



Publishing Poynters

Book and Information-Marketing News and Ideas from Dan Poynter



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For the Small Print, scroll to end.

IN THIS ISSUE FROM PARA PUBLISHING

- A. **ParaNews** (What's happening)
- B. **ParaTips** (Guidance/advice on specific issues)
- C. **ParaResources** (Sources of helpful information)
- D. **ParaThoughts** (Editorial)
- E. **ParaFreebies** (Giveaways)
- F. **ParaCalendar** (Dan may be coming to visit you)
- G. **ParaHumor** (We saved the fun for last)

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Welcome to a New Year of opportunities in book publishing.

Happy New Year,
--Dan Poynter



A. ParaNews



1. PUBLISHERS DITHER OVER eBooks

The eReader saga is turning into a business thriller, as publishers and consumer electronics companies try to stop Amazon from amassing more power in this fast-growing field.

http://www.usatoday.com/tech/products/2009-12-11-ebooks11_CV_N.htm

2. FACEBOOK IS COLLEGE STUDENTS' GO-TO

Facebook is not only the overwhelming favorite social networking site (SNS) among college students, it may rapidly become the only SNS that matters. Facebook is found to be the "coolest network" by far among students with more than 300,000,000 Facebook active users, half of whom return to the site every day.

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=119049

3. FICTIONWISE DEBUTS eSLICK READER

The eSlick Reader has a crisp, paper-like E-ink display and capacity for hundreds of eBooks for just \$259.99. It comes with get a \$100 Micropay Rebate to spend on eBooks!

Barnes & Noble bought Fictionwise last year.

<http://www.fictionwise.com/hardware/eslick/landing.htm>



4. HOW WILL eBooks develop?

Starting in 2010 anybody who wants to read an eBook will have to choose more than just which reader they buy. Increasingly, consumers will have an array of eBook access choices, such as buying perpetual access to a book stored on the Internet, downloading a book to a personal device or perhaps some other model.

http://www.mercurynews.com/breaking-news/ci_14021253p

5. THE 10 BEST YEARS THAT ARE BOOKS

Instead of focusing on books that were published this year, how about focusing on years that have been published as books? Instead of the 10 Best Books of the Year, see a list of the 10 Best Years That Are Books starting in 1421.

http://www.huffingtonpost.com/laurence-hughes/the-10-best-years-that-ar_b_397174.html

6. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Anaheim, Atlanta, Auckland, Canoga Park, Cologne/Köln, Columbus, Durban, Edmonton, Gold Coast, Halifax, Indianapolis, Johannesburg, Lexington, London (UK), Los Angeles, Midlands area, Montreal, New York, Noordwijk, Orlando, Paris, San Francisco, St Louis, Singapore, Valley Forge, Washington, White Plains, Radio/Teleseminars/Webinars (everywhere). (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://parapublishing.com/sites/para/speaking/calendar.cfm>

7. SUCCESS OF THE IPHONE & APPS

More than 1 billion Apps have been downloaded from the App Store since July 2008. Currently with 17 million users in 80 countries, the iPhone is a huge part of Apple's overall strategy; Apple shipped about 3.7 million iPhones during the first quarter of 2009, driving strong quarterly results. Over 25,000 applications are currently on offer in the App Store. See the 20 favorite Apps.

<http://www.eweek.com/c/a/Mobile-and-Wireless/Billion-iPhone-Apps-eWEEKs-10-Favorite-iPhone-Downloads-465460/?kc=EWWHNEMNL122209EOAD>

8. DAN POYNTER CAN BRING A BOOK PROGRAM TO YOUR AREA

See

<http://parapublishing.com/sites/para/speaking/speechdesc.cfm>

9. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to

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

10. MOST LITERATE CITIES IN THE US

1. Seattle
2. Washington
3. Minneapolis
4. Pittsburgh
5. Atlanta
6. Portland, Ore.
7. St. Paul
8. Boston
9. Cincinnati
10. Denver

http://www.usatoday.com/news/education/2009-12-21-literate-cities_N.htm

are as excited to work with you and cover your topic as the small publications are. They too, need new topics to cover and content to produce. You can get your name in newsstand publications easier than you think.

