



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

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Just returned from my 20th round-the-world speaking itinerary.

Next stop: Orlando for the annual convention of the National Speakers Association. Am looking forward to seeing so many friends and attending the meetings of the Global Speakers Symposium committee, The Speaking Eagles, The Global Speakers Network and more.

--Dan Poynter, The Book Futurist.

Guiding Publishers to the Next Level in Book Promotion



ParaNews



BOOK PUBLISHING STATISTICS

--Jonathan Petersen

* Books published in 2009 using traditional production methods: 288,355, a ½% decrease from 2008.

* Books published in 2009 using on-demand printing/Internet: 764,448, a 181% increase over 2008.

<http://www.bowker.com/index.php/press-releases/616-bowker-reports-traditional-us-book-production-flat-in-2009>



YOU CAN SPEND A DAY WITH THE MASTERS OF BOOK MARKETING

Next opportunity: August 21 in Denver

Judith Briles, Brian Jud and Dan Poynter will conduct a mini-seminar as a prelude to our upcoming series of one-day seminars around the US. During this one-hour webinar, Judith will give you some tips on how to sell more books and get paid to do it. Brian will tell you how to get more, profitable sales in non-bookstore markets. And Dan will describe opportunities that are emerging as the Book Trade evolves into new forms. Some changes we like and some we fear. Discover what is happening so you can take advantage of the changes rather than be buried by them.

Sign up at <https://www1.gotomeeting.com/register/720807968>

The Masters of Book Marketing have joined to host workshops **for published authors--only**. Events are scheduled for August 21 in Denver, November 6 in Chicago and November 13 in Phoenix.

For details, see www.MastersOfBookMarketing.com

eREADERS – MORE PRICE DROPS ON THE WAY?

How quickly prices drop once competition enters into the market. With bookseller Barnes and Noble announcing that they would be selling a new version of the Nook with both 3G & WiFi for \$199 and reducing the price of the current WiFi only Nook to \$149, Amazon fired back and reduced the Kindle2 from \$259 to \$189. That's a \$70 drop overnight.

When the Kindle was first released in 2007 it cost \$399. So within the space of three years consumers have benefited by a \$210 price reduction.

<http://all247news.com/e-readers-more-price-drops-on-the-way/852/>



ANOTHER MAGAZINE IN TROUBLE

With advertising pages down and readers moving to online news, *Newsweek* has been losing money.

<http://www.thewrap.com/media/column-post/newsweek-sale-update-whos-whos-out-18440>

AMAZON EBOOKS TO PLAY AUDIO & VIDEO ON IPAD, IPHONE, AND IPOD TOUCH

Amazon has launched a new set of functions for the iPad, iPhone, and iPod Touch versions of the Kindle eReader--allowing for the use of embedded video and audio clips inside Amazon eBooks.

http://www.mediabistro.com/galleycat/amazon/amazon_ebooks_to_play_audio_video_on_ipad_iphone_and_ipod_touch_165958.asp

eBOOK READER SALES SOAR

Global ebook reader shipments totaled 1.43 million units in the first quarter of 2010. Global ebook reader shipments from manufacturers to vendors in April-May 2010 reached 740,000 units, with Barnes & Noble's nook accounting for 37% and Amazon's Kindle trailing at 16%.

<http://www.digitimes.com/news/a20100621PD210.html>

B&N SEES STRONG GROWTH IN CONSUMER BOOKS, LED BY DIGITAL

The company forecast that the consumer book market will grow from \$23 billion in 2010, to \$27 billion in 2013, with all the growth coming from e-book sales. Sales of e-books will be \$6 billion while sales of print books will fall by \$6 billion.

http://www.publishersweekly.com/pw/by-topic/digital/retailing/article/43683-b-n-sees-strong-growth-in-consumer-books-led-by-digital.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=9c4623aa7a-UA-15906914-1&utm_medium=email

BARNES & NOBLE BETS ON B&N.COM

Sales at B&N.com rose 24% in the year, to \$573 million and the company projected that B&N.com could hit sales of \$1 billion this year, with comparable store sales up 75%.

http://www.publishersweekly.com/pw/by-topic/industry-news/financial-reporting/article/43673-barnes--noble-bets-on-b-n-com.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=9c4623aa7a-UA-15906914-1&utm_medium=email

AMAZON OFFER AUTHORS 70% ROYALTIES

Authors who publish the digital edition of their books through Amazon will now, receive 70 percent of the list price of their title. Amazon will serve as the publisher and retailer. Currently and typically, authors receive only 10 – 12% of the net receipts from large publishers.

