

Your Publishing Poynters Newsletter: May 1, 2005

PUBLISHING POYNTERS

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

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For the Small Print, scroll to end.

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

A. HIGH FIVE/HAPPY FIVE, or 555 or 05/05/05 or Cinco de Mayo 2005.
--Godfrey (Jeff) Harris

B. 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 several seats are already taken. 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 800-PARAPUB.

C. 7th GREAT OBITUARY WRITERS' INTERNATIONAL CONFERENCE
in Bath, England, June 16-18, 2005. See

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

D. AMAZON EXPANSION CONTINUES. See

<http://www.wpherald.com/storyview.php?StoryID=20050419-105843-8247r>

http://www.usatoday.com/money/industries/retail/2005-04-18-amazon-usat_x.htm

http://seattlepi.nwsourc.com/business/220370_amazon16.html

E. FORMER RANDOM HOUSE PUBLISHER NOW LITERARY AGENT:

Don Pape the former publisher of WaterBrook Press (a division of Random House) recently announced he is leaving his post in publishing to become a literary Agent with Alive Communications. www.alivecom.com Alive Communications is considered a premier literary agency representing several New York Times best selling authors and series - including the multi-million seller: The Left Behind series. In a recent interview Mr. Pape was quoted as saying "What I liked best about publishing was being the author's advocate - now I can concentrate on the author, full time". Mr. Pape welcomes submissions of quality.

--Don Pape, dpape@alivecom.com

F. PMA SURVEYS PUBLISHERS ON 13-DIGIT ISBN. Now is the time to integrate the extended ISBN into your publishing program. Enter the new numbers into your accounting system, to your website listings and on your new books. Basically the new system adds 978 to the front end and replaces the check digit at the end of the number. See the back of any new book. You will probably see the 10-digit ISBN above the bar code and the new 13-digit model below.

PMA's request for information kicked a number of publishers into action.

G. PMA V SAGEBRUSH. Few publishers respond to the rebinding of their books. According to SageBrush, they have received just 20 forms back from publishers.

"I was surprised that so few publishers had sent back the agreement" says Jan Nathan executive director of the Publishers Marketing Association. "Since so many publishers had written me about either wanting to get some sort of agreement from them or not allowing SageBrush to rebind their books for the library and education market."

Publishers must send this agreement to SageBrush either way ...

1. Allowing them the right to rebind your books and distribute to the education and library market only or

2. Disallowing them the right to rebind your books entirely.
- or
3. Allowing them the right to rebind certain titles you have but not allowing them the right to rebind others.

Read the FAQs about rebinding on the homepage of the PMA website (<http://www.PMAonline.org>) and then download the agreement from SageBrush and return it to them.

--Jan Nathan, PMA

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

Albany, Atlanta, Burlington, Calgary, Carson, Chicago, Costa Mesa
Denver, Everywhere (teleconference), Foster City, Goleta, Indianapolis,
La Jolla, Los Angeles, Louisville, Montecito, Orange, CA, Orlando
Philadelphia, Salt Lake City, San Diego, Santa Barbara, Santa Monica,
Valley Forge, Vancouver, BC, Washington, DC
(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?>

I. NEWSPAPERS. If you awake before dawn you probably hear a daily sound that may become as anachronistic as the clatter of horses' hooves on urban cobblestones. The sound is the slap of the morning paper on the sidewalk. The circulation of daily U.S. newspapers is 55.2 million, down from 62.3 million in 1990. The percentages of adults who say they read a paper "yesterday" are ominous: 65 and older: 60 percent.

