



# Publishing Poynters

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



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For the Small Print, scroll to end.

### IN THIS ISSUE FROM PARA PUBLISHING

**ParaNews** (What's happening)

**ParaTips** (Guidance/advice on specific issues)

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**ParaCalendar** (Dan may be coming to visit you)

**ParaHumor** (We saved the fun for last)



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### THE GLOBAL EBOOK AWARDS ARE CHANGING



The overwhelmingly successful award program is going year-round and it is evolving into a book promotion program. The awards will only be a part of it.





# ParaNews



## GLOBAL EBOOK AWARDS: DATES FOR 2012

See <http://GlobalEbookAwards.com>



October 15, 2011. Announce program for 2012.

December 15, 2011. Early bird registration/Nominations deadline.

March 12, 2012. Final registration/Nominations deadline.

March 19, 2012. Final round of books to judges.

June 1, 2012. Send notice to sign up for Award Ceremony and Dinner.

July 1, 2012. Judges finish reading and report.

July 10, 2012. Finalists notified. Stickers and Ceremony invitations sent.

August 18, 2012, Saturday. Ceremony.

Venue: Fe Bland Forum in Santa Barbara.

**Last Call**



**IF YOU COULD SELL THOUSANDS OF YOUR BOOKS,  
WOULD IT BE WORTH \$149 TO YOU?**

**Attend the *Masters of Book Marketing Summit* on October 1**

**Sponsored by St. Louis Publishers Association** Most seminars tell you how to sell books in general. We'll show you how to sell *your* books to buyers who want to buy them.

- ***Invest in your future.*** One idea could turn your investment into a thriving, profitable business.
- ***Get tips for selling your books –not just books like yours.*** Judith, Brian and Dan are skilled in their respective specialties. You can talk with them to discover new ways to sell your particular book-not just books like yours.
- ***Book Marketing with the Masters events are "heavy-content" with personal interaction*** ... get more ideas in one day than you ever thought possible

**Attend the optional dinner with Brian, Judith & Dan on September 30<sup>th</sup> starting at 6.30 and continuing until you've had enough good ideas**

**Then join us for the Book Marketing with the Masters Summit on October 1<sup>st</sup> starting at 8:00 am ... BE THERE**

Sheraton Clayton Plaza Hotel 7730 Bonhomme Ave, Clayton, MO, 63105

**Register now at <http://tinyurl.com/6gwuqyq> -- \$149**

**SLPA members save \$20.**

**The Friday night dinner is \$75**

**For more information visit <http://mastersofbookmarketing.com/>**

**Or email [BrianJud@bookmarketing.com](mailto:BrianJud@bookmarketing.com)**



**OVERHEARD:**

Happiness is a perfume you cannot pour on others without getting a few drops on yourself.

--Og Mandino

## THE SMELL OF BOOKS RETURNS

Does your Kindle leave you feeling like there's something missing from your reading experience?

Have you been avoiding ebooks because they just don't smell right?

If you've been hesitant to jump on the ebook bandwagon, you're not alone. Book lovers everywhere have resisted digital books because they still don't compare to the experience of reading a good old fashioned paper book.

But all of that is changing thanks to **Smell of Books™**, a revolutionary new aerosol ebook enhancer.

Now you can finally enjoy reading ebooks without giving up the smell you love so much. With **Smell of Books™** you can have the best of both worlds, the convenience of an e-book and the smell of your favorite paper book.

**Smell of Books™** is compatible with a wide range of ereading devices and ebook formats and is **100% DRM-compatible**. Whether you read your ebooks on a Kindle or an iPhone using Stanza, **Smell of Books™** will bring back that real book smell you miss so much.



The average salary for a bookstore manager across the United States is \$72,682 a year.

## WHEN WILL YOUR LOCAL BOOKSTORES CLOSE?

See the list with dates.

<http://on.fb.me/p0Y0Qq>



According to [Association of American Publishers](#) (AAP) sales figures for June 2011, net revenues from adult paperback sales plunged nearly 64 percent compared to the same period last year. At the same time, eBook sales were up 161 percent

## KINDLE BOOKS TAKEN FROM WIKIPEDIA PAGES

An "author" posts 887 different ebooks all apparently cut-and-pasted directly from Wikipedia entries! The "WikiFocus" series targets obscure niches with few competing ebooks, like *Hello Kitty*, *Aquaman*, or the comic strip *Archie*.

"Of the 887 ebooks, all but 10 earned terrible reviews, averaging one star or less," this article notes, "or received no reviews at all." A typical review? "This 'book' is just a word for word copy of the Wikipedia page."

