton Park Ridge, in Valley Forge, PA, is unlike any other conference because the entire focus is on helping authors to become more successful in selling their books. At this unique annual event writers, authors, presenters, editors, agents, and leading publishing experts – including Penny Sansevieri, Dan Poynter, John Kremer, Brian Jud, and Melanie Rigney – share ideas and exchange information throughout the weekend in seminar presentations, panel discussions, shared meals, and one-on-one consultations. Registration is \$639 and that includes lodging and all meals. For complete information please visit: www.authorsconference.com

K. CALL FOR ENTRIES-HUMOR. The Association for Applied and Therapeutic Humor (AATH) will be presenting an award to the author of a book published between January 1, 2004 and December 31, 2005 which furthers the organization's mission-"to advance the understanding and application of humor and laughter for their positive benefits."

Two awards will be given: one for a member and one for a nonmember. The awards will be presented at AATH's annual conference in Austin, Texas, February 16-19, 2006. Deadline: December 31, 2005. Entry form and submission guidelines: http://www.aath.org/book_award.htm

L. PUBLICS' CONFIDENCE IN THE MEDIA DROPS TO 28 PERCENT. Recent stories found to be hoaxes. See <http://napco.com/newsletters/stories/commonsense/commonsense/284132266811822.html>

==>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

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“Every writer, by the way he uses the language, reveals something of his spirit, his habits, his capacities, his bias....Avoid the elaborate, the pretentious, the

where I'd worked for 30 years. I was 58, still full of enthusiasm and terrified that I'd never find another job. After sitting around for a month feeling sorry for myself and getting on my wife's nerves, I decided, since I was in sales, to get on the phone and start selling myself. I called everyone I knew even slightly, letting them know exactly what I was looking for. One of the 500 calls panned out and I found a great job. Yes, that's right, it took 500 calls. Fear of losing everything (my wife is disabled and can't work) was a great motivator.”

This may be simplistic, but it's the kind of problem>negative reaction>solution> take away--story I'm looking for.

--Lynn Colwell, Lynn@bloomngrow.net, www.bloomngrow.net

H. CHIROPRACTIC STORIES. I have a website devoted to providing information about chiropractics and chiropractic care. If you have experiences with chiropractic - either good or bad, I would love to publish your story.

--David Chandler, david@manifestmarketing.com.au

I. I've just begun work on a book that will honor PEOPLE WHO RESPONDED TO THE HURRICANE KATRINA SURVIVORS with love, compassion and generosity. My request is for stories that will go in this book. The book will first be released as an electronic publication, and then a printed version will be created later on. Once the book has been completed 100 percent of the sales will go to the American Red Cross (both the electronic and printed books).

Subscribers who wish to submit stories can email them to me at stories@amazingearthangels.com. All contributors will be acknowledged in the book and receive a copy.

--Shelly Williams

==>SEND YOUR STORIES WANTED ITEMS to

DanPoynter@ParaPublishing.com

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"The only reason for being a professional writer is that you can't help it."
--Leo Rosten

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<3-----ParaSale-----<
SELLING OUT/PARTNER WANTED/TITLE CLOSEOUTS/ PUBLISHER SOLICITED.

A. For Sale: WORD | San Diego, the Monthly Magazine Celebrating and Connecting San Diego's Writers and Readers. Ideal home business for writer-

editor. Excellent branding. Respected reputation. Diverse and solid promotion platform. Established October 2004 and distributed throughout SD County, including all Borders Books. Have published exclusive interviews with Arianna Huffington, Ray Bradbury, David Sedaris, Lawrence Ferlinghetti, Janell Cannon. Full website/domain included: <http://www.WORDsandiego.com>. Volunteer staff in place. Many connections with writing-publishing-educational communities. Excellent vendors. Loyal advertisers. Emailing list of approximately 3,000 opt-in addresses including media contacts. Owner will assist in transition. No debt. Now making small profit. Note: \$15,000 firm. Will sale only to resident(s) or non-profit organization of San Diego County. Serious inquiries only.

Email: db@WORDsandiego.com

B. REMAINDERS – Buy & sell. See

<http://www.skufLOW.com/ssl/myremainders/>

==>SEND YOUR SELLING-OUT NOTICE, COMPANY OR STOCK, TO
DanPoynter@ParaPublishing.com

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It doesn't matter whether you sell out to a large New York book publisher or publish yourself, the author must do the promotion.

Publishers do not promote books. They have the books manufactured and distribute them to stores.

It is up to the author to get the customer into the stores to pull the books through the system.

