



Your Publishing Poynters Newsletter: September 15, 2006

PUBLISHING POYNTERS

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

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For the Small Print, scroll to end.

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IN THIS ISSUE FROM PARA PUBLISHING
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- 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 BOOK SEARCH NOW ALLOWS ENTIRE-BOOK DOWNLOADS. See http://www.pcworld.com/article/126964-1/article.html?tk=nl_dnxnws and

http://googlewatch.eweek.com/blogs/google_watch/archive/2006/08/30/12843.aspx?kc=EWNAVEMNL083006EOAD

and

<http://news.bbc.co.uk/1/hi/business/5297412.stm>

2. THE PRESIDENT OF THE COUNCIL OF INDEPENDENT COLLEGES URGES SUPPORT OF GOOGLE BOOK SEARCH. See

<http://www.washingtonpost.com/wp-dyn/content/article/2006/08/21/AR2006082101149.html>

3. AMAZON DROPS LSI FOR eBooks. On August 31 it was discovered that Amazon de-listed LIT and PDF eBooks supplied by Ingram's LightningSource. Amazon purchased Mobipocket last year. Industry sources suspect that Amazon plans to carry just the Mobipocket versions of eBooks in the future.

4. ADS COMING TO TEXTBOOKS. See <http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2006/08/15/national/a112830D05.DTL&hw=susan+badger&sn=001&sc=1000>

And see Episode 5:: [Should You Sell Advertisements in Your Book?](http://parapublishing.com/sites/para/resources/pubradio.cfm) at <http://parapublishing.com/sites/para/resources/pubradio.cfm>

5. GET THE SELF-PUBLISHING MANUAL FOR \$13.57. Yes, the all-new, completely revised 15th edition can be yours for much less than the cover price of \$19.95. See

<http://www.amazon.com/gp/product/1568601344/>

You save 32%. Act now.

6. BRITISH WRITER DUPED INTO PRINTING A FAKE LOVE LETTER IN HIS LATEST BIOGRAPHY -- complete with a coded four-letter insult aimed at him.

--Dan Seidman

See

<http://www.cnn.com/2006/SHOWBIZ/books/08/31/britain.biographerhoax.ap/index.html>

7. BOOK SUMMIT 2006 SCHEDULED FOR NYC. Responding to the many requests, another Summit will be held on Wednesday, September 27, 2006, at the Small Press Center, 20 W. 44th St, New York City.

Once again, the top people from all facets of the book industry will come together to discuss the future of publishing. Invited are the people who are not only committed to a new way of doing business, they are the leaders who are reinventing book publishing. This time, the Summit will be in New York City; even more convenient than the 2005 venue in Valley Forge.

This event will encompass a full day of discussion as it relates to the future of publishing. The purpose of this meeting is to bring together the visionaries of modern book publishing to discuss production, promotion, and the challenges we all face in this digital industry. New details are being posted daily. See <http://www.BookSummit.com>

Again, the Summit will be divided into two segments, a gallery for spectators and a round table for the discussion group. There will be no speeches, classes or exhibits. This is a meeting of industry leaders only, to discuss the future of publishing in a flat world.

--Dan Poynter, 2006 Book Summit Director.

8. INFINITY PUBLISHING'S AUTHORS' CONFERENCE—special deal. I always speak at this Conference--this year the dates are September 28-October 1. It's one of the little secret gems of the publishing world... John Kremer (1,001 Ways to Market Your Book), editor Melanie Rigney, PR maven Penny Sansevieri, Brian Jud (Beyond the Bookstore; special sales expert) are among the other speakers. It's a small conference... usually around 50 people... so you actually get to spend time with these gurus and pick their brains for ideas. There are NO sales pitches from Infinity. Really.

This year, Infinity is offering a special referral deal. While I will not benefit financially from this offer, you will! Check out

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

When you get to the registration page, put my name (Dan Poynter) right above the line "Discounts Available" and you'll save \$50. If you're an AARP member, you can take that discount as well. The only catch is that you have to register by September 15 to get the discount. Really. That's the only catch.

Hope to see you there! Keep writing--and marketing!

