

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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NEW YEAR'S RESOLUTION--To invest in the future of my book with:



Dan Poynter's
Para Promotion Program
ParaPromotion.com





ParaNews



MORE PREDICTIONS FOR 2012

2011 was a busy and eventful year in book publishing—but 2012 promises to be even more so, as various issues that started bubbling up in '11 shift and mature. Here are three predictions.

- Amazon and Barnes & Noble make a deal, sort of.
- Ebook pricing will shift to quality-focused debates
- One big-six publisher will try a subscription scheme.

See the details at
<http://bit.ly/rOXbWx>



OVERHEARD:

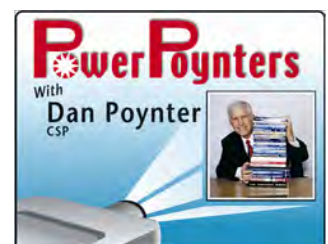
Writing a book is a tremendous experience. It pays off intellectually. It clarifies your thinking. It builds credibility. It is a living engine of marketing and idea spreading, working every day to deliver your message with authority. You should write one.

--Seth Godin

DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>
<http://www.youtube.com/user/PoynterDan#p/u/6/mWI0fnBu7bs>



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



Seven percent of online purchases are made from the iPad.

SMASHWORDS NOW OFFERS EBOOK GIFTING

Smashwords has joined Amazon, B&N, and Kobo, and now offers a way to give eBooks as a gift.

Simply click to the book you want to gift, and click the "give as gift" button. The shopping cart will ask you for their name and email address. The lucky recipient will receive an email with a hyperlink that allows them to claim their gift. If they're already logged in to their Smashwords account, the book will appear in their Smashwords Library. If they don't have a Smashwords account, they'll be prompted to register.

<http://bit.ly/rvCUWh>



OVERHEARD:

There is a lust in man no charm can tame:
Of loudly publishing his neighbor's shame:
On eagles wings immortal scandals fly, while virtuous actions are born
and die.

--William Harvey



Dan Poynter's Global eBook Awards

GLOBAL EBOOK AWARDS FOR 2012

Imagine Your Ebook winning an award and:

- 📖 Putting an official "sticker" on your Ebook cover, website, Amazon page, and promotion materials.
- 📖 Getting buoyant feedback from judges with experience in your category of book.
- 📖 A free listing in *Publishing Poynters Marketplace* offering review copies for reviews in prestigious ebook dealers' sites such as Amazon.com, Barnes&Noble.com, and others.
- 📖 Being honored at an award ceremony in gorgeous Santa Barbara.
- 📖 Media coverage for your book and you.
- 📖 Winners and finalists will be listed on the official Global Ebook Awards site.
- 📖 Winners and finalists will receive Global Ebook Award certificates attesting to their honor.
- 📖 Winners will be announced to the media in news releases.
- 📖 Discounts on video trailers for YouTube, Amazon and your website.
- 📖 Discounts on other services for authors and publishers.

And much more...

To break out of the pack and rise above the noise, your ebook needs to get read. Readers have to read it, love it, and tell someone else. This is "word of mouth."

To be successful, fiction has to get read.

To be successful, nonfiction has to be brought to the attention of its category audience. The Global eBook Awards are designed to help you achieve these goals. The Awards are more than a "sticker" they come with a built-in publicity machine.

Accepting entries: Now.

Eligibility: eBook released anytime on or before March 11, 2012.

Application deadline: March 12, 2012 (midnight Pacific Time).

Award ceremony in beautiful Santa Barbara: Saturday, August 18, 2012.

This web site is not just about the Global eBook Awards. It is your resource for everything eBook.

Submitting your eBook for a Global Ebook Award is a publicity investment.

<http://globalebookawards.com/>

Video explanation: <http://www.youtube.com/watch?v=9yNa85sdA-A>

FILE-SHARING RECOGNIZED AS A RELIGION

Sweden has granted official church status to the country's Missionary Church of Kopimism, which boasts some 3,000 members.

It might sound like an early April Fool's joke but Kopimism has been around in Sweden since 2010, when it was founded by members of the Young Pirates, the youth movement of Sweden's controversial Pirate Party.



The Kopimi (pronounced "copy me") movement has tried twice before to get official recognition, but had been rejected. The Swedish government finally recognized the Church of Kopimism after it formalized its mode of prayer and meditation. According to the group's [website](#), Kopimism sees information as holy and copying and file sharing as a sacred acts akin to prayer.

