



Your Publishing Poynters Newsletter: August 15, 2005

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.
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For the Small Print, scroll to end.

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1. ParaNews (What's happening)
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<1-----ParaNews-----<

A. WRITERS WEEKLY CALLS VENDERPRO MAILINGS A SCAM. See
http://forums.writersweekly.com/viewtopic.php?t=3378/t_blank

B. DISTRIBUTORS TRIMMING LISTS. The reality of the 80/20 rule is being noticed by book distributors. Both Greenleaf Distribution and Biblio are cutting out the dead wood. According to industry observer Dan Poynter, "the fault usually lies with the author/publisher. Distributors can only get your book into the bookstores. It is up to the author/publisher to promote the book to get the (buying) customers into the stores to pull the book through the system. The problem is that many publishers, upon securing a distributor, figure the stores are "covered" and they concentrate on other parts of their business."

Biblio has cut their vendor list by 17% so far and they are aiming for a 45% cut. Biblio will require marketing plans. Greenleaf took a more humane approach; they sent letters out to vendors giving them to the end of the year to bring up their sales numbers.

C. BOOK SUMMIT ANNOUNCED FOR VALLEY FORGE, SEPTEMBER 29:
"Industry Leaders Discussing the Future of Publishing in a Flat World".
The Book Summit will bring together the visionaries of modern book

publishing to discuss production, promotion, and the challenges faced in the digital industry.

The Summit will be divided up in two segments, a gallery for spectators and a round table for the discussion group. Selected participants were invited to be seated at the round table because of their continuing contributions to the industry (see the invitee list on the web site). There will be no speeches, classes or exhibits. This is a meeting of industry leaders *only* to discuss the future of publishing in a flat world. Invitations have also been extended to the book media.

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

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

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

E. INFINITY ANNOUNCES AUDIO-ON-DEMAND (AOD). Audio Books for the Self-published Author. The fastest growing segment of the publishing industry just got better. Introducing the first audio book recording, CD duplication, packaging, publishing and distribution service for self-published authors. Spoken Books Publishing is now accepting submissions for inclusion in their audio book publishing program. If your book is accepted, you can choose from dozens of narrators to find the person whose voice you feel is best suited for your book. Their State of the Art, High-Definition recording studios are staffed by many of the best recording engineers, producers and directors in the recording industry. Visit www.spokenbookspublishing.com for a complete explanation of how the program works including audio samples, pricing and submission guidelines.

F. WANT BIG-TIME PUBLICITY FOR YOUR BOOK? Attend Steve Harrison's National Publicity Summit in NYC, Sept 28-Oct 1 and personally meet over 70 top editors and producers from major magazines and TV shows from ABC's The View to Fox News to USA Weekend and more.

<http://www.nationalpublicitysummit.com/info.html?10009>

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

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

(MORE to be announced soon)

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

H. BLOGS FOR AUTHORS AND PUBLISHERS. See

<http://openhorizons.blogspot.com/>

<http://amarketingexpert.com/2005/07/dear-reader-sharing-good-books-five.html>

<http://www.writers-edge.info/2005/07/writing-pointers.htm>

I. REGISTER FOR THE AFRICAN AMERICAN WRITERS DIRECTORY. See
<http://www.blackwritersdirectory.com/>

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

K. SEE HOW eBooks ARE SOLD. The Self-Publishing Manual, Writing Nonfiction and Successful Nonfiction are available for just \$7.99 in electronic download from Amazon.com. Now you can have a fully searchable edition of these bestsellers. Visit the site and see how eBooks are sold. And see Document 615 at
<http://parapub.com/getpage.cfm?file=products.html>

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

<http://parapublishing.com/getpage.cfm?file=/news.html>. Unsubscribe your old address and subscribe your new one.

To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

==>SEND YOUR NEWS ITEMS to DanPoynter@ParaPublishing.com

into creative columns twice a month. When my book coach encouraged me to start a newsletter, I initially went to the library for research. Although several books gave me quite a bit of good information, it was Dan's ezine that I turned to for imitation. When you see something that is working quite well, imitation is not only the sincerest form of flattery, it just make good business sense.

-- Judine Slaughter, <http://class.universalclass.com/newsfun>

And while Publishing Poynters is more than five years old, the layout has changed very little. I, too, studied other ezines and, with an eye on my audience, adapted what I liked.

--Dan Poynter

C. SECRETS OF SUCCESSFUL AUTHORS.

Is There a Drawback to Self-Publishing?

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

Learn more about Internet book marketing. Think about reaching hundreds of thousands of your audience every week. When you give them what they want--free information--they will eventually buy. Many authors go the traditional path of talks, ads, or press releases. They don't always pay well for the effort.

