

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

ParaNews (What's happening)

ParaTips (Guidance/advice on specific issues)

ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



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Entry Deadline: March 12, 2012. HURRY.

<http://globalebookawards.com/>



More than a sticker, you get feedback
from judges and reviews as well
as a page dedicated to your ebook.



Dan Poynter's
Global eBook Awards



BRICK & MORTAR BOOKSTORE LAST STAND

Barnes & Noble, the giant that put so many independent booksellers out of business, now finds itself locked in the fight of its life, with Amazon.com lurking in the background.

Like many struggling businesses, book publishers are cutting costs and trimming work forces. Yes, electronic books are booming, sometimes profitably, but not many publishers want ebooks to dominate print books. Which is why Barnes & Noble, once viewed as the brutal capitalist of the book trade, now seems so crucial to that industry's future.

B&N has 703 bookstores and operates in all 50 states.

<http://nyti.ms/zGUCvI>



OVERHEARD:

If you can quit, quit. If you can't quit, stop complaining—this is what you chose.

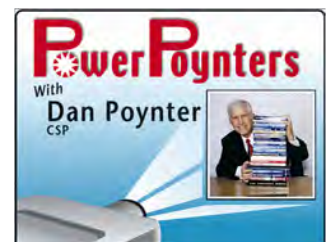
--Joe Konrath, Successful Author.

DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

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

<http://bit.ly/Ax1kji>





NONMEMBER SPECIAL: ATTEND AT MEMBER PRICING

register at the member discounted price—here are the instructions:

Visit www.ibpapublishinguniversity.com. Choose "Member Registration" and when asked for a user id and password, enter PARA2012 for both to register for IBPA member pricing at a \$100 discount. Be sure to include PARA2012 in the referral box as well. Call or email the IBPA office at 310-546-1818 or info@ibpa-online.org with questions.

- Join us in San Francisco March 9-10, 2012 at the Sheraton Fisherman's Wharf
- Register today at <http://thepublishinguniversity.com/>
- Rooms Available - Need a Roommate? Call IBPA at 310.546.1818

Representatives from the Apple iBookstore will be participating in IBPA Publishing University's Ask the Experts, taking place all day on Saturday, March 10, but you have to register for IBPA Publishing University to meet them. In addition, IBPA Publishing University sessions will feature Amazon, Google and everything e-book.

Visit <http://ibpapublishinguniversity.com/> and get the details.



OVERHEARD:

The frontiers of the future lie invitingly before us.

They stretch to fabulous horizons of scientific and technological discovery.

--Earl O. Shreve

BOOK PUBLISHERS SHUT DOWN TWO PIRATE SITES

Two file-sharing sites that allegedly made hundreds of thousands of copyrighted ebooks available as free downloads have been forced to close, after a coalition of book publishers obtained an injunction against them.

<http://bit.ly/A8JPwy>



OVERHEARD:

The **future** is not in the hands of fate but in ours.

---Jules Jusserand

THE GLOBAL EBOOK AWARDS HAS 252 JUDGES SO FAR

Judges represent a wide range of category experts but have one thing in common: each loves the category they are judging. Judges range from book bloggers, to reviewers, librarians, book club and reading circle members, as well as professional critics and subject matter experts in the category they prefer. See the list at

<http://globalebookawards.com/2012-judges/>



Most judges are evaluating more than a single category of ebooks. That means each of the 101 categories of books will have several judges. In an award contest, the more judges, the more thorough and objective the judging.

Bloggers, reviewers and other industry bookpeople will not only judge the ebooks for the contest, many will review the books in their publications.

<http://GlobalEbookAwards.com>



OVERHEARD:

The past cannot be changed; the future is still in your power.

--Hugh White

20 STRIKING SOCIAL MEDIA STATISTICS

Looking for the latest update on social media? Here's a list of 20 stunning social media statistics on the scale of Facebook, YouTube, Twitter and more.

<http://www.jeffbullas.com/2011/09/02/20-stunning-social-media-statistics/>



32% of the book purchases in the United Kingdom in 2011 were made online, and that projections suggest that number may climb to as high as 75% by 2020.

