



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

ParaNews (What's happening)

ParaTips (Guidance/advice on specific issues)

ParaResources (Sources of helpful information)

ParaThoughts (Editorial)

ParaFreebies (Giveaways)

ParaCalendar (Dan may be coming to visit you)

ParaHumor (We saved the fun for last)



As you may know, I fly more than 6,000 miles each week and spend 40% of the year outside the U.S. So far I have completed 20 round-the-world itineraries plus a lot of international round trips.

Around-the-world trip #21 will be for time: two days. I will depart Los Angeles on May 17 and arrive in Los Angeles on May 19.

The purpose of the trip is to grab attention for my latest: *The Air Travel Handbook*.
For more information, see <http://RTW2D.com>



OUTRAGEOUS BOOK PROMOTION

Witness History on May 17-19, 2011

Dan Poynter will be Circumnavigating the Globe on Regularly-Scheduled Commercial Airlines.

United: Los Angeles-Washington-Dubai
 Singapore Air: Dubai-Singapore
 EVA Air: Singapore-Taipei-Los Angeles

PR contact: Barbara Gaughen ("gone")
 Gaughen Global PR. +1-805-680-9445 mobile



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<http://AirTravelHandbook.com>

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READ YOUR FAVORITE NEW eBooks—FREE

What is the catch?

The Global Ebook Awards is looking for category judges. You can read the latest ebooks in your favorite field by volunteering to be a judge. Just pick the one or two categories that interest you most. See the categories at

<http://awardsforebooks.com//categories/>

And apply to Joseph Dowdy, Award Director, submissions@awardsforebooks.com

TIME INC. IS SELLING 18 OF ITS SMALLER MAGAZINES

They include *Popular Science*, *Field & Stream* and *Parenting*, to Swedish publisher Bonnier Magazine Group. The sale marks the latest effort by the magazine company to restructure its business and adapt as readers and advertisers increasingly look to the Internet for news, entertainment and information.



PRICING eBooks

--Mike Shatzkin

At what price point is the maximum yield?

<http://bit.ly/mPBje7>



OVERHEARD:

Books are "Shelf Development."

AMAZON SALES JUMP BUT EARNINGS FALL

Sales in Amazon's North America media segment rose 18% in the first quarter, to \$1.89 billion, while sales in the North America electronics and general merchandise group jumped 63%, to \$3.3 billion. Overall, revenue rose 38%, to \$9.86 billion, but net income fell 33%, to \$201 million.

<http://bit.ly/fROJGD>



THE SANTA BARBARA WRITERS CONFERENCE IS BACK



The SBWC, which started in 1972, is returning after a two-year hiatus. The new owner is Monte Schultz, son of the late Charles Schulz.

June 18-23.

<http://www.sbwriters.com/>, <http://www.sonomacountyairport.org/>

WILL eBOOKS HURT THE PUBLISHING INDUSTRY?

Amazon's Kindle, Barnes & Noble's Nook, and other e-readers might dangle the prospect of convenience for millions of bibliophiles around the world, with their light weight and instant access to whole libraries of e-books, but a new analyst report suggests the devices could eventually prove bad news for the publishing industry as a whole.

<http://bit.ly/liLI10>



60% OF IPAD USERS READ eBOOKS

<http://bit.ly/ks6c9M>

HOW TO ALERT EBOOK READERS OF REVISIONS

Ebooks, in theory, should be easy to change. After all, a huge print book drawback — stale text sitting on a shelf — no longer constrains digital editions of textbooks, fast-moving tech topics, or a biography of Charlie Sheen.

But between theory and reality stand two big challenges:

Getting the changes to readers who've already downloaded an ebook file, and
Spotlighting *what's* changed, so folks don't have to hunt for the meaningful fresh bits.

<http://radar.oreilly.com/2011/04/ebook-updates.html>



TOP 10 REASONS TO ENTER THE GLOBAL EBOOK AWARDS

See the video.

<http://awardsforebooks.com/benefits/>

<http://www.youtube.com/watch?v=kcb4MFa68Is>

BARNES & NOBLE.COM LAUNCHED A SIGNIFICANT SOFTWARE UPDATE TO NOOK

With that update, we're thrilled to now be able to sell enhanced eBooks—that is, ePub files with embedded audio and video.

