



Your Publishing Poynters Newsletter: September 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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8. ParaCalendar (Dan may be coming to visit you)
9. ParaHumor (We saved the best to last)

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

A. GOOGLE HALTS SCANNING OF COPYRIGHTED BOOKS. See  
<http://www.sfgate.com/cgi-bin/article.cgi?file=/news/archive/2005/08/12/financial/f095817D41.DTL>  
<http://www.infotoday.com/newsbreaks/nb050815-1.shtml>  
<http://ct.eneews.cioinsight.com/rd/cts?d=188-247-1-20-36517-30790-0-0-0-1>

B. COLLEGE STORES EMBRACE eTextbooks. Pricing 33% less. See  
<http://www.nacs.org/news/081205-mbs.asp?id=cmb>  
GAO Report Shines Light on College Textbook Industry for Policymakers  
<http://www.nacs.org/news/081605-gaospecialreport.asp>

C. BOOK SUMMIT ANNOUNCED FOR VALLEY FORGE, SEPTEMBER 29:  
"Industry Leaders Discussing the Future of Publishing in a Flat World".  
The Book Summit will bring together the visionaries of modern book  
publishing to discuss production, promotion, and the challenges faced in  
the digital industry.

The Summit will be divided up in two segments, a gallery for spectators  
and a round table for the discussion group. Selected participants were

invited to be seated at the round table because of their continuing contributions to the industry (see the attendee list on the web site). There will be no speeches, classes or exhibits. This is a meeting of industry leaders *only* to discuss the future of publishing in a flat world. Invitations have also been extended to the book media.

For details, see <http://www.booksummit.com/>

D. SANTA BARBARA BOOK PROMOTION RETREAT, November 12-13. The July workshop topped out at 23 (our physical limit) and there was a lengthy waitlist. Now seats are filling quickly. See

<http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

or

[https://parapublishing.com/resource/rpts/downloadpdf.cfm?filename=R-167\\_WSBrochure\\_4.pdf&CFID=1738916&CFTOKEN=c19ebb993e2c7e1a-A20182E8-803F-2B7A-70782F2B96DC8CEE](https://parapublishing.com/resource/rpts/downloadpdf.cfm?filename=R-167_WSBrochure_4.pdf&CFID=1738916&CFTOKEN=c19ebb993e2c7e1a-A20182E8-803F-2B7A-70782F2B96DC8CEE)

E. BLOGS ATTRACT YOUNG, WEALTHY READERS. See

<http://www.pcworld.com/news/article/0,aid,122185,tk,dn081105X,00.asp>

F. TWO WHOLESALERS CLOSING: Koen and Alamo Square. See (August 15) at

<http://news.shelf-awareness.com/nlist.jsp?appid=411>

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

Birmingham, Burlington, Chicago, Everywhere (teleconferences), Foster City, Goleta, La Jolla, Los Angeles, Orlando, Ottawa, Rancho Mirage, Salt Lake City, San Diego, Santa Barbara, Santa Monica, St. Louis, Valley Forge, Waco, 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?>

H. WHAT IS AMAZON THINKING? They have been discounting some bestselling books 30% for some time. For example, the brand new edition of The Self-Publishing Manual is selling for 30% off or \$13.96. The eBook edition is only \$7.99. Incredible! How long can this last?

<http://www.amazon.com/exec/obidos/tg/detail/-/1568600887>

I. 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.

J. THE “EXPRESS YOURSELF...”™ AUTHORS’ CONFERENCE, September 30 – October 1, 2005, at the Sheraton Park Ridge, in Valley Forge, PA, is unlike any other conference because the entire focus is on helping authors to become more successful in selling their books. At this unique annual event writers, authors, presenters, editors, agents, and leading publishing experts – including Penny Sansevieri, Dan Poynter, John Kremer, Brian Jud, and Melanie Rigney – share ideas and exchange information throughout the weekend in seminar presentations, panel discussions, shared meals, and one-on-one consultations. Registration is \$639 and that includes lodging and all meals. For complete information please visit: [www.authorsconference.com](http://www.authorsconference.com)

K. VENDING MACHINES ARE NOW DISPENSING BOOKS.  
<http://aolsvc.news.aol.com/business/article.adp?id=20050819094809990003>

==>SEND YOUR NEWS ITEMS to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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If turning your speeches into books is a challenge, hire a ghost. You don’t really believe Lee Iacocca wrote those two bestsellers all by himself do you? Lee Iacocca is the *author* but he is not the *writer*. Most celebrities do not have time to write books.  
—Dan Poynter, CSP, *The Self-Publishing Manual*, <http://ParaPub.com>