9. PUBLISHERS CAPITALIZE ON WINNING SPORT TEAMS WITH INSTANT BOOKS. Striking while the iron is hot. See

<http://www.nytimes.com/2006/09/03/sports/basketball/03winbook.html?ei=5070&en=abd27b5450987632&ex=1157947200&adxnnl=1&emc=eta1&adxnnlx=1157414651-j9syaqLgxpWK6Ery3CaqpA>

10. DAN POYNTER'S SEMINAR WITHOUT THE TRAVEL. See

<http://www.selfpublishing-biz.com/>

You can get Internet access to his 3+-hour New Book Model video program. You will see & hear him in action with more than 150 PowerPoint slides. It will be just like attending one of Dan's seminars without the travel and parking. Dan will take you through writing your book, publishing it and promoting the book. Nothing is left out. And you can go back to review any part or the entire show anytime you'd like, as many times as you'd like. This is his complete program—the one he has been doing all over the world as he flies more than 4,000 miles/week. See

<http://northstarm2s.com/m2sv2/Dan1promo.html> and

<http://www.selfpublishing-biz.com/>

11. LIGHTNINGSOURCE ANNOUNCES COLOR POD. Short-run printing no longer limited to black & white. See

<https://www.lightningsource.com/index.htm>

12. 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.

13. NEWSLETTER SPIN-OFF: PUBLISHING POYNTERS MARKETPLACE will arrive early each month. Last November, we started a new section in Publishing Poynters: ParaWants-Reviews (on Amazon and B&N wanted). Apparently readers liked the idea; we received more than 80 listings. The overwhelming response would double the length of this newsletter so we created a bonus ezine.

Look for the monthly Publishing Poynters Marketplace early each month. And think how you can put it to work for you. See

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

14. DAN POYNTER IS COMING TO VISIT. Please alert your writing and publishing colleagues.

Everywhere (teleconferences), Arlington, Atlanta, Birmingham, UK, Dayton, Dubai, Fort Lauderdale, Foster City, Surfers Paradise, Australia, Goleta, Jean, Las Vegas, Los Angeles, Las Vegas, Marco Island, Minneapolis, New York, Nürnberg, Orlando, Perth, Reno, Salt Lake City, San Francisco, Santa Barbara, Santa Monica, Singapore, Surfers Paradise, Valley Forge, Vancouver, Washington, DC.
(MORE to be announced soon).

See the ParaCalendar on these content-filled seminars, below. See ALL the listings. Dan will visit some states/provinces/countries several times.
<http://parapublishing.com/sites/para/speaking/calendar.cfm>

15. NOW YOU CAN GET IT ALL. Now you can get all of the Para Publishing books and reports on one CD and our four books on writing and publishing are included in the package at no extra charge. See
<http://dansentme.com/sites/para/information/business.cfm#pwrpk1>

16. GOOGLE TO OFFER SEARCHES OF NEWSPAPER MAGAZINE AND OTHER DOCUMENT ARCHIVES. Google News Archive Search, will direct Google searchers to both paid and free digital content on publishers' websites. See
http://www.nytimes.com/2006/09/06/business/media/06google.html?_r=1&oref=slogin

>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

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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.

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<B-----ParaTips-----<

1. DEVELOP A WINNING MEDIA KIT
--Pam Lontos - Get FREE publicity tips, subscribe to our monthly e-newsletter at <http://www.PRPR.net>

As you approach the different media outlets, you'll need to send them a media kit. Think of your media kit as your resume; it tells the media professionals about you and your business. A professional media kit should include your short bio, a summary of your product or service, and your contact information.

Put all this information together in a professional folder and present it to media professionals before interviews.

2. CAPITALIZE ON YOUR HOMETOWN

--Clint Greenleaf, Greenleaf Book Group LP, www.greenleafbookgroup.com

Use your hometown advantage whenever possible. The place you came from can serve not only as the perfect starting point for a productive marketing campaign, but can also be a draw to buyers. Let them know where you are from by writing your hometown and state on sales sheets, submission forms or any other materials buyers or reviewers might see. It helps them quickly identify an important part of your background and gives them an idea of what markets your book may do well in.