For larger publishers, Amazon must be a love-hate relationship. While Amazon is one of their major bookseller clients, the online retailer is becoming a major competitor—stealing their authors. See

http://www.publishersweekly.com/pw/by-topic/digital/retailing/article/43693-amazon-puts-70-royalty-in-place-for-dtp-publishing.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=6ad7823fde-UA-15906914-1&utm_medium=email

JAMES PATTERSON TOPS 1 MILLION IN eBook SALES

Patterson has moved 1.14 million units of his books for devices like Kindle and the iPad. The big seller, by far, is the most recent: Patterson's novel "I, Alex Cross," which was published both electronically and in hardcover last fall.

"If eBooks get people who might otherwise not be reading to pick up a book, then that makes me happy," Patterson said.

http://www.google.com/hostednews/ap/article/ALeqM5gKuX01uSed-K65wiGFxY9_LdHcMgD9GPPNQG3

ARE LIBRARIES BEING REPLACED BY THE INTERNET?

"They eat up millions of your hard earned tax dollars. It's money that could be used to keep your child's school running. So with the internet and e-books, do we really need millions for libraries?" See the news video.;

http://www.myfoxchicago.com/dpp/news/special_report/library-taxes-closed-20100628



AMAZON'S JEFF BEZOS MAKES PREDICTION ON BOOK PRICING

"First of all, there are a bunch of publishers of all sizes, and they don't all have one opinion. There are as many opinions about what the right thing to do is as there are publishers. So you're seeing that some of them are being very aggressive on prices, pricing their books well below \$9.99. Others are trying to do everything they can to make prices as high as possible. And what you're going to see is a share shift from one group of publishers to this other group of publishers."



<http://tech.fortune.cnn.com/2010/06/29/jeff-bezos%E2%80%99s-mission-compelling-small-publishers-to-think-big/>

BORDERS LAUNCHES eBook STORE.

"Borders is late, but not too late, because this is an emerging market. As a publisher, this is one more outlet for us," says Jane Friedman, chief executive of Open Road Integrated Media LLC, an e-book publisher.

<http://online.wsj.com/article/SB10001424052748703636404575353172812735204.html>
<http://www.fastcompany.com/1667671/borders-ebooks-book-store-e-publishing-digital-books-amazon-kindle>

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To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.



DO TWITTER POSTINGS SELL BOOKS?

The growth in the number of followers for both Algonquin and Knopf has been substantial. In 2009 Knopf had 1,581 followers and today they have more than 32,000. The trick to their success may lie in the community building which is so crucial to Twitter.

http://www.huffingtonpost.com/fauzia-burke/does-twitter-sell-books-y_b_630759.html

WINNERS ANNOUNCED FOR THE ANNUAL BULWER-LYTTON PRIZE

(It was a dark and stormy night). See

<http://www.bulwer-lytton.com/>

THE eBook PRICE WARS HAVE COMMENCED

A few hours after Barnes & Noble slashed Nook prices, Amazon has announced a [special \\$189 price](#) for the Amazon Kindle--coupled with free shipping.

http://www.mediabistro.com/galleycat/ebooks/ereader_price_wars_have_commenced_165311.asp

http://www.publishersweekly.com/pw/by-topic/digital/devices/article/43601-b-n-amazon-drop-prices-on-e-reading-devices.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=de09ad0b4e-UA-15906914-1&utm_medium=email



FACTOID

There are currently 290 Million cell phones in use in the US right now. The population is 308 Million; that equates to more than 91% of every man woman and child in this country has a cell phone. They are currently spending more than \$150B a year on those phones

BEWARE OF BOOK PUBLISHING SPAM

--Victoria Strauss for [Writer Beware](#)

Lately, my inbox has been plagued with a rash of emails with subject lines like "Help with your writing," "Book Publishing," "Publish your book with reliable services," "Publish your manuscript," "Learn how to publish," and "Do you have a story to tell?" It's spam, of course--advertising for pay-to-publish companies, which pay email marketing companies (a.k.a. spammers) to contact lists of harvested email addresses, in hopes of luring writers sign up with them. Those who are Internet or publishing-savvy are probably wise to this. But inexperienced new authors may not be.