<http://bit.ly/r0fef2>



John Wiley & Sons' professional/trade book division made \$11 million from ebook sales in the first quarter of fiscal year 2012

## OMMITTING THE ARTICLE BEFORE THE NOUN

Some product marketers are purposely omitting articles—the tiny English words "the," "a" and "an" that typically precede many nouns. In Silicon Valley especially, dropping "the" before product names has become an article of faith. Without the omission, people might be friending each other on TheFacebook.com. Marketing grammar is changing the language.

<http://on.wsj.com/o5Ofow>



Random House says more than 20% of US revenue in the first half were from ebooks.

## TEXTBOOKS MORE ACCEPTABLE ON THE iPad

Students are turning to eTextbooks now that they can read on the iPad.

<http://bit.ly/pAXMDN>



People in the U.S. spend more than 22% of their online time to social networking, spending a total of 53.5 billion minutes on Facebook in May 2011, according to a [Nielsen report](#). With seven out of 10 users now shopping online, that makes social media a crucial tool for many companies



Eight of the top 20 titles on the USA Today's Bestselling Book List this week are ebooks.

## **IKEA IS CHANGING ITS LONG-LIVED BILLY BOOKSHELF. IS PRINT DEAD?**

Ikea will make changes to its low-cost, high-volume Billy bookshelf this fall. And to some, that means books are dying.

Ikea's Billy bookshelf, which can already be adorned with glass doors, will be deeper beginning in October. And [the Economist says](#) that's because nobody has books anymore.

The firm reckons customers will increasingly use them for ornaments, tchotchkes and the odd coffee-table tome—anything, that is, except books that are actually read.

<http://lat.ms/qnVOpl>



Burlington, Mass. is giving iPads this year to every one of its 1,000-plus high school students. Some classes will still have textbooks, but the majority of work and lessons will be on the iPads.

## **GLOBAL EBOOK AWARDS YOUTUBE CHANNEL**

See trailers for winning books.

Do the authors a favor and "like" their trailers.

<http://bit.ly/qXj2pf>



### **OVERHEARD:**

The most valuable book endorsements come from people known to, or recognizable by, potential buyers.

--Dan Poynter, Book Futurist.



Book publishing is changing--rapidly.  
 With change comes opportunity.  
 Discover what those opportunities will be.  
 Opening Keynote by Dan Poynter, the Book Futurist.

Self-Publishing Book Expo. October 22. NEW YORK.  
 Fmi: Diane Mancher, +1-212-353-3478 (bus), +1-917-971-4929 (mobile).  
<http://www.SelfPubBookExpo.com>



**OVERHEARD:**

There's an iPad market and then there's everyone else.  
 -- Creative Strategies analyst Tim Bjarin

**HOW PRICING AFFECTS BOOK SALES.**

Discounts have always been an appealing element in retailing--prices are often set artificially high so that they can be cut almost immediately, creating what amounts to the aura of savings. But what Amazon has shown is just how powerful the pricing mechanism for books can be.

<http://bit.ly/oT5E2p>



Ereader shipments will increase 167% this year compared to 2010,

## BEA WANTS YOUR FEEDBACK

A new survey from Book Expo America is asking booksellers, publishers, and authors for their input on the annual trade show. Data gathered by the survey will help guide BEA as it seeks to make improvements to the 2012 show experience.

The survey takes a just a few moments to complete and responses are completely anonymous.

<https://www.surveymonkey.com/s/LGK8KKJ>



Two years ago Borders had nearly 700 stores, most of which were in the 25,000-30,000-sq.-ft. range.

## WHEN YOUR PUBLISHER CHANGES YOUR BOOK

Fire them.

She quit her career in the City claiming she couldn't stand the sexism.

Now novelist Polly Courtney is dropping her publisher for the same reason – complaining her books are marketed in a 'sexist' and 'degrading' manner.



The 32-year-old writer, who shot to fame after penning an expose of life in the Square Mile, dramatically sacked HarperCollins at the launch of her new book last night.