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

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<4-----ParaTips-----<

A. APPROACHING THE MEDIA

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

Every contact you make with the media should be considered an interview. They are always listening. Do you have energy in your voice? How do you sound? Are you a fast answerer? Stand when you're on the phone and smile when you talk. Your alertness and excitement will come through in your voice. Even if they say you're on, you can still be cancelled.

B. THE OUTSIDE OF YOUR BOOK SELLS THE INSIDE

--Ron "Hobie" Hobart, <http://www.BookCoverTips.com>

Why is your book cover so important? 23 seconds. That's how long potential buyers will look at your book's front and back cover before deciding whether to buy it or to put it back on the shelf. No wonder then that a full 75 percent of booksellers surveyed by Publishers Weekly said that the cover design was the single most important element of a book. And it's not just customers who are influenced by your book cover design. Your book cover makes or breaks your ability to secure a distributor. It influences the amount of marketing support your publisher will commit to your book. It even determines how many copies a bookstore will order. The cover is the single most important factor in successfully publishing, promoting and selling your book.

C. MEDIA PERILS INSURANCE

--Rich Schell, JD, 847-404-2950, schell@wagneruslaw.com or

You may decide not to acquire media perils insurance but you should understand legal risks involved in publishing such as defamation lawsuits. If you do get media perils insurance, check to see if it or other coverage you have will cover the books in storage and transit. Books are big, heavy and relatively expensive to ship, make sure if something goes wrong you're covered. Hint—read the exclusions first. It's more important to know what you are not covered for than what you are covered for. What the bold print giveth, the fine print often taketh away.

D. USING BLACK/WHITE PHOTOS ON YOUR COVER

--Robert Howard. www.bookgraphics.com

Black and white photographs can be used effectively on covers when used with colored backgrounds. B/W photos can also be color tinted for dramatic effect. Duotone and Tritones use color tints to alter B/W photos.

E. HELP PUBLISHING POYNTERS-help your colleagues.

This ezine relies on subscribers to send in tips and resources.

So, it stands to reason, the more subscribers, the more tips.

You can expand the circulation by telling your book colleagues about Publishing Poynters--and collecting business cards.

Then mail the cards to us.

Your writing & publishing colleagues will thank you for being so thoughtful.

F. HIGHER PRICES LEAD TO HIGHER PROFITS.

--Paul Lemberg. See

<http://www.paullemborg.com/higher-part1.html>

Also see

[604](#) How to Price Your Book at

<http://parapub.com/getpage.cfm?file=products.html>

G. REALLY COOL WAY TO PITCH YOUR BOOK TO MEDIA.

-- Kim Dushinski, Partner, MarketAbility.com

www.HowToMarketMyBook.com

If I had a nickel for every time someone told me how much they love getting access to the media and finding out what stories they are working on right now

--I could go see Star Wars this weekend and buy a large popcorn, Milk Duds and a big ol' drink. (That's about 500 nickels worth =:) If you aren't familiar with PR Leads, then you really should be.

Dan Janal is waiting to introduce you to PR Leads here:

<http://www.PRLeadsForYou.com>

H. SPECIAL-SALES buyers do not buy your books, but the benefits your books can offer. Show your prospects how the content of your books will help them improve their sales, competitive position or brand profitability.

Excerpted from the Publishers Weekly book Beyond the Bookstore, by Brian Jud. www.bookmarketingworks.com

I. FINDING LOST M.ONEY. See <http://www.Unclaimed.org> (not com).

<http://www.unclaimed.org/mainframe.asp?VisitorType=owner>

Drill down in states where you, relatives and colleagues have lived. In the first 30 seconds, I found \$98 in a bank account belonging to my father and his aunt (both now deceased). I have found tens of thousands of dollars belonging to family and friends—and waiting to be claimed.

--Dan Poynter

J. CHILDREN'S BOOKS, a faster, easier, less-expensive way to publish. A Ron Pramschufel interview with Dan Poynter. See

<http://www.wbjbradio.com/viewshow.php?id=35>

K. FINDING AND WORKING WITH A COVER DESIGNER. This step-by-step guide to the cover design process offers helpful tips on how to choose the right designer for your book, request a proposal, communicate successfully with your designer, and evaluate the designs presented. Three design concepts for several covers are included for comparison. See

<http://www.1106design.com/pdf/steps.pdf>

<http://www.1106design.com/>

L. TEST PROMOTION BEFORE INVESTING TOO MUCH IN IT.

—Eric Gelb, MBA, CPA, <http://www.PublishingGold.com>

Pick ONE Thing—the Marketing Idea or Tactic that Catches Your Eye or Spirit and Implement that First. If it works, repeat it, expand it, and build from there. If not, move on.

