



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)

ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



GREETINGS FROM NOORDWIJK, HOLLAND.

I am in Noordwijk for the Fourth Global
Speakers Summit.

It is springtime and the tulips are everywhere.

Dutch hospitality is fabulous.





eBOOKS CITED AS CHALLENGE FOR FUTURE OF PUBLIC LIBRARIES

Digital books are transforming the publishing industry. It's an issue highlighted by the decision of two major publishers – Macmillan and Simon & Schuster – not to sell eBooks to public libraries, making more than 25% of the eBook market unavailable to library patrons. More recently, HarperCollins announced restrictions on how libraries can circulate eBooks that it publishes. HarperCollins will allow eBooks to be checked out only 26 times before they expire. Libraries will have to pay again for additional circulation.
<http://bit.ly/dLPfVo>

VANITY PRESSES EXPOSED

-Jane Friedman, Writer Unboxed.



Vanity presses are appearing more and more like a huge scramble to squeeze a few more profitable dollars out of a service that is no longer needed, that is incredibly overpriced when compared to the new and growing competition, and has less to recommend it with each passing day, as more success stories come from the e-publishing realm where author royalties are in the 70-85% range.

We're now reaching the point where fee-based services can stay alive only by banking on the ignorance of authors—not that they haven't done so, to some extent, up until now!

But they can't continue to charge the same amount for the same service that has decreasing value over time, not when Smashwords, PubIt, and Kindle charge zero. Not when Amazon's CreateSpace offers POD services for next to nothing. Not when an author can now, more easily than ever, find and hire quality help.

<http://bit.ly/hToAK5>

eBOOKS TO OUTSELL pBOOKS SOON

30% of all readers consume both eBooks and print books to some degree. For 2011, it is predicted 18 million eReaders will be sold -- compared with just 900,000 sold in 2009 -- and 35% of readers will own come to own one. As for actual book sales, the Association of American Publishers reported **eBooks** in the U.S. brought in \$70 million last January, a 116% increase from the same month last year, while adult paperback sales fell from \$104.2 million to \$83.6 million during the same period.

<http://bit.ly/gp0aj0>

BOOKSTORE CLOSINGS DRIVE READERS TO eBOOKS

What is a book reader to do? With brick-and-mortar storefronts closing, where can they get books? The online stores provide both pBooks and eBooks. While many readers have already switched to online purchasing, now many more are being forced to shop there. And many are switching to eBooks.

<http://bit.ly/hqWlxs>

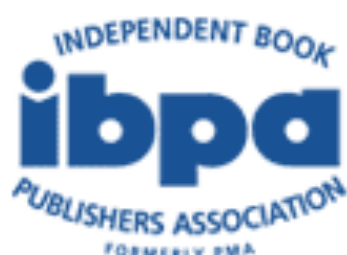


BARNES AND NOBLE CEO CLAIMS eBOOKS WILL REIGN SUPREME IN 2 YEARS



The CEO of Barnes and Noble Marc Parrish makes some bold proclamations. He proclaims that "The book business is changing more radically now, and quicker, than movies or music or newspapers have, because we're doing it in a matter of months." He went on to elaborate, "In the next 24 months is when this business will totally shift." He basically implied that eBooks will dominate the landscape both with his company and with the market in general. <http://bit.ly/dGisED>

27TH ANNUAL IBPA PUBLISHING UNIVERSITY TO FEATURE DAVID "SKIP" PRICHARD, PRESIDENT AND CHIEF EXECUTIVE OFFICER OF INGRAM CONTENT GROUP INC.



David "Skip" Prichard, President and CEO of Ingram Content Group, will offer his unique view of the future of books and the publishing world at the 27th annual IBPA Publishing University, to be held in New York City prior to BEA at the Java's Center on May 22-23. Prichard will keynote the day-and-a-half of programs designed to provide one-book publishers, self-publishers, digital publishers, and traditional publishers with the hands-on, how-to

tools they need to promote, market and sell more books.