--George Will in Levine Breaking News. lbnelert@earthlink.net

J. 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.

K. HELP DAN POYNTER TO HELP OTHERS TO MAKE A DIFFERENCE AND MAKE A LIVING WITH A BOOK. Dan is bringing his book writing-publishing-promoting message to groups of writers, publishers and professional speakers. Now he wants to approach other people with a book inside them: consultants, coaches, mentors, professionals, clergy, and businesspeople. Contact Dan if you know of a group that would profit from his programs. DanPoynter@ParaPublishing.com

L. DOES SELF-PUBLISHING WORK? It worked for John Grisham, Richard Nixon and Stephen King. See Document 155 at

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

and see

http://parapub.com/success_list.cfm?

M. LETTER TO OPRAH. Women authors draft bookclub petition. See

<http://wordofmouthwriters.org/>

N. ADOBE ISSUES FIX FOR READER, ACROBAT FLAW. See

<http://www.eweek.com/article2/0,1759,1789591,00.asp?kc=ewnws042605dtx1k0000599>

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

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“When you begin a paragraph and, before you know it, you’ve finished an article or a chapter, you’ve met a writer.”

--Alan Weiss

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

STORIES/INFORMATION WANTED

Please forward these requests to appropriate colleagues.

A. ARE YOU A PERFECTIONIST? Do you have trouble completing your projects and tasks because you want them to be perfect? I do.

So to deal with this head on, I started compiling ideas and thoughts that motivate me to overcome this problem. And I would love to hear how YOU overcome this issue in your life. I plan on collecting all your ideas and putting them into a book. Please reply to this email with how you deal with perfectionism.

-- Zev Saftlas, zaes1@yahoo.com

B. Patricia Lorenz, America's top contributor to the "Chicken Soup for the Soul" books and author of five of her own books, is looking for true stories from pilots for her next book, TRUE PILOT STORIES. The stories must be true, no jokes or urban legends. Send your true, interesting, scary, funny or amazing stories about piloting any aircraft, including private, commercial, cargo, or military to her at patricialorenz@juno.com Stories can be any length from a paragraph to 1500 words and must be received by May 1st since she's sending the book to the publisher at the end of May.

C. I am looking for brief stories of TIMES YOU USED A METAPHOR OR ANALOGY TO MAKE A POINT, overcome an objection, begin a talk, or close a sale. Anne Miller, author, Metaphorically Selling. Contact: amiller@annemiller.com

D. I am compiling stories to compliment my CUSTOMER SERVICE program and the book that accompanies it. Looking for retail oriented stories such as funniest experience, most outrageous security story, inventory nightmares, most rewarding, best shoplifting story.... etc. Stories can come from exec's and staff and relate to all areas. Also from customers.. best and worst experiences. email me at wellness@netbox.com. You will be credited with the story and receive a copy of the book.

--Camille Kocsis, Master Success Coach, Speaker, Author, Successful Living Seminars

E. Looking for stories from people who have manifested GREAT GOALS in their lives, even against all odds. The book is about applying universal law and life principles, believing in ones self and never giving up. To be part of a tape program and seminar as well as individual sales. You'll receive credit and a copy of the book. email me at wellness@netbox.com

--Camille Kocsis, Master Success Coach, Speaker, Author, Successful Living Seminars

F. I am looking for stories from WRITERS WHO HAVE TURNED A SUCCESSFUL BOOK INTO A MEMBERSHIP OR SUBSCRIPTION WEBSITE. The South Beach Diet is the best example, but your book doesn't need to be a best seller and wildly profitable.

I'm primarily interested in the link between a hard copy publication and a continuing release of new and additional information (or inspiration) online via a members-only website.

Please send e-mail to me with the words BOOK to MEMBER SITE in the subject line. If I can use your story on the SWEPA site, I'll contact you and send a modest reward.

--Peter A. Schaible, Subscription Website Publishers Association
<http://www.swepa.com> peter@swepa.com

G. SELF-PUBLISHED POETS: I'm working on a book for poets who would like to self-publish their chapbook or full-length book and I would like to hear stories from poets who have already done so. Why did you decide to go through with self-publication? How did you decide which poems to include or what order to present them?

