



Your Publishing Poynters Newsletter: July 1, 2005

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.

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DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB

For the Small Print, scroll to end.

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1. ParaNews
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5. ParaResources
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7. ParaFreebies
8. ParaCalendar (Dan may be coming to visit you)
9. ParaHumor

<1-----ParaNews-----<

A. McCORMICK BACK IN DISPLAY MARKETING BUSINESS. Tim McCormick, formerly with Books Are Fun, is now buying for Imagine Nation Books, Ltd., an Earl Kaplan company. See <http://www.imaginationbooks.info/pages/7/index.htm> Tim is seeking books from the independent publishing community. Orders range from 20,000 to 115,000 copies of a title. Contact Tim McCormick, Senior Buyer, Imagine Nation Books, Ltd. P. O. Box 27672, Tempe, AZ 85285-7672, 480-838-4309, tMcCormick@ImagineNation.us

B. WHAT'S NEW? More ParaTips, A landmark ParaThoughts, a cornucopia of ParaFreebeis, a treasure of ParaWants And a good ParaHumor. This is one of the best issues we have published. And we owe it all to our contributors. Read on.

C. ROSE PRINTING AND LIFETIME BOOKS JOIN/CONSOLIDATE. Rose Printing of Tallahassee and Don Lessne's Lifetime Books of Hollywood Florida, join forces on printing, warehousing, selling, fulfillment and distribution. Rose contributes printing and warehousing while Lifetime has a book-trade sales force; Don Lessne is also agenting foreign rights. See <http://www.RosePrinting.com>

D. LIBRARIES GOING ELECTRONIC. US and Canadian libraries are increasingly giving patrons the option of digital books and audiobooks. In almost all cases patrons must access the eBooks and eAudios from their own computer, rather than on library equipment. In the situation of a hot book, i.e. a Dan Brown best seller, patrons can download simultaneously to computers and Windows-compatible MP3 players and PDAs. Many publishers are already supplying libraries through www.OverDrive.com. Recorded Books and Audible.com are other large-volume suppliers players in the audiobook field. For the full article see The Christian Science Monitor, June 6, 2005.

<http://www.csmonitor.com/2005/0602/p11s01-bogn.htm>

--Judy Byers, AudioCP Publishing & Consulting, www.audiocp.com
303-748-2300, jbyers@audiocp.com

E. PESTERED BY NEWBIES ABOUT PUBLISHING? As authors and publishers we often attract a lot of questions about breaking into print. One quick, easy solution is to direct them to our InfoKits for help. There are three: on writing, publishing and promoting; they get precisely what they need. Just send the newbies to

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

Some savvy authors and publishers even put the following item on their web sites.

Want to get published? For complete details, see

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

F. WRING MORE VALUE OUT OF YOUR WORK. After the book is published, make it available in more editions. Read P³: The Poynter Publishing Plan. See ParaThoughts, below.

G. DAN POYNTER IS COMING TO VISIT. Please alert your colleagues.

Burlington, Carson, Chicago, Costa Mesa

Denver, Everywhere (teleconference), Foster City, Goleta,

La Jolla, Los Angeles, Orange, CA, Orlando

Ottawa, Philadelphia, Salt Lake City, San Diego, Santa Barbara, Santa

Monica, Valley Forge and Vancouver, BC.

(MORE to be announced soon)

See the ParaCalendar on these content-filled seminars, below. See ALL the listings. Dan will visit some states/provinces/countries several times.

<http://parapub.com/calendar.cfm?>

H. WRITE MORE BOOKS; MAKE MORE MONEY, a seminar with Sam Horn and Dan Poynter the day before the National Speakers Association convention. Get the inside secrets. How to write your book and make the choice: Find an agent, locate a publisher or publish yourself. 12:50 –

5:30, Hilton Atlanta , 255 Courtland Street . 1.5 blocks from the Hyatt (NSA Convention hotel). \$149 (\$199 after June 30).FMI: Action Seminars, 805-528-4351, info@SamHorn.com,
<http://www.samhorn.com/wmb.mmm.html>
http://parapub.com/speaking/pdfs/%20WMB_MMM_flyer.pdf

I. SELL YOUR BOOKS AND SUPPORT PUBLIC LIBRARIES. The Central Coast Book and Author Festival will take place on Saturday, September 10, 2005 in the historic Mission Plaza located in the heart of downtown San Luis Obispo, California. As always, we expect a wide variety of genres – fiction, mystery, sci-fi, self-help, cookbooks, history, memoirs, and more. This year will be extra special because the festival will kick off the SLO Carnegie Library’s 100 year anniversary celebration. Don't wait to get in on this exciting opportunity to showcase your books. You get an early-bird discount if you register before August 1st, and there is still time to reserve your spot to present a reading or workshop. For more information about the festival or to download a “booth reservation form,” please visit our Web site at www.ccbookfest.org or call 805-546-1392.