2. LET THE ONLINE WRITER COMMUNITY HELP YOU!



--Clint Greenleaf, Greenleaf Book Group LLC, <http://www.greenleafbookgroup.com>

They say feedback is priceless. And we couldn't agree more. Something writers often overlook, or skip entirely, in their writing process is feedback from fellow authors and readers. Specifically, getting constructive criticism and praise could prove to be invaluable.

And of course, the Internet has made it extremely easy to garner the opinions of others. When you get a moment, check out this Squidoo list of social networking sites for writers <<http://www.squidoo.com/socialnetworkingforwriters>>, most of which were specifically built for authors to connect with other writers, editors, readers, and reviewers. It's easy to sign up and even easier to start getting worthy feedback.

Authors can also connect with other writers in Facebook Groups like this <http://www.facebook.com/search/?q=writers&init=quick#/group.php?gid=14975013923&v=app_2373072738&ref=search> and Twitter groups like this <<http://www.tweetworks.com/groups/view/Writers>> and this <<http://www.twibes.com/group/writers>>.

3. BOOK DESIGN: How to write the subtitle for your book...

--- Karrie Ross, Be It Now! 310-397-3408 <http://www.BookCoverDesigner.com>
covers@KarrieRoss.com Design, Consulting, Coaching, Marketing & Branding



When determining your subtitle...think benefits that the reader will get. Think bullet points, think logic and think what they want to solve or know about. Re-read you intro, foreword and first chapter, pull out the phrases you already use and rework them into your subtitle.

Write it out in several different sequencing of words and keep it to around 10 words for best comprehension.

Remember, keep doing something everyday for the design and promotion of your book.
Karrie Ross, Your Book Cover Designer & Coach

4. WORD TRIPPER

--Barbara McNichol, 520-615-7910, editor@barbaramcnichol.com.

Expert nonfiction editor and ghostwriter specializing in business, self-help, health books. Offers Word Tripper of Week ezine at www.BarbaraMcNichol.com



Revere, revile – “Revere” means to regard with honor and respect tinged with awe. “Revile” means to speak of or to abusively or with contempt. “George Washington is one of the most *revered* figures of the American Revolution while Benedict Arnold is one of the most *reviled*.”

5. DO COLLEAGUES ASK YOU FOR BOOK ADVICE?

Tell them about our free InfoKits. Each will give them all they need—in writing. See <http://parapublishing.com/sites/para/resources/infokit.cfm>

6. ENGAGE AND CONNECT WITH YOUR READER

Mindy Gibbins-Klein – The Book Midwife™ www.bookmidwife.com
Author of *24 Carat Bold – The Standard for REAL Thought Leaders*



Be absolutely obsessive about meeting their needs. Once you have decided on the obvious readers for your book, make a good profile of them. What are they like? What's the age group? Gender? Income and education level? Interests? Personalities? And most importantly, what are they going through in their lives that make your book absolutely essential reading? When you get to that profile, keep it in your mind's eye the whole time you are writing. Every time you write a section of your book, imagine that you are talking directly to that person. Some people actually let their 'muse' know they are writing for them and get them to read portions of the book as they progress, to ensure they hit the mark

[More 24 Carat Bold Tips](#)

7. WHAT CAN THE PMA (IBPA), THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

<http://www.pma-online.org/memben.cfm>
<http://www.pma-online.org/membonly.cfm>



8. NO BOOK COVER TESTIMONIALS? NO PROBLEM

--Susan Kendrick, Co-Founder of Write To Your Market, Inc, specializing in book cover branding, copywriting, marketing, and coaching
<http://www.WriteToYourMarket.com>

Create Powerful Book Marketing Copy-- Even When You Don't Have Big-Name Endorsements

A big concern for authors and experts is getting endorsements. You add credibility to your business, books, products, services, consulting, and speaking when you have recognizable names or organizations behind you.

"A testimonial from a well-known industry expert can be a powerful addition to your book's cover. However, for a first-time author these can be difficult to land," says Steve Pavilanis, author of *A Life Less Anxious*, released on November 11, 2009.