D. BOOK COVER TIP

--Robert Howard. www.bookgraphics.com

Drop Shadows. This is a technique that places a color shadow offset and behind a shape. The shadow can have a sharp or soft edge to it. Drop Shadows are effective with book titles in creating color contrast and the look of floating type.

E. GET YOUR BOOK MENTIONED IN PW by writing a Letter to the Editor. Read Publishers Weekly and comment on an article. Sign the letter with your name and the title of your book. Send to

PWletters@ReedBusiness.com

F. LEGAL TIP

--Rich Schell, JD, 847-404-2950, schell@wagneruslaw.com.

Copyrights are personal property and must be taken care of in estate planning like any other piece of property. If you are author with published works, you should be sure that you let your accountant or attorney know while you are planning your estate. Many accountants and attorneys may or may not be familiar with estate planning questions raised by literary property.

G. FREE BOOK PRESS RELEASE DISTRIBUTION SERVICE. Send your book publishing or book industry related press release to industry professionals subscribed to Heliographica Book News - Heliographica's newsletter with information on the book publishing industry and new book announcements. Submit your press release here:

<http://press.heliographica.com>

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

H. HELP PUBLISHING POYNTERS-help your colleagues.

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

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

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

Then mail the cards to us.

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

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

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I quote others only the better to express myself.

-- Michel Eyquem de Montaigne, 1533 – 1592

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

A. CHEAP CONSULTING. Subscribe f-r-e-e to two or three listservs. Ask any book question and other publishers will answer you. Four listservs are general and the rest are specialized.

--PUB-FORUM. <http://www.pub-forum.net/>

--SELF-PUBLISHING. <http://finance.groups.yahoo.com/group/self-publishing/>

--PUBLISH-L. <http://www.publish-l.com/>

--SMALLPUB-CIVIL. <http://finance.groups.yahoo.com/group/smallpub-civil/>

--Fiction_L. <http://www.webrary.org/rs/flmenu.html>

--IND-E-PUBS. eBooks. <http://www.ind-e-pubs.com/>
--<http://groups.yahoo.com/group/ebook-community>
--POD PUBLISHERS.
http://finance.groups.yahoo.com/group/pod_publishers/
--PUBLISHING DESIGN.
<http://groups.yahoo.com/group/publishingdesign/>
--COPY LAW
<http://groups.yahoo.com/group/copyright-future/>
Book Signings/Mini Seminars.
<http://groups.yahoo.com/group/booksigners/>

B. SCAM ALERTS FOR WRITERS. See
<http://www.sfwa.org/beware/general.html#PA>

C. BETTER WRITING. Barbara Florio Graham is creating buzz about the 20th anniversary edition of *Five Fast Steps to Better Writing*, by offering exclusive angles to selected media. She has customized media releases to emphasize how important effective writing is to businesses for the business press, how to make writing easier for campus publications, and the amount government and corporate employers spend on writing courses for mainstream media. She's also enlisted freelance colleagues to write feature articles for local magazines. Order the book or contact Barbara at www.SimonTeakettle.com.

D. DIGITAL OBJECT IDENTIFIER (DOI) for books explained. See
<http://doieasylink.net/>

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

F. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION?
See our Supplier List. Find typesetters, cover artists, Book Promoters and much more.
<http://parapub.com/supplier.cfm>

G. BOOK FULFILLMENT IS EXPENSIVE AND TIME-CONSUMING. John Huenefeld says shipping books costs 7% to 14% of sales depending upon whether most of the books go out in single packages or by the carton.
See
<http://parapub.com/getpage.cfm?file=resource/fulfill.html>

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

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"When you give someone a book, you don't give him just paper, ink, and glue. You give him the possibility of a whole new life."
--Christopher Morley, 1890-1957, Novelist, Journalist and Poet

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<6-----ParaThoughts-----<

DOUBLING YOUR INVENTORY at no additional cost.
How can a new, one-book author-publisher reach quantity of scale? How can he or she increase sales?

One way is to carry other books on the same subject but you do not want to pay for them and a 40% discount is not enough. Instead, look for other books that compliment your book. Think: "If a person were to buy my book, shouldn't they also buy this similar book?" Hopefully they realize it is cheaper to buy several books on a subject than to make a mistake.

Contact the other (small) author-publisher (there are 81,000 to choose from) and offer to exchange a few cartons of books. Now you each have two offerings—at no additional investment. You traded your books for their books. Add the new title to your website, etc.

Now here is the bigger advantage: you can afford to wholesale the new title; you can give 40% or more off for quantity orders. For example, I wrote The Expert Witness Handbook. Rosalie Hamilton wrote the Expert Witness Marketing Handbook. They are complimentary; they do not compete. Rosalie and I exchange several cartons of books at a time. See <http://www.parapublishing.com/subsites/expertwitness/> One customer buys quantities of each book from us for their conference. Think about that and consider carton exchanges.