J. PROMOTE YOUR BOOK NATURALLY--FOR INTROVERTS AND RELUCTANT MARKETERS. TELECLASS on July 14, Time 4:30-6:00 Pacific time; 7:30-9:00 Eastern time (1 1/2 hrs) \$45 includes \$29 bonus reports. This class is for fiction and non-fiction writers.

In this 90-Minute Teleclass you will get these results:

- Reach thousands, even tens of thousands via the Internet
- Get targeted Web traffic for you book
- Discover the # one free book promotion on the Internet
- Leverage what you have to get the word out
- Share your book with your targeted audience--your style

For registration and the Five Questions Dan and Judy will help you get answers for go to, see <http://www.bookcoaching.com/teleclasses.shtml>
Questions? <mailto:judy@bookcoaching.com>
Or call toll free 866-200-9743 or 619/466-0622

K. BOOK MARKETING/PROMOTING/DISTRIBUTING WORKSHOP. Dan Poynter has been hosting weekend retreats at his place in Santa Barbara for more than 20 years. Thousands have graduated from his intense two-day course. The next one will be on July 23-24, 2005. The venue is Dan's home/office overlooking the Pacific. The setting is intimate; space allows for just 23 participants and all of the seats are already taken; the waitlist is growing. Another fabulous weekend retreat will be scheduled for later in the year. Invest in the future of your company now.

For more information on this \$695 event (\$495 for the second person from the same company), see https://parapublishing.com/dls/yimnydov/R-167_WSBrochure_4.pdf
Or call Becky at +1-800-PARAPUB.

L. WRITER'S DIGEST/F&W SOLD. See <http://www.publishersweekly.com/article/CA608967.html>

M. SELLING INDIAN BOOKS IN THE U.S. Indian publishers, printers, designers, translators, distributors, booksellers, data specialists, paper dealers, and everyone else involved in information delivery are invited to participate in two very special seminars conducted by Godfrey Harris in New Delhi (July 13) and Chennai (July 15) on how to use word of mouth techniques and team approaches in building their U.S. business. Details can be obtained from Naresh Khannah, Publisher of Indian Print & Publisher, the sponsor of the seminars at: naresh@ippmail.com
--Godfrey Harris, hrmg@aol.com

N. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to <http://parapublishing.com/getpage.cfm?file=/news.html>. Unsubscribe your old address and subscribe your new one.
To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

O. SEE HOW eBOOKS ARE SOLD. The Self-Publishing Manual, Writing Nonfiction and Successful Nonfiction are available for just \$7.99 in electronic download from Amazon.com. Now you can have a fully searchable edition of these bestsellers.
And see Document 615 at <http://parapub.com/getpage.cfm?file=products.html>

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

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"A writer is a person for whom writing is more difficult than it is for other people."
--Thomas Mann

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<2-----ParaWants----->

STORIES/INFORMATION WANTED

Contact requesters directly. Do not send stories, etc. to Dan.

Please forward these requests to your colleagues. They will thank you.

ParaWants are posted/archived for two months at

<http://www.u-publish.com/invite.htm>

A. I am looking for stories or ideas from women (or men) who married in their late teens or early twenties and have been married 30+ years (Baby-boomers). I am writing a book on the marriage mindset of a generation who managed careers, cloth diapers, home-cooked meals and sex with a brand new Pill. If you have great ideas about why your marriage survived all, please contact me. Anne Schroeder
schroeders@thegrid.com

B. I'm looking for more stories about PEOPLE WHO HAVE SUCCESSFUL SELF-PUBLISHED for my book and my

<http://www.SelfPublishingHallOfFame.com> web site.

If you think you qualify, send me your story. Details and longer stories are welcomed. If you know of someone else's story, tell me their story or send me contact info for them so I can interview them.

--John Kremer, johnkremer@bookmarket.com

C. I am looking to interview women (of any age) with grown daughters about their experience in their CHILDREN LEAVING HOME: how they were affected, how their lives changed, how they dealt with the "empty nest" issues, etc. Interested participants can be kept anonymous. Please write to susan@susanmbrooks.com for information.