<http://bit.ly/xXsnWa>



OVERHEARD:

Experience enables you to recognize a mistake when you make it again.
--Franklin P. Jones

THE PAST AND THE FUTURE

Five things we learned about publishing in 2011:

Lessons from Amazon, self-publishing, ereading studies, html5 and DRM.

<http://oreil.ly/tTqIqu>



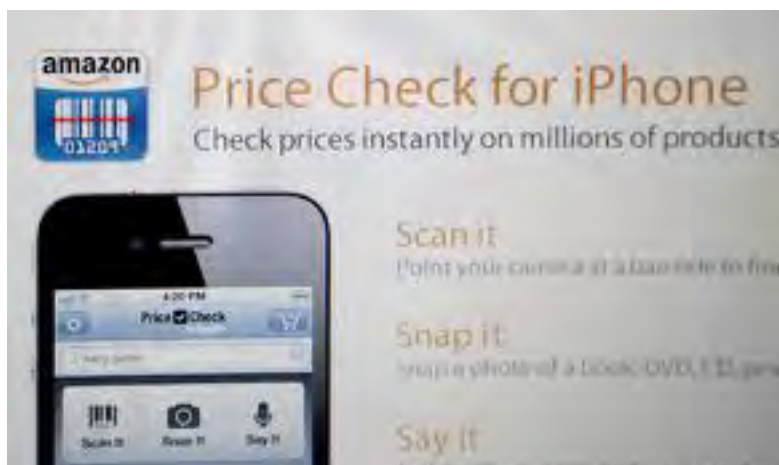
75% of all social-networking minutes are spent on Facebook. Facebook reaches more than 55% of the world's online users. Twitter reaches 1 in 10 Web users globally.

BRICK & MORTAR STORES SHOWCASING BOOKS FOR AMAZON

24% of the people who bought books from an online retailer said they had looked at the same book in a brick and mortar bookstore before making that purchase.

In the case of customers purchasing from Amazon.com, that number jumped to 39%.

<http://huff.to/yE0UhD>



Amazon Sold a Million Kindles each Week In December

→ **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



DO YOU LISTEN

--Rick Frishman, publisher Morgan James Publishing

<http://www.MorganJamesPublishing.com>



There is excitement in the air, the crowd is hushed, your belly is doing flip flops and the announcement comes. Holy smokes, you've won the Edgar, the Caldecott, the National Book Award ... then you wake up. Dreamland is over.

Most authors we know and work with think big. Their little book could be "the one." Each year, book awards go to someone, and that someone could be you. It's truly amazing how many authors garner awards, yet have little else to announce their success. If your goal is to only get recognition and an award or too, then you might hit it. There are numerous local, regional and national book award contests that will welcome your book and entry fee.

We suggest that you refocus a tad. Yes, it would be wonderful to come away with accolades for your tome. But we think it's critical that you understood the business of publishing from the get-go; how to crunch the numbers to figure your breakevens; and be successful financially. The publishing grand slam homerun.

For starters, let's crunch a few of the numbers. Let's say that your book is a hardback and published with a mainstream publisher. If your book has a \$25 retail price on it—your royalties are \$2.50 per book for the first 5,000 copies sold and the next 1,500 will pay you \$3.15 each. If you sold 6,500 copies, your payday would be \$17,225, assuming your royalty was based on the full retail book cover price. If it's net, meaning the publisher calculates your royalty based on the net amount it receives, that amounts to less than \$8,000. Depending on the discounted amount, it could be a little more, or less.

If you are doing a trade paper, royalties will be in the six to nine percent range. Again, you've got to pay close attention to whether it's based on retail price or net.

This doesn't take into consideration hold-backs, reserves, any special sales or the simple fact that most publishers only pay royalties twice a year based on the previous six months sales. It's common to hold back a percentage, the reserve, as a "just in case"—just in case books are returned from bookstores. In other words, the publisher may say that 6,500 copies have been sold, but there is a "but." Sold books and ordered books sometimes are put in the same language bin.

What happens if Barnes & Noble ordered 6,500 copies, “but” returned 6,000 of them a few months later? They didn’t sell. If the publisher had paid the author on the “ordered” books, assuming that they will all sell, what do you think the odds are that an author would enthusiastically return the money to the publisher if they didn’t? Be real, they aren’t high. That’s why 100 percent of earned royalties are not fully paid out. It’s the reserve factor. And, returned books are quite common in bookstore chainland.