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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. We're writing a book to help parents with daughters manage the minefield of TEENAGE DATING. If you have an amusing "DAUGHTER AND DATING" story (first date, boyfriend meets parents, setting curfew, etc.), please send it along. Contributors will be acknowledged in the book and sent a copy. Email Laura Buddenberg at [buddenbergl@girlsandboystown.org](mailto:buddenbergl@girlsandboystown.org) or Kathie McGee at [mcgeek@girlsandboystown.org](mailto:mcgeek@girlsandboystown.org)

B. A non-fiction author is looking for anecdotes, real entries and quotations on or about JOURNALING through marriage/partner, childhood, teens, college, men and women through seniors. Information on related issues such as privacy, how and why you stopped or started journaling, cross-cultural views of journaling, reasons for journaling-- such as increase creativity, meeting work project goals, chronicling your pregnancy, recording oral histories, etc. The primary goal is to demonstrate that journaling is accessible, teachable and fun to learn and practice.

All anecdotes accepted will be named on a special anecdote page. All quotes will be listed within the text with the author's name next to them.  
--Lael Johnson, [journallady2001@yahoo.com](mailto:journallady2001@yahoo.com)

C. PMA is seeking persons familiar with creating and DELIVERING EDUCATIONAL PROGRAMS TO DIVERSE AUDIENCES VIA THE INTERNET through what is called internet-based learning, e-learning, and the like. Anyone who has direct experience in design, development, programming, and management of such services is invited submit his/her name for possible inclusion on this committee. Please be specific as to your previous experience in working on a similar project. You will be contacted within the month of September. Please submit your name and qualifications to Jan Nathan at [jan@pma-online.org](mailto:jan@pma-online.org)

D. I'm looking for stories to include in my new book, THE BEST OF US, 100 Inspiring People Who are Making the World a Better Place. Do you know an inspiring person who is making a difference with their volunteerism, profession, or their abundance of optimism, faith and hope? They can be famous, or the extraordinary ordinary.  
Bill Baily, [Bill@drycreekpress.com](mailto:Bill@drycreekpress.com), The Good News Newsman  
<http://www.drycreekpress.com>

E. Am writing a book and need STORIES ABOUT TEACHERS at all grade levels, including university, using appreciation - positive feedback - with students and the effects of doing so. Please send your stories to [drlinne@whatyousayiswhatyouget.com](mailto:drlinne@whatyousayiswhatyouget.com).

--Dr. Linne

F. PRAYERS AND POEMS needed for two Christian anthologies by Warner Faith. Topics: NEWLYWEDS AND NEW MOTHERS. Payment for nonexclusive rights. Submissions are due by Dec. 15, 2005. Details at [www.JuneCotner.com](http://www.JuneCotner.com)

==>SEND YOUR STORIES WANTED ITEMS to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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Writers don't have lifestyles. They sit in little rooms and write.  
--Norman Mailer, Author.

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

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

==>SEND YOUR SELLING-OUT COMPANY OR STOCK TO [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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"Every memorable act in the history of the world is a triumph of enthusiasm. Nothing great was ever achieved without it because it gives any challenge or any occupation, no matter how frightening or difficult, a new meaning. Without enthusiasm you are doomed to a life of mediocrity but with it you can accomplish miracles."  
—Og Mandino, 1923-1996, Speaker and Author

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#### A. SOUND BITES

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

Be concise and to the point with your answers. Television and radio are masses of sound bites. Additionally, reporters and editors work under tremendous time constraints. Be respectful with their time and they'll respect you.

#### B. INTERIOR BOOK DESIGN

--Karen Ross, [karen@karenross.com](mailto:karen@karenross.com), Be It Now!

1. Some might not realize it's done, but the first paragraph in chapters looks and reads better if the indent is omitted and the line is flush left. This allows the reader a 'strong' beginning point.

2. Books can be made longer by using simple layout tweaks such as increasing type size, leading and margins.

[karen@karenross.com](mailto:karen@karenross.com)

#### C. BOOK PROMOTION—LONG LEAD TIME.

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

Keep marketing each week. Many clients come to me and say they are discouraged their book didn't sell well in the first four months. Replace doubt with patience for the process. There is a long lead time.

