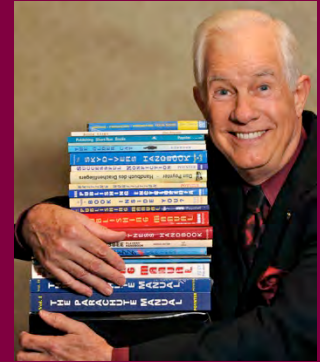




# Publishing Poynters Marketplace

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



November 2011. Copyright © Para Publishing LLC. ISSN: 1530-5694.  
Published monthly since 2005. Circulation more than 40,200. F-R-E-E  
We don't accept advertising. We don't share your email address.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com); <http://ParaPub.com>; 1-800-PARAPUB  
For the Small Print, scroll to end.

## IN THIS ISSUE OF THE MARKETPLACE

- A. ParaStories**-Stories/Information Wanted
- B. ParaWants**-Publishing Items, Services & Help Wanted
- C. ParaSales**-Companies/Properties/Jobs/Rights to buy or for sale/Remainders
- D. ParaReviews**-Reviews on Amazon and B&N wanted
- E. ParaCoop**-Co-operative marketing programs. Offer/Join.



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### Simple can be harder than complex:

"You have to work hard to get your thinking clean to make it simple.

But it's worth it in the end because once you get there, you can move mountains."

-- Steve Jobs, 1955 - 2011





## 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. 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. I'm looking for stories of **your personal success using affirmations** for my upcoming book.

An affirmation is something that you say to yourself that helps you to achieve your goal. For example, "Ever day I run 5 miles and I feel great." "I am calm and relaxed when I give my talk at work", "I know that when I take small steps I will get this \_\_\_\_\_completed."

Please let me know what your goal was, what you said to help you stay on track to achieve it, and your ultimate outcome of success. Work, home, hobby, school, personal - anytime in the past when you set a goal and YOU DID IT!

Thanks in advance,

Wendy Merron, BCH, CI  
[www.TheCenterofSuccess.com](http://www.TheCenterofSuccess.com)  
Coaching & Hypnosis in Wayne, PA  
[www.WendyMerron.com](http://www.WendyMerron.com)  
[www.SpeakUpWithoutFear.com](http://www.SpeakUpWithoutFear.com)

2. I'm compiling a book **to help new authors build their writing confidence and get them promoting themselves and their work more successfully**. I'd love to hear your stories about the biggest confidence boost you've ever had as a writer. What was it that motivated you? Was it winning a competition? Getting your first story accepted? A compliment from another writer, maybe? Whatever it was (no matter how trivial) I'd love to hear about it. Send your story by email to me at [j.bettany@dormousepress.co.uk](mailto:j.bettany@dormousepress.co.uk).

Thanks very much

- Jane Bettany. [www.writingnetwork.co.uk](http://www.writingnetwork.co.uk)

3. I was one of five children raised by a single mom in the 1950's and '60's when it was not the norm. My mother managed to keep a roof over our heads and food in our tummies, but she was not able to provide for our emotional needs well only because you can't give what you don't have. Throughout the years I've been blessed with what I call **"other mothers" who were able to meet those emotional needs** and help develop me into the woman I am today. It could be women of any age who played a major role in your life. I love to hear your story.

Thank you,

Barbara Brown

[barbara.brown28@yahoo.com](mailto:barbara.brown28@yahoo.com)

#### 4. **"Car 006 Responding," Book One, The McBride Series.**

By Dorothy May Mercer

Detective Lieutenant Michael "Mike" McBride, Jr. is the most the most handsome, brave, intelligent, single and eligible cop ever. He owns a nice house and a great dog. Enter the lady in distress—a sexy redhead who has a violent ex-boyfriend. Mix in murder, arson, cocaine bust, suspicious accident, a robber, stalker, and mysterious drug lord. Mike is one busy cop!

231 papers. Free review copy, email [ddmercercpub@aol.com](mailto:ddmercercpub@aol.com). Enter subject line: "Review copy request."

More info: [www.mercerpublications.com](http://www.mercerpublications.com)



**(Your story request could be listed here--at no charge.)**

Please help us help our readers.

Forward this Marketplace newsletter to your colleagues in publishing.



## 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.** Seeking an experienced foreign rights agent with proven connections in Latin America, India, China, and/or Russia (if your cut is more than the standard 15%, please explain).