Getting testimonials, especially from big-name industry experts and authors, is a process that takes time for an author. Because many authors and experts are publishing books to meet specific goals and deadlines, they often don't have the time, even when they do start the process early. In that case, know that there are at least 10 essential marketing elements that you can use to build your back cover copy, and just one of these relies on having testimonials.

Steve's book is a great example of powerful back cover copywriting that does not rely on testimonials. It makes such a compelling case for the message in the book and the authority of the author that you don't even notice. What would actually be worse is adding a quote from a "nobody," someone that means nothing to your readers or other decision-makers. Those kinds of quotes can be dangerous in that they can actually detract from your credibility instead of add to it. ***

Take a look at the rest of this article and the Steve's new book cover--front and back--at <http://snipurl.com/tpy0g>. Analyze the headline, the opening positioning paragraph, the conversational style, the bullet points, the feeling of this book marketing copy being fresh yet authoritative, intelligent yet accessible. See how you can use these same book marketing tactics in your book cover copywriting.

9. WHAT IS A BOOK SHEPHERD?

--Lynne Marie Zerance

<http://articlescollections.com/book-shepherds-who-are-they-what-do-they-do-should-you-hire-one/>

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

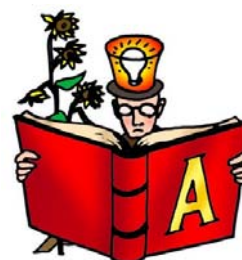
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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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C. ParaResources

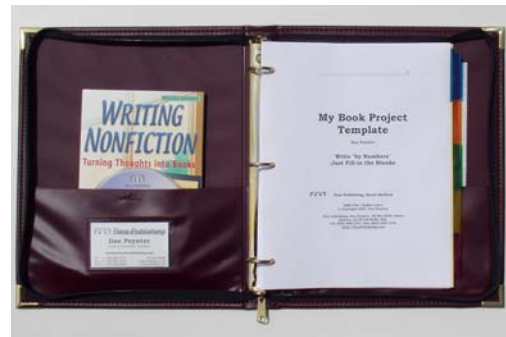


1. WRITE YOUR BOOK BY-NUMBERS: just fill in the blanks.

You have heard of paint-by-numbers. It means filling in the blanks according to a pre-determined plan. PAINT-by-the-numbers is a step-by-step outline that makes you look like a master. This system shows you how to WRITE-by-the-numbers.

Writing books is hard work—unless you have a plan. Without a roadmap, it is easy to get lost. Without noticeable progress, it is easy to become discouraged and lose momentum.

Dan Poynter will supply you with a classic, zippered leather binder. In it is a 48-page book-writing template. Each page of the frontmatter, chapter headings and backmatter comes with complete instructions and tells you what to put on that page—your book is structured and ready for your material.



Also included: a CD with the set-up file for your book. Just copy it to your computer and your book will be automatically structured on your machine. The CD also has other valuable documents to speed you to becoming a published author.

This Template in a Binder will accelerate your book project by helping you visualize the entire task and by guiding you through the writing process.

This system will make a difference in your book writing so that your book can make a difference for the world. \$297.00 See My Book Project at

<http://DanSentMe.com/sites/para/resources/allproducts.cfm>

2.



PSYCHOLOGY/SELF-HELP TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: psychology, self-help, wellness, women's issues, men's issues, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

REFERENCE/DIRECTORIES TARGET MAILING

This catalog produced by IBPA mails to 3,500 bookstore buyers, 3,500 reviewers, and 4,000 acquisition librarians. We will be featuring books in the following categories: Reference books, directories, etc. \$350 per title. Click here: http://www.ibpa-online.org/programs/coopcats_target.aspx

BOOKS FOR REVIEW CATALOG MAILING

This catalog produced by PMA mails to 3,500 book reviewers at daily metro and weekly newspapers across the U.S. \$210 per title. Click here: http://www.ibpa-online.org/programs/coopcats_bfr.aspx