3. WHAT CAN THE PMA, THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU? See

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

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

4. FRÉE GRAPHICS, ANYONE?

--Nancy Hendrickson

I don't know about you, but I'm always searching for frée graphics to use on my Web site or in an e-book. Recently I've found a cool site located in London, that has frée images available for personal or commercial use. Their terms of service are pretty simple - - if you use their images, please link to them; if you make money from the images, please share it with them! Images range from a beach in New South Wales to photos of toilets, tall ships, and condoms. Get 'em here: <http://gallery.hd.org/index.jsp>

Nancy Hendrickson leads Author Marketing Experts' Red Hot Internet Publicity/Internet marketing team for authors and publishers. FMI send a quick email to: info@amarketingexpert.com or visit their web site at: www.amarketingexpert.com

5. LIST YOUR BOOK on the Para Publishing web site along with your URL.

There is no charge. See

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

6. DO YOU TRACK YOUR TRAFFIC?

--Jeniffer Thompson, Monkey C Media <http://www.monkeycmedia.com>

How popular is your Web site? Do you know how many people visit your site every day? How do they find you? Which of your pages is the most popular? Or, from which page do your visitors exit your site? This is valuable marketing information, this information will help you write better copy to reach your audience more effectively. Ask your hosting service what tracking software they offer. Urchin is a fabulous program for gathering these invaluable statistics and is offered frée by many hosting companies.

7. DON'T USE SOLID BLACK ON YOUR COVER.

--Cathi Stevenson, www.bookcoverexpress.com

If you're using large areas of solid black on your book, do not use 100% black with no other color or the default rich black, popular in programs such as PhotoShop. The black should be about 240% (about 60% cyan, 40% magenta, 40% yellow and 100% black in the CMYK color gamut). If the ink or toner is much heavier, like that produced by PhotoShop's default, it can impede drying or cause problems with lamination and your printer could reject the file. Using 100% black is not a good idea because it can create uneven coverage. Mixing the black with other colors reduces the chance of this problem occurring.

8. CREATING A PUBLICITY PLAN

--Paul Krupin

<http://www.directcontactpr.com/free-articles/article.src?ID=45>

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

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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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<C-----ParaResources-----<

1. HUMOR BOOK AWARDS

The Association for Applied and Therapeutic Humor (AATH) is accepting entries for the 2007 AATH Book Awards. The awards will honor authors of books published between January 1, 2006 and November 15, 2006. Winners will be announced at AATH's annual conference in February, 2007.

Books will be accepted in three categories. They are:

--Furthering the AATH Mission: For the best nonfiction book which reflects the advancement, understanding, and application of humor and laughter for their positive benefits.

-- Humor/Laughter Research: For the best book of research on applied humor and/or laughter.

-- Good Humor Award: The most original/creative humorour book of the year.

Complete entry information at: http://www.aath.org/book_award.htm

2. CYBER-SCAMS. Whom to contact about cyber-scams If you suspect you are being virtually violated, check out these sources that monitor online ethics.

* Cyber crimes can be reported to <http://www.ic3.gov> -- the official site of The Internet Crime Complaint Center (a partnership between the FBI and the National White Collar Crime Center).

* A site recommended by the FBI is <http://www.lookstoogoodtobetrue.com>

* Complaints may also be filed at <http://www.ftc.gov>

* A wealth of information on how to protect yourself online can be accessed at <http://www.onguardonline.com/crossborder.html>.

--Jim Zinger, JimZinger@JimZinger.com

3. PMA UNIVERSITY—ONLINE.

How to Build a Better Book Contract

During this session, you will learn the important factors in building a better book contract from Jonathan Kirsch, the Association's counsel since its inception. As an author, a columnist, broadcaster, adjunct professor as well as a publishing law attorney, Jonathan brings special insight into this subject. Specifically he will cover the following areas:

--Five clauses that MUST appear in every book contract.

--The perils of using someone else's contract form, and how to avoid them.

--"Plain English" vs. "Legalese," and why simpler is not always better.

--"Stealth" contracts and how to avoid taking legal risks and obligations without knowing it.

--Why book contracts do not last forever.

--What to do with a book after it is signed.

Fee for PMA members to attend \$49.