What method of printing or publishing did you use (desktop publishing, local printer, POD)? What were the pitfalls or hidden costs? What did you do about promoting or marketing your book, if anything? Did you give readings? How did you feel after you had self-published?

In addition to these questions, if you simply have a funny or interesting anecdote to relate or other advice for someone considering self-publishing their poetry, please write to me.

--Mary E. Thompson, wildpinespublishing@yahoo.com

H. I am compiling a book of MEDICALLY DOCUMENTED HEALINGS. I am looking for testimonials of patients who have been ill/injured, in the hospital &/under a doctors care and who have been healed by God. The stories should be supported with medical documentation such as diagnosis, test results, doctors notes &/signatures. Tell in your own words how you trusted the Lord for guidance, healing and the results you experienced. I will protect patient privacy and only use first names. As a nurse and minister I encounter many people who need healing/miracles. The desire to encourage the sick is the inspiration for this book. If any wish to participate in this project, please email me your testimonial and contact information. You may reach me at Theresawestbrook@charter.net. Thank you for your time and may you be blessed with health.

I. I'm looking for true cases of PEOPLE EARNING MONEY AFTER RETIREMENT, particularly returning to the same or a similar field to use their experience and knowledge, for a follow-up book in that field. Text nearly done and I need some factual examples to highlight points made. Credits and a copy of the completed work will be given participants. Please contact Gordon Burgett at Gordon@super-second-life.com

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

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"A house without books is like a home without windows."
--Horace Mann

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

A. FYOS is self-remaindering its existing stock of the first edition of the
LITERARY LAW GUIDE FOR AUTHORS: Copyright, Trademark and
Contracts in Plain Language, by Tonya Evans and Susan Borden Evans,
with a foreword by Dan Poynter.

Pub Date: May 2003
ISBN: 0-9674579-6-3
Pages: 208
Binding: Paper (w/ CD-ROM)
List price: \$19.95
Remaindering price: \$4.99/unit sold in case quantities of 48 for a total of
\$239.40/case + S/H
fyosent@earthlink.net

B. MANAGE I.T. - A step-by-step guide to help new and aspiring I.T.
Managers make the right career choices and gain the skills necessary for
peak performance.

"This easy to read, practical book bridges the gap between management
and technology skills. Reading Manage I.T. and applying the principles it
contains will make you a better manager and help you add more value to
your organization. I highly recommend it." — Ken Blanchard, co-author,
The One Minute Manager

There are 1,400 copies available at 85% off the \$14.095 retail.
Jim Donovan, jim@jimdonovan.com

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

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

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“A blessed companion is a book – a book that fitly chosen is a lifelong friend.”

--Douglas Jerrold

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

A. CANADIAN NEWSPAPER TIP. Book producing services for self-publishing authors. For a list of community/free newspapers and a list of major newspapers for Canada:

Check out the Canadian Community Newspaper Association website at www.ccna.ca for a database containing over 700 community newspapers (weekly, free). Searches can be done by province. Click on to "Newspapers" on their navigation/menu for the search page.

Check out *The Ultimate Online Guide to Canadian Newspapers* (dailies) at the Canadian Newspaper Association website www.cna-acj.ca. You can do searches by city and province. They also have an "Other Media" link that provides a helpful list of media associations and groups in Canada and abroad.

--Manisha Solomon, Solotext Editorial, www.solotext.com

B. DISTRIBUTION TIP

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

If you're exploring selling the foreign distribution rights to your title, you can find listings of international publishers to solicit through International Literary Marketplace (by subscription at literarymarketplace.com), or consider working through PMA's Virtual Foreign Rights Book Fair (<http://www.pma-online.org/pmafair>). Be forewarned that gathering the contacts and communicating with overseas publishers is extremely time-consuming and logistically difficult due to time zones and language barriers. Consider contracting a literary

agent for this purpose to capitalize on their contacts, their knowledge of foreign distribution rights market trends, and their experience with the details of such contracts.