“Don’t come to IBPA Publishing University if you prefer theory to practice,” warns IBPA President Florrie Binford Kichler. “Publishing University is designed by publishers to teach publishers what they need to know---and do right now—to succeed in an industry that’s changing at warp-speed.”

Details: lisa@ibpa-online.org
<http://www.ibpa-online.org>

AMAZON REVEALS CLOUD SERVICE FOR MUSIC



Amazon reveals three services that will allow customers to purchase, store, and play music on an Internet “cloud” rather than storing it on their hard drives.

That music can then be accessed from any computer with a Web browser or from an Android-powered smartphone. Videos, images, and documents can also be stored on the cloud service.

What does this mean for books?

YOUR eBook DESERVES RECOGNITION

eBooks have reached the tipping point. It is time to recognize them with their own awards. The Global eBook Awards are designed to bring attention to the best eBooks in several different categories.

This award program was designed by Dan Poynter and his fabulous team. Entrants are not just awarded a winner “sticker” for their eBook, they are also enrolled in a proven eBook promotion program—at no additional cost.

See <http://GlobalEbookAwards.com>



AMAZON.COM PUSHES INTO BOOK PUBLISHING

Amazon.com, the online bookselling behemoth that has sometimes rubbed publishers the wrong way, has just put its big foot someplace new.

In its most aggressive move yet into territory traditionally occupied by the major New York houses, the Seattle-based e-retailer took part last week in a heated auction for four books by self-published bestselling novelist Amanda Hocking. Executives at several houses said they knew of no other instance in which the company had competed with major publishers for a high profile commercial author.



Amazon has done deals directly with authors and agents in the past, but usually for backlist titles or specialty projects. It has used those exclusive offerings to distinguish its Kindle e-bookstore in an increasingly competitive digital market.

<http://bit.ly/gSXR6z>

eBOOKS: THE GREENER CHOICE



<http://bit.ly/hKykAp>

ONLINE BOOKSELLERS IMMUNE IN \$30M LAWSUIT FILED OVER OBAMA BOOK



Online booksellers cannot be sued over alleged defamatory content on their Web sites if it's created by an outside party, a Washington federal court judge ruled.

The suit stems from a 2009 book self-published by Larry Sinclair, who claimed he and President Barack Obama had used drugs and engaged in sexual acts together in 1999; court records listed a PO Box address in Tennessee for Sinclair.

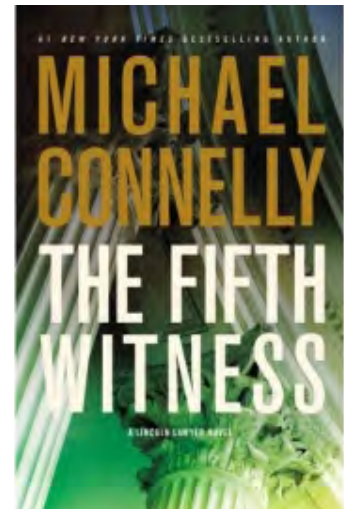
<http://bit.ly/dW5U5t>

eBOOK READERS COMPLAIN ABOUT PRICING WITH ONE-STAR REVIEWS

Kindle and Nook users share one thing in common: a number of them are rather upset about high e-book prices and are voting their displeasure in their user reviews.

Case in point is Michael Connelly's new legal thriller, "[The Fifth Witness](#)," which is getting hammered in both the Kindle and [Nookbook](#) stores despite strong reviews from "real" reviewers. "The Fifth Witness" costs \$14.99 while the hardcover currently runs \$14.28 on Amazon and \$14.73 on BarnesandNoble.com. Sure, \$15 is a lot to spend on an e-book but the even bigger insult that people take issue with is the higher cost of the eBook versus the hardcover.

