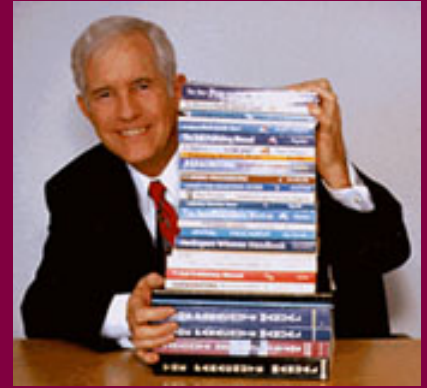




# Publishing Poynters Marketplace

A *Publishing Poynters* supplement about  
Buying, Selling and Reviewing.  
Authors and publishers helping each other.



April 2010. Copyright © Para Publishing. ISSN: 1530-5694.  
Published roughly monthly since 2005. Circulation more than 39,200. F-R-E-E  
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For the Small Print, scroll to end.

## IN THIS ISSUE OF THE MARKETPLACE

- A. **ParaStories**-Stories/Information Wanted
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- D. **ParaReviews**-Reviews on Amazon and B&N wanted
- E. **ParaCoop**-Co-operative marketing programs. Offer/Join.



## A. ParaStories

### STORIES/INTERVIEWS/INFORMATION WANTED

**NEED STORIES** to flesh-out your book? List your wants here. Focus on a single topic and provide your contact information. Write tight: limit your listing to 100 words. Conform to the format so we can Copy\Paste and do not have to edit. Send your listing to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) Put "Stories Wanted" in the Subject line of your email. There is no charge for listings.



**WANT TO CONTRIBUTE YOUR STORY?** Contact requesters directly.

Do not send stories, etc. to Dan.

**STORIES REQUESTED:**

1. Looking for stories, travels, myths, facts, information, legends, friends, disciples, etc. related to **Jesus' life** (*and, where possible, reference to the **source** they come from*)... especially (*but, **not limited to***) the period **before** he began his ministry (*I'm **only** interested in those ones that are **not** contained in the Orthodox Christian Bible*). [inspent@aol.com](mailto:inspent@aol.com)

--Jack Liguori

2. I'm looking for inspiring true stories of synchronicity, **synchronous events that were meaningful to you**. Each should be around 400-500 words. Please email me if you need some examples. I'll offer a free copy of the book for individuals whose stories are chosen. Please send your story and contact information to [lchappo@aol.com](mailto:lchappo@aol.com)

3. Suffering with PTSD? I am working with psychiatrist Dr. Harry Croft on a book about **combat-related PTSD**. We are looking for stories of vets whose PTSD has improved, especially through self-help techniques or non-conventional therapies. Vets can remain anonymous. See TV interview with Dr. Croft at <http://tr.im/Pg11>.

--Lillie Ammann, [ptsd@lillieammann.com](mailto:ptsd@lillieammann.com)

4. I'm looking for information about **life after bariatric surgery**.

I'm especially interested in studying medical and physical issues.

Please send info to [JFS999@YAHOO.COM](mailto:JFS999@YAHOO.COM)

5. Professional author needs case histories, anecdotes, etc. on stimulating memories to help compile memoirs and establish memory archives for use in **dementia** situations and family histories. Offers contributors endorsements and publicity opportunities, including direct Internet marketing of approved titles. [colinhaynes@02.ie](mailto:colinhaynes@02.ie)

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Please help us help our readers.  
Forward this Marketplace newsletter to your colleagues in publishing.  
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**B. ParaWants**



**ITEMS/SERVICES/HELP WANTED.** This is a new section where book- and publishing-related items and services may be posted. Send your wants to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) Put "Item/Service Wanted" in the subject line.

If you supply a solicited item, contact the poster directly. Do NOT write Dan Poynter. If you know of a supplier, please help the poster by writing him or her.

If you are a supplier looking for customers, see <http://parapublishing.com/sites/para/resources/supplier.cfm>

**ITEMS/SERVICES/HELP WANTED:**

**1. MARKETING RARE OLD BOOKS**

You are kindly informed that I have, in my possession, numerous old and rare books on different topics, both in English and Arabic languages, and would like to promote and market them. Therefore I am looking for someone, or party, who might be interested in checking out my rare collection. The books deal with the following subjects as there is listed below.