C. WEB SITE EXIT STRATEGY. A shopping cart or other Internet vehicle with autoresponder capabilities can add interest and sales to your site with an exit strategy. Here's how it works. A visitor to your web site is about to leave. Then they see, "Wait! Captain Bob wants to give you a 10 day test drive of selected inside secrets how to get a firefighter's badge. Learn more here

Once they sign up to receive the e-mail series they are automatically sent those e-mails that you have preloaded in the autoresponder. The reader will gain information, trust, opt in to your regular newsletter and place yourself in a better position to book you or buy your stuff.

-Fire "Captain Bob" www.eatstress.com

D. SECRETS OF SUCCESSFUL AUTHORS

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

Treat your book as a business.

You spend many hours creating a masterpiece to help your audience. It follows then, you need to set up a regular time schedule to market and promote it.

E. www.woodenhorsepub.com is the best source I've found for good magazine markets. In marketing my new book (Random House May 2005 release, FLYING BY THE SEAT OF MY PANTS: FLIGHT ATTENDANT ADVENTURES ON A WING AND A PRAYER.) I've found every time I get even a small article published in a small magazine - the numbers go up several hundred thousand points at www.amazon.com And the book won't be released for a month - these are presale numbers! What is great about www.woodenhorsepub.com is they have daily rates - less than the cost of a MOCHA coffee at Starbucks and Weekly rates, about the cost of a lunch at McDonalds! I tried the daily and had so much success from the site, I went back for weekly, and now I'm in there for 6 months. It's great!

Your newsletter has helped me so much over the years - it helped me go from a no book author 4 years ago to having 4 books out! I just want to pass along any tips I might have that can help others!

--Marsha Marks www.flyingbytheseatofmypants.net

F. LEGAL TIP

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

A publishing contract gives the primary right which is the right to publish a right to publish a book (often a hard cover) book in a certain geographic areas often North America. With the spread of international business, this right often extends throughout the entire world. As a writer or publisher, don't be too eager to acquire or retain rights you can't use. For example, if you as the author speak and write fluent Croat but you live, right and publish books in Arkansas ask yourself what are you going to do with the rights. Perhaps it would be better to avoid fighting too hard for rights you cannot really exploit too well.

G. BOOK COVER TIP

--Robert Howard. www.bookgraphics.com

Subtitle placement. The subtitle follows the title and can be positioned left, right or centered. It's placement is most often dictated by the image or graphic used. If necessary, it can be broken up to form more than a single line.

H. PUBLIC RELATIONS TIP

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

Respect the press. Ask, don't demand, that a reporter mentions your book in the article. Answer the reporter's questions. Their jobs require agendas and if your responses don't fit, you won't get quoted in their stories. Always respect their time by asking if they are on deadline and offer to call back at a better time.

I. 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>

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

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

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

K. WANT TO SELL DAN POYNTER'S BOOKS AND OTHER PRODUCTS?

See

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

L. LIST YOUR BOOK on the Para Publishing web site along with your URL. There is no charge. See <http://parapub.com/successstories.cfm>

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

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“By writing, you learn to write.”
--Samuel Johnson

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

A. INGRAM. How to get your books into the largest wholesaler. See <http://www.ingrambookgroup.com/new/publishers.asp>
BTW, if your book is selling well, Ingram will probably waive the minimums.

B. BLOGS. Information on setting up a weblog. See http://noodlefactory.typepad.com/blog_nanny/

C. ARE YOUR BOOKS AVAILABLE ONLINE? See <http://onlinebooks.library.upenn.edu/>

D. CAMPAIGN DONATIONS. Want to know how much and to whom someone donated to a political candidate? Listings are by Zip Code so you can easily check up on your neighbors. See <http://www.newsmeat.com/>

E. IPA GOES TO NEW YORK AFTER SUCCESSFUL SHOWS IN LONDON AND BOLOGNA. IPA has taken a large booth for BOOK EXPO AMERICA, the June 3 to 5 book fair in New York, to accommodate the expanding number of titles and increasing number of visitors involved with its special approach to book shows. If you would like your finished books or developing projects exposed to an eclectic array of publishers, book sellers, distributors, agents, brokers, and scouts by a trade professional with more than 15 years of floor experience at book shows, let us be of assistance to you. For more information about this cooperative

organization and its show services, contact Godfrey Harris at hrmg@aol.com.