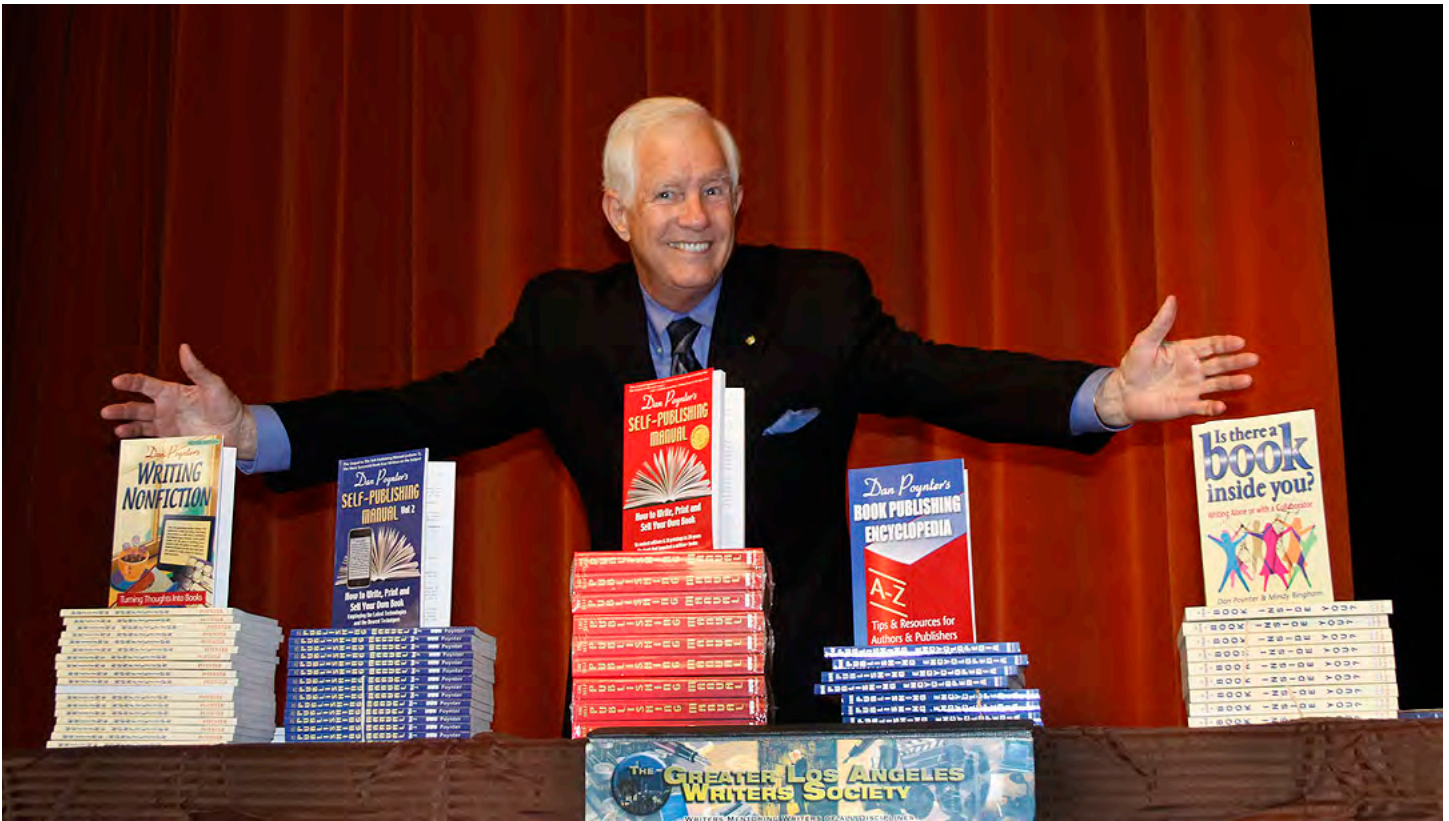
<http://bit.ly/qGKskX>



### OVERHEARD:

"people don't have tablet fever, it seems they simply have a mania for iPads."

-- Ian Sherr, *The Wall Street Journal*.



### Dan Poynter and some of his books

Book Futurist and Industry Thought Leader

<http://parapub.com/sites/para/resources/allproducts.cfm>

#### OVERHEARD:



A writer -- and, I believe, generally all persons -- must think that whatever happens to him or her is a resource. All things have been given to us for a purpose, and an artist must feel this more intensely. All that happens to us, including our humiliations, our misfortunes, our embarrassments, all is given to us as raw material, as clay, so that we may shape our art.  
--Jorge Luis Borges, writer (1899-1986)

### SEE HOW THE EVOLUTION OF THE LANGUAGE BETWEEN 400 AND 2000

A look at how English language has changed over time.

<http://bit.ly/quL5qN>



## **MAN FACES MORE BOOK PUBLISHING RELATED CHARGES**

A Manchester, VT, man accused of taking money from aspiring authors to publish their books and never doing so is facing more charges in court.

On Sept. 12, Peter Campbell-Copp, 62, pleaded not guilty to two new felony counts of false pretenses or false tokens.

[http://www.benningtonbanner.com/local/ci\\_18932439](http://www.benningtonbanner.com/local/ci_18932439)



The final 31 Borders stores across 18 states closed on Sunday

## **ONE OUT OF FIVE EBOOK PUBLISHERS GENERATES MORE THAN 10% OF REVENUES FROM EBOOK SALES**

See the ebook survey results at

<http://www.prweb.com/releases/2011/9/prweb8808065.htm>

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

Do you have friends in the book business?  
Think how appreciative they will be if you forward this newsletter to them.  
Go on. Do it now.



