



Your Publishing Poynters Newsletter: August 1, 2005

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.
August 1, 2005. Copyright Para Publishing. ISSN: 1530-5694.
Published continually since 1986. Circ: more than 23,600. 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

=====

1. ParaNews (What's happening)
2. ParaWants (Stories/Information Wanted)
3. ParaSale (Companies/Properties for Sale)
4. ParaTips (Guidance/advice on specific issues)
5. ParaResources (Sources of helpful information)
6. ParaThoughts (Editorial)
7. ParaFreebies (Giveaways)
8. ParaCalendar (Dan may be coming to visit you)
9. ParaHumor (We saved the best to last)

<1-----ParaNews-----<

A. BOOKEXPO VENUES ANNOUNCED. Mark your (Outlook) Calendar now.

2006 Washington, DC

2007: New York

2008: Los Angeles

See

<http://www.publishersweekly.com/article/CA626975.html>

B. MIDPOINT TO OFFER FULFILLMENT. Distributor Midpoint National has announced they are offering fulfillment serviced to publishers. With a warehouse in Kansas City, they are central. For details, see

<http://www.MidPointNational.com>

C. NIGERIAN WOMAN SENTENCED IN EMAIL SCAM. See

<http://www.eweek.com/article2/0,1895,1838025,00.asp>

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.

See

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

E. 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

F. BOOK DESIGN & PRODUCTION; a guide for authors and publishers by Pete Masterson has just been released. This book is essential to everyone in the book business. See <http://www.Aeonix.com>

G. COVER THAT BOOK; Insider Secrets for Writing & Designing a Bestselling Book Cover by Kathi Dunn, Hobie Hobart, Susan Kendrick and Graham Van Dixhorn has just been released. This dynamite two-CD album has audio and PDFs. See <http://www.WriteToYourMarket.com/>

H. 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, 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?>

I. INDIA'S PRINT AND PUBLISHING INDUSTRY. In response to the intense competition being mounted by China, Korea, and Brazil for U.S. printing business, India's print industry invited Godfrey Harris to deliver seminars in New Delhi and Chennai on how to sell to the American market. Harris, Executive Director of International Publishers Alliance, presented a new strategy for marketing in the U.S. based on India's distinct advantage of top-to-bottom native English speakers in each printing plant and a capability to provide sophisticated financing

assistance to American publishers for most jobs. Finding the right mix of remnant air freight space with standard sea transportation was seen as the best way to overcome India's principal competitive disadvantage-- distance from the U.S. market. Harris told Indian printers to get ready to make offers that Americans can't refuse to win initial jobs and build confidence for the future. If you want more information about how Indian printers may be able to meet your needs at a cost and with terms that may surprise you, contact Godfrey Harris at hrmg@aol.com. He will put you in touch with contacts in India who will be happy to begin a dialog and quote on any job you may have pending.

J. DYNAMICS OF BOOK SALES: Endogenous versus exogenous shocks in complex networks. An extensive study of the foreshock and aftershock signatures accompanying peaks of book sales. See <http://scitation.aip.org/getabs/servlet/GetabsServlet?prog=normal&id=PLEEE8000072000001016112000001&idtype=cvips&gifs=yes>

K. ISBN-13 EDUCATIONAL WEBINAR hosted by the Book Industry Study Group. Join experts from the BISG as they unravel the mysteries of a 13-digit world. You will discover:

- Why is the ISBN-13 transition happening?
- Who's behind it?
- What does your company need to know?
- What — exactly — will change?
- What will remain the same?
- When should I start worrying?
- What will I have to do?

\$35. July 28, 2 pm Eastern. See <http://www.bisg.org/isbn-13/webinars.html>

L. BOOK PUBLICITY GIMMICK. Looking for a professional businessman to run throughout downtown D.C., Dupont Circle and Georgetown with a toilet seat on his head, preferably during hot weather. Job entails dressing professionally and handing out toilet paper to interested residents. Job will pay 35 dollars, or 7 dollars an hour, for one afternoon's worth of work.

To apply, send your cover letter and resume to toiletthenovel@aol.com. For more info on the job visit: <http://www.toiletthenovel.com/> (Site may still be shut down). See <http://washingtondc.craigslist.org/wri/86904307.html>

M. 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

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

The only thing that two novelists can agree on is how terrible the third author is.