<http://accrispin.blogspot.com/2010/07/beware-of-book-publishing-spam.html>

BOOKS-A-MILLION LAUNCHES eBookSTORE

The eBookstore has "hundreds of thousands of downloadable titles" that 'are compatible with a wide variety of reading platforms including PCs, Macs and various eReaders.'" The site includes an eBook bestsellers list and a wide variety of prices

http://www.publishersweekly.com/pw/by-topic/digital/retailing/article/43719-books-a-million-launches-e-bookstore.html?utm_source=Publishers+Weekly%27s+PW+Daily&utm_campaign=c035c5927c-UA-15906914-1&utm_medium=email

eBOOK SALES TO OVERTAKE PRINTED BOOK SALES

eBook sales look set to outgrow printed book sales as the eBook reader market diversifies and the technology finally matures. With well over 120,000,000 eBook-capable mobile devices now in consumer's hands there is clearly a huge market for publishing pixels.



<http://www.zeta.net/industry-news/ebook-sales-overtake-printed-books.html>

DAN POYNTER CAN SHARE A SPEECH WITH YOUR GROUP

There are many presentations on book writing, publishing and promoting to choose from.

A. Writing Books



📖 SO YOU WANT TO WRITE A BOOK

An Introduction to Writing, Publishing and Promoting

📖 THE NEW "BOOK" MODEL

How to write, publish & promote your nonfiction book

📖 WRITING YOUR NONFICTION BOOK

Converting Your Knowledge & Research into the Written Word

📖 CHILDREN'S BOOKS:

On the *move*.

📖 YOUNG AUTHORS

How They are Writing and Reading

📖 WRITEAHOLISM - Humor

Just say NO to keyboards

B. Publishing Books

📖 BOOK PRODUCTION

Printing eBooks, Audiobooks, Apps & More

📖 PACKAGING

Great Titles Sell More Books

C. Book Promoting, Marketing & Distributing

📖 BOOK PROMOTION

For Writers, Introverts & Other Reluctant Marketers

📖 SOCIAL NETWORKING FOR BOOKS
Confirming Subjects and Finding Markets

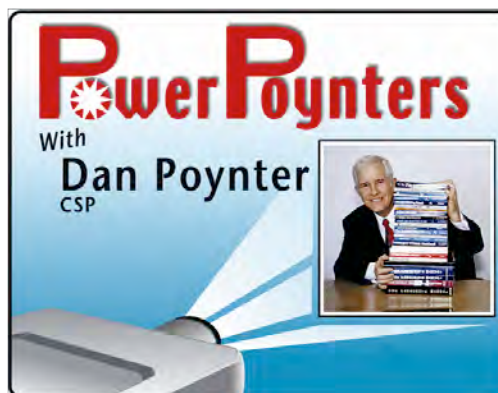
📖 SELLING BOOKS ABROAD
Through Remote Marketing

D. The Book Publishing Industry

📖 PUBLISHING INDUSTRY OPPORTUNITIES
Book Publishing: Past, Present & Future

📖 I LEARNED FROM THAT

📖 THE ADVANTAGES OF BEING A SMALLER PUBLISHER.



See **Speech Descriptions** for detail
<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>

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>

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

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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.

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ParaTips

MEDIA CALENDAR SERVICES

--Rick Frishman publisher Morgan James Publishing

<http://www.morganjamespublishing.com>



Another valuable online tool is media calendar services. These services provide searchable databases of items on editorial calendars and contact information for editorial personnel from thousands of publications.

So if you are looking for information to supply to a target or to one of your network partners, you can check whether items in their fields of interest are listed on upcoming editorial calendars. Calendar services provide editorial profiles for publications including their editorial thrust and target audience. They also give you access to contact information for the editorial personnel involved in forthcoming pieces. Media calendar databases are searchable by topic, keyword, publication name, circulation and location.

Online calendar services include:

- Bacon's Media Calendars—www.bacons.mediacalendars.com
- Lexis/Nexis Press Files—lexisnexis.com/pressaccess/pressfiles
- Media Map—www.EdCals.com

More tips at <http://www.rickfrishman.com>

ASK KEY QUESTIONS

--Pam Lontos is the author of "*I See Your Name Everywhere*" and president of PR/PR, a public relations firm that specializes in experts. www.prpr.net.