It is easier to trade cartons of books than to write another book.

--Dan Poynter

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

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Making your mistakes on paper is less expensive than doing so in reality.

--Marion Gropen, www.GropenAssoc.com

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

A. FOR LOTS OF F-R-E-E STUFF, see Freebies Magazine
<http://www.Freebies.com>

B. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – F-R-E-E.
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://parapub.com/getpage.cfm?file=/infokit.html>

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

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

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Never judge a book by its movie.
--J.W. Eagan, Author

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<8-----ParaCalendar-----<

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

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

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to use innovative techniques and leading-edge technology to write your books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at <http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 20-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See [http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html)

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S. News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on parachutes and skydiving. See [http://parapub.com/getpage.cfm?file=/speaking/speech\\_desc.html](http://parapub.com/getpage.cfm?file=/speaking/speech_desc.html)

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

ALSO SEE THE CALENDAR ON OUR WEBSITE:  
<http://parapub.com/calendar.cfm>

2005

August 12: VANCOUVER, BC. 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 416-591-5293. Register on line and save. <http://www.LearningAnnex.com>

August 13: VANCOUVER, BC. Turning Speeches into Books. Dan Poynter on How to Write Your Book. Calgary chapter of the Canadian Association of Professional Speakers. Terminal City Club, 837 West Hastings Street, Vancouver. No cell phones; no recording. FMI: Kathy Lynn, 604-258-9074, [Kathy@ParentingToday.ca](mailto:Kathy@ParentingToday.ca), <http://www.CapsVancouver.org>

August 24: CHICAGO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. The Discovery Center, 2940 North Lincoln Avenue, Chicago, IL 60657. 6:30 to 10:00 PM. FMI: (773) 348-8120, <http://www.discoverycenter.cc/>

August 26—28: CHICAGO. Parachute Industry Association. Dan Poynter on an aviation subject. <http://www.PIA.com>

August 31: TELECONFERENCE. Wringing More Value out of your Work. Patsi Krakoff interviews Dan Poynter. Write it once, sell it forever; there are many ways to sell your Work over and over. You've heard of Blogs-to-Books. Dan Poynter started with magazine articles-to-books; now he turns eZine content into eBooks. He was the first to sell eDocuments and eBooks as downloads from his website. He will describe how to publish, promote and sell eBooks, pBooks (printed), eDocuments, LARGE print books, aBooks (CDs), audio downloads and podcasting. If you don't make your information available in multiple formats, some hungry customers will not be able to use it (for example, commuters, sales reps and long-haul truckers can't read your printed book; they want and need audio). Dan Poynter has the answers. F-R-E-E. 8:30 ET, 5:30 Pacific. 858-523-9833, See <http://www.ConversationsWithExperts.com>

September 10: BIRMINGHAM, AL. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Alabama chapter of the National Speakers Association. FMI: Deborah Boswell, 205-987-8080, [Deborah@ProfessionalSpeechServices.net](mailto:Deborah@ProfessionalSpeechServices.net) , <http://www.nsaalabama.org/>

September 16-18: RANCHO MIRAGE, CA. Greater Los Angeles chapter of the National Speakers Association. Dan Poynter and the Gold Coast Speakers on master=mind groups. See <http://www.nsaglac.org/>

September 20: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

September 21: HOUSTON. Junior League of Houston. Private seminar. Date blocked.

September 24-25: BURLINGTON, VT. Burlington Literary Festival. Dan Poynter speaking on Saturday and Sunday. FMI: Andrea Grayson, University of Vermont, Continuing Education, 802-656-0415, [Andrea.Grayson@uvm.edu](mailto:Andrea.Grayson@uvm.edu). <http://www.vtchamber.com/events/index.html?event=674>

September 29: VALLEY FORGE. Book Summit: Industry Leaders Discussing the Future of Publishing in a Flat world. Fmi: <http://www.BookSummit.com>

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

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

October 6: SAN DIEGO. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi 619-544-9700. Register on line and save. <http://www.LearningAnnex.com>

October 7-9: LA JOLLA, CA. La Jolla Writers Conference. Fmi: Antoinette Kuritz, [jkuritz@san.rr.com](mailto:jkuritz@san.rr.com), 858-467-1971.  
<http://www.lajollawritersconference.com/main.html>

October 15: WACO, TX. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Saturday 9 am – 1. Fmi: Marian Fleischmann, (254) 366-7454, [mFleischmann@HOT.rr.com](mailto:mFleischmann@HOT.rr.com)

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

October 21: ORLANDO, FL. National Nurses in Business Association. Writing & Publishing Nonfiction, a seminar by Dan Poynter. Books 101: The full New Book Model program. Afternoon. See web site for details and contact Patricia Ann Bemis, RN CEN. [bemis@nnba.net](mailto:bemis@nnba.net), <http://www.nnba.net> \$69. Open to the public.