--susan sabo, publisher, small dogs press, 562.673.8488.

<http://www.smalldogspress.com>

<http://smalldogspress.blogspot.com>

D. I'm looking for fun stories about you or someone else DEALING WITH SOMEONE WHO HAS AN ENTIRELY DIFFERENT PERSONALITY WITH THE FOCUS ON HOW DIFFERENT TWO PEOPLE LOOK AT OR APPROACH THE SAME SITUATION. Please include a short description of the personalities of each person in the story simply by listing four or five adjectives that would describe you and them. You don't have to identify the personality type using some profile. Just relate the story. If you aren't sure whether it applies, send it anyway. I will send a free copy of my book, THE DNA OF SUCCESSFUL LEADERS, to anyone whose story I use and a free Personality Cues personality profile to anyone who submits a story. My book will be published late this summer or in early fall. Send your stories to troytate@torquesolutions.com

--Troy L. Tate, www.torquesolutions.com
www.torquesolutions.blogspot.com

E. I would like some original articles for my website on the topic of "MASSAGE". They can be factual, research type articles or personal stories of individuals experiences. Approximately 300 - 500 words. Not too technical. Magazine style aimed at the average reader. Full credit and link will be given.

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

F. SCHOLARSHIPS: Did you or someone you know win COLLEGE SCHOLARSHIPS? Did you set goals early in school or decide to apply after achieving a high GPA ? Were you motivated by an older sibling, friend, relative, parent, teacher, or mentor? How did you feel when you got the great news? Did you win any awards before the senior year? How were you recognized at your school? Your stories will motivate others to excellence. Full credit will be given. E-mail to: Dale Clifton, dale@scholarshipdoctor.com

G. We are looking for a few good stories of "Partners" (business partners, spouses, life partners, roommates, parents, friends, et cetera.) These stories should be about RELATIONSHIPS THAT HAVE RESULTED IN SUCCESS due to planning, and holding each other accountable to achieve individual goals and objectives. Upon completion, a copy of the book will be presented to all featured Partners. Please send stories or inquiries to terry@p2s.us

H. Seeking SUCCESS STORIES FROM AUTHORS OF NON-FICTION BOOKS, E-BOOKS, AND SPECIAL REPORTS. Stephanie Chandler is seeking publishing success stories of interest to the small business community. Contributors will receive credit in the book which is tentatively scheduled for publication in Q1 06. For details on how to submit, please visit: <http://www.businessinfoguide.com/onlinepub.htm>.

I. GRANTS FOR WRITERS. I am teaching a workshop about Grants for Writers, and I am looking for additional examples of writers who have applied for and received grants. If you can help me out, I'll have a short few questions to ask you. I'll even open this up to receive comments from any of you about grants or applying for them. Please respond off-list to me at: ashootingstar@charter.net

--Claire Krulikowski, www.clairekrulikowski.com

J. LADIES, WOULD YOU LIKE TO GET IN PHENOMENAL SHAPE? Fitness author, Laurie Bell, 40-year-old superfit mother of two, seeking 10 frustrated, overweight women to "test drive" and review her finished

manuscript, *Lose the Lies, Lose the Weight: The Ultimate Guide to Permanent Weight Loss*. Contact Laurie at fitforevermom@aol.com. Enjoy!

==>SEND YOUR STORIES WANTED ITEMS to
DanPoynter@ParaPublishing.com

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"I take the view and always have, that if you cannot say what you are going to say in twenty minutes you ought to go away and write a book about it."

--Lord Brabazon (1884-1964) Early Aviator.

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

A. XS PAPER, PURCHASES OBSOLETE PAPER INVENTORY from Printers, Retailers, Publishers & Cataloguers all over the US & Canada. We can turn your excess inventory into cash. Simply send me a list of your available items, and we will make you a fair offer ASAP.
--Dorothy Nocera, 732-772-1200 ext. 111, d.nocera@xspaper.com

B. REMAINDERS – Buy & sell. See <http://www.skufLOW.com/ssl/myremainders/>

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

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“Writing is the only profession where no one considers you ridiculous if you earn no money.”

--Jules Renard

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

A. THE SECRETS OF PUBLIC RELATIONS. (c)
--Brian Feinblum, www.plannedtvarts.com,
feinblumb@plannedtvarts.com

STYLE OVER SUBSTANCE. Why do we publish books? Some of you will respond: to make money. Most will respond: to get my message out. You wrote a book because you either want to enlighten, educate and inform others or, in the case of a novel, entertain people. It's a noble cause. But a book is still a product, a commodity in the marketplace. So what's the best way to sell something? You have to promote it. And to do that it means you need to make your story sound newsworthy, sexy, valuable, interesting. Where as your book might resemble substance, a PR campaign is all about style.