When you get an editor or reporter on the phone, you must ask key questions in order to make your pitch more compelling. Realize that an editor or reporter only cares about one thing: their readers. They want specific information that will best serve their audience. So instead of telling them all about your company, first learn about their readers and their needs.

BOOK DESIGN: Using Stories to Enhance Your Writing

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



When you are in the process of collecting resources and data, don't forget to write about yours or others experiences, stories leave a profound impression on your readers minds. Your stories will influence them more because they are able to relate to them. Some ways to use stories: open the chapter with one that best illustrates the point of the chapter; insert within the chapter a story as a teaching aspect. You might even solicit stories from friends to use, be sure to have them sign a rights to use statement for you.

When you get the hang of using stories you won't want to be without them, they will move your book along in ways that you'll never believe until you write it.

Remember, do something every day toward your book and promotion.
Karrie Ross, [Book Designer](#) & Coach

WORD TRIPPER

--Barbara McNichol, 520-615-7910, editor@barbaramcnichol.com.



Under, fewer than, less than – "Under" implies a geographic position; "fewer than" means a reduced number of items that can be counted; "less than" refers to a reduced amount of something that's intangible.

- "Put the old newsletters *under* the table."
- "There are *fewer than* 400 audience members."

"The cost of groceries at the supermarket is *less than* buying the same things at the corner store."

DATING IN THE PUBLISHING INDUSTRY (WITH APOLOGIES TO MR. TOLKIEN)

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



For book publishers, one important date stands above the others. You could say there is one date to rule them all, and in the print-shop bind them. Yeah, I went there. This is your publication (pub) date. However, just as there were other rings the heroes in Tolkien had to watch out for, there are other dates publishers pay attention to, as should you.

If any of your dates begin to slip, everything else down the line gets squeezed, which could end up putting you in the worst-case scenario--a missed pub date. However, if things get so backed up you do miss your publication date, no one will throw you to the fires of Mount Doom (hopefully). Publishing is a fluid business, to say the least. The trick is to know which dates to hold to, and which can move.

Two that should be held are the date of manuscript delivery (the beginning), and the date advance copies will be ready (5-6 months prior to pub date). Everything else can shift. Just make sure they don't shift enough to jeopardize the big ones.

One fun exercise is to start with a pub date, and build your schedule backward. You will be amazed at how quickly the months between "Today" and "My BOOK IS FINALLY PUBLISHED!!!" will fill up.

RAISING MONEY TO PUBLISH YOUR BOOK

I have written a book on my favorite hobby, soap making. The tip I wanted to tell you about, is that I learned of a fundraising website from another book marketing email newsletter. The fundraising company is called Kickstarter. I had to submit a proposal that gave the details of my book project, was accepted, and launched the fundraising effort on June 22. Before doing this, I had even corresponded with another author, who was successful in raising money using Kickstarter.

Wish me well! We are currently at \$625, with 28 days to go. Here is the link to my book project page:

<http://www.kickstarter.com/projects/808745821/creative-soap-making-the-basics-and-beyond-0>

--Elin Criswell, www.TheCountrySoaper.com,
www.LoneStarSoapAndToiletries.com

BOOK TESTIMONIALS – LOCATING CELEBRITIES

--Janet Fisher

Many film stars and other celebrities can only be reached through their agents. Look them up at <http://www.WhoRepresents.com/profile.php?id=259&fname=Dana&type=artists>

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

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



THE PARAPUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his findings every day. Discover where the book industry is going. See

<http://blog.parapublishing.com/>











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 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.

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-  Bypass the publishers and go directly to a short-run book printer.
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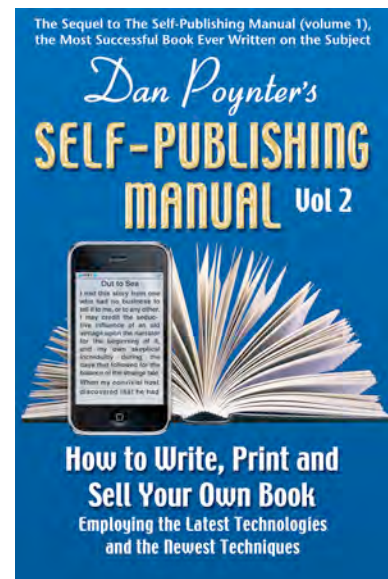
Available as an eBook in ten different formats. \$7.97

<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

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<http://www.twitter.com/DanPoynter>

FLIP BOOK VIEWER HAS REAL PAGES

For an example, see chapters one to three of Dan Poynter's *Writing Nonfiction*. Turn the pages with a mouse click or drag them to the side. Explore all the buttons on the page.

