



Introduction for Dan Poynter

Everything you've heard about book writing, publishing, distributing, and promoting is **obsolete**.

Suddenly, **research** is faster and easier—
if you know where to **look**.

Publishing is quicker and less expensive—
if you know where to **go**.

Distribution is simpler and more lucrative—
if you know the **channels**.

Book promotion is easier and more fun—
if you know where to **post** information about your
book.

With **change** comes **opportunity**.

These are exciting times to be authors and publishers.

Hold onto your seats.

Dan Poynter will describe the **changes** in book
publishing and share with us **how** to take advantage
of them.

It gives me great pleasure to introduce Mr. Publishing
---- **Dan Poynter**.