About the Speaker: Jonathan Kirsch is the Association's counsel and has been since its inception. He is the author of *God Against the Gods: The History of the War Between Monotheism and Polytheism* (Viking 2004) and nine other books, including the national best-seller *The Harlot by the Side of the Road: Forbidden Tales of the Bible* (Ballantine). Kirsch is also a book columnist for the Los Angeles Times, a broadcaster for NPR affiliates KCRW-FM and KPCC-FM in Southern California, an Adjunct Professor on the faculty of New York University, and an attorney specializing in publishing law and intellectual property in Los Angeles.

To register for the event below, visit the PMA homepage and follow the instructions at www.pma-online.org

4. RESEARCH TRENDS. Discover a quick and inexpensive way to compare the world's interest in your book's topic with Google Trends. This free service analyzes a portion of Google web searches to compute how many searches people conducted for the terms you enter relative to the total number of searches done on Google over time. Google will provide:

--A search-volume graph with results plotted on a linear scale.

--A news-reference volume graph indicating the number of times your topic appeared in Google news stories. When Google Trends detects a spike in the

volume of news stories for a particular term, it labels the graph and displays the headline of an automatically selected Google News story written near the time of that spike.

--A display of the top cities, regions and languages for the terms you selected.

You can compare up to five terms by separating each term with a comma. So to compare "parachutes" and "aircraft," for example, you would enter parachutes, aircraft and click on Search Trends. To learn more about using Google Trends, see: <http://www.google.com/intl/en/trends/about.html>.

To try a comparison, see: <http://www.google.com/trends>.

5. LIST YOUR BOOKS, EBOOKS, CDS, DVDS, WHITE PAPERS, EZINES, AND OTHER PUBLICATIONS. BlueprintBooks.com is a new online book and music store looking for providers to stock the shelves (so to speak). You do not need to have a major publisher, or an ISBN (UPC) to list your items as some items will not have any (such as white papers). We are looking for self-published authors as well as publishers to become providers on our site. Simply go to Blueprintbooks.com and click on the provider form. We will review the submission, give approval and then you will be able to submit your items. For further information you may contact Bette Daoust, Ph.D. by phone 800-605-2913 x 1 or email BetteD@BlueprintBooks.com

6. DONATE BOOKS. Lifetime Literacy Foundation has been launched as the charitable non-profit arm of PMA (The Independent Publishers Association) for the express purpose of increasing awareness about literacy and providing programs to help non- to low-literate adults and children acquire the basic literacy skills they need to function more effectively. A web site has been created --www.lifetimeliteracy.org-- which serves as a virtual warehouse, a database on which publishers list the titles (and quantities) of any books they would be willing to contribute to the cause of literacy.

LLF's initial project is a partnership with prison librarians; after ordering a title, the respective libraries will pay the book shipping costs, so the program will cost publishers absolutely nothing to participate!

The LLF web site is currently being beta tested by some of our designated prison librarians; however, the site is ready to be accessed by contributing book publishers.

--Susan Nicoletti, Tel 310.372.2732, susan@pma-online.org, <http://www.pma-online.org>

7. WHERE TO SEND REVIEW COPIES AND NEWS RELEASES. Advertising space is expensive. Editorial space is free. 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 list to show you what is available:

<u>Count</u>	<u>Description</u>
24	Accounting magazines
35	Advertising magazines
33	African American magazines
5	Almanacs
15	Native American magazines
25	Antique magazines
20	Architecture magazines
318	Arts/literary/poetry
117	Automobile magazines
333	Aviation magazines (73 foreign)
30	Banking magazines
28	Boats/boating magazines
12	Home-business magazines
893	Business Magazines (62 foreign)
113	Magazines for children
81	Book, etc., columnists.
283	Computer/Web Magazines and n/1
52	Construction/home Magazines
9	Consulting magazines
386	Consumer Magazines (24 fgn.)
296	Cooking Magazines & columns
77	Counter culture, new age
24	Direct mail advertising Magazines
13	Economics magazines
306	Education magazines
35	Electronics & video
42	Energy magazines
167	Entertainment magazines
164	Environmental Magazines & cols
29	Expert witness/forensics Magazines
2585	Retail buyers of Expert Witness Handbook
154	Farming & gardening Magazines
99	Financial magazines
214	Physical Fitness magazines
16	Gambling magazines.
47	Gay & Lesbian magazines
14	Gift magazines
27	Magazines for the disabled
571	Health magazines
200	Hobby & crafts magazines
71	Home decorating/remodeling
55	Horse magazines
53	Humor magazines
36	Industrial magazines
29	Insurance magazines
163	Legal magazines for attorneys
49	Magazines for librarians
124	Lifestyle columns
88	Management magazines
105	Magazines for the media