Easy to use, just load the PDF of your book into it.

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

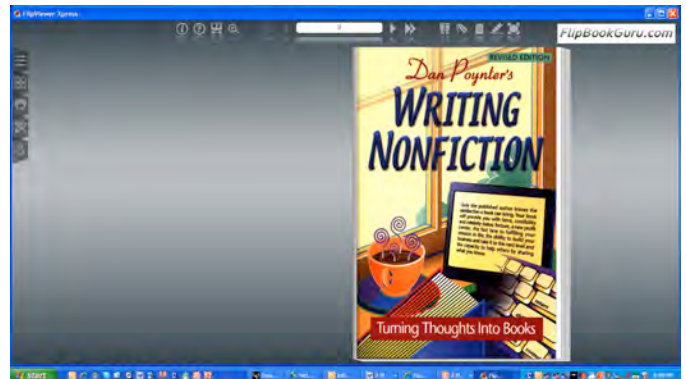
(May take several seconds to load)

And see the last *Publishing Poynters* in the FlipViewer format.

<http://fvxpress.digiflip.com/PP-ezine1April10a/flipviewerexpress.html>

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<http://www.FlipViewer.com>



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- CREATE EBOOKS, AUDIOBOOKS, APPS, TRANSLATIONS AND MORE
- FIND ACTIVE BUYERS THROUGH SOCIAL MEDIA NETWORKING



Dan Poynter has been on all 3 sides of the publishing table: author, publisher and self-publisher.

He has written more than 120 books, has been publishing since 1969 and is a Certified Speaking Professional.

The media come to Dan because he is the leading authority on book writing and publishing.



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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.

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ParaThoughts



GREAT BOOK TITLES

–Dan Poynter, The Book Futurist.

While speaking in London, I ran across a book and loved the title so much, I bought it.

The Guide to a Dead Brilliant Funeral Speech - Because you only get one chance to make a last impression by Neil Dorward (147 pages, Paperback - Aug. 17, 2009, Ecademy Press, <http://www.ecademy-press.com/>). Available at Amazon.

As a speaker, I need this book on my shelf but I also love the title. One never knows when he or she will be asked to speak at a funeral.

I speak on titling books and speeches and am adding a picture of this book to one of my slides. I can't wait to show it in Singapore next week.

Good titles make a difference.

- In an advertisement. The headline contributes 75% of the pulling power
- A good title sells 15% more books in mail order
- Sales reps feel the title is 33% of the sales package
- Is the "hook" that determines sales

The title is the single most important piece of ad copy-writing you will do for the book (Good) titles sell books and speeches.

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

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ParaFreebies



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--Barbara McNichol <editor@barbaramcnichol.com>



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with Anu Garg

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<http://wordsmith.org/awad/sub.html>

DAN POYNTER HAS A F-R-E-E iPHONE APP

This App has detailed guidance (InfoKits) on book writing, publishing and marketing. These materials will guide through every step toward your goal to become a successfully-published author.



Read the FAQs. See the Book Research Resources (Sources), Book Publishing Statistics (BookStats), Book Publishing Vendors (Suppliers), Dan on stage (Videos) and Books, Writing Kits & Reports on book writing, publishing and promoting (Products). Subscribe to Dan's free Publishing Poynters newsletter. Attend Dan's programs (Speeches). See the Events (Dan's Calendar).

The most expensive parts of book writing and publishing are the mistakes. You do not have to make them.

See

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=352965979&mt=8>

or

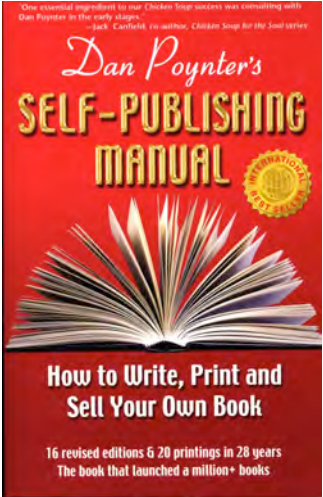
Search the App store for Dan Poynter. **Now the App is F-R-E-E**

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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.