<http://cnet.co/dYcNY3>



HARRY POTTER eBOOKS PUT ON HOLD BY JK ROWLING

The phenomenally popular series of Harry Potter novels will not hit eBook readers in the near future as author JK Rowling continues to stall plans of digitally converting the boy wizard tales.

<http://www.t3.com/news/harry-potter-ebooks-put-on-hold-by-jk-rowling?=55107>

eBOOK PRICING

Will .99 cent pricing sell more books or generate more revenue?

<http://bit.ly/fwCsVU>



WHERE DO eBOOK BUYERS LIVE? ALASKA TOPS THE PER-CAPITA LIST.

--Mark Coker, Smashwords.



Have you ever wondered where the most voracious eBook readers live?

I wondered, so I crunched Smashwords eBook sales data from Barnes & Noble for the three-month period beginning December 2010 through March 2011. Some of the numbers are surprising (see the last section of the post for my methodology).

<http://huff.to/ggcOxx>

THE SANTA BARBARA WRITERS CONFERENCE IS BACK



The SBWC, which started in 1972, is returning after a two-year hiatus. The new owner is Monte Schultz, son of the late Charles Schulz.

June 18-23.

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



AIRPORT NAMED FOR SNOOPY'S CREATOR

The Charles M. Schulz - Sonoma County Airport is located approximately 65 miles north of San Francisco, 4 miles north of Santa Rosa.

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

TIM O'REILLY ON THE FUTURE OF THE BOOK

<http://bit.ly/hExwHc>



THE "PATCH" FOR PRINTED BOOKS?



For those who like the feel of ink-on-paper books and for those trying to withdraw from reading them, there is the Paranga and it's made by a group of students at Osaka University. Now your slender eBook reader can be encased in a fake book so that you can pretend that you're flipping through real pages.

With the future of publishing focusing on eBooks, the Paranga might make pBook withdrawal easier.

<http://bit.ly/hKhUyS>

iPAD: GREAT OPPORTUNITY FOR CHILDREN'S BOOK PUBLISHERS

<http://bit.ly/dLE1DU>

DOMINIQUE RACCAH

Dominique Raccah, CEO of Sourcebooks, on eBook experimentation, the agility of small book publishers, the new definition of publishing, and learning through failure. The large publishers are not leading the electronic revolution. They just don't get it.

<http://bit.ly/er10Wg>



The image shows a YouTube video player interface. At the top left is the YouTube logo. To its right is a search bar with the word "Search" and a "Br" label. Below the search bar is the video title: "Dominique Raccah, CEO Sourcebooks, at Digital Book World 2011". Under the title, there is a channel name "DigitalBookWorld" with "17 videos" and a "Subscribe" button. The video player itself shows a woman with glasses and a red top speaking. In the bottom left corner of the video frame, there is a logo for "dbw digital book world". The video player controls at the bottom include a play button, a volume icon, a progress bar showing "01:38 / 10:18", a "CC" icon, "360p" resolution, a full screen icon, and a share icon.



ParaTips



NETWORKING TIPS- MANIPULATION OF CONTACTS

--Rick Frishman, publisher Morgan James Publishing
<http://www.MorganJamesPublishing.com>



Manipulation

Although networkers understand that everyone wants something, they resent being manipulated, used or conned. If, in the list of offenses, forgetting or being too busy to reciprocate is shoplifting, then out-and-out manipulation is murder one and often carries a life-time sentence.

When network members feel used, if they believe that you're only out for yourself, they won't take your calls and they certainly won't help you. Worse yet, they'll tell others about your deceit and once the word gets out, you'll find yourself alone with nowhere to turn.

Networking requires a delicate balance. People who can help you can also just as easily harm you if you don't deal with them wisely. If they feel that that the only reason you contact them is for what you can get, you'll probably lose a friend, a good contact and your reputation. Even the most altruistic and dedicated networkers won't continue to help those who won't give back. And many of them will tell the world about your duplicity.

