

Dan Poynter presents

Turning Speeches into Books

Would you like meeting planners to call you, rather than the other way around?

Would you like MORE exposure, MORE credibility and MORE speaking opportunities?

Would you like to know how to turn your book into a profit center?

Meeting planners want to hire the expert—the most knowledgeable person on the subject. The expert is the author of the book. Your book will bring you more exposure, more credibility and more speaking opportunities. And, a book provides you with an additional profit center (some speakers actually make more money on their back-of-the-room sales than on speaking.)

You will discover how to:

- *Ensure there is a market for your project*
- *Find time to write.*
- *Find material to fill your manuscript*
- *Break your project down into easy-to-attack chunks*
- *Get illustrations – practically free*
- *Find relevant quotations & stories*
- *Get the project ready for the printer*
- *Make the choice between looking for an agent or publisher and publishing yourself*

Book autograph parties, radio/TV interviews & other forms of book promotion

Get celebrities to endorse your books!

Wring more value out of your work: e-books, audios, translations – and more!

Dan Poynter is an author of more than 120 books, has been a publisher since 1969 and is a Certified Speaking Professional (CSP). He is an evangelist for books, an ombudsman for authors, an advocate for publishers and the godfather to thousands of successfully-published books. His seminars have been featured on CNN, his books have been pictured in *The Wall Street Journal* and his story has been told in *US News & World Report*. The media come to Dan because he is the leading authority on book publishing.

Dan is past chair of the NSA Writing-Publishing PEG and the founder of the PEG newsletter. See <http://ParaPublishing.com>. He has shared this program with nearly every US, Australian, South African, New Zealand & Canadian chapter plus all the international speaking Federation associations from the UK to Malaysia.

You won't want to miss learning from this guru of publishing who has strategically used his books to build a publishing empire and make him a sought after speaker!

P-31-S Multimedia, Handout with Resources, four hours (with breaks).

For content-rich, stimulating and valuable presentations, contact:



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

P-31-S Description-Turning Speeches Into Books