INTERESTED IN PARTICIPATING IN AUTOGRAPHING AT BEA?

For Exhibitors/Publishers looking for information on becoming a part of the BEA Autographing Area, contact Dave Holton, Autographing Program Coordinator, at dholton@aginet.com or 252-449-7580.

MATCHING YOUR BOOKS WITH BUYERS



The *Para Promotion Program* is a series of book promotion projects the author can accomplish without leaving home. The weekly assignments show the author what to do to reach his or her audience.

Each assignment takes five to 120 minutes to complete. The program not only shows the author how to promote his or her current book, it is a crash course in book promotion that can be applied to future books.

And authors who understand how to reach their audience tend to write books their readers want.

For details, see <http://ParaPromotion.com>

Para Publishing LLC, +1-805-968-7277, PO Box 8206, Santa Barbara, CA 93118 USA



OVERHEARD:

The **future** is not in the hands of fate but in ours.

---Jules Jusserand

STEPHEN COLBERT CALLS AMAZON.COM FOUNDER JEFF BEZOS A VINDICTIVE MAN. (HUMOR).

Award-winning author and [Parnassus Books](#) co-owner Ann Patchett was the guest, telling the story of why she opened a 2,500 square-foot independent bookstore in Nashville following the closure of two large brick-and-mortar book retailers.

What ensued was some great comedy, and also some insightful dialogue about the state of the book publishing business and Amazon.com's growing power. See the video.



<http://www.geekwire.com/2012/geek-humor-stephen-colbert-calls-amazon-founder-jeff-bezos-vindictive-man>



One in every nine people on earth is a Facebook user and Twitter manages an average of 190 million tweets per day. If you're not communicating with your customers via social channels as well as through email, you're not reaching your audience where it lives, works and plays.

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

Do you have friends in the book business?
Think how appreciative they will be if you forward this newsletter to them.
Go on. Do it now.



ParaTips



THE NEW, NEW WAY TO PUBLISH

--Rick Frishman, publisher Morgan James Publishing

<http://www.MorganJamesPublishing.com>



The great majority of authors don't write a book within a few weeks or a couple of months. It's a rare author who is so highly organized and efficient that can pop them out that way. For most authors, the amount of money that is received/earned, if there are any sales, begins to look nominal when they consider the time and money spent on creating their masterpiece.

Alas, many authors who had published within the traditional publishing community are breaking ranks and going out on their own. With their established names, and brand, they've discovered that they can net more money, with less grief and more control by publishing themselves. How much more?

With the example above—if the author had been able to directly sell to their client/reader base, bypassing bookstores (remember, having a book listed on Amazon counts just fine—Amazon sales represent 20 percent plus of all book sales), that maximum of \$17,225 could have yielded \$162,500 minus production costs plus any coaching/ shepherding of approximately \$24,000, or \$138,500. Which would you choose: \$17,225 or \$138,500; or something in between?

In the previous chapter, the top seven ways to publish were identified. Our goal is to do a rough breakdown so you have an idea of what your costs are and what you can expect to receive in sales revenues.

Below are approximations and averages to get to the bottom line. For example, each of us has worked with a variety of printers over the years. We normally advise an author/publisher to get at least three printing bids before they make a final decision. Sometimes it's not all about the cost per unit/book—the book may have special illustrations, tables and charts or a cover design that would be more suited for one printer over another, even though that printer was the high bidder. Based on our experience, we know a book that has just a few copies printed will cost more per unit than one that has had a few thousand printed. Sometimes, it's a dollar more; sometimes, several.

BOOK DESIGN: Common Terms for Book Design - Defined.

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



1. Production Files delivered by download: these are the source, jpg, and pdf files for you book usually available as a downloadable zip file that might be large, like 300MB or so depending on the files included. Be sure you back it up to CD/DVD and to your hard-drive and go through the files carefully to be sure you are aware of what is there.