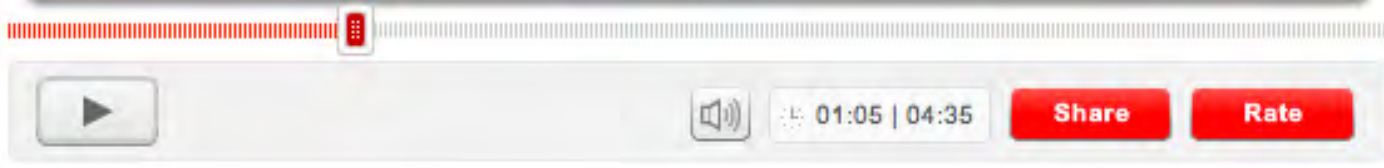
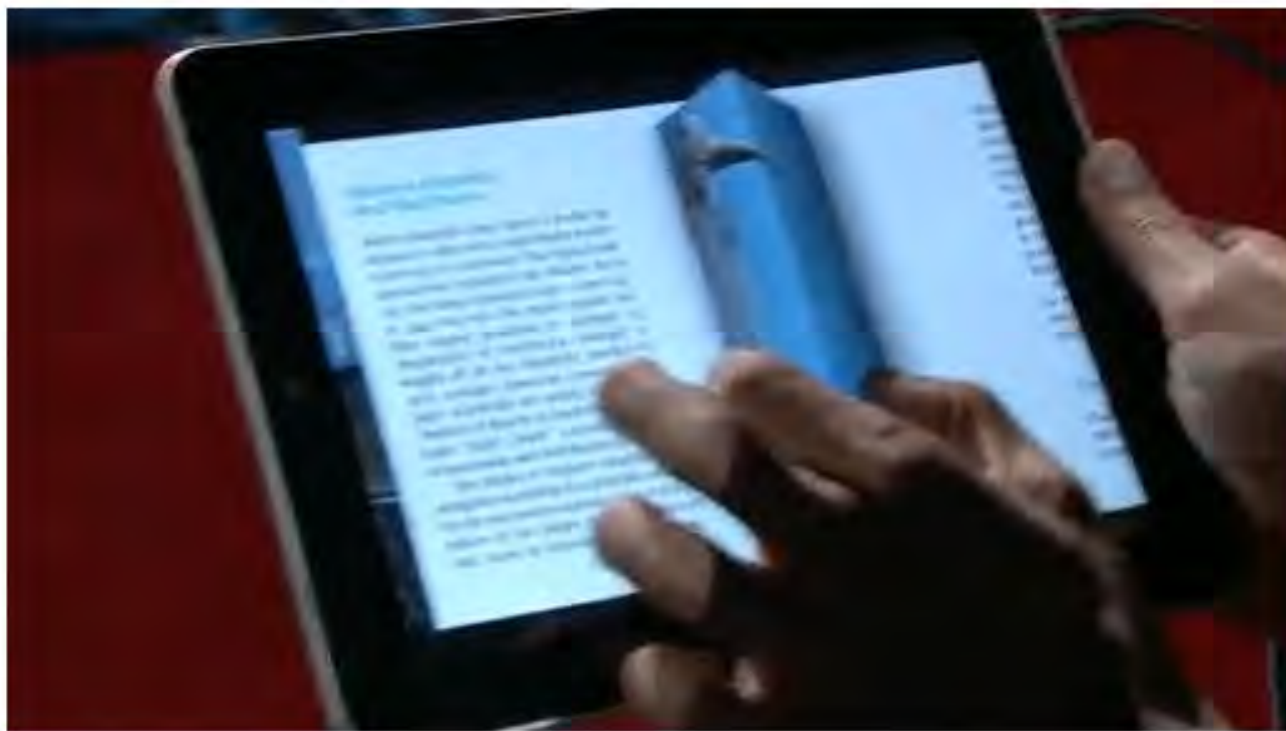
<http://bit.ly/miXixo>

A NEXT-GENERATION DIGITAL BOOK

TALKS | IN LESS THAN 6 MINUTES

Mike Matas: A next-generation digital book

TED2011, Filmed Mar 2011; Posted Apr 2011



See

http://www.ted.com/talks/mike_matas.html

SIMON & SCHUSTER eBook SALES LOOK GOOD

Simon & Schuster's first quarter earnings included one significant number: Digital content generated 18% of total revenue in the period. Through 2010, ebooks had topped out at about 10% of publishing's revenues.