F. VIDLIT CAN BE USED TO PROMOTE BOOKS. (You will need wide-band access to view properly). See <http://www.vidlit.com/current/>

G. BOOK PROMOTION MAILING LISTS. Magazines, newsletters and other places to send review copies and news releases. See <http://parapub.com/maillist.cfm>

H. 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>

I. CANADIAN PUBLISHERS. See The Canadian Supplement to the Self-Publishing Manual, Document 628 at <http://parapub.com/getpage.cfm?file=products.html> And Selling Books in the US, where one-third of the world's books are sold, Document 634 at <http://parapub.com/getpage.cfm?file=products.html> And Suzanne Anderson's book, Self-Publishing in Canada at <http://www.selfpublishing.ca/>

J. TITLES SELL THE BOOK. Some six out of ten books on the bestseller lists have dynamite titles. See Document 156: book titles that were changed at <http://parapub.com/getpage.cfm?file=products.html> and Document 626, Selecting a Book Title That Sells at <http://parapub.com/getpage.cfm?file=products.html>

K. 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".

L. NEED SOMEONE TO HELP YOU WITH BOOK MARKETING AND PROMOTION? See the Supplier List at <http://parapub.com/supplier.cfm?>

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

RESEARCH. Most of a nonfiction writer's time is spent in study. You must locate and read through all the relevant materials available in other books, magazines, newsletters, newspapers, interviews, museums, historical societies, public libraries, university libraries and special (law, medical) libraries. You have an obligation to your audience, to your book and to yourself to exhaust every possible source of information.

Today, in addition to the above resources, you have access to the Web, the world's largest library. You must spend hours and hours searching for both information and potential customers. Also, check to see if you have any competition for this book.

Only you know how far back your research must go. If you are writing about parachutes, you will have to investigate back at least to 1495 and Leonardo DaVinci. If you are researching computers, three months may be far enough.

Whether you are writing fiction or nonfiction, you must check and verify every fact and resource. (You owe it to your reader, you owe it to your book and you owe it to yourself.)

History does not repeat itself. Nonfiction writers repeat each other.

"The man is most original who can adapt from the greatest number of sources." —Thomas Carlyle (1795-1881), Scottish essayist and historian.

(Excerpted from Successful Nonfiction by Dan Poynter.

For 108 more inspirational tips, See

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

==>SHARE YOUR THOUGHT. Send it to

DanPoynter@ParaPublishing.com

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

A. POSTAL RATE CHART. Print out and post next to your postage meter.

See Document 144 at

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

For more information on book fulfillment (shipping) see

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

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

April 29-May 1: TEMPE. Humor Lab, National Speakers Association, Tempe, AZ. Dates Blocked. See <http://www.NSAspeaker.org>

May 9: TELESEMINAR. Alex Carroll interviews Dan Poynter on book promotion. 5PM Pacific/8PM Eastern on May 9. The number to call to get on the teleseminar is: 580-474-3600 The passcode is 222089#

May 12: WASHINGTON, DC. Learning Center Secrets, a new program by Dan Poynter for current presenters and those who want to break into this business. There are more than 25 private adult ed schools (such as First Class) across the U.S. and Canada. They have classes on every conceivable subject. Discover where the centers are, what they want and what to do when you get there. 6:27 to 10 pm. First Class, Inc., Lifelong