2. 3D version of Cover (72dpi and 300dpi): not all designers make this image. 3D images are made to look like a paperback or hardcover for use on website and promo materials.

3. Consultation: there are always questions to be answered... best to organize them into one session and get the full picture of what is needed at one time about marketing, promotion, blogging, social media or related subjects.

4. Photo Research: this is a very important part of your book project. Finding the right image(s) can really enhance your cover getting the attention you want for it. There are plenty of stock photo sites that offer beautiful images at reasonable pricing.

5. Photo Montage: the blending of several images together to create the cover image. This is used a lot on fiction book covers.

6. Retouching: the fine tuning of the image...every so often an image will need some touch up, the back-ground enlarged or something taken out of it that doesn't go with the creative concept.

Let me know if this was helpful and if you have any other questions please [contact](#) me. Remember, do something every day toward your book, web-presence, product, service and promotion.

Karrie Ross, [Book Designer Web-presence Branding, Coaching & Consulting Services](#)



See

<http://cbiclubhouse.com/cmd.php?af=1427866>

SOCIAL MEDIA IS THE NEW GAME IN TOWN

Pam Lontos, President of Pam Lontos Consulting, Tel: 407-522-8630;
PamLontos@gmail.com; www.PamLontos.com



Social media marketing (SMM) creates instant buzz online, putting you in front of an audience that is already searching for your genre. You can get your message to thousands immediately.

Why Social Media Marketing?

- SMM is the fastest path to Internet celebrity
- SMM is the new word-of-mouth: Have your friends recommend you or your book
- SMM is one part of the funnel that directs people to your book
- Social media has moved ahead of personal e-mail as the most popular online activities (Nielsen)
- Time spent on social media sites is growing 3 times faster than the overall Internet rate
- 2/3 of the world's online population now visits social networking and blogging sites



OVERHEARD:

The **future** is called "perhaps," which is the only possible thing to call the future. And the important thing is not to allow that to scare you.

--Tennessee Williams

WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com

Clinch, clench

"Clinch" is a variation of the older "clench," so their meanings partly overlap; both can be used as a noun or verb.

"Clinch" means to settle something decisively (e.g. a dispute or contest); to secure or fasten (with or applied to a nail); to constrain by embracing (as combatants in a boxing match).

"Clench" refers to closing tightly or grasping firmly (e.g. one's jaws or fist); to grip tightly with a tool.

"After the quarterback made his game-clinching touchdown pass, he thrust his clenched fists into the air in a victory salute."



YOU KNOW YOUR QUERY LETTER SUCKS WHEN ... "You Say Dear Agent"

by Jeff Rivera, founder of <http://www.HowtoWriteaQueryLetter.com>

First impressions are so important to a literary agent, especially when they receive hundreds of query letters a day. They're on auto-pilot and can click delete faster than you can blink an eye.

You've got to grab them and you've got to be cautious not to give them any reason to click delete.



I still can't believe I have to even mention this because to most, it seems so obvious but you'd be surprised how many query letters I see that have this fatal mistake:

"Dear Agent" or worse yet, "To whom it may concern ..."

Um, hello! Would you be interested in reading a letter that didn't address you by your name. It's bad enough to get those spam emails we get using our full legal name but how much worse when they say "Dear Friend" or something even more impersonal.

Literary agents are people first, and agents second. Treat them like a human being and they'll treat you like a human being.

Yes, they know you're querying other agents. They're not stupid, but they don't want to hear about it. It's kind of like when you're first dating someone. You know you're not exclusive yet but you don't want to hear them talk about the passionate hot steamy sex they had with someone else the night before. No, and the same goes for an agent. They want to be treated as special.

If you can make your query letter as personalized as possible, starting with using their name (not "Dear Agent") you'll be that much closer to landing an agent.

If you would like to see an example of query letters that worked, visit:
<http://www.HowtoWriteaQueryLetter.com>



OVERHEARD:

Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes and having fun.