--EMAD DAOUD, [emadawoud@yahoo.com](mailto:emadawoud@yahoo.com)

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This newsletter has a circulation of 41,000+.  
You must know several authors and publishers who don't receive it.  
Why not forward it to them?  
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**C. ParaSales**

**SELLING OUT/PARTNER WANTED/POSITIONS OPEN/TITLE CLOSEOUTS/ PUBLISHER SOLICITED/RIGHTS.** Send your selling-out company or inventory items to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com). Put "ParaSales-Selling Out" in the subject line.

**SELLING**

1.

**2. SEE MORE SUPPLIERS AT**  
<http://parapublishing.com/sites/para/resources/supplier.cfm>

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You are in the information business.  
 This newsletter is information.  
 Forward it to your publishing colleagues now.

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## D. ParaReviews

**REVIEWS SELL BOOKS.** Reviews make a book stand out. We can help each other by posting (five star) reviews at Amazon.com, B&N.com, BooksAMillion.com and other web sites.

**IF YOU WOULD LIKE TO REVIEW BOOKS** in your area of interest/expertise, contact the listing publisher directly with your Postal address. Do not send your request to Para Publishing. Please award the book at least four stars or decline to review it. A review with fewer stars is harmful to sales. The book you receive is yours to keep.

**IF YOU WANT YOUR BOOK REVIEWED** on Amazon.com, B&N.com, etc, list it here in Publishing Poynters Marketplace (no charge). You must be willing to send a book and promotional materials (review-book package) to readers of Publishing Poynters Marketplace who contact you. Make sure the book is already listed at Amazon.com.

Just send your request and description to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com). Draft your request so that I do not have to edit it. Make it SHORT (100 words max), no italics or bold type. Just describe the book in a few words; don't send a lengthy review of it. Lengthy submissions will be returned for rewriting or ruthlessly cut. Reviewers only need enough information to see if they have expertise and an interest in your category. Supply full contact information including your email address. Write the draft as it should appear so that I do not have to do more than Copy\Paste. Put "Review Wanted" in the subject line.

**SPECIAL OFFER**

### OFFERED FOR REVIEW:

#### 1. **DILEMMAS, DILEMMAS; PRACTICAL CASE STUDIES FOR COMPANY DIRECTORS**

is a book that gives real life stories about boards and directors. Each case study is written from the point of view of a director with an issue. Three experts (directors, academics, legal or accounting consultants, etc.) give their advice. The experts often disagree. Directorship is about judgement and that is personal and situational. This book will give all directors some new perspectives on their role. It will also suit aspiring directors and students of business related courses. The book is global and case studies and experts demonstrate the variety of regimes for board governance around the world. More details at [http://www.amazon.com/Dilemmas-Practical-Studies-Company-Directors/dp/1449921965/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1264485749&sr=1-1](http://www.amazon.com/Dilemmas-Practical-Studies-Company-Directors/dp/1449921965/ref=sr_1_1?ie=UTF8&s=books&qid=1264485749&sr=1-1)  
 Contact Julie Garland McLellan at [julie@mclellan.com.au](mailto:julie@mclellan.com.au)

#### 2. **SAVANNAH LAW, a novel by William Eleazer**

A young law professor's obsession with a female student and a politically-charged, media-frenzy criminal trial that pits the nation's most successful criminal trial lawyer against Savannah prosecutors,

provide the backdrop for *Savannah Law*. The novel is filled with colorful but believable characters, including a few cantankerous law professors, who demonstrate their vanity and eccentricities at the weekly faculty meetings. *Savannah Law* will appeal to anyone who enjoys a legal thriller or Southern novel. ISBN 9780982474761. Hard cover, 360 pp, 6x9. Book website:

[www.savannahcollegeoflaw.com](http://www.savannahcollegeoflaw.com)

For review copies, e-mail author at [wreleazer@verizon.net](mailto:wreleazer@verizon.net)

Published by Elex Publishers, Inc. [www.elexpublishers.com](http://www.elexpublishers.com)

### **3. THE FINANCIAL FAIRY TALES DREAMS CAN COME TRUE**

Helping teach children 5 – 11 about money, business and finance through fun and engaging fairy stories.