- 107 Medical magazines
- 40 Magazines for men
- 617 Military (Base papers, magazines for retired personnel & mil. Magazines)
(168 foreign)
- 109 Military attaches at foreign Embassies
- 214 Air Force, Navy, Marine & CG libraries
- 73 Motorcycle magazines
- 75 Film/movie magazines
- 97 Music magazines
- 377 New age magazines and contacts
- 6 Magazines-nonprofit organizations
- 21 Nursing magazines/newsletters
- 22 Office magazines
- 86 Outdoor magazines
- 73 Parachute & skydiving magazines
- 1688 Newspapers with book review & features columns. (472 foreign.)
- 93 Alternative newspapers.
- 138 Parenting magazines
- 73 Pet magazines
- 28 Photography magazines
- 60 Law enforcement & correctional officers
- 112 Political magazines
- 318 Magazines for book publishers
- 59 Real estate magazines
- 31 Relationship magazines
- 487 Religious magazines
- 175 Magazines for salespeople
- 263 Science magazines (13 foreign)
- 247 Seniors: magazines for older people
- 16 Sewing magazines
- 11 Sex abuse magazines
- 102 Singles magazines & n/1
- 15 Social service magazines
- 457 Sports and leisure magazines
- 64 Magazines for youths/teens
- 372 Travel magazines & travel columns (10 foreign)
- 24 Trucking magazines
- 57 Career magazines
- 187 Magazines for women

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

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

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I dare you to forward this ezine to writers and publishers.

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<D-----ParaThoughts-----<

PRINT SELLS PRINT: WRITE IT ONCE, SELL IT FOREVER
--Fire Captain Bob (captbob@eatstress.com)

Dan Poynter says, “Write it once, sell it forever. Recycle, repurpose, redeploy. Why write a new article when you can modify and send the old one.”
<http://www.parapublishing.com> How true. I’ve written many articles. Some are personalized from cut and paste chapters from my books. Or they were segments from presentations and or articles first and became chapters in my books. One in particular has appeared in two national publications, several on-line newsletters and will now be a permanent feature on a high traffic web site.

Publishers in print, association magazines and on-line newsletters and web sites are always on the look out for an angle on a topic as long as you’re not outright screaming you’re trying to sell something. If you can put together an 850-word article as a recognized expert in your topic area with a tag line back to you and your web site many will gobble it up. Readers don’t believe most expensive ads. They can however believe your articles. Contact editors and gatekeepers first to see what they might be looking for and what they’ve run recently so you’re not wasting each other’s time.

I submitted an article to a magazine with a circulation of 1.3 million. They told me the article was too long. So, they wanted to run it every other month for four issues. OK, alright if you have to. The article became an industry standard. I’m still getting calls from those articles. It became a “Special Report” that is only available as an electronic document on our web site and sells for more than most of our books. No printing. No shipping.

I was alerted that USA Today could be contacting me for an on-line article for New Years Stress Resolutions for small businesses. I already had the material. Two days later the editor called that she was on deadline. I convinced her to include my web site URL so the readers could receive more information. The next day the article appeared. Twenty-four hours later I checked my web site stats and was stunned that 78,000 visitors had been to our web site.

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

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Writers and publishers love this newsletter. Why not forward it to them?

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<F-----ParaCalendar-----<

WHERE IN THE WORLD IS DAN?
SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS
ONE PRESENTATION AT A TIME.