Karl Beckstrand

Premio Publishing & Gozo Books, LLC

[info@premiobooks.com](mailto:info@premiobooks.com)

[Premiobooks.com](http://Premiobooks.com)

UT Humanities Council "Author on Main Street" [\\_\(bilingual lecturer\)](#)

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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?



## 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. We will donate 200 "Sounds in the House"** (picture book on overcoming fear--great for Halloween) or 65 "Crumbs on the Stairs - Migas en las escaleras: A Mystery" (in Spanish and English w/pronunciation guide) for any educational or non-profit organization provided you pay the shipping costs (\$25) while supplies last.

Karl Beckstrand

Premio Publishing & Gozo Books, LLC

Get a free "Crumbs on the Stairs" (bilingual mystery) when you pre-order any hard cover title (while quantities last):

[Premiobooks.com](http://Premiobooks.com) \* UT Humanities Council "Author on Main Street" [\(bilingual lecturer\)](#)

### **2. Successful self-published author selling out printed inventory.**

I have sold over 6,000 printed copies of my five books, but am not going to e-books only. I have approximately 5,000 softbound books remaining which I would like to sell.

The books retail for \$13.95 & \$14.95 and wholesale for \$6.95. Reasonable offers considered. Contact me for more information.

Larry Buttram  
[www.larrybuttram.com](http://www.larrybuttram.com)  
[lab1949@verizon.net](mailto:lab1949@verizon.net)

**(Your request could be here)**

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



## 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 agree to review a book and receive it from the author, please let him/her know that you have and that you will contact them again after you complete your review.

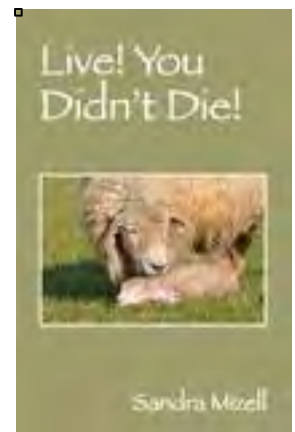
**IF YOU WANT YOUR BOOK REVIEWED** on Amazon.com, B&N.com, etc., list it here in *Publishing Poynters Marketplace* (no charge). You must be willing to send a book and promotional materials (review-book package) to readers of *Publishing Poynters Marketplace* who contact you (usually 5 to 10 copies). Include the number of pages in your description and for children's books, list the age level for which the book is written. 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. 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.

**1. Live! You Didn't Die! ...** This book heals the hurting soul. Anyone who's had a hurtful experience and felt like they could have died from it should read this book.

1. The reader will be able to relate to at least one if not many of the different real-life stories.
2. Its reader will learn how to apply truth to their life.
3. Readers learn to initiate their own healing, deliverance, and restoration through following the principles taught in this book.

I am seeking reviews. For a review copy please email me at [sandra.mizell@yahoo.com](mailto:sandra.mizell@yahoo.com) or visit my website [www.sandramizell.com](http://www.sandramizell.com) [www.outskirtspress.com/liveyouidntdie](http://www.outskirtspress.com/liveyouidntdie)



## 2. **"The Underdog Edge: How People can Change the minds of the Powerful . . . and Live to Tell About It"** by Amy Showalter

Business Communication

ISBN: 978-1600379987

300 pages

<http://underdogedge.com/>

This book is about underdog influence – situations when you have to persuade someone “up” the food chain. It tells real-world stories of everyday people who have achieved persuasion success in politics and business with someone up the food chain, the peer-reviewed science behind their success, as well as insights from those whose minds they changed.

If you would be interested in reviewing **The Underdog Edge** please send your mailing address to Nora Rubinoff at [nora@showaltergroup.com](mailto:nora@showaltergroup.com) and we will send you a review copy ASAP. Thank you for your interest.

## 3. **Out of Balance? Be a Bounce Back Person**

Now more than ever resiliency is vital to springing back from disappointment and defeat. This 236 page self help/personal development/motivation/spirituality book will help even the most discouraged to find peace and harmony in life. If you are a smart cookie about to crumble, ready to connect with your purpose or at a crossroads in life, this is the book to refer to again and again. Written by author and international speaker Judy Helm Wright the chapters are easy to read but backed by solid scientific evidence about the power of being a bounce back person.