So how do you put some flash and pop into your story? Well, for starters, be succinct and direct when telling people about your book. If it takes more than a few sentences to summarize what it's about, you're screwed. People will lose interest and the only suspense that awaits them is: When will you stop talking?

When you tell someone about your book, the goal really isn't to become the Monarch or Cliff Notes for them. You don't want them to know about everything in the book, only something. you want to tease them, whet the appetite and make them drool for more. So less is more here.

The second rule is you need to look at the vocabulary selection you use to describe things. Move from the functional to the descriptive. Load up your verbal diet with adjectives and use verbs that have some sound effects. Don't merely say your book is about how to invest money in the stock market -- it's about how to use the proven strategies and loopholes that rich people use to turn hard-earned money into bigger pots of gold. With this book, you'll retire early! See the difference?

If you have a diet book, it's not simply how to lose weight in 6 weeks -- it's about a revolutionary but proven technique that allows you to drop ugly fat and unwanted pounds so that you can get into your favorite outfit and feel youthful again.

Lastly, always give an analogy or metaphor -- something people can instantly relate to -- perhaps something funny, something timely,

something eye-opening. So, use your words wisely and always remember it's style over substance when it comes to PR.

B. PREPARE EXTRA COPIES OF THE COVER OF YOUR BOOK in a post card size with your details on the back of the card. You can also do them in actual business card size as well. Send them out to clients, associates, or give away at events. It acts as a great business card and when received in the mail it stands out as something different

--Ricky Nowak, Confident Communications,
www.confidentcomms.com.au

C. SECRETS OF SUCCESSFUL AUTHORS

--Judy Cullins, <http://www.BookCoaching.com>

Don't get fooled by high-cost services.

If it's too good to be true, it isn't true. When you hire someone to do it all for you, it can cost \$5000-\$10,000 a publishing project, often with small results. Check out what services fit your budget, and get a realistic picture of what your results will be.

D. DISTRIBUTORS ARE MORE IMPORTANT THAN EVER BEFORE. With EDI, ASN, ISBN-B, collections from stores and the need for sales reps to show books to stores, publishers need a distributor to sell to the book trade today. The challenges for distributors is that they must gross \$20 million/year to be viable today and, with interest rates low, they can't make much money on the "float". Another challenge is that some larger publishers are keeping their warehouse people busy by getting into distribution.

--Jed Lyons, National Book Network, BEA June 2005

E. DISTRIBUTION TIP

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

Many publishers express their frustration with the inability to contact a human being at Amazon.com for content corrections or changes. You can easily submit changes to your titles listed on Amazon.com through the ³Suggestion Box² at the bottom of the page for every book. Through the online catalog update form link on the same page, you can submit changes to title, author, languages, binding, number of pages, pub date, and format/edition. Expect these changes to take 5-7 business days, and if you don't see the change by then, submit it again.

F. LEGAL TIP

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

If you're even contemplating writing a book with another person, then you must spell out your agreement in writing. You should do it in the very beginning of the project while everything is friendly. The agreement should detail all the key elements of how the collaborative effort will unfold. Perhaps even more importantly you should explain how the resulting compensation and expenses would be divided.

G. BOOK COVER TIP

--Robert Howard. www.bookgraphics.com

Color bleeds. Printers expect a cover layout to include color bleeds. A color bleed typically extends color 0.25² beyond the trim lines or crop lines. Hard covers include a wrap and a color bleed.

H. PUBLIC RELATIONS TIP

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

Build relationships with reporters. When you do, they will use you as a source more often and will call you for more stories. If they can't use you right away, they'll keep you in mind for the next time. When you call them to pitch a story, whether they go for it or not, always ask what other stories they are working on. They may be able to use you for that.