--Mary Lou Cook

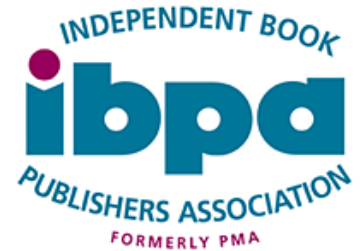
WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

and

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



OVERHEARD:

When someone shares something of value with you, and you benefit from it, you have a moral obligation to share it with others.
--Chinese Proverb

Receive more than 50 tips and tricks as well as new and classic methods to increase book sales all year long



Dan Poynter's

Para Promotion Program



"Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it; they just saw something. It seemed obvious to them after a while. That's because they were able to connect experiences they've had and synthesize new things."

--Steve Jobs

25 WORDS YOU MIGHT NOT KNOW ARE TRADEMARKED

Many of the items we use every day, like zippers and escalators, were once brand names. Even heroin, which no one should use any day, was a brand name.

Here are some trademarked names that are often used as generic terms today.

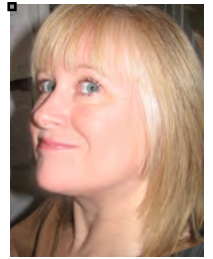
<http://www.mentalfloss.com/blogs/archives/93858>

TYPESETTING

Cathi Stevenson

www.BookCoverExpress.com

- When laying out text, do not put a double space after the end of a sentence; This is a holdover from the days of typewriters and completely unnecessary, not to mention distracting to the reader.
- You can leave extra space between paragraphs or indent a paragraph, but it's rarely a good idea to do both. Indenting a paragraph is preferable as it's usually easier for readers and will keep your page count and print costs lower.
- Dashes are a form of punctuation. If you want your book to present as polished and edited, it's important that you understand when to use a hyphen, an en dash and an em dash. A quick Wiki search will help you.
- Traditionally, the first paragraph of any section or new chapter is not indented.
- If you are setting a block of text in italic, but have words that you would normally italicize using a regular font, such as a book title, set those words in the regular font within the italicized text.



OVERHEARD:

An editor will make your writing as good as you think it is.

17 VOWEL-FREE WORDS IN ENGLISH

Don't be down about your next panel of consonants. Instead, take the challenge as an opportunity to show off your newly acquired vowel-free vocabulary.

<http://www.mentalfloss.com/blogs/archives/102828>



OVERHEARD:

The future is not in the hands of fate but in ours.
---Jules Jusserand

NEWS RELEASE ON NEW GRAPHIC NOVEL USES CARTOONING

Pat Grant's *Blue* is a graphic novel about beach culture and the new (post-Cronulla) Australian nationalism, to be released in March 2012. Vert ckever.

<http://wheelercentre.com/dailies/post/64779fd833c7>



OVERHEARD:

There are a lot of things that happen beyond your control. Your goals should be within your control.

--Joe Konrath, Successful Author.



KINDLE FORMATTING MADE EASY

--Carolyn Howard-Johnson

Recently I published some quick tips on publishing articles and books on Kindle in my *Sharing with Writers* newsletter. Some readers said they were still worried about "the learning curve."



They helped me to see that the little secrets I shared may have been too advanced; many writers need something that's more A to Z. It's so easy that I thought I'd take the worry out of for those who have been procrastinating.

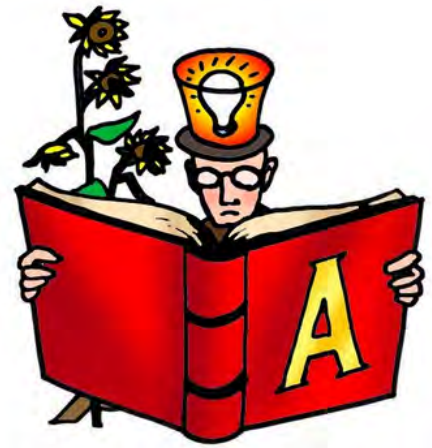
Just remember, ebook readers don't have page numbers. The pages change every time a reader changes the size of a font. If you keep that in mind, formatting is mostly intuitive. And if you want those extra little tidbits I published, see <http://printedwords.blogspot.com/2012/02/kindle-formatting-made-easy.html>

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

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



ParaResources



GLOBAL EBOOK AWARD CERTIFICATES

Display the honor your book achieved.
Post the award certificate on your wall.