Exploring financial related themes and principles. (only 32 pages)

--Daniel Britton, [dbritton@live2learn.org.uk](mailto:dbritton@live2learn.org.uk)

### **4. WANDERING DJINN BY AHMED AL-SHEIKH**

In this small digital anthology now available on Kindle, the plots concern a djinn (Middle Eastern fire spirit) named Malik ibn Ibrahim, who rarely looks for trouble, but constantly runs into it. While not as epic as other fantasy fare, this contemporary fantasy is humorous, philosophical, and loaded with confrontation as Malik attempts to protect people from themselves and other forces in the shadows.

For the HTML file, email with the subject line saying you read about it on this mailing list to [Ksawarrior\(at\)aol\(dot\)com](mailto:Ksawarrior@aol.com).

### **5. HOLD IT SISTER – A CONFIDENT GIRL’S GUIDE TO A LEAK FREE LIFE**

by Mary O’Dwyer P.T.

Paperback 126 pages. Publisher: Redsok Publishing. ISBN 978-0-9803999-7-4

Hold It Sister is an easy to understand guide for women to control or prevent pelvic floor disorders and learn what causes these all too common problems, no matter their age. Case studies combined with fascinating new research will guide women to overcome pelvic floor issues that are often not spoken about, but control their quality of life.

This new information will empower women and promote confidence to adopt the correct habits, effectively self treat or choose the right care giver, in turn lowering overall health costs.

Contact details for a review copy: [manager@redsok.com.au](mailto:manager@redsok.com.au)

[www.holditsister.com](http://www.holditsister.com)

### **6. ANTS ARE STUPID, 100 TIPS FOR BATTLING OFFICE ENNUI**

by Margaret Cmelik, ISBN 978-0982145104, Listed on Amazon.com

"Ants are Stupid," created by the fictional employees of MECP gives truly useful tips on staying alert and productive in typical office surroundings. Well, sort of. The six employees give their ridiculous, unconventional and sometimes immoral ways of passing time. Each tip is humorously illustrated with

amateur-style photos. For ages 14 and up.

To receive a review copy please contact Margaret Cmelik at [mcmelik@mecpublications.com](mailto:mcmelik@mecpublications.com).

**7.** My name is Denny Stanz. I am a first time author. My book **FOOD STORIES** will be released on June 20, Fathers Day and available on Amazon shortly before that date.

Looking for reviewers prior to release date. Video/free chapter available at [www.DennyStanz.com](http://www.DennyStanz.com).

Will send galley immediately.

Thanks.

[dennystanz@verizon.net](mailto:dennystanz@verizon.net)

## **8. PARENTS' HANDBOOK: NLP AND COMMON SENSE GUIDE FOR FAMILY WELL-BEING**

by Roger Ellerton PhD

Five copies available for reviewers in USA or Canada.

Based on an area of personal development called neuro-linguistic programming (NLP), this book provides you with tools, techniques, insights and approaches to improve the way you communicate, to be available emotionally and physically and to successfully fulfill the different roles expected of you as a parent. Although written for parents, the material is presented at a level older teens can understand and use. [roger@renewal.ca](mailto:roger@renewal.ca) [www.parents-handbook.com](http://www.parents-handbook.com)

## **9. SOTHERTON ABBEY: JANE AUSTEN MEETS SANTA FE**

is a 180 page paperback.

Young Christina Dashwood leaves her Michigan farm home for the first time to take a pre-college seminar on Jane Austen. After an eventful train ride on the Santa Fe Trail, she is befriended by a wealthy ranching family and must endure the culture shock of New Mexico, the deception of first impressions, and the puzzlement of a family mystery. Her search for her true hero makes an amusing summer adventure.

[inezaross@gmail.com](mailto:inezaross@gmail.com)

**10. Successfully Surviving a Brain Injury** is a just-in-time, easy-to-read guidebook for families suddenly thrust into the painful, confusing world of brain injury. It teaches readers the basics of brain injury, guides them step-by-step through the recovery process, inspires them with stories of others who live successfully with the permanent sequelae of their injury, and provides the practical information readers need to handle the insurance, financial, legal, family, and personal issues that accompany a brain injury. Finally, it is a love story and a celebration of how one couple transcended profound changes in their relationship and created a fulfilling new life.