--Alan Canton, <http://www.jaya123.com>

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

<2-----ParaWants-----<
STORIES/INFORMATION WANTED

Contact requesters directly. Do not send stories, etc. to Dan.
Please forward these requests to your colleagues. They will thank you.
ParaWants are posted/archived for two months at
<http://www.u-publish.com/invite.htm>

A. Allen Klein, author of The Healing Power of Humor, is seeking short humorous anecdotes for a series of books to be published next year by a division of Random House. One title will be focused on HUMOR and TEACHING, the other on HUMOR and PARENTING. Full credit will be given to authors selected along with a complimentary signed copy of the book.

--Allen Klein, humor@allenklein.com

B. WOMEN'S OPINION WANTED. SOAR Publishing is looking for stories from women to add to their upcoming book: A Woman's Guide to Just How Stupid Men Really Are. If you have a funny or illustrative story, please contact Barry Vanek at bvanek@p-m-r.com or 281-481-6996. (\$25 per story if published)

--J. Barry Vanek PMP, 281.481.6996, www.GetAJob.ws

C. I Am Complete Publishing is preparing for its next eZine. "NEW THOUGHT" Authors are invited to contribute. This month's topic and contact information can be found at, www.iamcomplete.com Click-on, "Contribute Article" for details.

D. I have just signed to do a book about THINGS GOING TERRIBLY WRONG DURING LIVE THEATRE. It's called *Stop the Show! A History of Absurd Incidents and Insane Accidents in the Theatre* and it will be published next year by Thunder's Mouth Press, an imprint of Avalon Publishing in New York.

I am looking for e-mailed, specific stories. All contributors will be acknowledged, either in the body of the story, if the person is involved, or on an acknowledgments page, if the person is relating a story secondhand.

It can be tragic, like the man who died of a heart attack during the opening weeks of *The Phantom of the Opera*, because he didn't know the chandelier falling from the ceiling of the Broadway theatre was a prop.

It can be humorous, like the small Alabama theatre where an actress, playing a mother putting a pie in a working oven, burned down the whole set, forcing the audience to leave for twenty minutes, come back and watch the rest of the show with no set and a lingering smell of smoke.

Lowliest amateur production to Broadway and the West End. Standup comedy. Performance art. Personal anecdote or one gleaned from publication or a story told. United States or the UK, any time in the last 100 years or so. Onstage, backstage, in the audience, in the lobby, in the flies above the stage, I don't care.

-- Brad Schreiber, brashcyber@pcmagic.net , www.brashcyber.com

E. EDITORS ARE EVIL. My web site, www.writesideout.com (gear that shows the world you're a writer) is accepting entries in its first annual NO FEE but LOTS OF FUN writing contest. The contest theme is "Editors Are Evil." Writers are invited to send 600 words in the form of a story, report, poem, even a ransom note, so long as it addresses the all-in-good-fun theme. Prizes are limited edition, custom, full color T-shirts with an evil editor on the front and each winner's entry printed in full on the back, as well as publication on the web site for one year. The contest closes Sept.15, 2005. Full information and the entry form are available by clicking on the CONTEST LINK on the front page of

--Bonnie Boots, www.writesideout.com.

F. CHALLENGING KIDS. We are working on a book that will strengthen, comfort, and support parents of challenging kids. What ever your challenges are: when you share your needs with us, we'll do our best to address them; when you share what works for you, we can put it all together to help other parents and their kids. Will you fill out a simple questionnaire for us? All answers are confidential.

If you are a professional or author with real life experience and can submit an your words of wisdom or encouraging story for possible inclusion for this practical and comforting book, please contact us for writers guidelines at: info@KadimaPress.com

G. HAVE YOU RELOCATED AFTER AGE 50? I'm gathering stories and advice from people who have moved. Share your experiences to help others anticipating or planning major moves. Please include the reason or motivation for the move. Carol Brusegar, cannbru6@aol.com.

