



Publishing Poynters

Book and Information-Marketing
News and Ideas from Dan Poynter



June 15, 2009. Copyright © Para Publishing. ISSN: 1530-5694.
Published continually since 1986. Circulation: more than 37,600. F-R-E-E
We don't accept advertising. We don't share your email address.
DanPoynter@ParaPublishing.com; <http://ParaPub.com>; 1-800-PARAPUB
For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

- A. ParaNews (What's happening)
- B. ParaTips (Guidance/advice on specific issues)
- C. ParaResources (Sources of helpful information)
- D. ParaThoughts (Editorial)
- E. ParaFreebies (Giveaways)
- F. ParaCalendar (Dan may be coming to visit you)
- G. ParaHumor (We saved the fun for last)

=====



A. ParaNews



1. **GOOGLE WILL OFFER A NEW PROGRAM THAT ALLOWS PUBLISHERS TO SELL DIGITAL VERSIONS OF THEIR BOOKS** directly to consumers though Google. The program would put Google in direct competition with Amazon. The Google offering could prove to be more popular with

publishers that Amazon's program because Google says it will allow publishers to set their own pricing for books.

<http://www.dailytech.com/Google+Unveils+New+Digital+Book+Sales+Program/article15288.htm>

<http://www.cbc.ca/technology/story/2009/06/01/google-ebook-market897.html>

<http://www.econtentmag.com/Articles/ArticleReader.aspx?ArticleID=54058>

2. BOOK EXPO AMERICA REPORT

The declining state of traditional book publishing could be read very clearly at the recent Book Expo 2009 tradeshow in New York. If anything, the show exposed how an elite industry is having trouble coming to terms with an information-based culture, full of self-publishers with digital devices that know no barriers to entry.

<http://www.kansascity.com/entertainment/books/story/1234464.html>

http://www.boston.com/ae/books/articles/2009/06/07/catching_a_glimpse_of_readings_future_at_book_expo/?page=1

<http://www.bloomberg.com/apps/news?pid=20601109&sid=aB9d667twCp4&refer=home>

<http://www.bnd.com/251/story/793108.html>

3. AUTHORLINK LAUNCHES WRITERSEUCATION.COM, online training library for writers. Featuring lessons and lectures by Ray Bradbury, Gayle Lynds, Christopher Moore and other literary stars. <http://www.writerseducation.com>

4. \$199 eBook READER

See

http://www.mediabistro.com/galleycat/web_tech/galleycat_exclusive_199_ebook_reader_117624.asp

5. CHANGE YOUR ADDRESS BOOK

Dan Poynter's email address is

DanPoynter@ParaPublishing.com

Your address book may show

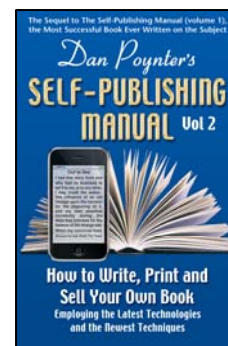
dpoynter@impulse.net or another old address.

Please make the change now.









6. 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.
-  Multipurpose your “book” into downloadable, CD, and eBook versions and others.
-  Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.
-  Bypass the publishers and go directly to a short-run book printer.
-  Set up your own publishing company and take the tax breaks.
-  Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
-  Promote your book for virtually no costs via social media.

Available as an eBook in ten different formats. \$7.97

<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

Save 32%, now just \$10.17.

7. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

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

8. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Auckland, Calgary, Columbus, Ft Lauderdale, Johannesburg, London (UK), Los Angeles, Mannheim, Miami, Missoula, Orlando, Phoenix, Pittsburgh, San Diego, Singapore, Tampa, Valley Forge, Vancouver, Washington, White Plains, Radio/Teleseminars/Webinars (everywhere). (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://parapublishing.com/sites/para/speaking/calendar.cfm>

9. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to

<http://parapublishing.com/sites/para/resources/newsletter.cfm>. 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.

10. BAKER & TAYLOR RESURRECTS REPLICA BOOKS/POD PRINTING.

<http://newselfpublishing.com/blog/>

11. SCROLLMOTION BRINGING BOOKS TO IPHONE

Scrollmotion promises to bring one million books, 50 major magazines, and more than 170 daily newspapers as the application expands.