[info@braininjurysuccess.org](mailto:info@braininjurysuccess.org)

## **11. "K9 HEROES."**

True stories of American Soldiers and their Military Working Dogs serving our country in Iraq and Afghanistan. K9 Heroes presents stories of courage and duty, friendship and family, loss and love, as

told by the men and women serving with Military Working Dogs whose tasks include: Scouting, Search and Rescue, and the detection of explosives. Families and friends remember the servicemen and woman, their dogs, who gave their lives for our country's service, as well as presenting a vivid picture of the life and adventures of a K9 handler. This book is lavishly illustrated with over 100 photographs.

I am seeking reviews. For a review copy, contact: [nicky.ca@hotmail.com](mailto:nicky.ca@hotmail.com) or visit my website: [www.outskirtspress.com/K9Heroes](http://www.outskirtspress.com/K9Heroes)

## **12. EXPENSIVE MISTAKES WHEN BUYING & SELLING COMPANIES**

by Richard G. Stieglitz, PhD and Stuart H. Sorkin, JD, CPA

Buying or selling a business can be a lucrative but risky transaction. It's all too easy to sell yourself short or to overpay as a buyer. "Expensive Mistakes" provides will help you avoid the costly mistakes that business owners make in buying and selling privately-held companies. If you're a business owner or M&A professional, this book is for you! Request review copy via email to [dickstieglitz@aol.com](mailto:dickstieglitz@aol.com). Additional info available at [www.57mistakes.com](http://www.57mistakes.com)

## **13. THE PLANET STAR – UNFOLDING PROPHECY**

by C.M. Chakrabarti, ISBN#: 13: 978-1-58982-454-6, Publisher: American Book Publishing

A young widow leaves her home planet, heading out into the galaxy to a planet that will help her to reestablish her life as well as that of her young son. Unknowingly, she enters the snare of an evil lord who has, for many years, been searching for "the prophesied widow", whom he believes holds the key to The Planet Star that would destroy his empire. Shortly after the widow and her son arrive at their destination, they are brutally kidnapped by those in collusion with the evil lord, but his plans are foiled when his archenemy, King Ewlon, daringly rescues the widow and her son. Together, the King and widow cross the galaxy to his home planet and to his home which is the only place The Planet Star can be activated. However, their footsteps are continually dogged by the evil lord and his minions.

***Footnote:*** Throughout most of the book, the widow is unaware of the fact her rescuer is a king. [cheryll.mchakrabarti@gmail.com](mailto:cheryll.mchakrabarti@gmail.com)

## **14. Rainbow Eyes – CHAKRAMID Reflections (paperback)**

A Tale of One Woman's Journey to **Chakra Energy** Awakening by Mary Jo Shaffer

Learn about your Chakras in an entertaining, informative, fantasy format. In contrast to Alice going down a rabbit hole, this tale follows Jessica as she journeys up the Chakramid...in an elevator! As she accesses each of the seven floors in the Chakramid, Jessica experiences the essence of the corresponding Chakra through color, food, aromas, and by examining her past, present and future. And she encounters lots of surprises along the way!

Email the author at [maryjo@manifesting.us](mailto:maryjo@manifesting.us); web site, [www.chakramid.com](http://www.chakramid.com)

## 15. BRAND YOURSELF!

### For College Students: How to Use Personal Branding to Get the Job You Want!

College students looking for a post-graduation job experience a double-whammy: 1) Jobs are scarce for economic reasons, and 2) People in their 20's who've already been in the workplace often acted immaturely, giving hiring managers a 'bad taste' for young adult workers. (Some managers are foregoing hiring a new grad and selecting a 35-year-old instead.) So how is a 22-year-old supposed to positively stand out and get their first great job? They do it by branding themselves. Much like companies brand products, college students who brand themselves for the workplace are going to get the job they want. Furthermore, the principles in the book can be reapplied throughout their career to ensure continued success. Looking for two types of reviewers: 1) People between 20 and 24 who are in the "market" for a job in their career field, and 2) People who are (or who have been) managers who hired staff. If you are in either 'category' and would like to review this book, please contact Glory Borgeson at [glory.borgeson@borgesonconsulting.com](mailto:glory.borgeson@borgesonconsulting.com).