I. PLAN EARLY FOR A LATE FRANKFURT BOOK FAIR. Even with Frankfurt 2005 scheduled for October 19 to 23rd, it is never too early to lock down your arrangements. Space rentals from the authorities SOLD OUT in February; only cooperatives and stand-shares space is now available. International Publishers Alliance still has some open shelves on its always crowded, always active stand at the world's biggest and most important book fair. Having sold out last year, at London 2005, and again at BEA, we fully expect to complete the cycle in Frankfurt. For information on how you may be able to still participate with people who have been doing this for 17 years, contact Godfrey Harris, International Publishers Alliance, at hrmg@aol.com

J. HOW LONG WILL COLOR-INKJET PRINTS LAST? That depends. See this document from HP:

http://h30046.www3.hp.com/news_article.php?topiccode=20050510_121950_225_121_0_0&pagesite=SMB_OOV®ioncode=NA&jumpid=em_EL_TAW/US/Jun05_SMB/Feature/DigitalPrints

K. BOOKSTORES ARE A LOUSY PLACE TO SELL BOOKS. Go into a bookstore and look around. How many people came in to buy a book on skydiving? Now visit a parachute store. How many are interested in a book on skydiving? There are many places to sell books besides

bookstore. They are easier to reach, much more lucrative and a lot more fun. To start

Thinking Outside of the Book (trade), See

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

L. WHAT CAN THE PUBLISHERS MARKETING ASSOCIATION DO FOR YOU? See

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

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

M. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES? The book trade is only interested in new books. Special-interest magazines are concerned on the value of the (nonfiction) information. Of course, it is best to send out review copies as soon as the books arrive from the printer but it is never too late as long as the book is not out of date. For a list of special-interest magazines, see

<http://parapub.com/maillist.cfm>

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

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Publish to make a difference, not to win someone's acceptance.

--Godfrey Harris, <http://www.harrisragan.com>

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<5-----ParaResources-----<

A. GLOSSARY OF BOOK TERMS. See

<http://www.librarybooksales.org/tips.html>

--Judy Byers, AudioCP Publishing & Consulting.

www.audiocp.com

B. ONLINE CLASSES. See

<http://class.universalclass.com/tomarket>

-- Judine Slaughter

C. FRIENDLY TYPE™ IS THE NAME FOR AN IMPROVED WAY OF LAYING OUT TEXT on a page for reading. It is said Friendly Type™

makes the words conform better to the way our eyes work than regular text - most people who have seen it find they read faster, easier, and with more pleasure than in regular type. See

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

D. IF YOU WANT TO SELL RIGHTS. Connect with researchers who want to republish your copyrighted material. This site, pulled together by the folks at [FreelancePermissions.com](http://www.freelancepermissions.com), might be able to help you make a good connection for rights. It is free. See out more about how it works:

<http://www.freelancepermissions.com/rightsdirect.htm>

-- Kim Dushinski, Partner, [MarketAbility.com](http://www.MarketAbility.com)

www.HowToMarketMyBook.com

E. WRITIDEAL.COM LINKS WRITERS WITH AGENTS AND PUBLISHERS. See

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

F. THE COMPLETE BISAC SUBJECT HEADINGS LIST IS NOW AVAILABLE ONLINE. The BISAC Subject Headings List is a standard used by many companies throughout the supply chain to categorize books based on topical content.

The Subject Codes applied to a book can then determine where the work is shelved in a brick and mortar store or the genres under which it can be searched for in an internal database. See

http://bisg.org/standards/bisac_subject/

In addition, visit a bookstore to make sure you are selecting the right category for the back cover of your book. Check the signage over the shelves where you want your book displayed.

G. PROMOTING SELF-PUBLISHED BOOKS. The author/publisher, Shervene, has started a group for independent authors. This group is designed to successfully promote our books, and rise above the stigma attached to "self-publishers". We will be communicating, and networking as a unit to make our product a success. This group is for serious independent authors only. See

<http://groups.yahoo.com/group/independentauthors/>

--Shervene, www.shervene.com, 708.753.0302

H. LIST OF BOOK REVIEWERS. Check the Categories for types of books wanted. Most are for Romance fiction. See

<http://www.rio-reviewers.com/membership/rio-members.html>

I. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION?

See our Supplier List. Find typesetters, cover artists, Book Promoters and much more.

<http://parapub.com/supplier.cfm>

J. THE NEW BOOK MODEL. There is a faster, easier and cheaper way to produce a book today. See

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

Listen to Dan Poynter being interviewed on The New Book Model. Go to

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

And scroll down to "On Air".

K.

SELLING TO CATALOGS. 7,000 catalogs are published in the U.S. and 1,00 more are available in Canada. Each year they mail 11.8-billion catalogs to recipients. Catalogs move lots of books. You can get your book into several category-specific catalogs. See Document 625 at

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

L. IF YOUR TITLE IS NOT SELLING THE BOOK, CHANGE IT. You can make any changes you wish in your next edition (the authority is confirmed to you by the First Amendment of the Constitution of the United States.) For a list of well-known books that had alternative original titles, see Document 156 at

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

M. NEED A BAR CODE? See the Supplier List at

<http://parapub.com/supplier.cfm?>

N. CHILDREN'S BOOKS: Resources for Writing, Producing and Promoting Juveniles lists the help you will need to write, produce, publish and promote this unique type of book.