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

[Http://www.mediabistro.com/galleycat/trends/scrollmotion bringing one million books to iphone 118495.asp](http://www.mediabistro.com/galleycat/trends/scrollmotion%20bringing%20one%20million%20books%20to%20iphone%20118495.asp)



12. FOLLOW DAN POYNTER ON TWITTER AND GET THE LATEST BOOK INDUSTRY DISCOVERIES

(in fewer than 140 characters).

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

Just click the Follow button under Dan’s photo.

If you are not signed up for Twitter, you will have to register first.

Discover the power of Twitter.

>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

NOW, SIT DOWN AND WRITE SOMETHING

~~~~~  
«»\$«»¥«»\$«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»  
~~~~~

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.

~~~~~  
«»\$«»¥«»\$«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»\$«»¥«»¥«»  
~~~~~



B. ParaTips



1. GET YOUR AUDIENCE HOOKED

-Rick Frishman- Publisher-Morgan James Publishing <http://www.morganjamespublishing.com>



Here is a great tip when you are doing an interview on TV or radio. You want to teach the audience. You want them to fall in love with you - and yes you want them to buy your book. When you are asked a question answer it in three ways

Problem
Example of the problem (that the audience will relate to)
Solution]

This formula will save you over and over again. Make them know that they have a problem - and YOU have the solutions to their problems. Remember Prof Harold Hill in the Music Man?" "Well you got trouble my friends- right here in River City" He told them they had a problem and HE had the solution. Hook them with the Problem- and give them an example- and then give them the solution They will run to buy your book after that!

For more tips go to www.rickfrishman.com

2. DON'T PROCRASTINATE

-- Pam Lontos is the author of " I See Your Name Everywhere" and president of PR/PR, a public relations firm that specializes in experts. www.prpr.net.



Always fulfill your commitments. When you say you're going to do something, do it! Do it right, and do it in a timely manner. Editors and reporters usually work on strict deadlines, so they may take it as a lack of respect if you fail to deliver information by the date and time promised. Consequentially, they probably will not want to work with you in the future.

3. BOOK DESIGN: How to write the subtitle for your book...

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



When determining your subtitle...think benefits that the reader will get. Think bullet points, think logic and think what they want to solve or know about. Re-read you intro, foreword and first chapter, pull out the phrases you already use and rework them into your subtitle.

Write it out in several different sequencing of words and keep it to around 10 words for best comprehension.

Remember, keep doing something everyday for the design and promotion of your book.
 Karrie Ross, Your Book Cover Designer

4. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES?

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

<http://parapublishing.com/sites/para/resources/maillist.cfm>

5. HOW TO UPLOAD VIDEO TO YOUR AMAZON PAGE

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



Authors frequently ask us, ³Is there a way to add video to my Amazon product page?² Now there is! We have previously recommended using Amazon's free blogging tool, AmazonConnect

<<http://www.amazon.com/gp/help/customer/display.html?nodeId=15700651>> , to connect you with visitors to your book's Amazon product page and help close sales. In addition to updates, articles, links, and blog feeds, you can also add video, such as trailers and interviews, to your product page through AmazonConnect. Personalized messages and online video can have a big impact with potential purchasers who are on the fence about buying a book from an unfamiliar author. So sign up <<http://www.amazon.com/gp/help/customer/display.html?nodeId=15700651>> for an AmazonConnect account, and if you have a Web-ready video, click here <<http://buildbuzz.blogspot.com/2008/04/how-to-post-book-trailer-or-video-on.html>> for a helpful article on the process of adding it to your book's product page on Amazon.

6. WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com

Strident, stringent – “Strident” means loud, harsh, or shrill in sound or quality. “Stringent” means strict or severe (as in rules); compelling or convincing (e.g., an argument), or tight (e.g., a money market). “The *stringent* library rules kept human voices to a whisper but couldn’t stop the *strident* screeching of crows outside.”



7. 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>

8. WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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



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

your business and take it to the next level and the capacity to help others by sharing what you know. This New Model will accelerate your book writing, producing, selling and promoting.

Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?