BOOKSTORE CATALOG MAILING

This catalog produced by IBPA mails to 3,500 independent bookstore and chain buyers across the U.S. \$230 per title. Click here: http://www.ibpa-online.org/programs/coopcats_bksllr.aspx

PUBLIC LIBRARY MAILING

Send your flyers to 4,000 acquisition librarians at public libraries. \$215 per flyer. Click here for details: <http://www.ibpa-online.org/programs/library.aspx>

PUBLIC LIBRARY ASSOCIATION (PLA) SHOW

Display your book(s) at this every-other-year show, which attracts public librarians and support staff. \$95 per title. This year's show will be in Portland, OR. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

BOOKEXPO AMERICA (BEA) SHOW

Get your own booth or display your book(s) at this annual show attracting everyone involved in the world of publishing. This is the largest show in the US each year and this year's show will take place in New York City. \$95 per title or \$3,500 per booth. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

AMERICAN LIBRARY ASSOCIATION (ALA) SHOW

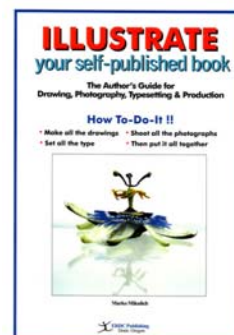
Get your own booth or display your book(s) at this annual show attracting librarians from around the country. This is the annual show of the American Library Association and this year's show will take place in Washington, DC. \$95 per title or \$2,200 per booth. Click here for more details.: https://www.ibpa-online.org/pubresources/exhibits_pma.aspx

3. ILLUSTRATE YOUR SELF-PUBLISHED BOOK

The Author's Guide for Drawing, Photography, Typesetting & Production
By Marco Mukulich

step-by-step instructions for anyone who wants to self-publish and create their own illustrated book. Using only your home computer, pencil, pen & ink, an inexpensive scanner & a digital camera, you can build a book.

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



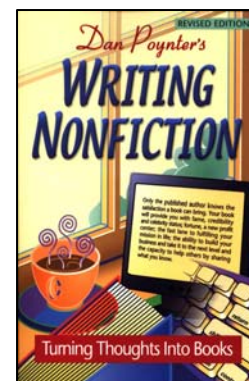
4. WRITING NONFICTION NOW AVAILABLE AS AN eBook

Select from ten different formats. Just \$7.97. See

<https://www.smashwords.com/books/view/2722>

Your book will bring you fame, credibility and celebrity status; fortune, a new profit center; the fast lane to fulfilling your mission in life; the ability to build your business and take it to the next level and the capacity to help others by sharing what you know. This New Model will accelerate your book writing, producing, selling and promoting.

Your years of experience provide all the *ingredients* you need to be a successful published author. Dan Poynter supplies the *recipe*. What are you waiting for?



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Writing Nonfiction: Turning Thoughts into Books.

You can also get this \$14.95 paper book for just \$10.17 at Amazon. You save 32%.

<http://www.amazon.com/writing-nonfiction-4th-turning-thoughts/dp/1568601107/>

5. WANT SPECIFIC DETAILS ON AREAS OF PUBLISHING?

See our Instant Report, downloadable for immediate delivery.

Each has been recently updated. See

<http://dansentme.com/sites/para/resources/allproducts.cfm>

[602](#) Interviews, How Authors Get On Radio & TV

[603](#) Book Printing. At the Best Price

[604](#) How to Price Your Book

[605](#) Locating the Right Distributor

[606](#) Publishing Fiction & Poetry

[607](#) Publishing Contract: Author-Publisher

[608](#) Your Publication Date

[609](#) Blurbs For Your Books, Testimonials, endorsements & quotations

[610](#) Children's Books, Resources for Writing, Producing and Promoting

Juveniles

[611](#) Newsletter Publishing; A Resource Guide

[612](#) Bestsellers, What They Are & How To Make Them

[613](#) Cook Books, Resources for Writing, Producing & Promoting Books on Food

[614](#) Selling Books Through The Gift Trade

[615](#) eBooks to eBooks, Creating Digital Reading

[616](#) Travel Books, Resources for Writing, Producing & Promoting Guidebooks

[617](#) New Age Books; Resources for Writing, Producing & Promoting Books on metaphysics, the occult and new thinking