Document 610, 5 pages, Paper: \$11.95; self-service Electronic: \$7.95.

See and scroll down at

<http://parapublishing.com/getpage.cfm?file=resource/promote.html>

O. COOK BOOKS: Resources for Writing, Producing and Promoting Books on Food lists the help you will need to write, produce, publish and promote this unique type of book.

Document 613, 7 pages, Paper: \$10.95; self-service Electronic: \$6.95.

See and scroll down at

<http://parapublishing.com/getpage.cfm?file=resource/promote.html>

==> SHARE YOUR RESOURCE. Send it to

DanPoynter@ParaPublishing.com

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Did you ever think we would get this far? Self-publishing has become so well accepted that the vanity publishers are masquerading as one of us.
--Dan Poynter, <http://ParaPub.com>

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

P3: THE POYNTER PUBLISHING PLAN
by Dan Poynter

To make a book go, it has to be read. To break out from the pack of 195,000 annually-published titles, a book has to reach the Tipping Point or critical mass; it has to benefit from word-of-mouth. To reach bestsellerdom, a book has to be recommended by many people to other people.

Originally and traditionally, books were printed in hardcover first; the early adopters bought them. A year or so later the book was re-issued in softcover. Most people bought the soft cover because by then, they heard of the book. The budget-minded people waited another couple of years for the mass-market paperback. Those are the smaller-format books printed on pulp paper and sold in the drug stores and super markets. The conventional wisdom is that one edition does not rob sales from another because the market segments (buyers) are different. Consequently, today, these three editions are often published simultaneously—for a good reason. Read on.

Today, there are more books, published in more editions and available to an even wider audience. For people who spend most of their time at home, the printed-paper book (pBook) is a convenient way to be entertained (fiction) or to learn something/solve a problem (nonfiction). For those in their vehicles such as commuters, sales reps and long-haul truckers, the audiobook (aBook) works well. For travelers with little room in a suitcase, electronic books (eBooks) full the bill. For the vision impaired and the reading-challenged, the LARGE PRINT (lpBook) may be the answer.

For example, go to Amazon and look up Dreamcatcher by Stephen King. You will find it available in hardcover, softcover, school/library binding,

hardcover/LARGE PRINT, audio cassette, audio CD, audio download and eBook/digital download (.LIT) for the MS-Reader. Stephen King wrote the book once; it is being sold in nine different editions.

If your book is available in more than one edition, it will be read by more people and you are likely to reach the Tipping Point sooner. It does not matter which edition a person reads. He could read the hardcover edition and recommend the title to a colleague who commutes long distances. She could listen to the audio and recommend it to her mother who is sight and hearing impaired. The mother could buy the LARGE PRINT edition and recommend the title to a neighbor who spends a lot of time on airplanes and in airports. He will buy the eBook, and so on. In each case the book is getting read and recommended.

Printing is a quantity game. For example, for a 144-page, 5.5 x 8.5 book, it might cost \$3.50 each to print 500, \$1.25 for 3,000 or .55 cents for 15,000. The more you print, the lower the per-unit cost. The lower prices are attractive but, of course, we do not want to print too many and have to eat them. For more information on printing, see
Buying Book Printing

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

Publishers find downloadable electronic and audiobooks to be very attractive. Downloads do not have to be manufactured, shipped or inventoried. They can even be set up on websites to be automatically downloaded. With self-service, there are no interruptions.

For more information on turning your printed book into an eBook, see Document 615 at

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

For more information on turning your printed book into a LARGE PRINT book, see Document 642 at

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

For more information on turning your printed book into an Audio book, see Document 635 at

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

Getting books into stores. To reach customers you do not already know, you will need dealers. Bookstores and other outlets will sell your book. The best way to reach the stores is through a distributor. The distributors take some 66% of the cover or list price. Distributors have sales reps that visit the stores, bring back the orders, ship the books and collect the money due. They give the wholesalers 50-55% and the stores 40% or a little more. Distributors earn their money.

See Book Marketing: A New Approach
<http://parapub.com/getpage.cfm?file=products.html>

It doesn't matter if you sell out to a large (New York) publisher or publish yourself, the author must do the promotion. Publishers do not promote books. They place them in stores and list them in the catalog. Period!