You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

4. 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:

Alan Gadney, OneBookPro@aol.com
 Barbara Florio Graham (Canada), simon@storm.ca
 Barbara Kimmel, barbara@nextdecade.com
 Bob Goodman, rg@silvercat.com
 Bobbie Christmas, bobbie@zebraeditor.com
 Brian Jud, iMarketBooks@aol.com
 Cynthia Frank, Cynthia@CypressHouse.com
 Ellen Reid, BookShep@mac.com
 Ernie Weckbaugh, CasaG@wgn.net
 Gail Kearns/Penny Paine, Gmkea@aol.com
 Jacqueline Simonds, jcsimonds@beaglebay.com
 Jan King, jan@eWomenPublishingNetwork.com
 Janice Phelps, jmp@janicephelps.com
 Jim Donovan, jdonovan@ptd.net
 John Eggen, John@MissionMarketingMentors.com
 Judith Briles, PhD. judith@briles.com
 Kira Henschel, Kira@GoblinFernPress.com
 Linda Radke, info@FiveStarSupport.com
 Lisa Pelto, Lisa@ConciergeMarketing.com
 Maria Carlton (New Zealand), maria@mariacarlton.com
 Mary Embree, maryembree@sbcglobal.net
 Mike Vezo, mvezo@mac.com
 Mindy Gibbins-Klein (UK), info@bookmidwife.com
 Patrick Ang (Singapore), PatAngLH@singnet.com.sg
 Rita Mills, rita.mills@comcast.net
 Serena Williamson Andrew Ph.D (Canada), sw@serenawilliamson.com
 Sharon Goldinger, pplspeak@norcov.com;



Shel Horowitz, shel@frugalfun.com
 Shum F.P. (Malaysia), shumfp@pd.jaring.my
 Simon Warwick-Smith, sws@vom.com
 Sylvia Hemmerly, PubProf@TampaBay.rr.com
 Tanya Hall, tanya@greenleafbookgroup.com
 Val Waldeck (South Africa). vwaldeck@telkomsa.net

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://parapublishing.com/sites/para/resources/supplier.cfm>

5. DIRECT MAIL PROGRAMS - June 15th Deadline

http://www.ibpa-online.org/programs/coopcats_target.aspx



--K-12 LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at Elementary, Middle, Jr. High and High School libraries. \$215 per flyer. Click here for details: <http://www.ibpa-online.org/programs/library.aspx>

--COLLEGE LIBRARY MAILING

Send your flyers to 3,200 acquisition librarians at College, Jr. College and University libraries. \$215 per flyer. Click here for details: <http://www.ibpa-online.org/programs/library.aspx>

--HISTORY/HISTORICAL MEMOIRS TARGET MAILING

This catalog mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in History/Biographies/Historical Memoirs, etc. \$350 per title. Click here:

6. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

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

[602](#) Interviews, How Authors Get On Radio & TV

[603](#) Book Printing. At the Best Price

[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

[606](#) Publishing Fiction & Poetry

[607](#) Publishing Contract: Author-Publisher

[608](#) Your Publication Date



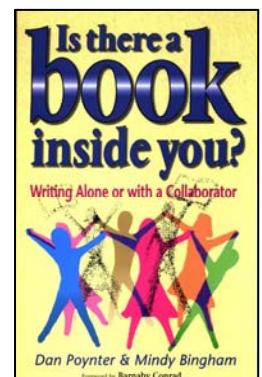
- [609](#) Blurbs For Your Books, Testimonials, endorsements & quotations
- [610](#) Children's Books, Resources for Writing, Producing and Promoting Juveniles
- [611](#) Newsletter Publishing; A Resource Guide
- [612](#) Bestsellers, What They Are & How To Make Them
- [613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food
- [614](#) Selling Books Through The Gift Trade
- [615](#) eBooks to eBooks, Creating Digital Reading
- [616](#) Travel Books, Resources for Writing, Producing & Promoting Guidebooks
- [617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking
- [618](#) Religious Books
- [619](#) Write It Once - Sell it Forever, How to Update Your Books
- [620](#) Your Book Writing & Publishing Calendar
- [622](#) Cooperative Book Promotion
- [623](#) Questions and Answers on Book Publishing
- [624](#) How to Set up & Run a Successful Book Publishing Business
- [625](#) Selling Books to Catalogs
- [626](#) Raising Money to Publish Books
- [628](#) Canadian Book Publishing
- [629](#) Making The Web Pay
- [630](#) Selecting a Book Title That Sells.
- [631](#) Covers That Sell Books
- [632](#) Bookshelf, Selling Books From Other Publishers
- [633](#) Beyond Remainders
- [634](#) Selling Books In The United States
- [635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products
- [636](#) Insurance for Publishers; Protecting Your Book Company
- [637](#) Selling Books To The Military Market
- [638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)
- [639](#) Autograph Parties & Signing Books
- [640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing
- [641](#) Merchant Status: Credit Cards for Publishers
- [642](#) Large Print Books: Making your Work Easier to Read.

7. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See <http://parapublishing.com/sites/para/resources/allproducts.cfm>

8. WRITING YOUR BOOK WITH A COLLABORATOR

You can be the author without being the writer. Dan Poynter gives you permission to work with a co-author, editor or ghostwriter.

But, if you hire out the writing portion of your book, come to an understanding with your collaborator before either of you writes one word. The risk is that one of the parties will feel that he or she is doing the majority of the work. The result is that the project screeches to a halt while an argument ensues.



Is There a Book Inside You?: Writing Alone or with a Collaborator supplies a responsibility chart and a contract. Don't lose momentum on your book project.

You can get this \$14.95 book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/There-Book-Inside-You-5th/dp/1568600461/>

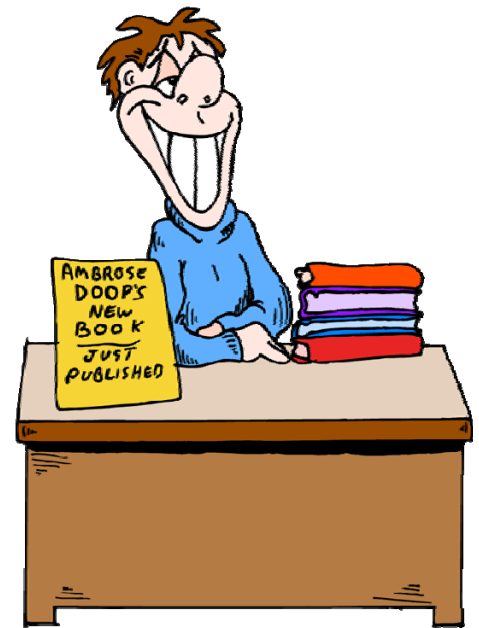
9. WHERE TO SEND REVIEW COPIES AND NEWS RELEASES.

Advertising space is expensive. Editorial space is fr̄ee. Use these lists to send review copies to magazines, newsletters, ezines, special contacts, and newspapers with subject-specific and book review columns. Review copies and news releases are your least expensive and most effective form of book promotion. For a current list of magazines and counts, see

<http://parapublishing.com/sites/para/resources/maillist.cfm>

Here is a partial list to show you what is available:

- 20 Accounting magazines
- 33 Advertising magazines
- 47 African American magazines
- 4 Almanacs
- 16 Native American magazines
- 29 Antique magazines
- 28 Architecture magazines
- 342 Arts/literary/poetry
- 110 Automobile magazines
- 290 Aviation magazines (73 foreign)
- 29 Banking magazines
- 28 Boats/boating magazines
- 48 Building/Construction/Home
- 12 Home-business magazines
- 761 Business Magazines (62 foreign)
- 170 Magazines for children
- 65 Book, etc., columnists.
- 264 Computer/Web Magazines and n/l
- 7 Consulting magazines
- 328 Consumer Magazines (24 fgn.)
- 334 Cooking Magazines & columns
- 63 Counter culture, new age
- 26 Disability
- 21 Direct mail advertising Magazines
- 19 Economics magazines
- 310 Education magazines
- 51 Electronics & video
- 25 Energy magazines
- 202 Entertainment magazines
- 158 Environmental Magazines & cols
- 17 Expert witness/forensics Magazines