Think about your own experiences. We've all had "friends" who called only when they needed something. Remember what it was like when, after not hearing from him/her for the longest time, all of a sudden the phone rings and you're being treated you like his/her closest best friend. These people are users, manipulators, takers. Hopefully by now, we've gotten them out of our lives. Remember how it felt after you delivered, when the phone calls stopped and your user friend vanished. Didn't you feel used, ripped off and abused? Would you have volunteered to help that person again and subject yourself to further pain?

Well, networks operate in a similar fashion. Just as you distanced yourself from your user friend, network members, even the most generous, will dump those who won't give back. It's basic self-preservation. So if you want to network, it must be reciprocal. List below how you feel when you speak to people who make you feel like they genuinely want to help.

1. _____
2. _____

3. _____

List below how you feel when you speak to people who make you feel like they have ulterior motives.

1. _____

2. _____

3. _____

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

BOOK DESIGN: Creating a Cover Image that Hits Your Audiences' Emotions.

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



The cover image you choose needs to help create a look that has a beauty and balance to it. Something that brings the viewers' senses more into the book by creating an attachment to the emotion exposed.

When deciding on a cover image, look to the metaphor, to the possibility of the viewer 'filling in the spaces'... being too literal in your image may not be the best motivator!

We all live with different references to images. Finding and using ones that best suit your book subject, your purpose, and excite your audience's emotions, help with the mental/emotional/logical buying process they go through to finally purchase, read, learn AND want more... from you.

IF you need more [book design information](#) call me or visit my website. Remember, do something every day toward your book and promotion. Karrie Ross, [Book Designer](#) & Coach

WORD TRIPPER

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

Every day, everyday – In the two-word **adverbial** phrase, "day" refers to the time between sunrise and sunset; "every" describes the word day. "*Every day* we call our customers." Everyday (without a space) is an adjective that precedes the noun it describes. "It's an *everyday* occurrence."



ENGAGE YOUR AUDIENCE WITH SURVEYS

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



Curious to know what fans think of your book or a specific topic you're writing about? A great way to gather this information is to engage your audience of readers by creating and posting a poll or survey on your blog and/or website. To keep your fans coming back to your site for more, you can also reward them by creating and posting a book giveaway on Twitter. Here are some resources to help!

FREE

[PollDaddy](#): Used by *Wired*, CNN, and more. Free up to ten questions per service + 100 survey responses per month.

[Vizu](#): Compatible with WordPress, Blogger, and TypePad blogs.

[TwtPoll](#): Engage followers, ask a question, and get poll feedback via Twitter. Used by Yahoo! News, Sony, and more.

[TwtSurvey](#): Engage followers, ask a question, and get survey feedback via Twitter Used by *Time* magazine and more. Free for the first survey—you can ask unlimited questions and get 100 responses before upgrading to unlimited surveys and responses.

[TwtAway](#): Reward your readers by running a Twitter giveaway of your book. TwtAway is a free contest management tool that helps you organize and promote your contest on Twitter.

PAID

[Survey Monkey](#): Best for when you're serious about polling readers to gain in-depth feedback, market research, or event planning for speaking functions.

IS THIS LITERARY AGENT LEGITIMATE?

By Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

It's a scary world out there for new writers because there are a lot of people ready to take advantage of you. These are people who are only interested in money and have no interest in really watching your career grow. Despite this daunting truth, there are indeed people out there who are sincere and professional, wanting to be next to you while your career takes off.

So, how do you tell the difference between the two? How do you know if your agent is legitimate?

First, go ahead and do a Google search of this person. What comes up? Chances are, if the person has wronged someone in the past, there's a nasty comment out there on the



Internet to prove it, you just have to do a little digging. Websites like absolutewrite.com or Predators and Editors will have profiles on many of these agents, enabling visitors to talk intimately about their experiences and leave comments about different agents.

Take these comments with a grain of salt, as some may not be the full truth. Inexperienced writers can sometimes be a little sensitive and can misinterpret an agent's actions. Ultimately, you have to go with your instincts. If something smells bad about the situation, listen to your instincts and wait for a different agent to approach you.