Learning Center. Fmi: Deb Leopold, 202-797-5102, TakeAClass@aol.com, <http://www.TakeAClass.org>

May 13: WASHINGTON, DC, First Class, Inc., Lifelong Learning Center. Books 101, The full New Book Model program. Fmi: Deb Leopold, 202-797-5102, TakeAClass@aol.com, <http://www.TakeAClass.org>

May 14: WASHINGTON, DC. Washington Independent Writers. Dan Poynter on a Self-Publishing panel. Fmi: Joseph Barbato, 703-379-5441. JABarbato@aol.com, <http://www.WashWriter.org>

May 17: 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>

May 19: LOUISVILLE. Dan Poynter on book writing; every speaker needs a book. Kentucky chapter of the National Speakers Association (NSA/KY). Evening, Brownboro Inn, Brownsboro Road. Fmi: Bob Farmer, Bob@BobFarmer.com <http://www.nsakentucky.org/>

May 21: INDIANAPOLIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Indiana chapter of the National Speakers Association. FMI: Larry Holycross, 317-891-0158, Larry@LarryHolycross.com

May 31-June 2: NEW YORK. PMA Publishing University. Dan Poynter on book promotion. New York Marriott. Fmi: Publishers Marketing Association, <http://www.PMAonline.org>.

June 3-5: NEW YORK Book Expo America. Javitts Center, New York City. See <http://www.bookexpoamerica.com/>

June 6: NEW YORK. 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: 212-371-0280. Register on line and save. <http://www.LearningAnnex.com>

June 7: ALBANY, NY. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Network. Books 101: The full New Book Model program. 6:30 to 10:00 PM. Fmi: David Gill, 518-452-2675, Gill@KnowledgeNetwork.org <http://www.KnowledgeNetwork.org>

June 13: TELECONFERENCE on Writing Your Book. International Coach Federation (ICF). 6:30-8 pm Eastern Time/3:30 Pacific. Global Virtual

Community meeting. The bridgeline for members and guests on the call is: 646-519-5883, Callers Pin No.: 0684#. Go to

http://parapub.com/getpage.cfm?file=/speaking/forms_bank.html

before the teleconference to get the following handouts.

--Handout. Books 101, P-31: The New Book Model

--P-47 Book Writing Layout Template. 33 pages.

Fmi: Robin Retherford, 541-686-2720, Robin@ActionCoaching.info

June 17: CALGARY. 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>

June 18: CALGARY. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Calgary chapter of the Canadian Association of Professional Speakers. FMI: Natashia Halikowski, Natashia@mksLearn.com, (403) 238-5424, http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticle_nbr=51

June 23: SANTA BARBARA. Dan Poynter on books. 32nd annual Santa Barbara Writers Conference. Westmont College, Montecito, 4 pm. Fmi: Marcia Meier, sbwritersconference@cox.net <http://www.sbwc.org/>

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). \$99 (\$149 after April 29, \$199 after June 30). FMI: Action Seminars, 805-528-4351, info@SamHorn.com, <http://www.SamHorn.com>
<http://parapub.com/speaking/pdfs/%20WMB MMM flyer.pdf>
<http://www.samhorn.com/wmb.mmm.html>

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

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. Canadian Association of Professional Speakers. Dan Poynter on How to Write Your Book. 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 26—28: CHICAGO. Parachute Industry Association. Dan Poynter on an aviation subject. <http://www.PIA.com>

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 28 – 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 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 17-20: 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

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

<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

You have to be old enough to remember Abbott and Costello, and too old to REALLY understand computers, to fully appreciate this. For those of us who sometimes get flustered by our computers, please read on ...

If Bud Abbott and Lou Costello were alive today, their infamous sketch, "Who's on First?" might have turned out something like this:

COSTELLO CALLS TO BUY A COMPUTER FROM ABBOTT

ABBOTT: Super Duper computer store. Can I help you?

COSTELLO: Thanks. I'm setting up an office in my den and I'm thinking about buying a computer.