[618](#) Religious Books

[619](#) Write It Once - Sell it Forever, How to Update Your Books

[620](#) Your Book Writing & Publishing Calendar

[622](#) Cooperative Book Promotion

[623](#) Questions and Answers on Book Publishing

[624](#) How to Set up & Run a Successful Book Publishing Business

[625](#) Selling Books to Catalogs

[626](#) Raising Money to Publish Books

[628](#) Canadian Book Publishing

[629](#) Making The Web Pay

[630](#) Selecting a Book Title That Sells.

[631](#) Covers That Sell Books

[632](#) Bookshelf, Selling Books From Other Publishers

[633](#) Beyond Remainders

[634](#) Selling Books In The United States

[635](#) AudioBooks, Turning Books & Speeches Into Spoken-Word Tape & Disc Products

[636](#) Insurance for Publishers; Protecting Your Book Company

[637](#) Selling Books To The Military Market

[638](#) Screenwriting: Fiction (theatricals) & Nonfiction (documentaries)

[639](#) Autograph Parties & Signing Books

[640](#) Book Promotion Made Easy: Event Planning, Presentation Skills & Product Marketing



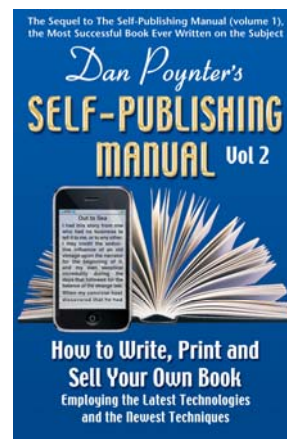
[641 Merchant Status: Credit Cards for Publishers](#)

[642 Large Print Books: Making your Work Easier to Read.](#)

6. THE SELF-PUBLISHING MANUAL, Volume 2

Social Media for Books. Book publishing is changing: this book describes how to take advantage of those changes. This Volume II is the sequel to *The Self-Publishing Manual* (Volume I), the most successful book ever written on the subject.

Learn how to use new techniques to write your book faster, new technology to publish it for less, new ways to distribute your book more economically, ways to have fun promoting it and how to profit from your investment by cutting out all of publishing's gatekeepers in the middle.



You will discover how easy it is to:

- 📖 *Build* your book rather than just *write* it—and copyright it in your name.
- 📖 Print a small quantity and keep a small inventory.
- 📖 Multipurpose your “book” into downloadable, CD, and eBook versions and others.
- 📖 Wring maximum value out of your “book” by spinning off audios, LARGE PRINT editions, magazine excerpts, foreign-language editions, and more.
- 📖 Bypass the publishers and go directly to a short-run book printer.
- 📖 Set up your own publishing company and take the tax breaks.
- 📖 Promote your books with email, book reviews, autographings, feature articles, and radio/TV interviews.
- 📖 Promote your book for virtually no costs via social media.

Available as an eBook in ten different formats. \$7.97

<http://www.smashwords.com/books/view/607>

Available as a printed book (pBook). \$14.95

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-Write/dp/1568601468/>

Save 32%, now just \$10.17.

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I dare you to forward this ezine to writers and publishers.

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D. ParaThoughts

WILL THE BEA BOOK FAIR IMplode?

--Dan Poynter



The book fair is shrinking. Book Expo America has gone from four days, to three days and now down to two --- during the week. Remaining in very-expensive New York, now those flying in will not even be able to get Saturday-night airfares.

One of the reasons cited for keeping the events in New York is to provide an opportunity for employees of large publishing companies to attend. But why would any publishers want to show their books to employees of publishing companies? Their bodies will pump up the attendance numbers but their value is the same as empty calories. These employees have so little interest in publishing that they would come on their day off --- the weekend.

Many smaller publishers are running the numbers and asking if there is any way they can justify the investment in time and money to go to New York for just two days.

And then there is the ripple effect. Without the BEA book fair, there is no justification for the IBPA Publishing University.