Dan also speaks on parachutes and skydiving. See
<http://parapublishing.com/sites/para/speaking/index.cfm>

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>

2006

September 12-19. GERMANY. September 15 – 16. Nürnberg. German Speakers Association (GSA). <http://www.GermanSpeakers.org>

September 23. LAS VEGAS. Las Vegas chapter of the National Speakers Association. Turning Speeches into Books. Books 101: The full New Book Model program. 9-2:30. Fmi: RJ DiDonato, +1-702-436-0786, rjd@nstreams.com

September 27: NEW YORK CITY. Book Summit. Book Summit: Industry Leaders Discussing the Future of Publishing in a Flat world. Small Press Center. See <http://www.BookSummit.com>

September 28: VALLEY FORGE. Writers Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500. <http://www.authorsconference.com/>

September 29-October 1: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500. <http://www.authorsconference.com/>

October 3: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

October 6: DAYTON, OH. Pen to Paper Literary Symposium. Dan Poynter's Books 101: Writing & Publishing Nonfiction. The full New Book Model program plus a keynote. Fmi: Valerie Coleman, 937-307-0760, Symposium@ButterflyPress.net

October 7. JEAN, NV. Pioneers of Parachuting Reunion. Gold Strike Hotel. Dan Poynter's multimedia show on aviation statistics; he compares skydiving, snowboarding, motorcycle riding, lightning strikes, home accidents and more (lots of video of accidents). Fascinating and fun. Fmi: Bill McCarthy, D-83, USPAD83@cs.com, (301) 984-3094

October 10. ATLANTA. Knowledge Shop-Atlanta. A Day with Dan Poynter. Writing & Publishing Nonfiction. Books 101: The full New Book Model program and more. 10 AM to 5 PM. Fmi: Knowledge Shop, 180 Cobb Parkway, Suite C24, Marietta, GA 30060-9307. (678) 766-6666, theknowledgeshop@aol.com, <http://www.knowledgeshopatlanta.com/index.cfm>

October 11: ATLANTA, GA. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. bemis@nnba.net, <http://www.nnba.net> \$69. Open to the public.

October 24-November 12. Round-the-world speaking trip.

October 28-29. SINGAPORE. Several events with Dan Poynter on books writing, publishing and promoting. Fmi: Patrick Ang, +65-62419769, +65-98531380, PatAngLHL@singnet.com.sg. <http://www.danpoynter.com.sg/>

October 30. PERTH, AUSTRALIA. NSAA/Perth. Dan Poynter on how to write your book. Perth chapter of the National Speakers Association of Australia. The Melbourne Hotel, corner Hay & Milligan Sts, Perth CBD (western end of CBD). 1800-2130 hours. Fmi Matt Hern, matt@hernfamily.com, 1300 669 101, <http://www.nationalspeakers.asn.au/cgi-bin/allegro.pl?contacts.WA>

October 31. PERTH, AUSTRALIA. Western Australia State Parachute Association, Perth. Dan Poynter compares skydiving statistics with other activities. Multimedia with video. Fascinating and fun. Fmi Shirley Cowcher, Shirley@iea.com.au

November 3 – 5. BIRMINGHAM, UK. Professional Speakers Association. (PSA). <http://www.professionalspeakers.org/events.html>

November 8: ORLANDO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Knowledge Shop. Books 101: The full New Book Model program. 6:27 to 10:00 PM. fmi Belinda Szymanski, +1-407-671-9505, <http://www.TheKnowledgeShop.us>

November 10-12. ORLANDO. Disney's Coronado Springs Resort. Dan Poynter on Book Writing. Florida Writers Association. Fmi: Marcia Rankin, +1-407-414-1135, AnnMar11@msn.com, <http://www.FloridaWriters.net>

November 16. SAN FRANCISCO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi +1-415-788-5500. Register on line and save. <http://www.LearningAnnex.com>

November 17-19. FOSTER CITY, CA. Cat Writers Convention. Dan Poynter on book promotion. Fmi: FranShaw1@juno.com, <http://www.CatWriters.org>

November 21. HAWTHORNE, CA. How to be an Expert Witness. Institute of Management Consultants. Fmi: Mike Grimshaw, +1-310-541-7945, MikeGrimshaw@cox.net

December 7 – 9. VANCOUVER. Canadian Association of Professional Speakers (CAPS). Fmi: Elaine Allison, +1-604-723-7774, Info@ElaineAllison.com, <http://www.CanadianSpeakers.org>

2007

January 4-7. MARCO ISLAND, FL. NSA-U. National Speakers Association University. <http://www.NSAspeaker.org>. Dates Blocked.