# ParaTips



## WHAT'S WHAT IN PUBLISHING TODAY ... YESTERDAY IS YESTERDAY

--Rick Frishman, publisher Morgan James Publishing

<http://www.MorganJamesPublishing.com>



Once upon a time, there were two types of publishing. The first was traditional where an author had an idea, created a proposal or manuscript, acquired an agent to represent him and sold it to a publisher. Preferably, a New York publisher. The other was one that was looked at with disdain and pooh-poohed ... the vanity press. Traditional authors were viewed as snobs by the vanity press crowd ... and envied.

Authors went the vanity press route as a publishing format of the last resort. They couldn't "sell" their book idea to New York and had decided to hook up with a vanity publisher, selling a few copies at a time. Vanity presses were usually small shops that the author would pay to publish his book. Under the vanity press umbrella was self-publishing, the do-it-yourself model. Vanity and self-published meant the same thing—it was where the rejects went.

If you took the vanity press route, any success your book would have would be exclusively in your ballpark. Vanity publishers did nothing to promote your book—you were strictly on your own. The number of copies printed of your book would be the number that you ordered printed, paying up front for them. The quality of the book was, well,

1516

Show Me About: Book Publishing so-so. Mass distribution, marketing or PR were non-existent. And forget about making any money to seed your retirement.

An offer from a traditional publisher was different. The author usually got thousands of books into print, a real media release created by the publisher's publicity department—one that was sent out to the media and bookstores—and an announcement, including a copy of the cover and a description of your book. It was placed in the publisher's catalog that reps took around to bookstores and used to pitch for orders. To add icing to the cake, it was not uncommon for the author to get a multi-city book tour to boot. Wahoo! The author was in the big leagues! Hot.

Ahhh, times have changed. Dramatically. That was the old days—pre 2000. With the Internet and today's technology, traditional publishers are being turned on their heads and vanity presses have morphed into new critters. Mega thousands of authors are choosing to bypass the traditional method that had been so coveted by the majority of authors just a few years ago. Even authors who have made major best-seller lists, such

as the New York Times, are now positioning themselves outside of the “norm”— they are moving into self and independent publishing.

Many of the major publishers are struggling. During 2008 and 2009, major publishing houses announce the elimination of much loved imprints; the layoffs of highly respected editors; even the decision to not buy new titles for the forthcoming season.

Advances to authors dwindled significantly and the number of new books contracted for, plummeted. In many cases, authors got little to no advances and are told that being “published” by a major publisher is the prestige payment in lieu of!

As the decade turns, R.R. Bowker, the book industry’s keeper of stats, reported that over 1,000,000 books were published in 2009— new books, revised books, university press books, mainstream books, eBooks, traditionally published books, small press books, vanity press, self and independent books. Books, books and more books. The number grows daily.

What’s What in Publishing Today ... 17

Publishers included the well known imprints of Random House and Simon & Schuster (the big boys); to the small and independent presses that you might have heard of like Open Horizons (John’s imprint); to the self-published and vanity presses-(i.e., iUniverse, LuLu, AuthorHouse). Formats include the traditional paper book to the cyber-space delivered ebook. There’s something for everyone.

MORE TIPS AT <http://www.rickfrishman.com>



**OVERHEARD:**

Talk happiness. The world is sad enough without your woes.  
--Ella Wheeler Wilcox

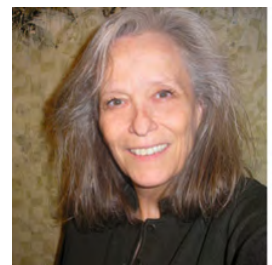
**BOOK DESIGN: Taking Care of your Book Audience with Your Blogging.**

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

**How many of you have a blog... AND use it regularly?** I know this might be an old question for a lot of you and I hope you have a blog going and keep it alive... but for those of you who don't know the value... A blog can be a win/win all around... for both you and your readers.

Your blog is the friendly introduction your clients need. The information you share is their window into who you are, your values and your way of thinking. Your possible clients will be seeing you from your mind point of view and making a decision to buy or not to buy.

**Here are some items to keep in mind when you are blogging:**



- **basic content:** What will you be writing about? Your book, product or service? Your thoughts and findings? Latest news on the subjects of your profession?
- **list of resources:** begin gathering your own resources to follow and gather information from to blog about. Believe me, this is an indispensable part of blogging.
- **interviews and post them on your site:** These interviews are great if they come from you, but remember, these can be youtube.com videos of people who you feel represent a way of thinking you feel would benefit your readers. These can be written, audio or video.
- **free or fee reports and ebooks:** blog about products you've created or ones you found your readers would benefit from. Some might have an affiliate program for you to sign up for and received a percentage of the purchase.
- **update your content regularly:** this is a very important part of blogging that you might not get right away. You might feel it's a waste of time or that you don't have enough time. But this is a very important step in getting noticed and improving your page ranking.