Website: <http://www.bouncebackfromanything.com>

Available at Amazon ISBN....

Smashwords

Kindle

B&N

We appreciate your reviews and will return the favor. Thank you.

### **Judy Helm Wright**

Life Education Author & Keynote Speaker

Missoula, MT - 406-549-9813



#### 4. **Owen's Day** by Helen Yeomans

Fiction: General

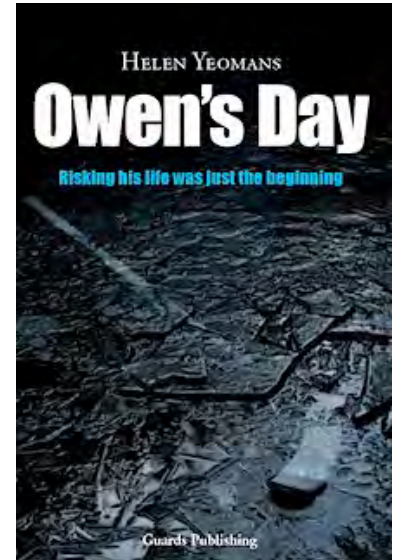
Pages: 265, ISBN: 9780969321910

BN: [www.barnesandnoble.com/w/owens-day-helen-yeomans/1104995891](http://www.barnesandnoble.com/w/owens-day-helen-yeomans/1104995891)

Amazon: [www.amazon.com/Owens-Day-Helen-Yeomans/dp/0969321910/](http://www.amazon.com/Owens-Day-Helen-Yeomans/dp/0969321910/)

**Owen's Day** is about a man who saves a child's life and then disappears. It's a Christmas story that explores giving and receiving, and the value of risk-taking as a catalyst for human progress. For more on *Owen's Day* or to read excerpts, visit [www.helenyeomans.com/books/owensday.html](http://www.helenyeomans.com/books/owensday.html)

If you would be interested in reviewing *Owen's Day* for either Barnes & Noble or Amazon, please contact me, Helen Yeomans, at [info@helenyeomans.com](mailto:info@helenyeomans.com) for a review package.



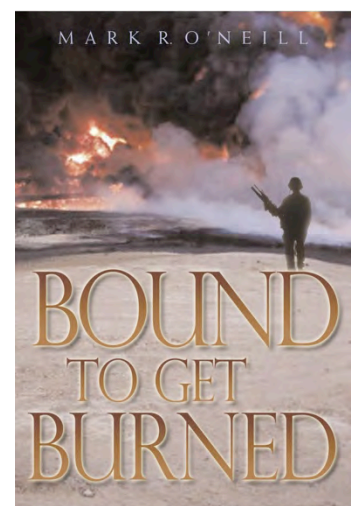
5. As a smart beach read biography, **Eleanor Roosevelt's Life of Soul Searching and Self Discovery**, is written to educate and enlighten. Cutting through reams of information while accurately portraying context, social conflicts, and the story of Eleanor's life, this book (176 pgs) rewards the reader's limited resource – time.

Contact name: Ann Atkins

Email: [ann@annatkins.com](mailto:ann@annatkins.com)

Website: [www.annatkins.com](http://www.annatkins.com)

6. Set against the background of international oil politics in the volatile Middle East, *Bound To Get Burned* stages a bold **espionage tale** and weaves through political and military stratum with a commanding panache that is sure to keep you gripping to the end. An intelligence officer, Mark O'Neill focuses a sharp light on the most troubling threat confronting Americans today: the instability of oil prices and the consequences of supply disruption. With daring strokes, he delves into intimate details of the socio-politics in the Persian Gulf, and describes the delicate balance of power in the region with the expertise of an insider's account. The novel delves into the role of the State Department and Army officials, illustrates the character of young military officers, and provides a rare glimpse behind the veil of anti-western Saudi Arabia. Also it is sexy and fun.



As an ebook, the title was changed to Volatility and it is available on Kindle.