Keep on promoting. Success takes many months, but once you get it, the Internet keeps it multiplied for you.

#### D. THE OUTSIDE SELLS THE INSIDE

--Ron "Hobie" Hobart, <http://www.BookCoverTips.com>

Why hire a book cover design specialist? Studies indicate that on average, potential buyers spend 8 seconds looking at your front cover and 15 seconds looking at the back before they make a buying decision. Professional book cover designers know about all the details that make or break a book cover—such as the emotion of color, the power of typography, the importance of the spine, the technical requirements of a bar code, and the intricacies of book printer specifications. Don't be misled into a "cheap and fast" route, only to be told by your distributor that in order to be accepted you must have your book reprinted after your book cover is redone by a professional. Experience saves you time. The right experience will save you money.

E. SMALL BUSINESS ADMINISTRATION

--Rich Schell, JD, 847-404-2950, [schell@wagneruslaw.com](mailto:schell@wagneruslaw.com).

Before you start your publishing company, you should take 10 minutes to call the local small business development center in your area to find out what programs and services are available in your area to help you with state local and regulatory requirements. The best legal client is an informed one. Many small business development centers offer workshops on taxes and business entities among other topics.

F. COVER ELEMENTS

--Robert Howard. [www.bookgraphics.com](http://www.bookgraphics.com)

Embossed type. The illusion of an embossed title can be created in some design programs. In most programs it is an effect applied to the type. The effect adds a highlight to on side of the type and a shadow to the opposite side. This causes the type to look dimensional.

G. HELP PUBLISHING POYNTERS-help your colleagues.

This ezine relies on subscribers to send in tips and resources.

So, it stands to reason, the more subscribers, the more tips.

You can expand the circulation by telling your book colleagues about Publishing Poynters--and collecting business cards.

Then mail the cards to us.

Your writing & publishing colleagues will thank you for being so thoughtful.

H. PUT YOUR BOOK ON GOOGLE. Your book would be purchased in far greater numbers if more people knew about it. Now there is a service that can help more readers discover your book. It's called Google Print, it's from Google, it's easy to use and it is f.ree.

Granted, there is some controversy about this whole concept (and I'm honestly not sure of my stance on it yet) but you really should at least see what this is all about.

Worth a look: <http://www.google.com/bea2005>

-- Kim Dushinsky, Marketability. <http://MarketAbility.com>

==> SHARE YOUR TIP. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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“And the book, apparently, has real promise: the house has announced a first printing of 350,000, which means that if they’re really printing even a third of that, they’re pretty optimistic.”

--Sara Nelson, Publishers Weekly, July 25, 2005

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

A. CHECK THE DEFINITION/ORIGIN OF AN IDIOM. For example, Catch-22 originated from a 1961 novel by Joseph Heller, where one bureaucratic regulation is dependent on another, which in turn is dependent on the first  
See <http://idiomsite.com/>

B. PLR (Public Lending Right) is the right of authors and other creators to receive payment for the free lending or other use of their works in libraries. See <http://www.plrinternational.com/>

C. FRANKFURT BOOKFAIR. If you are considering having your title represented at Frankfurt 2005 by one of the leading cooperative organizations with a ton of contacts and multiple appointments already booked, now is the time to make your commitment; if you have questions, concerns, needs, issues or doubts about the benefits of having a presence at the Frankfurt show, let us respond to them on the basis of more than 16 years of experience. But if you are thinking of delaying your decision until September, you will miss the shipping deadlines and may miss out on space. We were sold out for London and New York, and we may be sold out for Frankfurt as well. Not to put too sharp a point on the pencil, it really is now or never to get with Frankfurt 2005. For more details, contact Godfrey Harris at International Publishers Alliance ([hrmg@aol.com](mailto:hrmg@aol.com)).

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

E. 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>

F. BOOK FULFILLMENT IS EXPENSIVE AND TIME-CONSUMING. John Huenefeld says shipping books costs 7% to 14% of sales depending upon whether most of the books go out in single packages or by the carton.