OVERHEARD:

A writer needs three things, experience, observation, and imagination, any two of which, at times any one of which, can supply the lack of the others.

--William Faulkner, novelist (1897-1962)

BOOK DESIGN: Promoting Your Book with Articles.

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



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

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

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

The 5 Tip format is as follow:

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

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

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

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.

GIVE THE MEDIA WHAT THEY WANT

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



Be sure to answer the reporter's questions: Always let the reporter or interviewer lead the conversation. If you don't give the reporters what they want, you won't be included in their story. Remember, they are writing the story and have an angle in mind (or their editor has given them an angle). If you don't help them with that angle, they will move on to someone who will.



The U.S. Postal Service lost \$5-billion last year.
Mail volume declined by 3-billion pieces, or 1.7% from 2010.

AUTHOR MARKETING RESOURCE CENTER

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



As part of our mission to support independent authors and small presses, we have developed an Author Marketing Resource Center <http://bit.ly/utQYwv> on our website! There are over thirty pages of information for developing a marketing strategy both online and off, complete with tips, tools, and links. Topics include:

- Platform Development-Your platform is your audience, and your publicity plans and other promotional activities will be targeted at them.
- Creating Your Marketing Plan-Your marketing plan is a detailed description of your marketing efforts and should include all marketing, publicity, and general promotional plans, both online and off.
- Compiling a Press Kit-An essential for every author; the press kit helps potential media outlets identify, qualify, and contact candidates for interviews, profiles, and other media coverage.
- Traditional Marketing <http://bit.ly/t0XRTH>
 - - An overview of networking, interviews, and speaking engagements, as well as print ads, article writing, award submissions, and more.
- Online Marketing <http://bit.ly/tMqRvs>
 - - Insight into optimizing your website, utilizing blogs, video, and social media, and going on virtual book tours.

These information should get you started, but remember-nothing beats the credibility and experience of a professional publicist and marketing team, so do consider hiring a professional to assist you.

If there's a topic we haven't covered that you'd like to learn more about, please let us know!

HOW TO LAND A CELEBRITY BOOK DEAL: PART THREE

By Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

You just built your repertoire of celebrities, young and smaller celebrities, and have also added a publicist or two to your contacts. Now what? To break into this industry you literally have to use every opportunity you can, but sometimes, all you have to do is ask. Ask the publicist you've been interacting with if they can score an interview with one of their larger clients. Use a big time of year, like awards season, to your benefit, and back up your request with an offer to conduct interviews for pre- and post-award season. You can do another interview for a blog, another media outlet, or perhaps even a live podcast.



Be sure to get their input, as well. It could be that the celebrity has a certain interview type in mind that they are willing to conduct with you. Be open minded and flexible, and take their suggestions seriously. Being someone that is easy to work with will prove beneficial in the long run, as these celebrities come to know you, respect you, trust you, and recommend you to their other celebrity friends.

Also, if a publicist offers you any sort of opportunity or job, say "yes". Unless it goes against your own personal moral integrity, it's in your best interest to take any opportunity that comes your way.

A great trick in getting that book deal is actually implanting the idea in the first place. When on an interview, stick in a question or two along the lines of, "Have you ever considered writing a book?" or "If you wrote a book, what would the main plot be?" This may get them thinking and the both of you talking about the possibility. Then, follow-up with their manager or publicist, letting them know that you're also an author, and would love to help them get a book together.

You never know, they may just say "yes". They may already have had a book in their future plans but are too busy to commit, opening of the opportunity for you to ghost write on the project. If they trust you, know that you are open and professional, they'll definitely be more willing to work with you.

Follow these steps and you'll have that celebrity book deal in no time.

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals.



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

A.WORD.A.DAY

--Anu Garg, <http://wordsmith.org/words/samizdat.html>

periphrasis

PRONUNCIATION:(puh-RIF-ruh-sis)
<http://wordsmith.org/words/periphrasis.mp3>

MEANING: *noun*: A roundabout way of saying something, using more words than necessary.

ETYMOLOGY: Via Latin, from Greek periphrasis, from periphrazein (to explain around), from peri- (around) + phrazein (to speak, say). First recorded use: 1533.

USAGE: "Why the lawsuit? Pfizer said it had 'sought the assistance of the Philippine legal system' (an elegant periphrasis, that)."

High Blood; Philippine Daily Inquirer (Manila, Philippines); Nov 19, 2006.