Another way to tell if your agent is a scam is if they demand money upfront. A legitimate agent will never do this. If this does happen to you, however, be sure to get as much information as you can about them so that a proper dispute can be claimed.

You want to make sure that you're trusting your project in the hands of the best agent, so do some research, ask around, and most importantly, go with your gut.

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.

FACT CHECKING

-- Kathleen at Parlez-Moi Press

Fact checking is a touchy subject. There has been a lot of criticism in recent years of the many fake memoirs that have made bestseller lists only to be exposed as frauds. Probably the most famous one was James Frey's *A Million Little Pieces* which was selected by Oprah for her book club only to be exposed as a fraud. There are other examples and there has been a great deal of outcry about fact-

checking as a result, but the truth is many non-fiction books simply cannot be fact checked. For example, if someone decides to write a book about UFOs, or ghosts, or exorcism, or any paranormal subject the whole idea of fact checking is absurd. Suffice it to say that if you publish a book that you have written you will be solely to blame if readers start finding fault with your facts.

Authors frequently underestimate the readiness of their readers to call them on facts. There was a case some years back in Houston of a very popular columnist for one of the major newspapers who often wrote columns in which he referenced various characters as being his source for information. Eventually readers started questioning the reality of these people and the writer admitted he just made them up. He got fired by the newspaper and his credibility as a writer was damaged. If you are going to make stuff up **WRITE FICTION!**



Parlez-Moi Press
Gloucester, Massachusetts

EVALUATING A FOREIGN RIGHTS OFFER

--Bob Erdmann, President-Columbine Communications & Publications

A Foreign Rights Publishing Consultancy With 50 Years' Experience

bob@bob-erdmann.com

209-586-1566 www.columbinecommunications.com

Offers for foreign rights to your book will generally be in two forms: (1) Advance vs.



Royalty based on sales, or (2) Flat Rate based on one printing. The formula used to determine each is pretty much the same. It's based on an evaluation of the foreign publisher's initial printing, retail price and royalty percentage. First you'll want to determine the quantity of the foreign publisher's initial printing. As with American publishers, initial printings are rather small these days as it's much easier (and smarter) to go back to press for reprints if a book sells well than to remainder excess inventory that doesn't sell well from a first printing. Next will be the retail price of the foreign publisher's edition of your book. This will vary a great deal from country to country and from book to book.

Obviously the retail price in a developing country will be very small as compared to a country with a strong economy. In either case, it is important that the retail price be appropriate to the market and the foreign publisher is in the best position to determine this. And the last ingredient in the formula will be the percentage. This will range between 5-6% minimum up to 9-10% at the high end and applied in most countries to the retail price, not the wholesale price. So, here is an example of how a reasonable offer is determined. Note that the numbers are for example purposes only, and do not represent an actual offer:

•	Initial printing:		1,000 copies
•	Estimated retail price per copy	X	\$10.00 US
•	Revenue from 1 st printing		\$10,000 US
•	Royalty percentage	X	7%
•	Royalty advance		\$ 700 US

A Flat Rate foreign rights deal would be determined the same way as above. The only exception is that you will be granting the foreign publisher the right for one printing only.

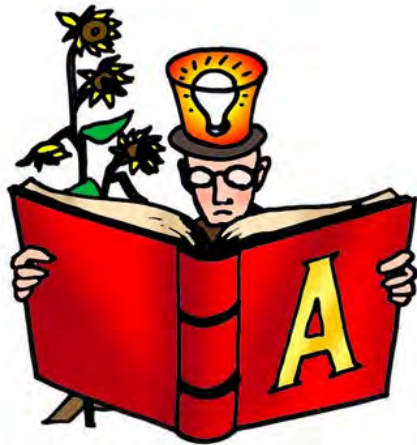
Again, the above numbers are only examples. Pay attention to the formula used, not the numbers, as they will vary a great deal. It is also important to keep in mind that you must be realistic. Don't have "knee-jerk" reactions to 2nd and 3rd hand hearsay wisdom that so-and-so got a zillion dollar advance for a book and equate that to the value of yours. Evaluate the offer; yet be realistic.

DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>



ParaResources



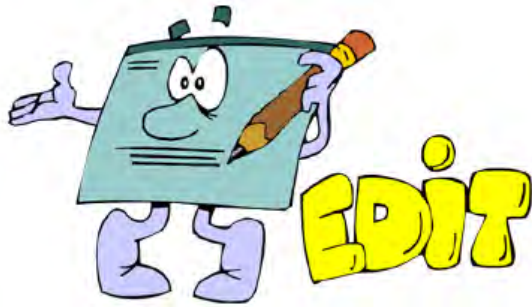
HOW TO FIND THE RIGHT BOOK EDITOR

Savvy authors use editors.

See the list at <http://bit.ly/ezge8d>

Interview several editors. Ask when they can do it, what they charge and if they have worked on your category of book.

You want someone who understands and loves the subject.



THE PARAPUBLISHING BLOG

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

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

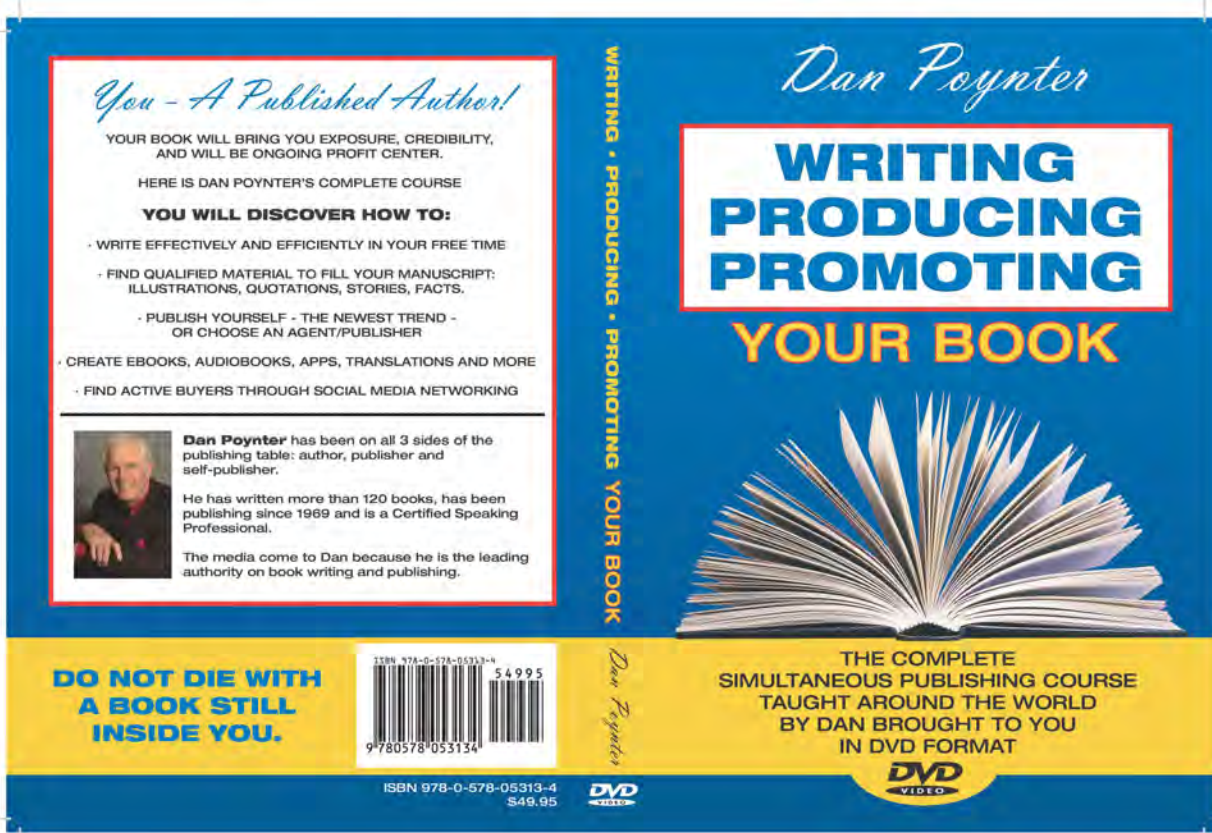


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The New "Book" Model:

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.

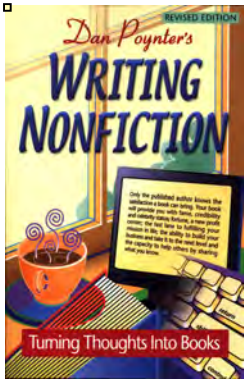
You will discover how to use new techniques and the latest technology to write your book faster, produce your book for less (printed, audiobooks & eBooks) and promote your book more effectively. Dan will share the secrets to finding an agent, contacting a publisher and publishing yourself. He has your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