See

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

G. eBook RESOURCE. See

<http://www.eBookNet.org>

H. CREATING ADOBE ACROBAT PDFs. See

<http://www.aeonix.com/DOPDF.htm>

I. OPRAH. What shows are scheduled and how to get on her show. See

[http://www2.oprah.com/tows/intheworks/tows\\_works\\_main.jhtml](http://www2.oprah.com/tows/intheworks/tows_works_main.jhtml)

J. COMPARING SEARCH ENGINES. See

[http://www.clickz.com/stats/sectors/search\\_tools/article.php/3528456](http://www.clickz.com/stats/sectors/search_tools/article.php/3528456)

K. NEWS RELEASE DISTRIBUTION. Free places that you can submit a press release.

--pressbox.co.uk/ (<http://www.pressbox.co.uk/>)

--cadenasmarting.com (<http://www.cadenasmarting.com/>)

--click2newsites.com (<http://www.click2newsites.com/>)

--ClickPress (<http://www.clickpress.com/cgi-bin/releases/add.cgi>)

--dime-co.com (<http://www.dime-co.com/>)

--eboomwebsolutions.com

(<http://news.eboomwebsolutions.com/addnews.php>)

--eWorldWire / PR Free (<http://www.eworldwire.com/>)

--expressseek.com (<http://www.addpr.com/addrelease.php>)

--free-press-release.com

(<http://www.free-press-release.com/submit/free-press-release.php>)

--I-NewsWire ([http://www.i-newswire.com/submit\\_free.php](http://www.i-newswire.com/submit_free.php))

--pr.com (<http://www.pr.com/>)

--press.arrivenet.com/ (<http://press.arrivenet.com/>)

--PressBase (<http://www.press-base.com/>)

--pressbox.co.uk/ (<http://www.pressbox.co.uk/>)

--pressmethod.com/

(<http://www.pressmethod.com/Account/login.aspx?ReturnUrl=/Account/default.aspx>)

--prleap

(<http://www.prleap.com/>)

--WebNewsWire (<http://www.webnewswire.com/submit.html>)

--webwire.com/ (<http://www.webwire.com/>)



uncovering of hidden facts. Even if your book lacks original earth-shattering news, perhaps you can create a poll of say 500 people on your subject and then report those results.

The fourth way is to give out news we can use. If you can shed light on the newest treatments for a disease or effective parenting strategies or tell us the three smartest ways to save for retirement, people will listen.

Lastly, raise an issue or ask a question. For instance, declare something interesting or controversial. Should pets be allowed to sue for health care? Should we eliminate the presidency and instead have three co-presidents? Should there be a legal limit on how much someone can weigh? Should people who have cosmetic surgery be forced to disclose this to the people they date?

So, there are many legitimate ways to make the news for honest people like you. -- or, just simply commit a crime and I guarantee that you'll be on the evening news. And then you might go to jail. And then you can write a book – and promote it.

--Brian Feinblum is the Chief Marketing Officer of Planned Television Arts, one of the nation's leading book publicity firms. Consult [www.plannedtvarts.com](http://www.plannedtvarts.com) and contact: [feinblumb@plannedtvarts.com](mailto:feinblumb@plannedtvarts.com)

==>SHARE YOUR THOUGHT. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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In utter loneliness a writer tries to explain the inexplicable.  
--John Steinbeck, Author.

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

A. CALLING ALL AUTHORS! Just in time to rev up for fall, QueenPower.com is offering a fr~e, end-of-the-summer teleclass. Topic: "How to Market Your Book" Guest Speaker: PR Diva Queen, Christine Louise Hohlbaum

Date: Monday, August 29, 2005  
Time: 8:00 p.m. ET (5 p.m. PT, 6 p.m. MT, 7 p.m. CT)  
Call-in info: (563) 843-7000  
Then punch in the access code: 314092#.

Christine will be offering participants 20% off her latest release, "The Author's Companion: A Self-Guided Course on Book Promotion" (Wyatt-MacKenzie Publishing), including a printable workbook and audio series chock full of savvy PR advice. So register today with Allyn Evans at [queenme@queenpower.com](mailto:queenme@queenpower.com) to reserve your spot today! To find out more about QueenPower.com's guest speaker, visit <http://PRDiva.bravehost.com>.

B. TO BEE OR NOT TO BEE, A book for beeing who feel there's more to life than just making honey is an illustrated, inspirational allegory which has received endorsements from several nationally known spiritual teachers/authors.