Getting customers into stores. The least expensive and most effective form of book promotion is book reviews to highly-targeted periodicals. (e.g., send a skydiving book to the 68 parachute magazines worldwide.) See the Special Report Book Reviews.
<http://parapub.com/getpage.cfm?file=products.html>

For more information on news releases, see the Special Report News Releases & Book Publicity at
<http://parapub.com/getpage.cfm?file=products.html>

For lists of magazines, newsletters, stores, catalogs and more, see.
<http://parapub.com/maillist.cfm>

Make your book available to the widest-possible audience. Publish it in several editions. Give the title every possible chance.

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DanPoynter@ParaPublishing.com

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"Self-Publishing should not be a fall-back option. It should be a decision."

--Judith Appelbaum, WIW Panel, May 14, 2005.

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DanPoynter@ParaPublishing.com

<7-----ParaFreebies-----<

A. BOOK MARKETING ASSESSMENT. Whether you've just finished your book or you're overwhelmed trying to market it, find your "First 3 Action

Steps" at MarketAbility's www.HowToMarketMyBook.com. Your personalized assessment includes resources, strategies, tips... designed specifically for your book, and it's all yours, F.REE!

--Kim Dushinski, Partner, MarketAbility.com

B. WONDER ABOUT TELECLASSES? Something wonderful has happened with our flattening world. We can now give and attend seminars over the phone from the comfort of our home office. .You don't need a computer to attend. Receive "Shorten your Journey to Book Success with Teleclasses" f.free special report by Judy Cullins, 20-year bookcoaching. This report will address your resistances, multiple benefits of a teleclass, what a teleclass is, what happens on the conference call, the costs, and how to register.<mailto:thespecialreport-teleclass@bookcoaching.com>

Questions? <mailto:judy@bookcoaching.com>

C. THE ONE MINUTE MOTIVATOR. You can receive a F.REE, daily, email of a One Minute Motivator just by going to www.brightmoment.com and entering your email address. The One Minute Motivator is a quick, action oriented tip, covering peak performance topics such as setting and achieving goals, overcoming setbacks, time management, stress reduction, getting and staying motivated, plus much more. There are no ads or spam and I do not sell your information, plus you can unsubscribe any time.

--Edward W. Smith, 201-568-0019

D. GET YOUR BOOK COVER FOR F.REE. You need a cover, I need you. I'm looking for one self-publisher interested in getting their cover design done f.free. I am starting up my own book cover design service and need to run through a "dress rehearsal" so to speak. I want to use your book cover design as a sample for my website. I will also need a testimonial for the website, assuming I do a good job for you. Doing your cover design for f.free will allow me to get my feet wet in my own business and look for any problems. It will also give me a good idea of what I'm going to need to charge. I am not an amateur. I have been a commercial designer & illustrator for more than 20 years and have worked for publishers like Longman, Western Publishing, TSR, McGraw-Hill. I was a professional book cover designer for 2 years at Hal Leonard Publishing.

You can see my portfolio at <http://www.cartoonmario.com>. Email me at <mailto:mario@cartoonmario.com> if you are interested. Send me your phone # and I'll call.

E. LEARN THE ADVANTAGES AND DISADVANTAGES OF SELF PUBLISHING as well as traditional publishing, so you can compare and make an informed decision about what is best for you and for your book. Go to www.zebraeditor.com and click on "Tools for Writers" to order

f.r.e.e. report #110. Many other reports are listed at no charge, as well.
Order the ones you need.
--Bobbie Christmas

F. FOR LOTS OF F-R-E-E STUFF, see Freebies Magazine
<http://www.Freebies.com>

G. 20-PAGE HANDOUT FROM DAN'S NEW BOOK MODEL
PRESENTATIONS. A \$20.00 value. F-R-E-E. See
http://parapub.com/getpage.cfm?file=/speaking/handout_nbm.html

H. LIST YOUR BOOK(S) F-R-E-E ON THE PARA PUBLISHING WEB SITE.
See
<http://parapub.com/successstories.cfm>

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"If you will spend one hour (extra) each day in study in your field . . .
you'll be a national expert in five years or less."
--Earl Nightingale

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<8-----ParaCalendar-----<

WHERE IN THE WORLD IS DAN?
SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR
BOOKS
ONE PRESENTATION AT A TIME.