H. 2005 "WRITE A PIECE FOR PEACE" CHALLENGE. To all writers who long for peace--let your voice be heard. Write a piece on some aspect of cultivating peace (from inner peace to world peace), be it a poem, article, short story, song, or one-act play, and then submit it, read it, sing it, act it, print it, post it, or share it with others in some way, before December 31, 2005. Use your gift of writing to plant a seed of peace.
--Julie Isaac, Julie@APassionForPeace.com,
<http://www.apassionforpeace.com>

I. I am looking for input from people who haven't received REBATES that they were promised. Also any other information regarding rebate collection attempts or similar bad news about rebates.
--Karl Nichols, Route 66 PubCo., Route66er@cox.net

==>SEND YOUR STORIES WANTED ITEMS to
DanPoynter@ParaPublishing.com

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

"A word carries far—very far—deals destruction through time as the bullets go flying through space."
--Joseph Conrad.

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

<3-----ParaSale-----<
SELLING OUT/PARTNER WANTED/TITLE CLOSEOUTS/ PUBLISHER SOLICITED.

A. REMAINDERS – Buy & sell. See

<http://www.skuflow.com/ssl/myremainders/>

==>SEND YOUR SELLING-OUT COMPANY OR STOCK TO
DanPoynter@ParaPublishing.com

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

It's hard enough to write a good drama, it's much harder to write a good comedy, and it's hardest of all to write a drama with comedy. Which is what life is.

-- Jack Lemmon

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

<4-----ParaTips-----<

A. PUBLIC RELATIONS TIP

--Pam Lontos, <http://www.PRPR.net>

Write out five important points before any interview, so you won't have to stop and think. Keep them short, so you sound natural. This way you won't forget anything. If you're on television, make sure your points are memorized, so you're not fumbling with a piece of paper on the air.

B. MAKING #2 AT AMAZON. Total sales for the week of the Amazon campaign were 2294 copies for the "Biology of Belief". It took sales of more than 1,000 to drive the book to number two. (A Harry Potter book was first)

Thereafter, sales of only 100 a day or thereabouts were needed to maintain it there! I suspect this has to do with the algorithms Amazon uses to prevent wild fluctuations of the list.

--Dawson Church, Author's Publishing Cooperative--comprehensive services for self-publishers <http://www.AuthorsPublishing.com>

C. SECRETS OF SUCCESSFUL AUTHORS

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

Set a dollar goal for your book each month. Don't count copies sold. Count each month's book sales. Put your goal near your workstation to remind you of what you want. Don't price your book too low, so you'll appreciate an easy experience--getting what you deserve for all your

work.

D. BOOK COVER TIP

--Robert Howard. www.bookgraphics.com

Color proof. Two methods are used for color proofing. Digital proofs are made from files on a color printer using various color mediums. Film proofs are made from the actual film negatives used on a traditional 4-color printing press. Some printers use a Direct to Plate technology, which bypasses film negatives.

E. ISBN 13-DIGIT CONVERTERS. See

<http://www.isbn.org/converterpub.asp>

<http://pcn.loc.gov/isbncnvt.html>

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

<http://www.polariscomputing.com/isbn.htm>

<http://www.gcwnet.net/isbn13.html>

<http://www.cgpp.com/bookland/isbn.html>

F. LEGAL TIP

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

Your self-publishing venture may make money in which case congratulations, you have done a wonderful thing and should be proud. On the off chance it does not, you'll want to pay exquisite attention to the "activities not engaged in for profit" information from the IRS. You should be aware that it's a slow IRS agent who will tell you to your face that your publishing/writing activity was just for fun and not really designed to make any money. Instead it's far more likely he or she will refer to it as an "activity not engaged in for profit". The end result is the same---if the IRS concludes your venture was a hobby, you would be severely limited in what expenses you can deduct for tax purposes. If this happens to you, you should immediately seek out an attorney or accountant who is familiar with the issue and can help you.

G. WE AUTHORS NEED TO BE VERY VERY CAREFUL ABOUT

"BORROWING" from other authors. I have seen it in my area... how much of *How To Work a Room* and *The Secrets of Savvy Networking* (some of the early, original books) "appear" in that of newer tomes, both self and traditionally published.

Some authors are ethical and attribute, quote, acknowledge... appropriately. But those that think that they read something so good it bears repeating in their book, need a bit of a refresher course on Article

One, Section 8 of our constitution. We both know the stories of Imitative speakers...but authors can get caught by virtue of being in print.

