

*Dan Poynter presents*

# I LEARNED FROM THAT

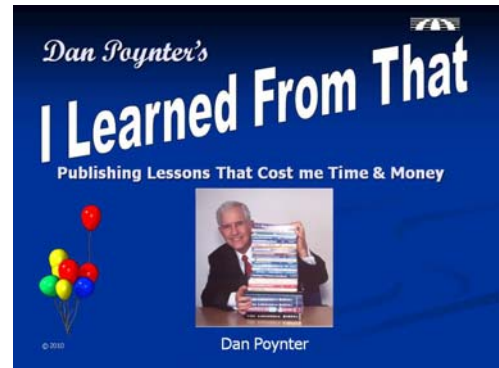
## Book Publishing Lessons That Cost Time & Money

**D**an Poynter recounts 17 fascinating things he has learned about publishing in his more than 40 years in the industry.

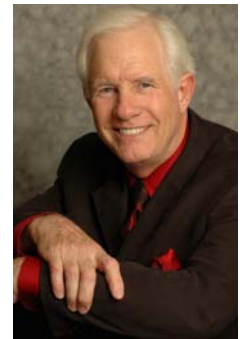
Each is described with a story and advice.

It is unfortunate, and often expensive, when a publisher makes a mistake; it is tragic when they could have heard of the challenge and been prepared for it.

Learn from Dan's experience.



**Dan Poynter** is an author of more than 120 books, has been a publisher since 1969 and is a Certified Speaking Professional (CSP). He is an evangelist for books, an ombudsman for authors, an advocate for publishers and the godfather to thousands of successfully-published books. His seminars have been featured on *CNN*, his books have been pictured in *The Wall Street Journal* and his story has been told in *US News & World Report*. The media come to Dan because he is the leading authority on book publishing.



You won't want to miss learning from this guru of publishing who has strategically used his books to build a publishing empire and make him a sought after speaker!

The most expensive parts of book publishing are the mistakes. You do not have to make them.

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For content-rich, stimulating and valuable presentations, contact:



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