Certificates may be ordered for books placing as Finalists and Winners of a category in the Global Ebook Awards.

Examples of the certificate are shown here.



The Global Ebook Awards paper certificates measure a standard 8.5 x 11"/ 215.9 mm x 279.4 mm. The borders are in reflective metallic gold. The print on the certificates is in color.

See <http://globalebookawards.com/award-certificates/>



Creativity is ...the ability to reach inside yourself and drag forth from your very soul an idea.

Lou Dorfsman



More than a sticker, you get feedback from judges and reviews as well as a page dedicated to your ebook.



Dan Poynter's
Global eBook Awards

GLOBAL EBOOK AWARDS STICKERS

When book buyers are presented with two comparable books, they are more likely to select the award-winning book over a book without a sticker.



Stickers may be ordered for books placing as Finalists and Winners of a category in the Global Ebook Awards.

Examples of the Finalist and Winner stickers are shown here.

For ebooks

"Sticker" files for use on ebooks, websites, blogs, email messages, etc. are available at no charge.

For the low resolution graphics, click one of the links below:

If you want a free higher resolution sticker graphic for printing or for your ebook graphic designer, write to us at Submissions at AwardsForEBooks.com

For paper books

Most ebooks are also available in a paper edition. So we are making paper stickers available to honor other editions beside the ebook edition.

The Global Ebook Awards paper stickers are gold, shiny and round, measuring approximately 1.5"/38 mm in diameter. The print on the stickers is in color. The stickers have an adhesive and they can be easily (peel & stick) applied to the cover of your paper books.

The paper stickers are available in rolls of 100 each.

Stickers and certificates are only available to Finalists and Winners.

Prices

1-2 rolls: \$25.00 each plus \$5.00 for air shipping. 3 or more rolls: \$20.00 each plus \$5.00 each for air shipping.

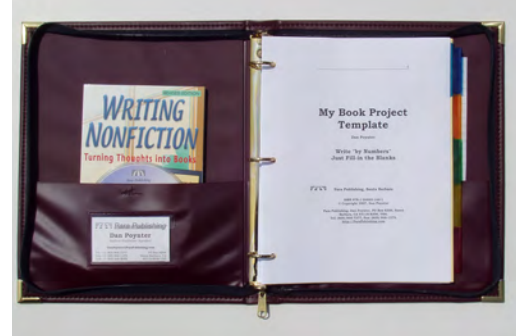
<http://globalebookawards.com/award-stickers/>

WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum.

Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.



Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at <http://parapub.com/sites/para/information/writing.cfm#mbp>



OVERHEARD:

Creativity can come out of nowhere. The trick is to sense it - and ride it to the end.

--Jason Fried

WHICH AMERICAN ACCENT DO YOU HAVE?

Take the quiz.

<http://www.lewrockwell.com/spl3/american-accent-quiz.html>

WHERE TO GET WHAT?

Recommended Suppliers From Dan Poynter

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site.

<http://bit.ly/fpp9kC>

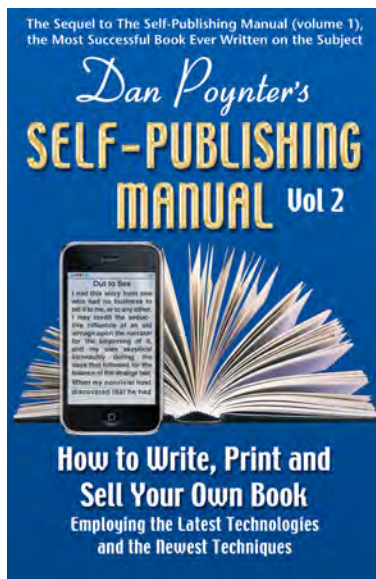


THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.