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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>

2010

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](#). Location Phone: +1-407-239-4200
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

August 6-8. LEXINGTON, KY. Parachute Industry Association meeting.

August 13-15. DELAND, FL. National Skydiving Museum Celebration: Joe Kittinger 50th Anniversary. Fmi: Nancy Kemble, +1 (540) 604-9745, nkemble@skydivingmuseum.org,
<http://www.skydivingmuseum.org/>

August 21. DENVER. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

September 9. KÖLN (Cologne), Germany. Global Speakers Network meeting.
<http://www.germanspeakers-association.de/>

September 10-11. KÖLN (Cologne). German Speakers Association (GSA). <http://www.english.gsa-convention.org>, <http://www.germanspeakers-association.de/>

September 24-26. VALLEY FORGE. 11th annual Express Yourself Published Authors Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500.

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

September 30. MARLOW, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Morning. Crowne Plaza. Fmi: info@bookmidwife.com, +44 (20) 8364 2884, <Http://www.BookMidwife.com/seminar>

September 30 – October 3. MARLOW, UK. Crowne Plaza, Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504, http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829



October 14-16. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP) <http://www.association-conferenciers.com/>

October 22-24. MYRTLE BEACH. South Carolina Writer's Workshop. Fmi : Carrie McCullough, mcculloughca@bellsouth.net, 706-798-9545. <http://www.myscww.org/conference/> Hilton Myrtle Beach Resort.

November 6. CHICAGO. . Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 13. PHOENIX. Published Author's Promotion Workshop with Judith Briles, Brian Jud and Dan Poynter. Fmi: Brian Jud, (800) 562-4357, BrianJud@bookmarketing.com

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion. <http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

2011

February 18-20. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

April 1-3 DALLAS. CSP/CPAE Summit. The Joule hotel, located downtown. <http://www.mynsa.org/EVENTS/FullCalendar.aspx>

April 13. A Global Speakers Network meeting and other events will be held on April 13th. Noordwÿk, near Amsterdam. <http://www.psaholland.org/>

April 14, 15 and 16. NOORDWÿK, Netherlands. Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.

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

May 21-23. NEW YORK. IBPA Publishing University
Fmi: <http://www.PMA-online.org>

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:
<http://www.bookexpoamerica.com/>

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US)
convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

October 6-9. UK, Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK)
convention. Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
http://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association.
At thee brand new Marriott Hotel.
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

October 4-6. UK, 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://www.professionalspeakersassociation.co.uk/events/event_details.asp?id=26829

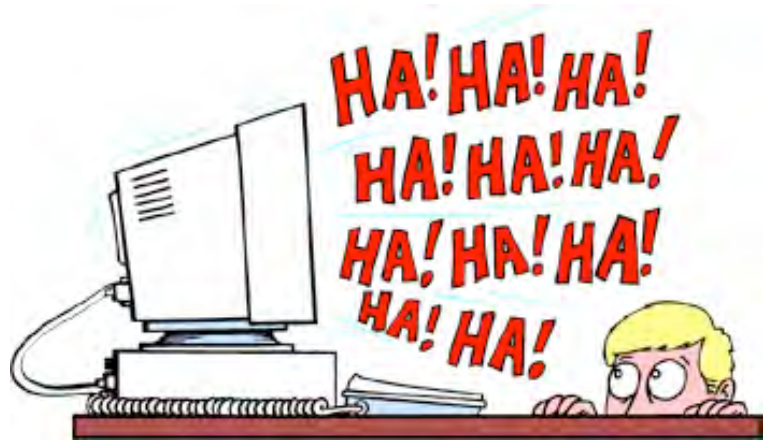
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ParaHumor



FUN WITH WORDS **Puns for the Educated**

A famous Viking explorer returned home from a voyage and found his name missing from the town register.

His wife insisted on complaining to the local civic official, who apologized profusely saying, "I must have taken Leif off my census."

(Generic Smiley)

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The Small Print



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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats. PO Box 8206, Santa Barbara, CA 93118-8206 USA. 530 Ellwood Ridge, 93117. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009 <http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)