*Remember, do something every day toward your book, web-presence, product, service and promotion.*

Karrie Ross, [Book Designer Web-presence Branding, Coaching & Consulting Services](#)



#### **OVERHEARD:**

Happiness is not a goal; it is a by-product.

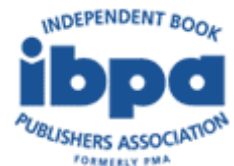
--Eleanor Roosevelt

#### **WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?**

See

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

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



#### **WHAT FORMAT GOES WITH WHAT READER?**

--Clint Greenleaf, Greenleaf Book Group LLC,

<http://www.greenleafbookgroup.com>

After a few years of ebook chaos, it seems that a stable set of ereading devices, formats, and software is emerging. It's still a lot for the non-techie author to wrap his or her head around, but at Jason Davis's ebook blog Book Bee, there's a great visual guide <http://bookbee.net/bee-ginners-guide-2/> to what readers read what files and with what software (thanks, TeleRead <http://www.teleread.com/paul-biba/great-beginners-guide-to-ebooks-a-must-see/> ). It

also includes information on where ebooks can be bought for all types of devices, and where readers and authors can find help. Looking over this information is a great way to educate yourself on a rapidly growing sector of publishing. Next time a reader asks, "Can I read your Kindle book on my iPad?" or, "Will my Nook display your supplemental PDF?" you'll know what to say!

### **Do you have a Facebook page dedicated to your business or book?**

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

If so, you can use Facebook's free tool- Facebook Insights dashboard- to give you more in-depth data and demographics about the people that visit your page and interact with your brand. Here are the two types of insights the dashboard offers:

- **User Insights:** Total page Likes, or a number of fans, daily active users, new Likes/Unlikes, Like sources, demographics, page views and unique page views, tab views, external referrers, media consumption.
  - **Interactions Insights:** Daily story feedback (post Likes, post comments, per post impressions), daily page activity (mentions, discussions, reviews, wall posts, video posts).
- Best of all for those mathematically challenged authors, Facebook offers user-friendly graphs to help you easily analyze trends from your page traffic and content postings.

First log into Facebook and once you're on your business or book Facebook page, click on Edit Page. From there, watch a great how-to video tutorial [http://www.youtube.com/watch?v=Xolsg\\_7MGIE](http://www.youtube.com/watch?v=Xolsg_7MGIE) (thanks to John Haydon tutorial genius!) on how to access and understand the Facebook Insights dashboard. Have more questions? Read the Facebook Insights Dashboard FAQ. <http://www.facebook.com/help/?search=insights> .



### **OVERHEARD:**

Publication—is the auction of the mind of man.  
--Emily Dickinson

### **WORD TRIPPERS**

--Barbara McNichol, 520-615-7910, [editor@barbaramcnichol.com](mailto:editor@barbaramcnichol.com).

### **Connote, denote**

"Connote" means to suggest or imply meanings or ideas in addition to the literal meaning; to have as a related or attendant condition.

"Denote" means to be a name or designation for; to mark or indicate. "The phrase 'amber waves of grain' is more often used to *connote* America's abundance than **to** *denote* an actual field of wheat."



**OVERHEARD:**

Happiness walks on busy feet.  
--Kitte Turmell

**INVESTORS: HOW TO LAND A LITERARY AGENT**

By Jeff Rivera, founder of [www.HowtoWriteaQueryLetter.com](http://www.HowtoWriteaQueryLetter.com)

The topic of investing is hotter than ever. With the U.S. economy going through so many changes, readers are looking for leaders in the industry to give them a fresh perspective and an insiders view on what they can do to change their financial situation. If that person is you, then now is the time, more than ever, to begin writing your book.



The first thing to keep in mind, with so many investment books out there already, is what do you have to offer that is different than all of the others? Is it you? Do you have a fascinating background? A rags-to-riches story? A sense of humor in an otherwise complex and serious industry?

Literary agents are also looking for writers with a strong platform; writers who, along with their strong concept, bring a virtual fan base to the table. If you have a podcast or blog with thousands of followers or constantly in the media, you will inevitably appear more interesting and appealing to a literary agent.

What's fascinating about the industry, as far as nonfiction books are concerned, is that investors don't necessarily need to write the entire book. They simply need to write a well-built proposal with 2-3 sample chapters, and they can land an agent and even begin to sell their book.

Follow these general rules, and there's no doubt that you'll be that much closer to landing a literary agent.

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

**OVERHEARD:**

It is impossible to discourage the real writers—  
They don't give a damn what you say,  
They're going to write.  
--Sinclair Lewis.