ABBOTT: Mac?

COSTELLO: No, the name's Lou.

ABBOTT: Your computer?

COSTELLO: I don't own a computer. I want to buy one.

ABBOTT: Mac?

COSTELLO: I told you, my name's Lou.

ABBOTT: What about Windows?

COSTELLO: Why? Will it get stuffy in here?

ABBOTT: Do you want a computer with Windows?

COSTELLO: I don't know. What will I see when I look at the windows?

ABBOTT: Wallpaper.

COSTELLO: Never mind the windows. I need a computer and software.

ABBOTT: Software for Windows?

COSTELLO: No. On the computer! I need something I can use to write proposals, track expenses and run my business. What do you have?

ABBOTT: Office.

COSTELLO: Yeah, for my office. Can you recommend anything?

ABBOTT: I just did.

COSTELLO: You just did what?

ABBOTT: Recommend something.

COSTELLO: You recommended something?

ABBOTT: Yes.

COSTELLO: For my office?

ABBOTT: Yes.

COSTELLO: OK, what did you recommend for my office?

ABBOTT: Office.

COSTELLO: Yes, for my office!

ABBOTT: I recommend Office with Windows.

COSTELLO: I already have an office with windows! OK, let's just say I'm sitting at my computer and I want to type a proposal. What do I need?

ABBOTT: Word.

COSTELLO: What word?

ABBOTT: Word in Office.

COSTELLO: The only word in office is office.

ABBOTT: The Word in Office for Windows.

COSTELLO: Which word in office for windows?

ABBOTT: The Word you get when you click the blue "W".

COSTELLO: I'm going to click your blue "w" if you don't start with some straight answers, OK, forget that. Can I watch movies on the Internet?

ABBOTT: Yes, you want Real One.

COSTELLO: Maybe a real one, maybe a cartoon. What I watch is none of your business. Just tell me what I need!

ABBOTT: Real One.

COSTELLO: If it's a long movie, I also want to watch reels 2, 3 and 4. Can I watch them?

ABBOTT: Of course.

COSTELLO: Great! With what?

ABBOTT: Real One.

COSTELLO: OK, I'm at my computer and I want to watch a movie. What do I do?

ABBOTT: You click the blue "1".

COSTELLO: I click the blue one what?

ABBOTT: The blue "1".

COSTELLO: Is that different from the blue "w"?

ABBOTT: The blue "1" is Real One and the blue "W" is Word.

COSTELLO: What word?

ABBOTT: The Word in Office for Windows.

COSTELLO: But there are three words in "office for windows"!

ABBOTT: No, just one. But it's the most popular Word in the world.

COSTELLO: It is?

ABBOTT: Yes, but to be fair, there aren't many other Words left. It pretty much wiped out all the other Words out there.

COSTELLO: And that word is real one?

ABBOTT: Real One has nothing to do with Word. Real One isn't even part of Office.

COSTELLO: STOP! Don't start that again. What about financial bookkeeping? You have anything I can track my money with?

ABBOTT: Money.

COSTELLO: That's right. What do you have?

ABBOTT: Money.

COSTELLO: I need money to track my money?

ABBOTT: It comes bundled with your computer.

COSTELLO: What's bundled with my computer?

ABBOTT: Money.

COSTELLO: Money comes with my computer?

ABBOTT: Yes. No extra charge.

COSTELLO: I get a bundle of money with my computer? How much?

ABBOTT: One copy.

COSTELLO: Isn't it illegal to copy money?

ABBOTT: Microsoft gave us a license to copy Money.

COSTELLO: They can give you a license to copy money?

ABBOTT: Why not? THEY OWN IT!

(A few days later)

ABBOTT: Super Duper computer store. May I help you?

COSTELLO: How do I turn my computer off?

ABBOTT: Click on "START"...

(Generic Smiley)

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THE SMALL PRINT

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