You will discover how easy it is to:



- 📖 *Build* your book rather than just *write* it—and copyright it in your name.
- 📖 Print a small quantity and keep a small inventory.
- 📖 Multipurpose your “book” into downloadable, CD, and eBook versions and others.
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http://z15.invisionfree.com/smashwords_forum/index.php



OVERHEARD:

Learn the craft of knowing how to open your heart and to turn on your creativity. There's a light inside of you.

--Judith Jamison

QR CODES FOR BOOKS

--Dan Poynter

What are those square blocks and what can they do for authors and publishers?



Quick Response codes can make it easy and fun for people to get more information on you and your book.

See how QR codes work and your thought-wheels will start turning. You can add QR codes to bookmarks, posters and, brochures for more information.

With your iPhone, go to the App Store.

Search for and install i-nigma. (free)

Load i-nigma and scan these three QR codes below.

Contact Mary Barnett, the QR Queen, for more information.

http://brilliantmobile.com/BrilliantMobile_Publishers.pdf

<http://brilliantmobile.com/>

<http://www.kickstartcart.com/app/?af=1358508>

Try the QR code, above. And scroll down.

CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.

The Independent Book Publishers Association (PMA /IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc.

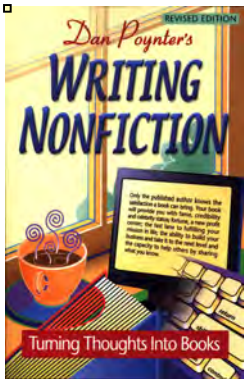
See <http://bit.ly/eE1DQo>



OVERHEARD:

A truly creative person rids him or herself of all self-imposed limitations.

Gerald Jampolsky



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Writing Nonfiction: Turning Thoughts into Books.

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

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

F-R-E-E SAMPLE of chapters one to three:

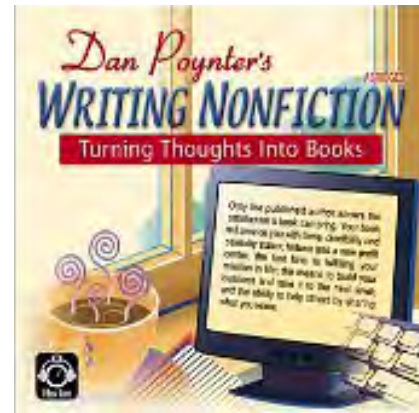
<http://www.flipbookguru.com/flipbooks/WritingNonFictionSample/flipviewerexpress.html>



Barnes & Noble has seen its ebook market share climb from zero, two Christmases ago, to roughly 27% today.

WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAXf>



OVERHEARD:

The creation of something new is not accomplished by the intellect but by the play instinct acting from inner necessity. The creative mind plays with the objects it loves.

--Carl Gustav Jung

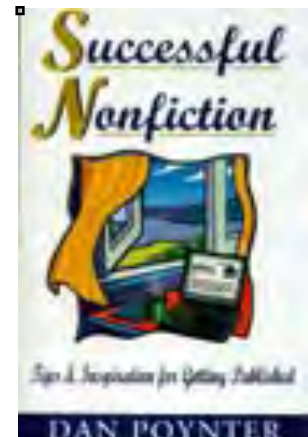
SUCCESSFUL NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. See

<https://www.smashwords.com/books/view/2730>

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

Each page contains a writing tip, a pertinent illustration, an explanation, a relevant story and a quotation on the point from someone in history. This book could be much longer but Poynter has distilled the 109 inspirational tips into memorable and thought-provoking bite-sized pieces.



This 144-page gift book is beautifully designed with French flaps, gold stamping, embossed letters, contrasting end sheets and matte lamination. It is a treasure both inside and out. Special price in July.

You can also get this \$14.95 paper book at Amazon.

<http://amzn.to/igAC91>



Ebooks account for 10% of all book sales in Canada

PUBLISHING COURSE NOW ON DVD

You - A Published Author!

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OVERHEARD:

Act with determination not to be turned aside by thoughts of the past or fears of the future.