I joined the publishing field in 1991 and attended my first PMA University in 1994. I found that there is so much energy and so much information, that it can be difficult to decide which tactic to implement first or the information [overload] can become so overwhelming that we shut down.

Again, pick one small (manageable) item, just get started, and make it happen. If that one item fails, move on.

M. MORE THAN MEETS THE EYE!!

--Karen Ross, Book Cover and Interior Design, karen@karenross.com

Your book cover is more than you see...it's what you think as well. More than once a new publisher has come to me with a cartoon for their cover 'because all the other books in the category had used a similar image' so it must work. Not necessarily true.

Is your book funny? Does it need to be introduced in a non-threatening way? Leave your options open to other possibilities when you hire a designer. I usually give at least two cover layouts one the way the customer has requested and one or more of my take on it. Knowing the right questions to ask make all the difference in the final result.

N. GET YOUR CHRISTIAN BOOK “FLAGGED”.

--Clint Greenleaf, CEO of Greenleaf Book Group, LP
www.greenleafbookgroup.com or 512-891-6100

Most Christian bookstores order from a specific title list of books through Spring Arbor Distributors, a division of Ingram, that have been CBA (Christian Booksellers Association) flagged. The aim of Spring Arbor is to “enhance people’s relationship with God and spread Jesus Christ’s message to the world.” If your title fits the bill, talk to your distributor about submitting your book to be CBA flagged. They will need the title, ISBN, and a synopsis of the book. If the Christian connection is not clear, they may ask you to send a copy for review.

O. MARKET YOUR BOOK BEFORE YOU WRITE CHAPTER ONE

--Judy Cullins, judy@bookcoaching.com, www.bookcoaching.com

It's best to start marketing while you write your book. It gives you the bigger picture of how your book with help your specific audience as well as writing more focused, organized and compelling copy faster. If you are nearly finished or already published you can boost your book sales to make consistent monthly book income of \$4,000 plus a month.

When you market early, you can hit the ground running when book is finished. You can start making cash flow to help with needed promotion.

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

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Finishing some books is like saying goodbye to a dying friend.
--Michael Levine.

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A. TOP TEN BLOG HOSTS.

Blogspot.com

LiveJournal.com

TypePad.com

Xanga.com

AOL Journals

Blogs.com

MSN Spaces

Blogdrive.com

GreatestJournal.com

DiaryLand.com

--InformationWeek.com, August 15-22, 2005.

B. RESOURCES ON COPYRIGHT. See

Here are two useful sites about copyright. (Reported by www.writersweekly.com.)

--Chart Showing When U.S. Works Pass Into The Public Domain.

<http://www.unc.edu/~unc1ng/public-d.htm>

Thanks to Garrett Craig for sending this link in!

--Stanford University's Page on Copyright And Fair Use.

<http://www.writersweekly.com/stamford.html>

And thanks so Cindy Murphy for sending this link in!

C. DO-IT-YOURSELF WEBSITES. Now authors and publishers can have an online presence without webmaster fees. See

<http://www.AmericanAuthor.com>

D. SELLING TO CATALOGS. 7,000 catalogs are published in the U.S. and 1,000 more are available in Canada. Each year they mail 11.8-billion catalogs to recipients. Catalogs move lots of books. You can get your book into several category-specific catalogs. See Document 625 at

<http://parapub.com/getpage.cfm?file=products.html>

E. RESOURCES FOR WRITERS. See

--AbsoluteWrite.com

<http://www.AbsoluteWrite.com>

--Worldwide Freelance Writer Newsletter

<http://www.worldwidefreelance.com>

--The Writer

<http://www.writermag.com>

--Writer's Digest

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

--WritersWeekly.com
<http://www.writersweekly.com>

F. SHAKESPEARE INSULTS GENERATOR. See
<http://www.william-shakespeare.org.uk/a2-shakespeare-insult-generator.htm>

G. DOES SELF-PUBLISHING WORK? It worked for John Grisham, Richard Nixon and Stephen King. See Document 155 at
<http://parapub.com/getpage.cfm?file=products.html>
and see
http://parapub.com/success_list.cfm?