For more word fun, subscribe to Wordsmith. <http://wordsmith.org/>

**OVERHEARD:**

Don't wait until something happens.
 Start digitizing and start learning.
 --Jürgen Snoeren, Future eBook.

WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com

Altogether, all together

The adverb "altogether" means entirely, completely, utterly.

"That commute was *altogether* too long and boring."

The adjective phrase "all together" refers to a combination or group.

"Those new factors **taken** *all together* reveal a different conclusion."



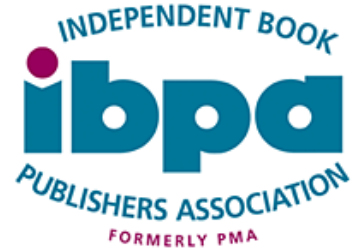
WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

and

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



OVERHEARD:

You may not make money on your book.
You will make money because of your book.
--Dave Young, Branding Blog.

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



Dan Poynter's

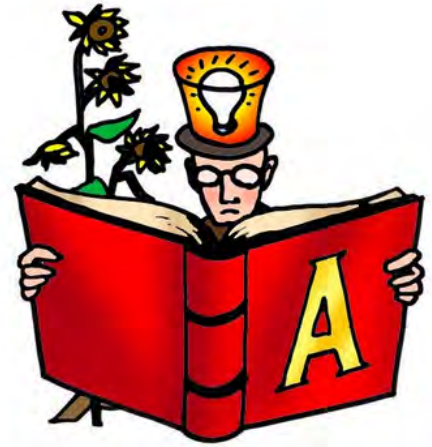
Para Promotion Program

→**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/>



**IBPA
PUBLISHING
UNIVERSITY
2012**

**MARCH 9-10, 2012
SAN FRANCISCO, CA**

**Content is King - Print, Electronic, and Online Strategies
to Help New and Growing Publishers Boost the Bottom Line**

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:

[Low-Resolution Finalist Sticker](#)

[Low-Resolution Winner Sticker](#)

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.

[Click Here To Buy Finalist Sticker](#)

[Click Here To Buy Winner Sticker](#)

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>



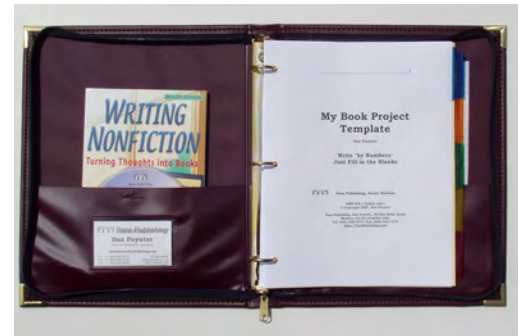
38-percent of Americans say they find "**whatever**" to be the most irritating word. It's followed by "**like**," "**you know**," "**just sayin**" and "**seriously**."

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.

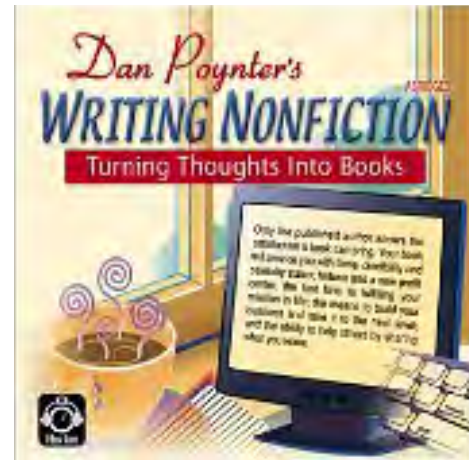
This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

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>

WRITING NONFICTION NOW ON AUDIO CD

<http://amzn.to/kxVAXf>



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>



Mass-market paperback books were down 33.7 percent for the first ten months of 2011 compared to 2010, while ebook sales were up 131.1 percent.

GET YOUR BOOK REVIEWED

You may request reviews at *Publishing Poynters Marketplace*.

Offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com.

No charge for the listing. See a sample copy for details.

<http://parapub.com/files/newsletter/PPM-NOVEMBER%202011.pdf>

➔**SHARE YOUR RESOURCE.** Send it 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.



ParaThoughts



THERE ARE 152,000,000 BLOGS ON THE INTERNET.

Which means there have to be plenty that concentrate on the subject of your book.
Have you made up a list of them?
Have you sent review copies to them?