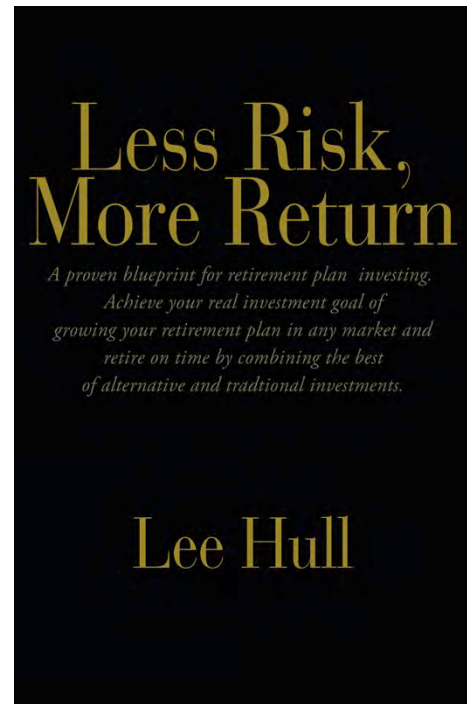
Mark O'Neill, [mark\\_r\\_oneill@hotmail.com](mailto:mark_r_oneill@hotmail.com)

26 11th Ave  
Helena, MT 59601  
cell: 406-461-9117  
home: 406-442-6889

### 7. **Less Risk, More Return** by Lee Hull

A proven blueprint for retirement plan investing. Achieve your real investment goal of growing your retirement plan in any market and retire on time by combining the best of alternative and traditional investments.  
ISBN 978-0-982-8146-5-9

Less Risk, More Return introduces investors to alternative investment strategies suitable for everyday retirement plans. Readers will learn what kinds of investment strategies profited over the past ten years and the differences between traditional and alternative investments. Readers will also learn what kinds of financial advice they should pay for and what they should not pay for.  
Lee Hull [lhull@hullcapital.com](mailto:lhull@hullcapital.com)



### 8. **WHAT DO PROFESSIONAL ATHLETES KNOW THAT YOU DON'T ABOUT PERFORMING AT YOUR OPTIMAL LEVEL?**

Unlocking The Minds Of Athletes

In order to maximize your full athletic ability, the physical and mental aspects of sports must come together to work as one.

From this book, you will learn

1. The 8 Principles that bridge the gap between professional and amateur athletes.

2. The Elite Process™ that is proven to develop, maximize and sustain athletic ability.
3. How professional athletes mentally prepare for competition no matter the sport.

I am seeking reviews. For a review copy, contact: [isaac@isaacbyrd.com](mailto:isaac@isaacbyrd.com) or visit my website: <http://www.isaacbyrd.com>

Isaac Byrd, Owner  
 Elite Mental Training  
 1.855.GOT.BYRD. (468.2973)  
<http://isaacbyrd.com> | [isaac@isaacByrd.com](mailto:isaac@isaacByrd.com)

9. Would like reviews on Amazon and [BarnesandNoble.com](http://BarnesandNoble.com) for my new book, **GROWING UP JEWISH IN SMALL TOWN AMERICA: A MEMOIR**. Tells of life in a small Iowa town with 32 Jewish families in the 1940s and 1950s.

Thanks.

Elaine Fantle Shimberg

96 pages with photos.  
 published by Abernathy House Publishing and printed in the U.S.A.

Elaine Fantle Shimberg  
[efshimberg@aol.com](mailto:efshimberg@aol.com)  
[www.ElainesBooks.com](http://www.ElainesBooks.com)  
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 611 West Bay Street  
 Tampa, FL 33606

**10. "The 4-1-1 on Life Skills" is about basic life skills needed by adults of all ages for everyday living.** Basic life skills such as Cooking safety, Cleaning, Buying a home, Buying a car, Disaster preparedness, Finances, Relationships, First year baby basics, Health, Nutrition, and much, much more!

I am looking for reviews on Amazon and Barnes & Noble. Contact me at [michele@the411onlifeskills.com](mailto:michele@the411onlifeskills.com). My website is [www.the411onlifeskills.com](http://www.the411onlifeskills.com).

Michele Sfakianos, RN, BSN  
 Author: The 4-1-1 on Life Skills  
[www.the411onlifeskills.com](http://www.the411onlifeskills.com)  
 (239) 229-2805 (cell)  
 (239) 454-7700 (office)

**(Your review request could be listed here--at no charge.)**

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. 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.ibpa-online.org/programs/programs.aspx>

Friends help friends.  
Publishing friends forward this ezine to their publishing friends.



# 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>

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

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

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

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**Para Publishing LLC. Dan Poynter:** Author (120+ 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. 530 Ellwood Ridge.  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) More than 500 pages of helpful information: <http://ParaPublishing.com>