- 199 Farming & Gardening Magazines
- 55 Fashion magazines
- 128 Financial magazines
- 236 Physical Fitness magazines
- 20 Gambling magazines.
- 47 Gay & Lesbian magazines
- 55 Gift magazines
- 640 Health magazines
- 35 Health food stores
- 223 Hobby & crafts magazines
- 115 Home decorating/remodeling
- 54 Horse magazines
- 60 Humor magazines
- 33 Industrial magazines
- 25 Insurance magazines
- 173 Legal magazines for attorneys
- 44 Magazines for librarians
- 192 Lifestyle columns
- 81 Management magazines
- 99 Magazines for the media
- 106 Medical magazines
- 57 Magazines for men
- 419 Military (Base papers, magazines for retired personnel & mil. Magazines) (168 foreign)
- 109 Military attaches at foreign Embassies
- 196 Air Force, Navy, Marine & CG libraries
- 73 Motorcycle magazines
- 81 Film/movie magazines
- 145 Music magazines
- 283 New age magazines and contacts
- 6 Magazines-nonprofit organizations
- 19 Nursing magazines/newsletters
- 15 Office magazines
- 117 Outdoor magazines
- 54 Parachute & skydiving magazines
- 1507 Newspapers with book review & features columns. (472 foreign.)
- 72 Alternative newspapers.
- 138 Parenting magazines
- 96 Pet magazines
- 35 Photography magazines
- 57 Police: Law enforcement & correctional officers
- 216 Political magazines
- 248 Magazines for book publishers
- 57 Real estate magazines
- 71 Relationship magazines
- 740 Religious magazines
- 157 Magazines for salespeople
- 251 Science magazines (13 foreign)
- 230 Seniors: magazines for older people

- 26 Sewing magazines
- 7 Sex abuse magazines
- 87 Singles magazines & n/l
- 14 Social service magazines
- 456 Sports and leisure magazines
- 90 Magazines for youths/teens
- 434 Travel magazines & travel columns (10 foreign)
- 23 Trucking magazines
- 59 Vocation/Career magazines
- 222 Magazines for women
- 130 Magazines for writers

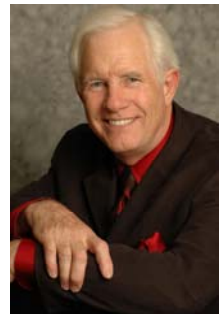
Fiction Reviewers

- 8 Mysteries
- 5 Romance novels
- 72 Freelance reviewers
- 450 Book review magazines

(Counts are constantly changing as we add to and correct the lists)

10. DINNERS WITH DAN

Dan Poynter is traveling the world to share his knowledge on book writing, publishing and promoting. He is probably headed for your area. See his Calendar at <http://parapublishing.com/sites/para/speaking/calendar.cfm>



This is your opportunity to discuss your book project with Dan over dinner (or sometimes a lunch). The agenda is to go around the table. Each participant describes who they are, what they do, what they want from their book and asks specific questions. Then Dan contributes ideas, sources and answers. Often other table-participants chime in.

Since each book is unique, they do not compete. That is why authors and publishers are so open, helpful, friendly and supporting. We are not competitors, we are conspirators. Discussing each others' projects over Dinners with Dan, becomes a great learning experience for all; many of the ideas can be applied to one's own project.

Your only cost will be your own meal.

Seating is limited to one table of nine eager participants plus Dan.

You must register and be confirmed ahead of time. Contact Becky@ParaPublishing.com. +1-805-968-7277.

Most of these Dinners with Dan are program-connected events. Dan is usually speaking on the subject the day after the Dinner. These Dinners help Dan to get to know you and your book project; they help him to prepare for the main program. These pre-event programs are valuable, fascinating and fun.

Your manuscript progresses faster and is more fun when you *want* to write than when you are forcing yourself to write.

For more explanation of the above tips, see *Writing Nonfiction: Turning Thoughts into Books*.

==>**SHARE YOUR editorial thought.** Send it to DanPoynter@ParaPublishing.com

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~

Please Copy\Paste this newsletter into your email program and then send it to your colleagues in publishing. They will appreciate you.

~~~~~  
«»§«»¥«»§«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»¥«»§«»¥«»  
~~~~~



E. ParaFreebies



1. LIST YOUR BOOK(S) FRÉE ON THE PARA PUBLISHING WEB SITE.

See <http://parapublishing.com/sites/para/resources/successtories.cfm>

2. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - FRÉE.

See <http://parapublishing.com/sites/para/information/business.cfm>

3. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – FRÉE.

Each kit consists of more than eight pages of details, tips and resources. Each is geared to a level of The New Book Model.