## WRITING SALES COPY

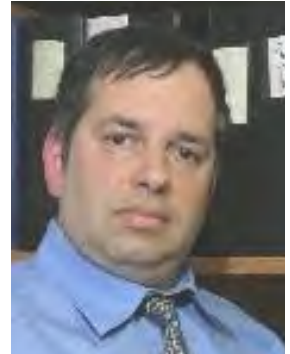
Guidelines for using statistics and numbers to make the case that your product or service is superior

--Bob Bly, <http://Bly.com>

>> Write numbers using the largest units of measure ... "a quarter of a century" sounds longer than "25 years."

>> Round off to make numbers sound larger ... if the client tells me their newsletter has 2,015 subscribers, I talk about the "thousands of satisfied subscribers."

>> Use "negative statistics" ... say what the product doesn't do or have, rather than what it does do or have. For instance, club soda has "no sodium, no artificial flavors, no calories."



>> Prove statistical points with pictures ... compare two quantities with a bar chart, or show a price chart illustrating how shares of the stock you recommended went up.

>> Say it multiple times ... give the persuasive statistic at least three times: in the body copy, in the chart or graph, and in a caption for the chart or graph.

>> Make unexpected comparisons to dramatize numbers ... a speaker giving a talk on health told his listeners "more people have died from malaria over the past century than are now living in the United States" - much more memorable than just giving a number.



### OVERHEARD:

Remember: *between* refers to two;  
*among* refers to three or more.

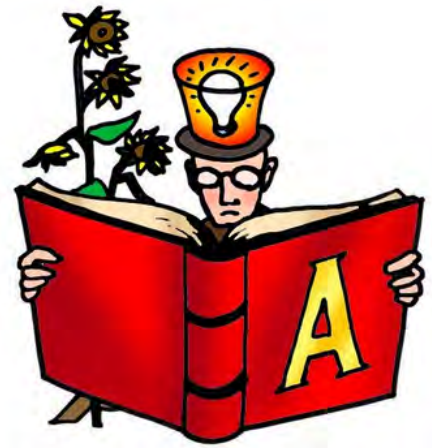
--Barbara McNichol, Word Trippers.

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

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



# ParaResources



## WEBSITES FOR MOBILE PHONES

Everyone has a mobile phone and most surf the Web looking for products and services. They do not want to wait until they arrive home to find you.

On a mobile phone, most website show slowly and in very tiny type.

See the video at Nathan Segal's site:  
<http://www.mobilewebsitemarkets.com/>

He can build you a mobile phone site.



## OVERHEARD

A Synonym is a word your use when you can't spell the other one.  
--Baltasar Gracián.

## LIST YOUR BUSINESS WITH GOOGLE PLACES

Google Places is a new area to list your book business--free. Go to <http://www.google.com/places/> and search for your business.



Since Google uses the telephone directory, you are probably already listed--briefly. Add descriptions, photos of your book covers, videos, etc. Make sure your listing reflects what you are doing, your specialty, and your target market.

It's another exposure opportunity for your book business.

## BOOKKEEPING SOFTWARE FOR PUBLISHERS: JAYA 123

Sept. is the seventh anniversary of the popular Jaya123 order-entry, billing, reporting web-service that grew out of the old PUB123 software that was a hit in the 90s. While Jaya123 works for all business types, it is particularly popular with publishers because of its comprehensive royalty payment module.

The cost is \$14.95 a month with no buy-in and no minimum term. There is a full demo on the site that does not require you to divulge any personal info to try it..

<http://www.jaya123.com>

ADAMS-BLAKE PUBLISHING

**JAYA123**  
*The small business web solution*



if you own a Nook you can take it into a Barnes & Noble retail store and connect to the store's Wi-Fi. You can then sample any of the store's available ebooks. When you leave the store, the book disappears from your Nook unless you decide to buy it.

## WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

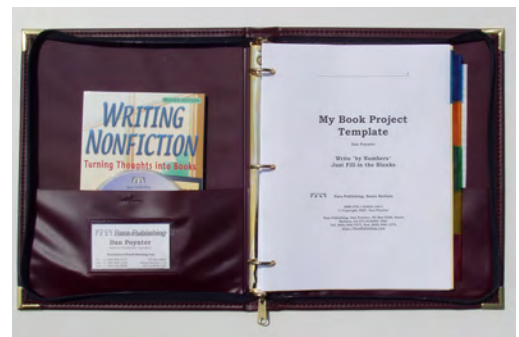
Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum. Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.

Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

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

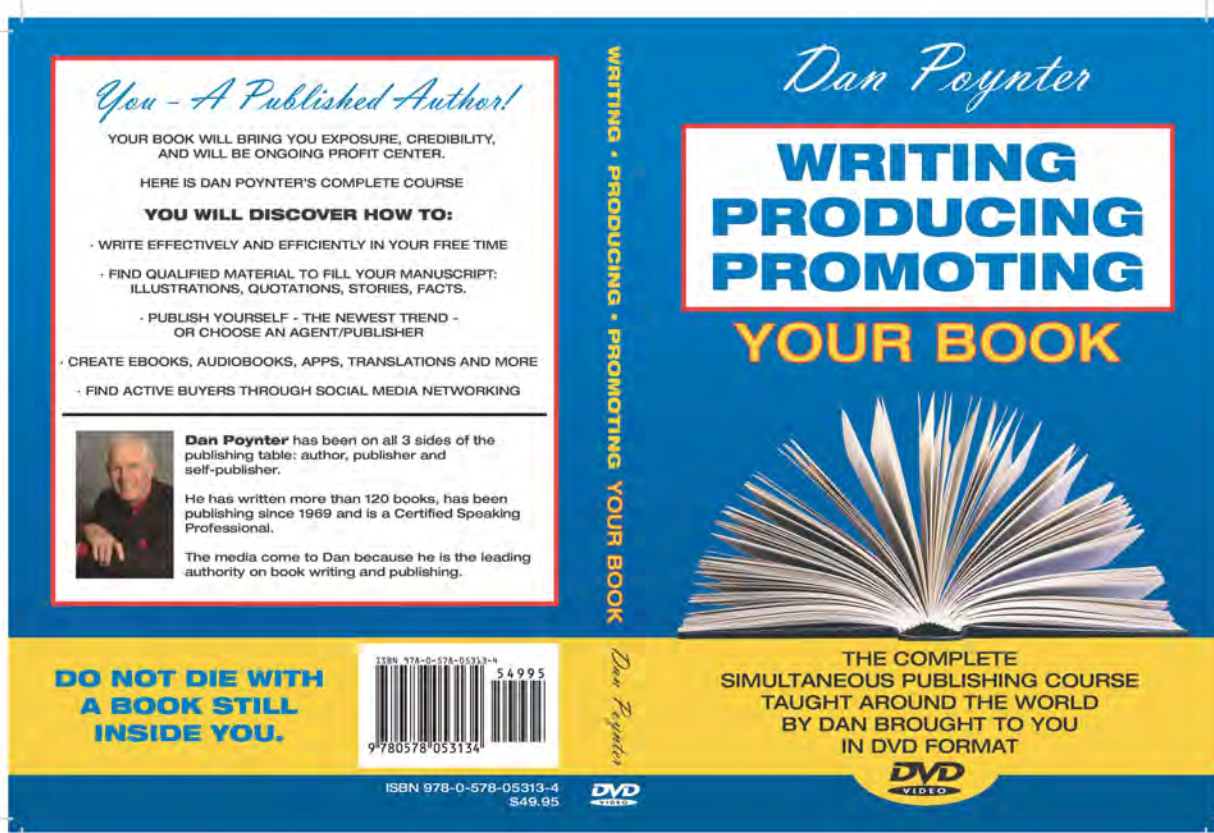
This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at

<http://parapub.com/sites/para/information/writing.cfm#mbp>





## PUBLISHING COURSE NOW ON DVD



### The New "Book" Model:

**How to write, publish & promote your nonfiction book** is available in a home study version. This is the complete 3.5-hour course with Dan and his multimedia slides.

**You will discover** how to use new techniques and the latest technology to write your book faster, produce your book for less (printed, audiobooks & eBooks) and promote your book more effectively. Dan will share the secrets to finding an agent, contacting a publisher and publishing yourself. He has your step-by-step plan.

This is Dan's most popular presentation and it incorporates timely pieces of his other presentations.

A steal at \$49.95.

<http://www.amazon.com/Poynters-Writing-Producing-Promoting-Your/dp/0578056488/>



**FOLLOW DAN POYNTER ON TWITTER**

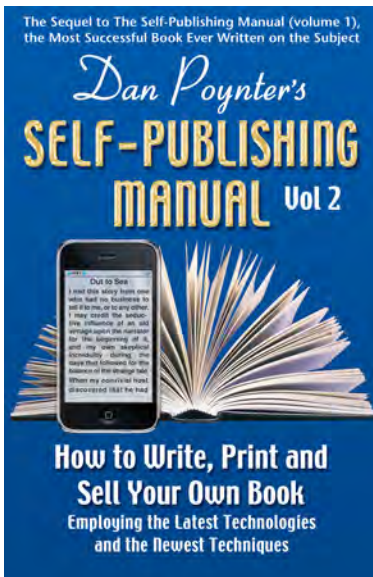
<http://www.twitter.com/DanPoynter>

## THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.

### You will discover how easy it is to:



- 📖 *Build* your book rather than just *write* it—and copyright it in your name.
- 📖 Print a small quantity and keep a small inventory.
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### OVERHEARD

Don't try to figure out what other people want to hear from you; Figure out what you have to say.

It's the one and only thing you have to offer.

--Barbara Kingsolver.