We're offering the eBook version f.ree to the first 10,000 visitors. If you want to see something unique and different in the book business take 60 seconds to see the audio/visual Preview:  
[www.ToBeeBook.com/preview.html](http://www.ToBeeBook.com/preview.html)

C. WHAT IF PUBLISHING A BOOK WAS EASIER THAN READING ONE? What if it was f.ree? Outskirts Press is offering a f.ree e-book from their website titled "Self-Publishing Simplified." Learn the difference between printing and POD. Discover how to get listed on Amazon for less than 55%. See <http://outskirtspress.com>

D. MORE F-R-E-E STUFF. See <http://www.CoolSavings.com>

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

==>SHARE YOUR FREEBIE. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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""To be successful as an Author-Publisher you have to do a lot of peeing: Pen it, Print it, Promote it, and Pray for it."  
-- Rex Bowlby, Author-Publisher of Plant Roots and Why Would I Want the Toy, When I Can Have the Box?

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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.

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

Dan 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](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

August 31: TELECONFERENCE. Wringing More Value out of your Work. Patsi Krakoff interviews Dan Poynter. Write it once, sell it forever; there are many ways to sell your Work over and over. You've heard of Blogs-to-Books. Dan Poynter started with magazine articles-to-books; now he turns eZine content into eBooks. He was the first to sell eDocuments and eBooks as downloads from his website. He will describe how to publish, promote and sell eBooks, pBooks (printed), eDocuments, LARGE print books, aBooks (CDs), audio downloads and podcasting. If you don't make your information available in multiple formats, some hungry customers will not be able to use it (for example, commuters, sales reps and long-

haul truckers can't read your printed book; they want and need audio). Dan Poynter has the answers. F-R-E-E. 8:30 ET, 5:30 Pacific. 858-523-9833, See

<http://www.ConversationsWithExperts.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](mailto: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 21: HOUSTON. Junior League of Houston. Private seminar. Date blocked.

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](mailto:Andrea.Grayson@uvm.edu).

<http://www.vtchamber.com/events/index.html?event=674>

September 29: VALLEY FORGE. Book Summit: Industry Leaders Discussing the Future of Publishing in a Flat world. Fmi:

<http://www.BookSummit.com>

September 30–October 2: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500.

<http://www.infinitypublishing.com>

October 3: TELECONFERENCE. Promoting books with radio interviews. Dan Poynter will interview the legendary, best-selling author and Radio Publicity expert Alex Carroll. Discover how to get on the best shows and what to do when you get there. 5pm Pacific/8pm Eastern. Ninety jam-packed minutes. F-R-E-E. Simply call 620-294-4000 and enter the Conference Number at the prompt: 222089#.

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](mailto: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](mailto:mFleischmann@HOT.rr.com)

October 20: ORLANDO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Shop. Books 101: The full New Book Model program. 6:27 to 10:00 PM. fmi Jan Schwartz, 407-671-9505, <http://www.TheKnowledgeShop.us>

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](mailto: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](mailto:safe@peak.org), <http://www.SafeAssociation.com>

October 27: PROMOTE YOUR BOOK NATURALLY--FOR INTROVERTS AND RELUCTANT MARKETERS TELECLASS. Time 4:30-6:00 pac time 7:30-9:00 eastern time (1 1/2 hrs) \$45 includes \$29 bonus reports. For registration and the Five Questions Dan and bookcoach Judy Cullins will help you get answers for go to <http://www.bookcoaching.com/teleclasses.shtml> to Teleclass #2. Questions? <mailto:judy@bookcoaching.com> or [cullinsbks@aol.com](mailto:cullinsbks@aol.com)  
Or call toll free 866-200-9743 or 619/466-0622

October 29: St. LOUIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. St. Louis chapter of the National Speakers Association. FMI: Linda Henman, [LDhenman@aol.com](mailto:LDhenman@aol.com), 314.416.8973, <http://www.nsastlouis.org/>.  
Individual consultations available Saturday afternoon. \$50 for 20 minutes. Call Becky at 805-968-7277 to schedule.

November 12-13: SANTA BARBARA. Book marketing/promotion/distribution retreat 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>

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](mailto: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](mailto: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/>

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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](mailto: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.



STRAVINSKY EFFECT: the child is prone to savage, guttural and profane outbursts that often lead to fighting and pandemonium in the preschool.

BRAHMS EFFECT: the child is able to speak beautifully as long as his sentences contain a multiple of three words (3, 6, 9, 12, etc). However, his sentences containing 4 or 8 words are strangely uninspired.

AND THEN OF COURSE, THE CAGE EFFECT -- CHILD SAYS NOTHING FOR 4 MINUTES, 33 SECONDS. PREFERRED BY 9 OUT OF 10 CLASSROOM TEACHERS.

==>SHARE YOUR HUMOR. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

(Generic Smiley)

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THE SMALL PRINT

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