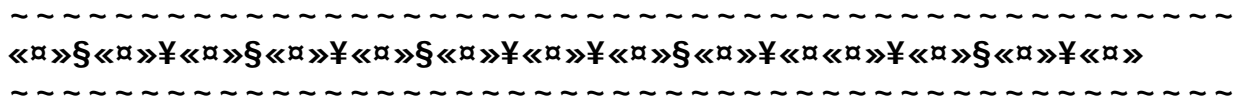
Reed Exhibitions, host of the BEA, cancelled the both BookExpo Canada and the Toronto Book Fair last year. The BEA is calendared for May 26-27 in New York. The Canadian Booksellers Association will meet in Toronto May 28-30; nearly an overlap. How many Canadian bookpeople can be expected in New York?

Lance Fensterman has been promoted and a new director of the BEA has not yet been named.

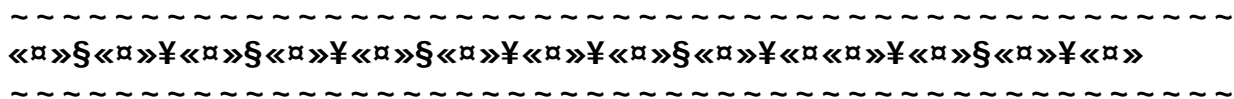
It appears that the BEA Book Fair will implode as more and more publishers decide that exhibiting or attending is not worth the investment of time and money.

The question is whether the implosion will be this year or next.

==>**SHARE YOUR editorial thought.** Send it to DanPoynter@ParaPublishing.com



Please Copy\Paste this newsletter into your email program and then send it to your colleagues in publishing. They will appreciate you.





E. ParaFreebies

1. The Marketing for Introverts Manifesto by Marcia Yudkin
<http://www.yudkin.com/introverts.htm>

Explains why and how introverts can, contrary to stereotypes, excel at marketing.

2. LIST YOUR BOOK(S) FREE ON THE PARA PUBLISHING WEB SITE.
See
<http://parapublishing.com/sites/para/resources/successstories.cfm>

3. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – FREE.
Each kit consists of more than eight pages of details, tips and resources. Each is geared to a level of The New Book Model.

=Researching and Writing
=Producing printed books, eBooks & dBooks.
=Marketing, promoting & distributing.
See
<http://parapublishing.com/sites/para/resources/infokit.cfm>

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

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Writers and publishers love this newsletter. Why not forward it to them?

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F. ParaCalendar



AUTHOR ON A SPEAKING TOUR.

Where in the world is Dan?

Showing people how to write, publish and promote their books

One presentation at a time.

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.

See him in action:

<http://www.speakingchannel.tv/community/dan-poynter-book-publishing/>

Dan also speaks on aviation, parachutes and skydiving. See

<http://parapublishing.com/sites/para/speaking/index.cfm>



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://parapublishing.com/sites/para/speaking/calendar.cfm>

2010

January 10. COLUMBUS, OH. Turning Speeches into Books. The full New Book Model Program. National Speakers Association, Ohio Chapter. Crowne Plaza Hotel, 33 E. Nationwide Boulevard, Columbus, Ohio 43215. FMI: 866-900-6446, lauralee@nsaohio.com
<http://www.nsaohio.com/calendar/>

January 16. CANOGA PARK. California Writers Club, San Fernando Valley chapter. St. Martin-in-the Fields Episcopal School - Hannibal Hall - 7136, Winnetka Avenue, Canoga Park, CA 91306. Fmi: Ethel Ann Pemberton, humorist@verizon.net, <http://www.calwriterssfv.org/>

January 23. EDMONTON. Canadian Association of Professional Speakers (CAPS), Edmonton chapter. Fmi: Charmaine Hammond, 1-780-464-3828, charmaine@HammondGroup.biz,
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=325>

February 5-7. LEXINGTON, KY. Parachute Industry Association (PIA) Meeting.