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<http://parapublishing.com/files/newsletter/PPM-June%202011.pdf>

**OVERHEARD**

A Synonym is a word your use when you can't spell the other one.

--Baltasar Gracián.

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# ParaThoughts



## REVIEWS THAT COUNT

–Dan Poynter, The Book Futurist.

When shopping for a book, would you rather read a review by a single “book critic” or several reviews by people who actually bought and read book?

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## OVERHEARD:

Life gives you wonderful opportunities to conquer fears, learn skills, and master techniques. "I can't" shouldn't be synonymous with "I don't want to."

--Joe Konrath, Successful Author.

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# ParaFreebies

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FREE

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- with IBPA President Florrie Binford Kichler, John T. Nesco III of Tantor Studios and panelists Janet Benson (APA board member and past president) and Coleen Marlo (Audie Award winning narrator).

### **Topics covered include:**

- An overview of the audiobook industry
- Pre-production planning
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### **OVERHEARD:**

A lie gets halfway around the world before the truth has a chance to get its pants on.

--Winston Churchill

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### OVERHEARD:

Poetry is a deal of joy and pain and wonder, with a dash of the dictionary.

--Kahlil Gibran, poet and artist (1883-1931)

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# ParaCalendar



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## **AUTHOR ON A SPEAKING TOUR.**

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

ALSO SEE THE CALENDAR ON OUR WEBSITE:

<http://parapublishing.com/sites/para/speaking/calendar.cfm>

## **2011**

**USA.** September 23. National Skydiving Museum, Hall of Fame dinner. Historic Terminal A lobby, Ronald Reagan Washington National Airport, (DCA). FMI: Nancy Kemble, [nKemble@SkydivingMuseum.org](mailto:nKemble@SkydivingMuseum.org), +1-540-604-9745.

**USA.** October 1. St Louis.



Masters of Book Marketing: Judith Briles, Brian Jud and Dan Poynter.  
Hosted by the St Louis Publishers Association.

For details, see [www.MastersOfBookMarketing.com](http://www.MastersOfBookMarketing.com)  
<http://slpa.memberlodge.com/>

**UNITED KINGDOM.** October 7-8. Coventry, Midlands.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.  
Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504, <http://bit.ly/gREshz>



**USA.** October 22. NEW YORK. Self-Publishing Book Expo. Fmi: Diane Mancher, +1-212-353-3478 (bus), +1-917-971-4929 (mobile).  
<http://www.SelfPubBookExpo.com>



**CANADA.** November 27-29. Toronto.

Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

## 2012



**USA.** February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

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

**FRANCE.** March 22-23, 2012. Paris



French Speakers Association annual convention (AFCP).  
 Annual convention.

<http://www.association-conferenciers.com/>

## AUSTRALIA



March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI:

<http://www.NationalSpeakers.com.au/convention>

**UNITED KINGDOM.** April 14, 2012. London Venue.



PSA/UK Spring Convention.

[admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504,

<http://bit.ly/gREshz>

## HOLLAND/BELGIUM



April 19-21 Amsterdam, The Netherlands. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

**SOUTH AFRICA.** April 27-29 - Durban

Annual convention of the Professional Speakers Association of Southern Africa. FMI:



Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: [nikki@psasouthernafrica.co.za](mailto:nikki@psasouthernafrica.co.za) Web: <http://www.psasouthernafrica.co.za>

**MALAYSIA.** May 4-5

Malaysian Association of Professional Speakers (MAPS) convention. [http://www.maps.org.my/events\\_up.asp](http://www.maps.org.my/events_up.asp)

**SINGAPORE.** May 8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.



<http://bit.ly/hz539k>

**USA.** June 5-7. Book Expo America, New York.**USA.** July 14-17. Indianapolis.

NSA/US Convention.  
Marriott Hotel.

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

**GERMANY.** GSA Sept 7-8, Düsseldorf

**(GSA) convention at the Hilton hotel.**



<http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>

**UNITED KINGDOM.** October 4-7. LONDON area.

Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.

Fmi: Sue Cliff, [admin@professionalspeakersassociation.co.uk](mailto:admin@professionalspeakersassociation.co.uk), +44 0 0845 3700 504, <http://bit.ly/gREshz>

## 2013

**USA.** July 27-30. Philadelphia, PA.



NSA/US

Marriott Hotel, Downtown.

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

Convention.

### CANADA.



December 8-12. Global Speakers Summit.

Vancouver, BC. FMI: <http://www.globalspeakers.net/summit>

## 2014

**USA.** June 29 – July 2. San Diego.



NSA/US

Marriott Hotel & Marina.

Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

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

Convention.



### OVERHEARD

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Re-write with your head.

--From the film *Finding Forrester*.

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# ParaHumor



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

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### OVERHEARD

We are all apprentices in a craft  
 Where no one ever becomes a master.  
 --Ernest Hemingway.