January 13. KANSAS CITY. KC chapter of the National Speakers Association. Turning Speeches into Books. Fmi: Steve A. Schumann, saschumann@natsem.com, info@nsa-kc.org, +1-913-341-1241, <http://www.nsa-kc.org/index.php>

January 17. SALT LAKE CITY. Utah chapter of the National Speakers Association. Turning Speeches into Books; Writing your book. Fmi: Julie Morrison, +1-801-965-3040, jmorrison@americafirst.com, <http://www.nsaUtah.com>

January 20. SANTA YNEZ. Dan Poynter on an aviation subject. Experimental Aircraft Association, local chapter. Fmi: John Fisher, +1-805-698-3906, JAFGES@cox.net

January 24. SAN DIEGO. Turning Speeches into Books. NSA/San Diego. Fmi: Karyn Buxman, Karyn@HumorX.com, +1-858-456-1874, <http://www.nsasd.org/>

January 26-28. SAN DIEGO. SDSU Writers Conference. Fmi: <http://www.ces.sdsu.edu/writers/>

February 2-9. RENO. Parachute Industry Association Symposium. Dan Poynter on parachute subjects.

February 9-11. DENVER. National Speakers Association Winter Workshop. <http://www.NSAspeaker.org>. Dates Blocked.

February 16-18. SAN FRANCISCO. Dan Poynter on writing books. San Francisco Writers Conference. Fmi: Elizabeth Pomada, +1-415-673-0939, LarsenPoma@aol.com <http://www.SFwriters.org>

March 1-2. SINGAPORE. Asia-Pacific Speakers Summit. Asian Professional Speakers-Singapore. Fmi: Joy Mahbubahi, jyoti@jta.com.sg.
<http://www.asiaspeakers.org/>

March 5. NORWALK, CT. Turning Speeches into Books. Fmi: Jim Snack, Program Chair, jim@jimsnack.com, +1-800-392-7582, <http://www.nsact.org/>

March 10. FORT 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/>

March 30-April 1. GOLD COAST, AUSTRALIA. National Speakers Association of Australia (NSAA). See <http://www.NationalSpeakers.asn.au>

April 13. LOS ANGELES. Your Book Day. Dan Poynter, Sam Horn and Ann McIndoo present a full day devoted to writing, publishing and promoting your book. GLAC/Los Angeles chapter of the National Speakers Association. Fmi: Ed Poll, JD, MBA, +1-800-837-5880, +1-866-41-NSA-LA, EdPoll@LawBiz.com,
<http://www.nsaglac.org/index.php>

April 19-22. LAS VEGAS. Henderson Writers Group. Las Vegas Writers Conference. Sam's Town. Dan Poynter on book writing. Fmi: Gregory Kompes, +1-702-870-8314, Gregory@Kompes.com,
<http://www.lasvegaswritersconference.com/>

April 25-26. MINNEAPOLIS. National Association of Professional Organizers. How to Write, Publish & Promote your Book on the first day and Writing your Book on the second. Fmi: NAPO, Maureen Wener, +1-847-375-4787, mWener@Connect2AMC.com, <http://www.napo.net/>

June 1-5. DUBAI. Global Speakers Summit. Fmi: Paul Bridle, Paul@PaulBridle.com, +44 (0)1476 577972. <http://www.IFFPS.org>

July 9-12. San Diego. National Speakers Association. (NSA).
<http://www.NSAspeaker.org>

August 11. NEW ORLEANS. Turning Speeches into Books. NSA/New Orleans. Fmi: Roy Balentine, +1-601-941-5955, +1-601-992-2330, rab@SchoolSafetyConsultants.com
<http://www.nsaneworleans.com/>

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As They Get Old ...
--Joe Hoare

- * Old quarterbacks never die, they just pass away.
- * Old number theorists never die, they just get past their prime.
- * Old milkmaids never die, they just lose their whey.
- * Old mathematicians never die, they just disintegrate.
- * Old musicians never die, they just get played out.
- * Old numerical analysts never die, they just get disarrayed.
- * Old photographers never die, they just stop developing.
- * Old pilots never die, they just go to a higher plane.
- * Old owls never die, they just don't give a hoot.
- * Old policemen never die, they just cop out.

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(Generic Smiley)

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