H. TITLES SELL THE BOOK. Some six out of ten books on the bestseller lists have dynamite titles. See Document 156: book titles that were changed at
<http://parapub.com/getpage.cfm?file=products.html>
and Document 626, Selecting a Book Title That Sells at
<http://parapub.com/getpage.cfm?file=products.html>

I. QUICK ONLINE DICTIONARY: GOOGLE. Type define:word (without spaces) and Google will define the word.

J. NEED A PRO TO WRITE ADS OR NEWS RELEASES? See the Supplier List at
<http://parapub.com/supplier.cfm?>

K. SEARCH ENGINES. Which ones work together. See
<http://www.ihelptyou.com/search-engine-chart.html>
<http://searchenginewatch.com/>

L EVERYTHING YOU SHOULD KNOW ABOUT PUBLISHING, PUBLICITY & BUILDING a PLATFORM by Arielle Ford is a step-by-step resource guide that is an insider's blueprint to jump start your career as an author and publisher.

The 5-CD, 180 page course reveals every secret and strategy she's used for the past fifteen years including her contacts at Oprah, samples of press releases, pitch letters, bio's and documentation she sends to the media.

Arielle has publicized most of the bestselling self-help authors. 11 are NY Times #1 bestsellers including Deepak Chopra, Mark Victor Hansen and Jack Canfield of the Chicken Soup for the Soul series, Wayne Dyer, Dean Ornish, Gary Zukav of The Seat of the Soul, don Miguel Ruiz who wrote The Four Agreements, Neale Donald Walsh who wrote Conversations with God, Marianne Williamson, Louise Hay, Debbie Ford, Jorge Cruise (America's #1 Diet Coach) and many more.

Besides taking these authors careers to undreamed of heights, including getting them on Oprah, Good Morning America and countless other programs, Arielle has written six books herself. She is both an author and a publicist.

See <http://www.everythingyoushouldknow.com/dp/> and note the discount.

This amazing program will set you firmly on the path to becoming a flourishing

and productive author.

Be sure to sign up for Arielle's free "Bestseller Strategies" newsletter too. There's a sign-up page right on the web site.

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

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It is by sitting down to write every morning that one becomes a writer. Those who do not do this remain amateurs.
--Gerald Brenan

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<6-----ParaThoughts-----<

BLACK/WHITE PRINT IS MOVING OFFSHORE. Color book printing has long been done in Hong Kong. Now black/white printing is moving to India and China. Read "The World is Flat" by Thomas Friedman.

In the future, local printing will be done with digital technology but toner-based books will be printed in shorter runs and where a quicker turnaround time is required.

Larger publishers with an 18-month production cycle will adapt easily. The more nimble smaller publishers will continue to print digitally.

We predicted this scenario years ago. Were you listening?

See *Buying Book Printing* at <http://parapub.com/getpage.cfm?file=products.html>

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

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They're fancy talkers about themselves, writers. If I had to give young writers advice, I would say don't listen to writers.
--Lillian Hellman

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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

September 16-18: RANCHO MIRAGE, CA. Greater Los Angeles chapter of the National Speakers Association. Dan Poynter and the Gold Coast Speakers on master=mind groups. See <http://www.nsaglac.org/>

September 20: 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>

September 21: HOUSTON. Junior League of Houston. Private seminar. Date blocked.

September 24-25: BURLINGTON, VT. Burlington Literary Festival. Dan Poynter speaking on Saturday and Sunday. FMI: Andrea Grayson, University of Vermont, Continuing Education, 802-656-0415, [Andrea.Grayson@uvm.edu](mailto:Andrea.Grayson@uvm.edu). <http://www.vtchamber.com/events/index.html?event=674>

September 29: VALLEY FORGE. Book Summit: Industry Leaders Discussing the Future of Publishing in a Flat world. Fmi: <http://www.BookSummit.com>

September 30–October 2: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500. <http://www.infinitypublishing.com>

October 3: TELECONFERENCE. Promoting books with radio interviews. Dan Poynter will interview the legendary, best-selling author and Radio Publicity expert Alex Carroll. Discover how to get on the best shows and what to do when you get there. 5pm Pacific/8pm Eastern. Ninety jam-packed minutes. F-R-E-E. Simply call 620-294-4000 and enter the Conference Number at the prompt: 222089#.