Perhaps an article on this subject from a Legal expert would be helpful to your subscribers and students. I, for one, am on this bandwagon. As a teacher in the San Francisco schools, I taught my students the reference skills, quotation mark rules, etc. As an author, I attribute and use quotation marks generously. That doesn't make us look like we are not legitimate, original thinkers and writers ---but the opposite... that we are familiar and respectful of the research.

--Susan RoAne, www.susanroane.com,
VISIT my blog: <http://susanroane.blogs.com/susanroane/>

H. TURN UP YOUR "PERFORMANCE POWER" FOR RADIO INTERVIEWS. Radio interviews are a great way to get your message out to a large audience quickly. If you had to *buy* commercial airtime it would be quite expensive, so make sure you use that precious free publicity time to your best advantage. Here are 10 tips to Performance Power in radio interviews via telephone:

1. Make a list of 5-7 talking points. Phrases, not sentences, which will trigger you to talk about your subject.
2. Practice. Have someone get on the phone and fire questions at you and record it. Practice different rhythms of interviews-- short, long, slow, fast.
3. Warm up. Breathe, stretch, and move around. Start talking just as if you are answering questions, using the same energy and voice level that you'll need on-air. This ensures that your "performance engine" is warmed up and ready to go *before* the interview begins.
4. Stand up during a phone interview. It gives you more energy and room to breathe. No speaker phones, no cell phone driving!

Speak in short, vivid sentences. Include stories & catchy phrases.

5. Name drop. Say the name of the book during the interview. People in the audience are tuning in and out and wondering who is talking on the radio.

6. Vary your voice and pacing. Make your voice as colorful as your stories/information.

7. Maintain energy. End each sentence and interview with a strong voice.

8. Give them hors d'oeuvres, not a full meal. Don't tell the entire story. Leave the audience with a reason to buy the book.

9. Smile! Enjoy, learn from each performance, and thank your host!

--Vickie Jenkins, media coach, Performance Power Media: www.media-trainer.com 888.331.7714 vickiejenkins@msn.com

I. WHO HAS PLACED YOUR ARTICLES ON THE WEB?

Google "Dan Poynter" + Articles

(then try it again but substitute your name).

Note the quotation marks around the first-last names.

J. 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.

K. BEWARE WEB BEACONS. See

<http://privacy.yahoo.com/privacy/us/beacons/details.html>

L. 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://parapub.com/maillist.cfm>

M. BOOKSTORES ARE A LOUSY PLACE TO SELL BOOKS. Go into a bookstore and look around. How many people came in to buy a book on skydiving? Now visit a parachute store. How many are interested in a book on skydiving? There are many places to sell books besides bookstore. They are easier to reach, much more lucrative and a lot more fun. To start Thinking Outside of the Book (trade), See