**16. Where does a young Latina go** to get away from her loud, nagging mother, get unwanted advice from a fashion-guru roommate, and meet a gorgeous hunk of a mechanic? College, of course!

A YA fiction novel that illustrates the ups and downs of college life and growing up. Funny and heartwarming!

I am seeking 2-3 reviewers to post an online review on Amazon and/or Barnes and Noble. If interested, please contact Sandra Lopez at [sl5toonlover@yahoo.com](mailto:sl5toonlover@yahoo.com). For more info, you may visit my website at [www.sandra-lopez.com](http://www.sandra-lopez.com).

## 17. BREAKING THE SOUND BARRIERS. 9 Deaf Success Stories

by Julie Postance (Deaf Children Australia, 2009).

An inspiring collection of candid interviews by parents of deaf children and deaf adults as they explore what helped and what hindered them in their journey with hearing loss. Aimed at hearing families of deaf and hard of hearing children, this book provides a candid insight into the world of deafness, the challenges and the joys. Jam packed with practical tips and strategies to tackle barriers related to early intervention services, education, communication, employment and adulthood so that parents can draw out the best in their deaf child.

Qualified reviewers: please request a paperback or a PDF from [breakingthesoundbarriers@gmail.com](mailto:breakingthesoundbarriers@gmail.com) or [juliepostance@hotmail.com](mailto:juliepostance@hotmail.com)

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Be a Hero!

Your publishing colleagues will think you are thoughtful and generous if you forward this ezine to them.



## E. ParaCoop

**CO-OPERATIVE MARKETING PROGRAMS.** Want other authors or publishers to join you in a mailing or share a booth at a fair? Whether you are buying or selling, list your wants here. Note your book genre/category.

### CO-OP PROGRAMS:

#### 1. Cross Promotion Opportunity for Children's Authors

I am promoting the launch of my children's book with a mass email campaign in April. Do you have a sample chapter, download or similar that you would like to include in the offer and put in front of thousand of potential new customers? Suitable subject areas are children's books, parenting, wealth and finance.

Do you have a mailing list that you would be willing to contact in return, please get in touch.  
---Dan Britton, [contact@live2learn.org.uk](mailto:contact@live2learn.org.uk)

**2. CO-OP MAILINGS TO LIBRARIES, BOOKSTORES, ETC.** The Publishers Marketing Association (PMA/IBPA) hosts a number of co-op programs. Join with other publishers to send flyers to libraries, send you books to book fairs, make category mailings, etc. See <http://www.pmaonline.org/programs.cfm>

#### 3. SELL YOUR REMAINDERS

We are sponsoring a virtual garage sale for our remainder books via our website. We are offering book remainders and books that are slightly damaged at a 75% discount. Do you have books that you would like us to include in our garage sale? The cost for this is only \$25 per month, per title. Email: [info@FiveStarPublications.com](mailto:info@FiveStarPublications.com) or call at 480-940-8182.

~Linda Radke, [www.FiveStarPublications.com](http://www.FiveStarPublications.com), [www.AuthorsandExperts.com](http://www.AuthorsandExperts.com), (480) 940-8182 Fax: (480) 940-8787

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Friends help friends.

Publishing friends forward this ezine to their publishing friend.  
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## Announcements

**1. YOUR (FRÉE) LISTINGS** should be tight and complete. We do a minimum of editing; what you send is what we'll print. Remember to include your email address.

**2. WE WILL NOT REPEAT LISTINGS** within a six-month period. If you want an item to appear more often, send your CC# and we will charge you \$29 for each repeat.

**3. THIS ISSUE OF THE MARKETPLACE CAN BE FOUND AT**

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

**4. CHANGE YOUR ADDRESS BOOK**

Dan Poynter's email address is

[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

Your address book may show

[dpoynter@impulse.net](mailto:dpoynter@impulse.net) or another old address.

Please make the change now.

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**The Small Print**

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

PLEASE RECOMMEND THIS NEWSLETTER to your book colleagues. Just click on "Forward" in your email program.

BACK ISSUES are archived at

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

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

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TIME TO SHARE. Please send your items for listing to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)



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**Para Publishing. Dan Poynter:** Author (120+ books), Publisher (since 1969), Speaker (CSP).

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