--Robert E. Lee



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OVERHEARD:

Creative activity could be described as a type of learning process where teacher and pupil are located in the same individual.

--Arthur Koestler

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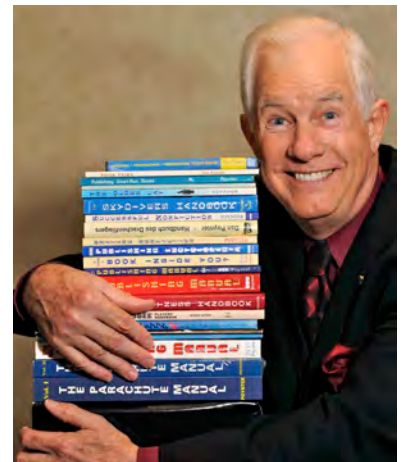
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DAN POYNTER & ROXIE MUNRO INTERVIEWED ON NPR Future of Children's Books

"All Things Considered" today, Feb 18, 2012.

More than \$3 billion children's books are sold annually in the US, 13% are ebooks and that percentage is growing. The children's ebook market is huge.

Listen: <http://www.npr.org/2012/02/18/147099486/the-future-of-childrens-books>



OVERHEARD:

You can't hurry creativity, so take time to ponder your ideas. Sit back and take time to think things over. That's usually how the best ideas bloom.

--Harvey Mackay

TOP CHILDREN'S AUTHORS SHARE ADVICE IN NEW FREE EBOOK

--John Bard

Children's writers want to know

--What's selling now?

--what trends are on the horizon?

--how can I stand apart from the pack and escape the slushpile?

--what's the story with eBooks and apps?

To find out, we asked our Expert Guides -- a children's publishing who's who of Newbery Honorees, multi-million



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Their answers are all found in our brand new free eBook:

Writing for Children 2012 -- A Look At The Trends Impacting Children's Writers Today

Here's just some of what the eBook includes:

--Multi-million selling author Natasha Wing on "What The Heck's Happening In Picture Books?"

--Anastasia Suen -- author of more than 135 books -- on "The Top 10 Trends in Easy Readers"

--Newbery Honoree Kirby Larson's "Middle Grade - Where We Are, Where We're Going"

--Helen Landalf, author of the YA hit "Flyaway" on "What's Hot in Young Adult"

--Renowned writing instructor and editor Laura Backes tells us "Don't Fear the eBook"

--Karen Robertson, creator of "The Author's Guide to Book Apps" on "Children's Book Apps: An Exciting Opportunity For Writers"

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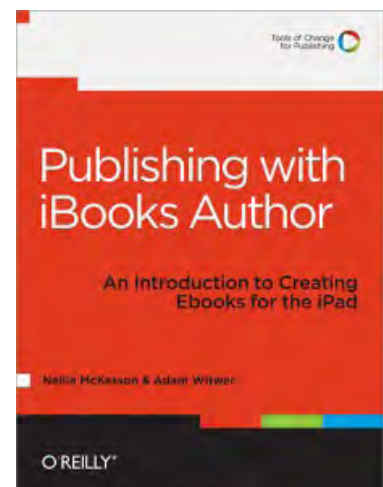
OVERHEARD:

Creativity can be described as letting go of certainties.

--Gail Sheehy

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OVERHEARD:

The creative process is probably closest to problem solving, but it differs from it in a number of ways. In problem solving the immediate goal is a specific one...in the creative process there is no such clear goal.

--Anne Roe

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About the Speaker: *Mark Coker founded Smashwords in 2008 to change the way books are published, marketed and sold.*

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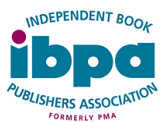
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ALSO SEE THE CALENDAR ON OUR WEBSITE:
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2012

USA



March 9-10. San Francisco.
IBPA Publishing University. Sheraton Fisherman's Wharf.
The hotel is located at: 2500 Mason Street San Francisco, CO 94133
(415) 362-5500

<http://www.sheratonatthewharf.com/>
<http://www.ibpa-online.org/pubresources/events.aspx>

FRANCE. March 22-23, 2012. Paris (May be moved to Fall)
French Speakers Association annual convention (AFCP).
Annual convention.