<http://parapub.com/getpage.cfm?file=resource/promote.html>

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

~~~~~

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

"Keep on going and the chances are you will stumble on something,
perhaps when you are least expecting it. I have never heard of anyone
stumbling on something sitting down."
—Charles F. Kettering
1876-1958, Engineer and Inventor
(Unless the sitting down is at a keyboard)

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

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

A. TITLES SELL THE BOOK. Some six out of ten books on the bestseller
lists have dynamite titles. See Document 156: book titles that were
changed at
<http://parapub.com/getpage.cfm?file=products.html>
and Document 626, Selecting a Book Title That Sells at
<http://parapub.com/getpage.cfm?file=products.html>

B. TRAVEL WRITING RESOURCES. See
[http://www.transitionsabroad.com/listings/travel/travel_writing/index.
shtml](http://www.transitionsabroad.com/listings/travel/travel_writing/index.shtml)
and
616 Travel Books; Resources for Writing, Producing and Promoting
Guidebooks, at
<http://parapub.com/getpage.cfm?file=products.html>

C. PMA CO-OP PROMO OPPORTUNITY. Deadline JULY 31, 2005

--Display your books at the THE FALL REGIONAL BOOKSELLERS
SHOWS (Bookstores) http://www.pma-online.org/exhibits_pma.cfm

--Display your books at the FRANKFURT INTERNATIONAL BOOKFAIR
http://www.pma-online.org/exhibits_pma.cfm

--Target mailing to Bookstores, Libraries & Reviewers for
FICTION/LITERATURE/POETRY titles only [http://www.pma-
online.org/coopcats_target.cfm](http://www.pma-online.org/coopcats_target.cfm)

--Catalog mailing to 3,500 BOOKSTORES
http://www.pma-online.org/coopcats_bksllr.cfm

--PUBLIC LIBRARY mailing TO 3,900 libraries <http://www.pma-online.org/library.cfm>

--COLLEGE LIBRARY mailing TO 3,500 libraries <http://www.pma-online.org/library.cfm>

D. COPYRIGHT FUTURE is a public forum to discuss the future direction of copyright law worldwide. Should it be changed? How should it be changed? What makes the most sense for our digital future? Etc.

This group is open to all viewpoints and to all people whether they are legal professionals or lay people concerned about the present and future of copyright.

<http://groups.yahoo.com/group/copyright-future/>

E. 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>

F. BOOK PRODUCTION. Discover what you need to know on:

--Prepress: book design, typesetting & layout

--Printing and Printers: pBooks.

--Electronic books: eBooks, dBooks & aBooks.

See

<http://parapub.com/getpage.cfm?file=resource/produce.html>

==> SHARE YOUR RESOURCE. Send it to

DanPoynter@ParaPublishing.com

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

Sell what the market wants, not want you want to sell to the market.

--Godfrey Harris, <http://www.harrisragan.com>

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

THE COSTS OF FOUR-COLOR PRINTING--OCEAN SHIPPING

-- Pete Masterson, Author of Book Design and Production at www.aeonix.com

Asian printers will generally quote the freight in one of three ways (I forget the official terms, but these are the descriptions): (1) to the port -- that is, on the ship at the dock, (2) "landed" (unloaded from the vessel and placed in the customs bonded warehouse/storage yard at the port) or (3) door to door.

Obviously, door to door is most convenient for the receiver. It is also the most expensive. The first alternative is a favorite for the printer to use on an initial quote as it's the lowest freight charge, and it eliminates local variations associated with particular ports -- often a printer may have simple weight/price charts to generate an approximate shipping cost on this basis. (e.g. LA may have a different charge than Oakland for unloading the ship.) Usually, once an initial printing bid is being finalized, the printer will make the extra effort to get the rates more specific to your situation (i.e. for #2 or #3).

If you're located in the SF Bay Area, you could have the shipment "landed" with the 2nd method. You would need to pick up the books at the port and pay a "customs broker" to handle the paperwork through the system. The freight forwarder handling the shipment should have taken care of other fees so that the books will be loaded onto your truck without further charge. The custom broker fees should be under \$100 (more like \$50 is reasonable).

The key to making this work is to have a truck that can be loaded with a forklift. That is, you may need to rent a modest sized van-body (or, if the weather is good) stake-body truck that is compatible with a standard loading dock. If you can't load the pallets with a forklift, then extra charges for hand loading the truck will be incurred as an extra expense. (In other words, a pickup truck won't work as it is likely too small to take the books in one load and needs to be hand-loaded.)

Asian publishers will often quote port of entry via Los Angeles/Long Beach. They normally work with a freight forwarding company that combines multiple shipments in a single container. Often they can offer a faster schedule to LA/LB due to more frequent sailings. You may have to insist on receipt via Oakland. The water carriage charges are not significantly different between the two ports.

If you can combine shipments to the same destination (say, print 2 books at the same time) there is some modest savings as larger shipments

usually cost less per unit of weight than smaller shipments of the same commodity. This is exactly how freight forwarders make their money. They combine many small shipments to fill a container to utilize the "full container" rate available with a larger shipment.

That said, if the two shipments eventually go to different destinations in the U.S., then "savings" of the combined shipment in the water carriage portion may be negated by extra expense when splitting the shipment to multiple destinations. Unlike the freight forwarder, your 2 shipments probably still aren't large enough to fill a container by themselves.