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](http://MarriottNashvilleAirport.com). Location phone: +1-615-889-9300. Fmi: http://www.nsaspeaker.org/nsa_events/default.asp

February 12-14. SAN FRANCISCO. San Francisco Writers Conference. Dan Poynter on Book Promotion for Writers and Getting Published. Fmi: Barbara Santos, Sfwriterscon@aol.com,
<http://www.sfwriters.org/>

February 20. St LOUIS. NSA/St Louis chapter. Dan Poynter on *Turning Speeches into Books*. Fmi: Lethia Owens, +1-636-244-5041, lethia@lethiaowens.com, <http://www.nsastlouis.org/>

March 6. AUCKLAND. Publishing Day. Five speakers on books. Fmi: Maria Carlton, Maruki Books, +64-7-8539001, Maria@PhantomPublishing.co.nz

March 9. SINGAPORE. British Chamber of Commerce. The full New Book Model programme. 4-6 PM & 7-9 PM. Fmi: Fiona Mackinnon, Fiona.ackinnon@IbisIntelligence.com, +65-6222 3552, +65-9619 6104. <http://www.britcham.org.sg/index.php?action=showComingEvents>

March 13-14. SINGAPORE. Young Authors event. Media Development Authority of Singapore's Media Fiesta 2010, Aileen Kong, Public Relations & Editorial Executive, Janus Education Services Pte Ltd, Phone: +65-6336 0832, editor@catherinekhoo.sg

March 18 - 20. Noordwĳk. PSA/HOLLAND. Noordwĳk. Southwest of Amsterdam near the coast. <http://www.pсахolland.org/>
http://www.pсахolland.org/event/psa_holland_convention_2010

March 25-26. HALIFAX. CAPS/Halifax. Dan Poynter on *Turning Speeches into Books*. Fmi: Jeff Brown, 902-956-2600, info@AlphaComputer.ca, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=284>

April 23-25. AUSTRALIA. <http://www.nationalspeakers.asn.au/index.html>

April 30-May 2. JOHANNESBURG. Fmi: Nikki Bakker, PSASA National Administrator, Tel: 08600 67272 or +27 11 462 9465, Mobile: +27 83 458 6114
admin@psasouthernafrica.co.za, <http://www.psasouthernafrica.co.za>

May 7. ORLANDO. Skydiving Museum Trustees' Meeting.

May 8. WASHINGTON, DC. Turning Speeches into Books. The full New Book Model Program. DC Speakers Association. Fmi: Cheree Warwick, (703) 489-4589, cheree@TheProfitPartner.com, http://www.nsadc.org/meetings_events/eventcalendar.asp

May 12. TELECONFERENCE. The Self-Publishers Online Conference. Dan Poynter gives the opening keynote on the book industry. Hosted by Susan Daffron. <http://www.selfpublishersonlineconference.com/>

May 25-27. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi: <http://www.bookexpoamerica.com/>

July 17-20 ORLANDO, Florida. National Speakers Association of the United States (NSA/US). [Orlando World Center Marriott](http://www.mynsa.org/EVENTS/FullCalendar.aspx). Location Phone: +1-407-239-4200
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

August 6-8. LEXINGTON, KY. Parachute Industry Association meeting.

August 14-15. DELAND, FL. National Skydiving Museum Joe Kittinger Jump.

September 10-11. Cologne. German Speakers Association (GSA). <http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

October 1-3. UNITED KINGDOM. Midlands area. Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Sue Cliff, admin@professionalspeakers.org, +44 0 0845 3700 504,
<http://www.professionalspeakers.org/events>

October 19-22. FRANCE. l'Association Francaise des Conferenciers Professionnels (AFCP)
<http://www.association-conferenciers.com/>

November 19-21. WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion.
<http://www.CatWriters.org>

December 5-7. MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention.
<http://www.CanadianSpeakers.org>

2011

February 18-20. NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia.
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

May 24-26. NEW YORK. Book Expo America (BEA Book Fair), Convention Center. Fmi:
<http://www.bookexpoamerica.com/>

July 30-August 2. ANAHEIM. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

2012

July 14-17. INDIANAPOLIS. NSA/US Convention. National Speakers Association. At thee brand new Marriott Hotel.
<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

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The Small Print

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