- =Researching and Writing
 - =Producing printed books, eBooks & dBooks.
 - =Marketing, promoting & distributing.
- See <http://parapublishing.com/sites/para/resources/infokit.cfm>

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

June 29-30. SINGAPORE. National Book Development Council (NBDCS). Fmi: Patrick Ang, patanglh@singnet.com.sg, +65 (6443) 9404, <http://www.bookcouncil.sg/>

July 3. LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: info@bookmidwife.com, +44 (20) 8364 2884, <http://www.bookmidwife.com/>

July 17. PHOENIX, Arizona. Global Speakers Network meeting, prior to the NSA convention. <http://iffps.org/meetings.html>

July 18-21. PHOENIX. National Speakers Association (NSA/US) Convention. Phoenix, Marriott Desert Ridge. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

August 15. TAMPA. Dan Poynter on book writing, publishing and promoting. NSA/Central Florida. Fmi: <http://www.NSAcentralFlorida.com>

August 28-30. MISSOULA, MT. Parachute Industry Association. Holiday Inn, Downtown. Fmi: <http://www.PIA.com>

September 10. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention. <http://iffps.org/meetings.html>

September 11-12. MANNHEIM. German Speakers Association (GSA). <http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

September 18. VANCOUVER, BC. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner.

September 19. VANCOUVER, BC. Turning Speeches into Books. Vancouver chapter of the Canadian Association of Professional Speakers (CAPS). Fmi: Ron Grender, ron.greender@gmail.com, 778-688-7065
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:30 PM.

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500.
<http://www.authorsconference.com/>

October 10. FT LAUDERDALE. Turning Speeches into Books. The full New Book Model Program. Florida Speakers Association. Westin Hotel. Fmi: George Chismark, +1-561-630-7766, info@florida-speakers.org, <http://www.florida-speakers.org/>

October 11. SAN DIEGO. 21st Century Book Marketing. Your Publishing Choices: Ways to get your book into print. Fmi: Jessie Schwartzburg, 619-795-9858, JessieSchwartzbu@hotmail.com, <http://www.21stcenturybookmarketing.com/>

October 16. LAS VEGAS. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner.

October 17. LAS VEGAS. National Speakers Association/ Las Vegas (NSA/LV) chapter. FMI: RJ DiDonato, rjd@nstreams.com, (702) 436-0786, <http://www.NSAlasVegas.com>

October 30-31. SINGAPORE. Seminar for Young Authors. Fmi: Janus Education, Catherine Khoo, 63368985, Catherine@CatherineKhoo.sg

November 9. AMSTERDAM. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, victor@acquirol.nl

November 12. LONDON, UK. "Turning Experts into Published Authors" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, mindy@bookmidwife.com, www.bookmidwife.com/november10, <http://www.BookMidwife.com>.

November 13-15. LONDON (area). Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504, <http://www.professionalspeakers.org/events>

November 19-22. PHOENIX. National Speakers Association (NSA/US) Fall Conference. Arizona Grand Resort. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

December 6-8. CALGARY. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

2010

January 10. COLUMBUS, OH. Turning Speeches into Books. The full New Book Model Program. National Speakers Association, Ohio Chapter. Crowne Plaza Hotel, 33 E. Nationwide Boulevard, Columbus, Ohio 43215. FMI: 866-900-6446, lauralee@nsaohio.com
<http://www.nsaohio.com/calendar/>

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](http://www.marriott.com/nashville). Location phone: +1-615-889-9300. Fmi: http://www.nsaspeaker.org/nsa_events/default.asp

February 12-14. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, Sfwriterscon@aol.com,
<http://www.sfwriters.org/>

March 13 & 14. AMSTERDAM. PSA/HOLLAND. Tentatively scheduled for Amsterdam.
<http://www.psaholland.org/>

April 23-25. AUSTRALIA. <http://www.nationalspeakers.asn.au/index.html>

in your email program.

BACK ISSUES are archived at
<http://parapublishing.com/sites/para/resources/newsletter.cfm>

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up at
<http://parapublishing.com/sites/para/resources/newsletter.cfm>

PRIVACY STATEMENT: We will not distribute your email address to anyone. Period.

TIME TO SHARE. Please send your news items and promotion ideas to DanPoynter@ParaPublishing.com

~~~~~  
Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP).  
Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
PO Box 8206, Santa Barbara, CA 93118-8206 USA. 530 Ellwood Ridge, 93117.  
Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009  
<http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)