So, with multiple destinations, you should ask for the freight charges with the handling using both methods and then select the one that results in the lowest cost.

While it's convenient to let the printer handle the shipping ... you may wish to find out who the freight forwarder is and work directly with them to arrange the best way for your situation. You might also want to "shop around" for a customs broker before the shipment is enroute... then you can specify the customs broker to the printer/freight forwarder and better control costs and handling through the port.

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

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

"Conditions are never just right. People who delay action until all factors are favorable do nothing."
—William Feather, (1888-1981), Author

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

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

A. USE GOOGLE TO GET MORE VISITORS TO YOUR WEBSITE.
Google's Adwords program is the quickest, easiest way to get people to your website. Perry Marshall, has developed a free information-filled email course that can walk you through getting started with this very

effective marketing tool. Get his 5 Days to Success with Google Adwords at

<http://www.LearnGoogleAdwords.com>

-- Kim Dushinski, MarketAbility. <http://marketability.com/>

B. "USE YOUR SPEAKING AND WRITING to Take your Book and Business from OK to Booming." Bring all of your questions on this topic; Judy Cullins and Sandra Schrift, speech coach, will help you get answers to them. Wed. August 31, 2005, Time: 11AM-12:30PM Pacific time.

Register: <http://www.bookcoaching.com/teleclasses.shtml>

C. ISBN for DUMMIES is available as a free e-book download from the Book Industry Study Group (BISG) at:

<http://www.bisg.org/isbn-13/for.dummies.html>

D. MORE F-R-E-E STUFF. See

<http://www.CoolSavings.com>

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

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

"Life is fleeting. But if you live your life in hope, hope that you can make a difference somehow, and you strive to succeed, then your life will last forever and you will never be forgotten."

--Samuel Johnson Adams, 1986 – 2004

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

<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

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

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, <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 , <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.
<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, (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, 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

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, <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, <http://www.SafeAssociation.com>

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, <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, <http://www.CatWriters.org>

December 1-3: OTTAWA. Canadian Association of Professional Speakers annual convention. Hilton 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,
<http://www.SFwriters.org>

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

YOGI BERRA QUOTATIONS

It ain't over till it's over.

This is like deja vu all over again.

You better cut the pizza in four pieces because I'm not hungry enough to
eat six.

When you come to a fork in the road, take it.

The future ain't what it used to be.

A nickel ain't worth a dime anymore.

It's tough to make predictions, especially about the future.

I knew I was going to take the wrong train, so I left early.

Baseball is ninety percent mental. The other half is physical.

Nobody goes there anymore because it's too crowded.

I don't know (if they were men or women fans running naked across the field). They had bags over their heads.

You've got to be very careful if you don't know where you are going because you might not get there.

I don't want to make the wrong mistake.

If people don't want to come out to the ballpark, how are you going to stop them?

In theory there is no difference between theory and practice. In practice there is.

Interviewer - "Why, you're a fatalist !" - Yogi Berra - "You mean I save postage stamps? Not me."

Little League baseball is a very good thing because it keeps the parents off the streets.

Mrs. Lindsay - "You certainly look cool." - Yogi Berra - "Thanks, you don't look so hot yourself."

I'm not going to buy my kids an encyclopedia. Let them walk to school like I did.

"

That ain't the way to spell my name."--After he got a check that read 'Pay to bearer'.

How can you hit and think at the same time?

You can observe a lot just by watchin'

Always go to other people's funerals; otherwise, they won't go to yours.

Never answer an anonymous letter.

We made too many wrong mistakes.

When asked what time it is: "Do you mean now?"

For a spring training drill, Yogi instructed his players to: "Pair off in threes."

Reporter: "What would you do if you found a million dollars?" Yogi: "If the guy was poor, I'd give it back."

I usually take a two hour nap from one to four.

You can observe a lot just by watching.

You give 100% in the first half of the game, and if that isn't enough, in the second half you give what's left.

I never said most of the things I said.

(Generic Smiley)

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

=====

THE SMALL PRINT

YOU ARE RECEIVING this F-R-E-E newsletter on book writing, publishing and promoting because you are on Dan Poynter's option-in Publishing Poynters mailing list.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is interested in selling more books or wants to know where the publishing industry is headed. Just click on "Forward" in your email program.

BACK ISSUES are archived at <http://parapub.com/getpage.cfm?file=/news.html>

TO RECEIVE THIS NEWSLETTER F-R-E-E, sign up at <http://parapub.com/getpage.cfm?file=/news.html>

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. 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](mailto:DanPoynter@ParaPublishing.com)