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<http://bit.ly/eE1DQo>



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F-R-E-E SAMPLE of chapters one to three:

<http://bit.ly/f28vi2>

GET HELP WITH YOUR PROJECT

BOOK SHEPHERDS are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book Shepherds are:

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94304	John Peter	info@topressandbeyond.com;	www.missionmarketingmentors.com
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The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.
Interview several to see what each one can do for you.

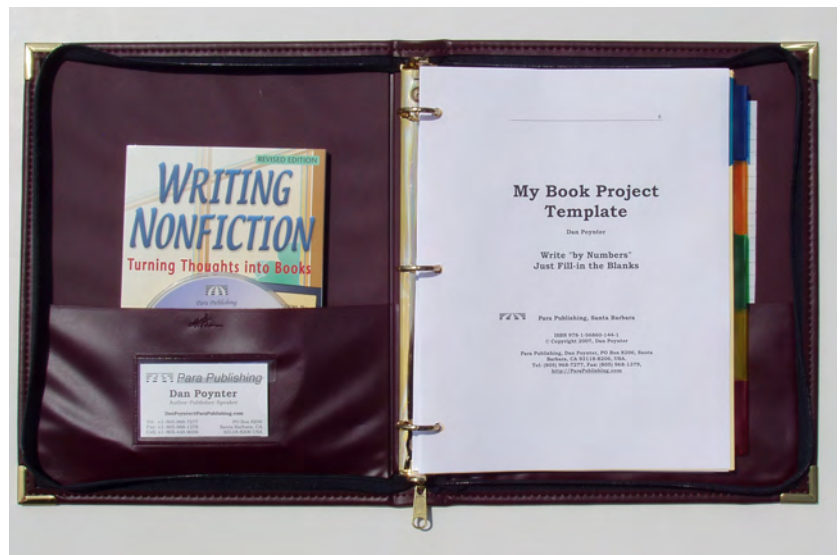
If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://bit.ly/ezge8d>

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

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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.

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By Dan Pavner

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This instant report not only provides a list of printers, it also shows you how to make up a Request for Quote (RFQ).