A. 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.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents,
publishers and self-publish all at the same time. He will show you how to
use innovative techniques and leading-edge technology to write your

books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at <http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 20-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on parachutes and skydiving. See http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html

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

ALSO SEE THE CALENDAR ON OUR WEBSITE:

<http://parapub.com/calendar.cfm>

2005

July 5. EVERYWHERE. Michael Blaisden Radio Show. 3:00 pm eastern. How to Publish a Bestseller with Dan Poynter. The show is streamed live from the affiliate station in San Antonio www.ksjl.com or you can visit Michaels site www.michaelbaisden.com and click 'listen to the badboy' It

is necessary for people to log in before showtime since their server is not very large.

July 8: ATLANTA. Write More Books; Make More Money, a seminar with Sam Horn and Dan Poynter the day before the NSA convention. How to write your book and make the choice: Find an agent, locate a publisher or publish yourself. 12:50 – 5:30, Hilton Atlanta, 255 Courtland Street. 1.5 blocks from the Hyatt (NSA Convention hotel). \$149 (\$199 after June 30). FMI: Action Seminars, 805-528-4351, info@SamHorn.com, <http://www.samhorn.com/wmb.mmm.html>
http://parapub.com/speaking/pdfs/%20WMB_MMM_flyer.pdf

July 9-12: ATLANTA. National Speakers Association. Convention. Dates Blocked. See <http://www.NSAspeaker.org>

July 14 TELECLASS. PROMOTE YOUR BOOK NATURALLY--FOR INTROVERTS AND RELUCTANT MARKETERS with Judy Cullins & Dan Poynter. Discover how to promote your book without leaving home. In this 90-Minute Teleclass you will get these results:

- Reach thousands, even tens of thousands via the Internet
- Get targeted Web traffic for your book
- Discover the # one free book promotion on the Internet
- Leverage what you have to get the word out
- Share your book with your targeted audience--your style

July 14, 4:30-6:00 Pacific time 7:30-9:00 Eastern time (1 1/2 hrs). \$45 includes \$29 bonus reports. To register and for the Five Questions Dan and Judy will help you get answers for, go to <http://www.bookcoaching.com/teleclasses.shtml>
--Judy Cullins, <mailto:judy@bookcoaching.com>

July 23-24: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See <http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

July 26: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

August 12: VANCOUVER, BC. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The

full New Book Model program. 6:30 to 10:00 PM. fmi 416-591-5293.
Register on line and save. <http://www.LearningAnnex.com>

August 13: VANCOUVER, BC. Turning Speeches into Books. Dan Poynter on How to Write Your Book. Calgary chapter of the Canadian Association of Professional Speakers. Terminal City Club, 837 West Hastings Street, Vancouver. No cell phones; no recording. FMI: Kathy Lynn, 604-258-9074, Kathy@ParentingToday.ca,
<http://www.CapsVancouver.org>

August 24: CHICAGO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. The Discovery Center, 2940 North Lincoln Avenue, Chicago, IL 60657. 6:30 to 10:00 PM. FMI: (773) 348-8120, <http://www.discoverycenter.cc/>

August 26—28: CHICAGO. Parachute Industry Association. Dan Poynter on an aviation subject. <http://www.PIA.com>

September 10: BIRMINGHAM, AL. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Alabama chapter of the National Speakers Association. FMI: Deborah Boswell, 205-987-8080,
Deborah@ProfessionalSpeechServices.net , <http://www.nsaalabama.org/>

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

September 20: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677.
Register on line and save. <http://www.LearningAnnex.com>

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

September 29: Book Summit. VALLEY FORGE. A gathering of industry leaders to discuss and predict the future of the book. Fmi: Dan Poynter.

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

October 6: SAN DIEGO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi 619-544-9700. Register on line and save. <http://www.LearningAnnex.com>

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

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

October 21: ORLANDO, FL. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. bemis@nnba.net, <http://www.nnba.net> \$69. Open to the public.

October 24-26: SALT LAKE CITY. The Caterpillar Club; an historical aviation multimedia presentation for the Survival And Flight Equipment Association (SAFE). Fmi: Jeani Benton, 541-895-3012, safe@peak.org, <http://www.SafeAssociation.com>

November 15: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

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

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

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

2006

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

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

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

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

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

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

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

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

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to DanPoynter@ParaPublishing.com

NEW DEFINITIONS

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

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

--Shel Horowitz

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

(Generic Smiley)

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THE SMALL PRINT

YOU ARE RECEIVING this F-R-E-E newsletter on book writing, publishing and promoting because you are on Dan Poynter's option-in Publishing Poynters mailing list.

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Parachutes/Skydiving, Expert Witness & Aging Cats.  
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