October 24-26: SALT LAKE CITY. The Caterpillar Club; an historical aviation multimedia presentation for the Survival And Flight Equipment Association (SAFE). Fmi: Jeani Benton, 541-895-3012, [safe@peak.org](mailto:safe@peak.org), <http://www.SafeAssociation.com>

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

October 29: St. LOUIS. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. St. Louis chapter of the National Speakers Association. FMI: Linda Henman, 636-537-3774, [LDhenman@aol.com](mailto:LDhenman@aol.com), <http://www.nsastlouis.org/>. Individual consultations available Saturday afternoon. \$50 for 20 minutes. Call Becky at 805-968-7277 to schedule.

November 12-13: SANTA BARBARA. Book marketing/promotion/distribution retreat in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See

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

November 15: LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. Register on line and save. <http://www.LearningAnnex.com>

November 18: CHICAGO. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. National Speakers Association/Illinois chapter. Fmi: Jeff Korhan, 630-774-8350, [jKorhan@TrueNature.com](mailto:jKorhan@TrueNature.com), <http://www.nsa-il.org/>

November 19-20: FOSTER CITY, CA. Cat Writers Association. Dan Poynter on publishing. Fmi: Fran Shaw, (717) 397-9531, [franshaw1@juno.com](mailto:franshaw1@juno.com), <http://www.CatWriters.org>

December 1-3: OTTAWA. Canadian Association of Professional Speakers annual convention. H.ilton Lac-Leamy, Ottawa-Gatineau. Fmi: <http://www.canadianspeakers.org/>

2006

January 5-8. TUCSON. NSA-U. Dates blocked.

February 10-12: ARLINGTON, VA. National Speakers Association Winter Workshop. Fmi: <http://www.NSAspeaker.org>

February 17-19: SAN FRANCISCO. Third Annual San Francisco Writers Conference. Mark Hopkins Hotel. Dan Poynter will speak on Getting Published. Fmi: Michael Larsen, (415) 673-0939, [larsenpoma@aol.com](mailto:larsenpoma@aol.com), <http://www.SFwriters.org>

March 2-3: PEWAUKEE, WI. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Wisconsin chapter of the National Speakers Association. FMI: Sally Anders, [AnderSal@chorusw.net](mailto:AnderSal@chorusw.net), (608) 846-9744, <http://www.WisconsinSpeakers.com>

March 31-April 2. SYDNEY. National Speakers Association of Australia. Dates Blocked.

May 16-18. WASHINGTON, DC. Publishers Marketing Association Publishing University.

May 19-21. WASHINGTON, DC. Book Expo America. Convention Center.  
Dates Blocked.

July 22-25. ORLANDO. National Speakers Association annual  
convention. Dates blocked.

<9-----ParaHumor-----<

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING,  
PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share,  
please send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

#### POLITICALLY CORRECT EXPRESSIONS

Your bedroom isn't cluttered. It's just "passage  
restrictive."

Kids don't get grounded anymore. They merely hit "social  
speed bumps."

You're not late. You just have a "rescheduled arrival time."

You're not having a bad hair day. You're suffering from  
"rebellious follicle syndrome."

No one's tall anymore. He's "vertically enhanced."

You're not shy. You're "conversationally selective."

You're not long-winded. You're just "abundantly verbal."

It's not called gossip anymore. It's "the speedy  
transmission of near-factual information."

#### AND FOR STUDENTS...

The food at the school cafeteria isn't awful. It's  
"digestively challenged."

No one fails a class anymore. He's merely "passing  
impaired."

You don't have detention. You're just one of the "exit  
delayed."

These days, a student isn't lazy. He's "energetically declined."

Your locker isn't overflowing with junk. It's just "closure prohibitive."

Your homework isn't missing. It's just having an "out-of-notebook experience."

You're not sleeping in class. You're "rationing consciousness."

You don't have smelly gym socks. You have "odor-retentive athletic footwear."

You weren't passing notes in class. You were "participating in the discreet exchange of penned meditations."

You're not being sent to the principal's office. You're "going on a mandatory field trip to the administrative building."

--Leon Ogroske, WRITERS' Journal, [www.writersjournal.com](http://www.writersjournal.com)

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(Generic Smiley)

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PO Box 8206, Santa Barbara, CA 93118-8206 USA. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009
<http://ParaPublishing.com>: More than 500 pages of helpful information.
DanPoynter@ParaPublishing.com