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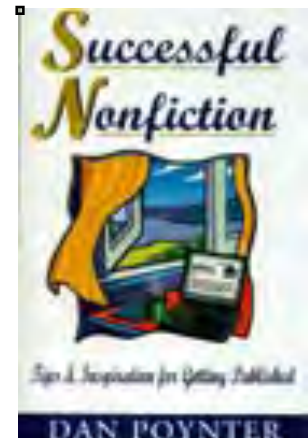
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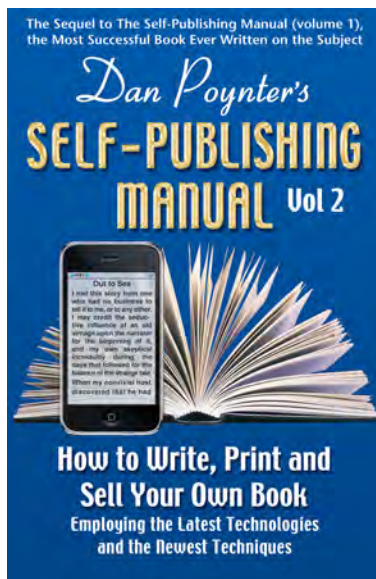
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In the April 1 issue of *Publishing Poynters*, we asked:
DO NONFICTION BOOKS HAVE A FUTURE?
Does it make economic or ecological sense to manufacture nonfiction books and ship them all over the world?

Peter Nolan brings some exceptions to our attention.

REBUTTAL

--Peter Nolan

Not so much, but some examples "books with mass" that will remain of value:

A book with tear out pages that serve as forms or templates.

Coffee table and picture books.

School/Reference books for non-rich.

Any kind of dogeared reference that you bounce around in, e.g., the bible (considered by many as nonfiction) or a instruction manual.

Emergency procedure manuals for disaster situations such as at a nuclear plant with ineffective backups.....

A reference to walk you through fixing your broken eBook reader/Internet access.

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

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2011



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

April 14, 15 and 16. NOORDWIJK, Netherlands.
Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention.
<http://www.pсахolland.org/>



SOUTH AFRICA. April 29 - May 1. CAPE TOWN.
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 Web: <http://www.psasouthernafrica.co.za>

USA. ONLINE. May 10-12. Self-Publishers Online Conference. Ventura, CA.

Fmi: Susan Daffron, (208) 265-3646, sdaffron@logicaexpressions.com,
<http://www.SPAWN.org>.

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

MALAYSIA. May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention.
http://www.maps.org.my/events_up.asp

SINGAPORE. May 28.



Asian Professional Speakers-Singapore. Annual convention.
<http://bit.ly/hz539k>

USA. June 11. BETHESDA, MD.

National Speakers Association, DC chapter. *Writing Books for Speakers*. Fmi: Liz Fletcher Brown, Liz@LizFletcherBrown.com, 410-798-5745,
http://www.nsadc.org/meetings_events/eventcalendar.asp

USA. June 22. SANTA BARBARA. Santa Barbara Writers Conference. Dan Poynter speaks on the present state of and the future of publishing. 4 PM. Fmi: Nicole Starczak, 805-568-1516, info@Sbwriters.com, <http://www.Sbwriters.com>



USA. July 16. LOS ANGELES. Greater Los Angeles Writers Society. Dan Poynter speaking on the *New Wild West of Self-Publishing*. 2:45 – 5:30. **Palms-Rancho Park Library, Ray Bradbury Room**, 2920 Overland Ave., Los Angeles, CA 90064
 FMI: Tony N. Todaro, President, GLAWS, PO Box 2267, Redondo Beach, CA 90278.
 Studio (weekdays 10-6) 310-379-2650
 Mobile (weekends): 310-621-3530
<http://www.glaws.org>

USA. July 30-August 2. Anaheim, CA.



NSA/US Convention.

[Marriott Anaheim](#). Location Phone: +1-714-750-8000

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

GERMANY. GSA Sept 9-10, München/Munich.



(GSA) convention at the Hilton hotel.

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

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

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, +1-540-604-9745.

UNITED KINGDOM. October 6-9. Midlands area.



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

Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845

3700 504, <http://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 (AFCEP).
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>

HOLLAND/BELGIUM



March 31- April 1???. GHENT, Belgium. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
<http://bit.ly/gREshz>

USA. July 14-17. Indianapolis.



NSA/US Convention.
Marriott Hotel.

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

UNITED KINGDOM. October 4-7. LONDON area.



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

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

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