<http://www.association-conferenciers.com/>

AUSTRALIA



March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI:
<http://www.NationalSpeakers.com.au/convention>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
<http://bit.ly/gREshz>

SOUTH AFRICA. April 27-29 - Durban

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



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

MALAYSIA. May 4-5



Malaysian Association of Professional Speakers (MAPS) convention.
http://www.maps.org.my/events_up.asp

SINGAPORE.

May 8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.



<http://bit.ly/hz539k>

USA.



June 5-7. Book Expo America, New York.

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

USA.



June 9-14. Santa Barbara.

40th Annual, Santa Barbara Writers Conference. Hyatt Hotel (Formerly Hotel Mar Monte).

<http://SBwriters.com>

USA. July 14-17. Indianapolis.



NSA/US Convention.
Marriott Hotel.

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

USA. August 9-12. Boiling Springs.



Veteran Speakers Retreat
Ed Helvey. Allenberry Resort in Boiling Springs, PA
near Harrisburg.

<http://veteranspeakersretreat.org/>

GERMANY. GSA Sept 7-8, Düsseldorf

(GSA) convention at the Hilton hotel.



<http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>

UNITED KINGDOM. October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.

Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
3700 504, <http://bit.ly/gREshz>

USA.



October 19-21. Eloy, Arizona.

National Skydiving Museum/ Hall of Fame celebration.

<http://skydivingmuseum.org/>

2013

USA



March 21-29, Daytona Beach, Florida.

Parachute Industry Association meeting and symposium.
Hilton Daytona Beach Oceanfront Resort

<http://www.pia.com/MEETINGSCHEDULE.htm>

USA. July 27-30. Philadelphia, PA.



NSA/US Convention.
Marriott Hotel, Downtown.

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

CANADA.



December 8-10. Global Speakers Summit.

Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

2014

USA. June 29 – July 2. San Diego.



NSA/US Convention.
Marriott Hotel & Marina.

Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

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



OVERHEARD:

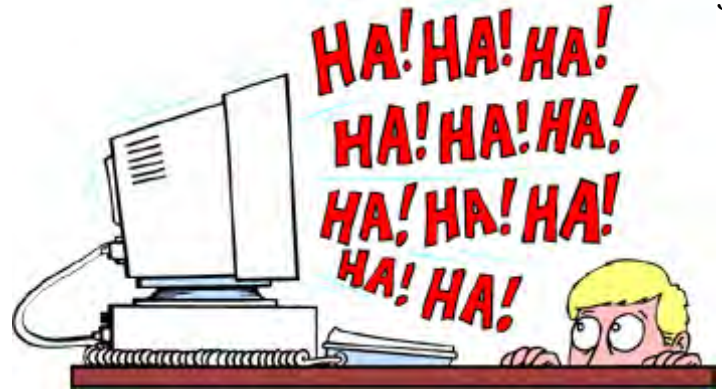
How narrow our souls become when absorbed in any present good or ill! It is only the thought of the future that makes them great.

--Jean Paul Richter

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ParaHumor



One day the zookeeper noticed that the orangutan was reading two books -- the Bible and Darwin's Origin of Species. In surprise he asked the ape, "Why are you reading both those books"?

"Well," said the orangutan, "I just wanted to know if I was my brother's keeper or my keeper's brother."

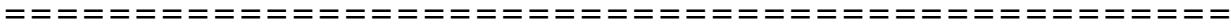


OVERHEARD:

You must be the change you wish to see in the world.
--Mohandas K. Gandhi (1869-1948)

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Publishing Poynters: The chronicle of the future of our business.



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OVERHEARD:

When we are writing, or painting, or composing, we are, during the time of creativity, freed from normal restrictions, and are opened to a wider world, where colors are brighter, sounds clearer, and people more wondrously complex than we normally realize.

--Madeleine L'Engle