OVERHEARD:

You can have the stain of being unpublished removed from your record forever.

Become a published author. <http://bit.ly/qbJGmi>

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

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ParaFreebies



"HOW TO GET MAXIMUM PUBLICITY IN MINIMUM TIME"

Discover how to achieve your goals much faster by joining Steve Harrison for a free 60-75 minute webinar.

Thursday, January 12, 2012 at 2:00 pm Eastern (11 am Pacific) OR 7:00 pm Eastern (4:00 pm Pacific)

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



HarperCollins benefited from a 600 per cent growth in ebook sales last year.

IRENE WATSON ON BOOK PUBLISHING & BLOGGING



Irene Watson of ReaderViews on Dave Young's Branding Blog. Listen to the audio interview.

<http://bit.ly/t7xR2U>

PUBLICITY PLANNER FOR 2012

- Paul J. Krupin, Direct Contact PR.

Every year I create a forward-looking publicity calendar to help identify opportunities for people which is available in a free PDF file download.

It contains a lot of unusual holidays so that you can get creative, think ahead, and identify ways to tie-in to calendar events well in advance of the day they occur.

Here's the link to the Publicity Planner for 2012:

<http://www.directcontactpr.com/files/files/PublicityCalendar2012.pdf>

or

Snip URL: <http://goo.gl/YtBUi>

Reach the Right Media in the Right Market with the Right Message

<http://www.DirectContactPR.com> Paul@DirectContactPR.com

Blog.DirectContactPR.com

January 2012

Head Up - Lead Time

- New Year's Day is Sunday
- Valentine's Day is six weeks away
- Independence Day is six months away
- Mother's Day is four months away
- Valentine's Day is one month away
- Ground Hog Day is three weeks away
- Father's Day is five months away
- Spring is two months away
- Earth Day is three months away
- Valentine's Day is three weeks away
- Easter is two months away

WWW.DIRECTCONTACTPR.COM
 Call: Paul Krupin
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 509-541-8390 (C)
 Email: Paul@DirectContactPR.com
 Personal Advice & Custom Targeted PR.

Use the 31 Technique:

1. Identify a Success Story
2. Imitate the Structure
2. Associate with your own information.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1 New Year's Day
2 New Year's Day (Observed) / Rose Bowl	3 Thank God It's Monday	4 Trivia Day	5 Beats Day	6	7 I'm Not Going to Take It Anywhere Day	8
9 Full Moon	10 United Nations Day	11 Quit Smoking Day	12	13 Rubber Duck Day	14 Stress Up You Pet Day	15 Religious Freedom Day
16 Martin Luther King Day	17	18 Win the Pool Day	19	20	21	22 Celebration of Life Day
23 National Pie Day	24 National Compliment Day	25 Mac Day	26 Auschwitz Liberation Day	27 Holocaust Memorial Day/Thomas Crapper Day	28	29 Inventor's Day
30	31	National Thank You Month / National Eye Care Month / Birth Defects Month / National Glaucoma Awareness Month / Thyroid Awareness Month / Cervical Cancer Screening Month / Bath Safety Month				

The DPAA - R Rule for Publicity Success: Dramatic Personal Achievement in the Face of Adversity + a Little Humor. Direct Contact Publishing © Copyright 2012
 Best days to transmit your news releases are: Tuesday, Wednesday and Thursday. Plan and write copy Friday through Monday. Plan ahead and start writing early.
 Critical lead times: Daily Newspapers, Radio and TV - seven to ten days. Weekly newspapers - four to six weeks. Magazines - four to six months.



OVERHEARD:

I've learned....

That everyone wants to live on top of the mountain,
but all the happiness and growth occurs while you're climbing it.

--Andy Rooney

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

Your publishing colleagues may be thinking about you.
They will think about you more often if you forward this ezine to them.



ParaCalendar



AUTHOR ON A SPEAKING TOUR.

Where in the world is Dan?
Showing people how to write, publish and
promote their books
One presentation at a time.

Dan Poynter is circling the world to show people
how to make a difference and make a living through their books. He
shares two major programs and many specific ones.

Dan also speaks on aviation, parachutes and skydiving. See
<http://parapublishing.com/sites/para/speaking/index.cfm>

For more information, get in touch with the Contact person listed
below and see the host's Website.

ALSO SEE THE CALENDAR ON OUR WEBSITE:
<http://parapublishing.com/sites/para/speaking/calendar.cfm>



2012

USA

January 19. Teleseminar.