October 6: SAN DIEGO. 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 619-544-9700. Register on line and save. <http://www.LearningAnnex.com>

October 7-9: LA JOLLA, CA. La Jolla Writers Conference. Fmi: Antoinette Kuritz, [jkuritz@san.rr.com](mailto:jkuritz@san.rr.com), 858-467-1971. <http://www.lajollawritersconference.com/main.html>

October 15: WACO, TX. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Saturday 9 am – 1. Fmi: Marian Fleischmann, (254) 366-7454, [mFleischmann@HOT.rr.com](mailto:mFleischmann@HOT.rr.com)

October 20: ORLANDO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Shop. Books 101: The full New Book Model program. 6:27 to 10:00 PM. fmi Jan Schwartz, 407-671-9505, <http://www.TheKnowledgeShop.us>

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>

October 27: PROMOTE YOUR BOOK NATURALLY--FOR INTROVERTS AND RELUCTANT MARKETERS TELECLASS Time 4:30-6:00 pac time 7:30-9:00 eastern time (1 1/2 hrs) \$45 includes \$29 bonus reports. For registration and the Five Questions Dan and bookcoach Judy Cullins will help you get answers for go to <http://www.bookcoaching.com/teleclasses.shtml> to Teleclass #2. Questions? <mailto:judy@bookcoaching.com> or [cullinsbks@aol.com](mailto:cullinsbks@aol.com)  
Or call toll free 866-200-9743 or 619/466-0622

October 29: St. LOUIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. St. Louis chapter of the National Speakers Association. FMI: Linda Henman, [LDhenman@aol.com](mailto:LDhenman@aol.com), 314.416.8973, <http://www.nsastlouis.org/>. Individual consultations available Saturday afternoon. \$50 for 20 minutes. Call Becky at 805-968-7277 to schedule.

November 12-13: SANTA BARBARA. Book marketing/promotion/distribution retreat 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>

November 15: 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>

November 18: OAKBROOK/CHICAGO. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. National Speakers Association/Illinois chapter. Fmi: Jeff Korhan, 630-774-8350, [jKorhan@TrueNature.com](mailto:jKorhan@TrueNature.com), <http://www.nsa-il.org/>

November 19-20: FOSTER CITY, CA. Cat Writers Association. Dan Poynter on publishing. Fmi: Fran Shaw, (717) 397-9531, [franshaw1@juno.com](mailto:franshaw1@juno.com), <http://www.CatWriters.org>

December 1-3: OTTAWA. Canadian Association of Professional Speakers annual convention. Hilton Lac-Leamy, Ottawa-Gatineau. Fmi: <http://www.canadianspeakers.org/>

2006

January 5-8. TUCSON. NSA-U. Dates blocked.

January 27-29. RENO. Parachute Industry Association. Dan Poynter on an aviation subject. FMI: <http://PIA.com>

February 10-12: ARLINGTON, VA. National Speakers Association Winter Workshop. Fmi: <http://www.NSAspeaker.org>

February 17-19: SAN FRANCISCO. Third Annual San Francisco Writers Conference. Mark Hopkins Hotel. Dan Poynter will speak on Getting Published. Fmi: Michael Larsen, (415) 673-0939, [larsenpoma@aol.com](mailto:larsenpoma@aol.com), <http://www.SFwriters.org>

March 31-April 2. SYDNEY. National Speakers Association of Australia. Dates Blocked.

May 16-18. WASHINGTON, DC. Publishers Marketing Association Publishing University.

May 19-21. WASHINGTON, DC. Book Expo America. Convention Center. Dates Blocked.

July 22-25. ORLANDO. National Speakers Association annual convention. Dates blocked.

August 25-27. ARLINGTON, VA. Parachute Industry Association. Dan Poynter on an aviation subject. FMI: <http://PIA.com>

<9-----ParaHumor----->

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

NEW ADDITIONS TO WEBSTER'S FOR 2005  
--Bob Smith

Read slowly--it may take a while for the light to shine, but these are rather clever!

1. ARBITRATOR: A cook that leaves Arby's to work at McDonalds
2. AVOIDABLE: What a bullfighter tried to do.
3. BERNADETTE: The act of torching a mortgage.
4. BURGLARIZE: What a crook sees with.
5. CONTROL: A short, ugly inmate.
6. COUNTERFEITERS: Workers who put together kitchen cabinets.
7. ECLIPSE: What an English barber does for a living.
8. EYEDROPPER: A clumsy ophthalmologist.
9. HEROES: What a guy in a boat does.

10. LEFTBANK: What the robber did when his bag was full of money.
11. MISTY: How golfers create divots.
12. PARADOX: Two physicians.
13. PARASITES: What you see from the top of the Eiffel Tower.
14. PHARMACIST: A helper on the farm.
15. POLARIZE: What penguins see with.
16. PRIMATE: Removing your spouse from in front of the TV.
17. RELIEF: What trees do in the Spring.
18. RUBBERNECK: What you do to relax your wife.
19. SELFISH: What the owner of a seafood store! does.
20. SUDAFED: Brought litigation against a government official.

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

(Generic Smiley)

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THE SMALL PRINT

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