Dan Poynter on getting published. Hosted by humorist Judy Carter. Hear several stand-up comics and one serious Dan Poynter on the business of publishing. FMI:

Judy@JudyCarter.com, <http://JudyCarter.com>

USA.

January 20. Radio Interview. 4:00 PM, Pacific Time.

Dan speaks about book publishing.

Cindy Kubica. Cindy@CindyKubica.com

USA

January 21-22. Portland, Oregon (PDX)

FlyerTalk Do. Mileage run with UA Captain Denny Flanagan.

Dates Blocked.

USA

January 30. Culver City, CA.

IWOSC. Independent Writers of Southern California

Veterans Memorial Building, Culver & Overland, Culver City. 7:30 – 9:15.

Gary Young, artsy12@earthlink.net, 818-222-5554,

<http://www.iwosc.org/>

USA

February 3-5. Dallas. National Speakers Association 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

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

USA

February 9. Daytona Beach, FL. National Skydivers Museum Trustee Meeting.

Hilton Hotel. <http://SkydivingMuseum.org>

USA

February 10-12, Daytona Beach, Florida.

Parachute Industry Association winter meeting.

Hilton Daytona Beach Oceanfront Resort

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

USA

February 16-19. San Francisco Writers Conference. Mark Hopkins hotel.

Dan speaking on book publishing.

<http://SFwriters.org>

USA

February 23-25. Davis, CA.

Dates Blocked.

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 Helvy. 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>



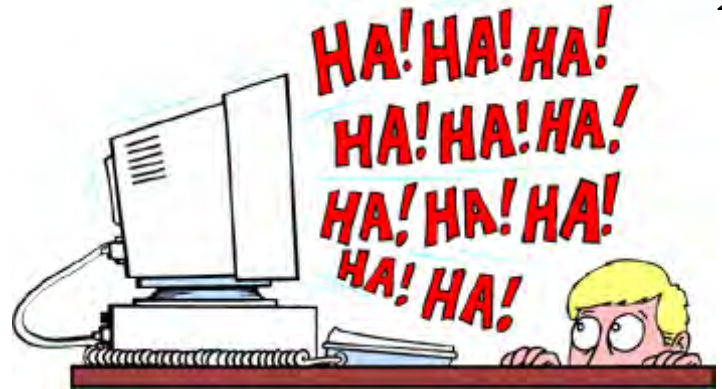
OVERHEARD:

An editor does not add to a book. At best he serves as handmaiden to an author. A writer's best work comes entirely from himself.
--Maxwell Perkins

Prove your love for this newsletter by forwarding it to your book colleagues.



ParaHumor



PLACES I HAVE BEEN, PART TWO

-- John L. Gann, Jr.

Marti Miller's account of **where she's been** in the *ParaHumor* section was marvelous. Regrettably, it has inspired my own thoughts on the subject.

Where I've Been Part 2

I've been in Coherent, but I don't think I can clearly explain what it's like.

I've also spent a lot of time in Dependent since I go whether someone wants to accompany me or not.

But I really enjoy myself when I'm in Defatigable. I never get tired of that place.

Of course I've been in Habitable. It's such a good place to live.

Where I Haven't Been

I've never been in Consequential. It didn't seem important to go.

Nor have I ever been in Sufficient. I just didn't think it would be enough.

Some others have spent time in Tolerable. But I don't think I'd be able to stand it there.

And I've been advised that it would be great to pass a weekend in Credible. But I never went—I didn't believe the hype.

Others tell me they've been in Vective, but they never have anything nice to say about their stay.

Where I Don't Want to Be

I don't at all like to be in Firm. That place makes me sick.

I don't care either to be in Jury. You can really get hurt there.

And I think only very naïve people want to spend any time in Nocent.

Where I Might Want to Be

I sometimes think it would be good to be in Trepid. When I have the nerve, I may go.

I think I might like some day to find myself in Quiry. I'll have to ask about it some time.

And should I spend next month in Decisive? I can't seem to make up my mind.

All of the above came without resorting to a dictionary, which I thought would be in Appropriate. If I had consulted my Funk & Wagnalls, this list might have gone on in Terminably.

-- John L. Gann, Jr.

(Generic Smiley)



OVERHEARD:

What are the last ten books you bought, and what made you buy them? Use those techniques to sell your books to other people. Do what works on you.

--Joe Konrath, Successful Author.

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

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

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