<http://lat.ms/lZavgX>



The percentage of book buyers who reported downloading an e-book rose from 5% in October 2010 to 13% in January.

<http://bit.ly/iXUx2P>

THE SUBSCRIPTION MODEL FOR EBOOKS HASN'T EMERGED YET, BUT IT WILL

--Mike Shatzkin

From the beginning of Digital Change Thinking Time, which for me goes back to the mid-1990s, "subscription" has been high on the list of future expectations. That's natural. The subscription model has emerged as the dominant one for cable TV (although there is still some pay-per-use) and Netflix works that way as well. Lots of people subscribe to satellite radio. Rhapsody is a successful subscription service for music. Pandora for music has a free model and a paid model, as does Spotify.

Subscriptions actually have a history in trade publishing too, where they were called "book clubs". The print book club model, which also depended heavily on the club's role in curation (or title selection), was doomed by the arrival of online bookselling. But O'Reilly has demonstrated the common sense (and worked out the mechanics) of a subscription model for ebooks with their wildly successful Safari program for the past several years. <http://bit.ly/k1MiXA>



The combination "ough" can be pronounced in nine different ways. The following sentence contains them all: "A rough-coated, dough-faced, thoughtful ploughman strode through the streets of Scarborough; after falling into a slough, he coughed and hiccoughed."

MORE SELF-PUBLISHING/eBOOK SUCCESS STORIES

What are you waiting for?

<http://wapo.st/jOhuM5>

→ **SEND YOUR NEWS ITEMS** to DanPoynter@ParaPublishing.com

Do you have friends in the book business?

Think how appreciative they will be if you forward this newsletter to them.

Go on. Do it now.



ParaTips



DIVERSITY

--Rick Frishman, publisher Morgan James Publishing
<http://www.MorganJamesPublishing.com>



In building a network, create a multi-faceted superstructure that includes contacts who possess a wide variety of skills, interests and backgrounds. Fill your life with network members whose help can quickly be accessed so that their assistance will be available to you when you need it.

Visualize your network. Don't picture it as a chain or a single column of contacts who all share similar areas of expertise. Instead, see it as a multi-dimensional meshwork made up of people with differing talents, experiences and viewpoints that radiate and link in all directions. Ideally, your network will spread in many directions so it can operate like a blanket to cover any conceivable topic, discipline or target.

Make your network diverse. Fill it with experts in areas that differ from and compliment your skills. Think of the members of your network as your support team; consider them experts who are fluent in languages you don't speak. Blend a mix of talents, interests, age, gender, race and backgrounds. Besides filling in your gaps, the differences can stimulate, enrich and expose you to knowledge and perspectives that can broaden your life.

NETWORKING NUGGET

When graphic designer Marta Salas-Porras was a student at Art Center College of Design, the students majoring in differing disciplines seldom mixed. For example, graphic design students and transportation design students kept their distance. Salas-Porras; however, was intrigued by other disciplines and found herself spending considerable time with students from the automotive and industrial design departments. Not only did the processes and materials involved in automotive and industrial design play a major role in shaping Salas-Porras' career, but a student she met from the transportation design department introduced her to his childhood buddy — who she married.

"School and alumni groups are ideal places to begin networking," Salas-Porras advises. "They put you in contact with like minded people who have the same goals as you, who know what you're going through and the hurdles you'll face. Contacts from school and alumni associations can become your friends, mentors, sponsors and advisors throughout your life."

By not diversifying your network, you run the risk of having a group with too many similar skills and areas of glaring weaknesses. You also run the danger of duplicating yourself, of surrounding yourself with “yes” men and women, which undermines a major asset of networks – – in influx of fresh, independent support. How can you diversify your network?

List your weakest areas

Who could help you diversify?

Although it’s essential to surround yourself with the best network members that you can reach, be careful not to consider anyone too small or insignificant for membership in your network. There is always a role they can play and you never know what connections people have or what the future may bring. The receptionist who greeted you today, might be the executive assigned to your account tomorrow; the mechanic who services your car may work on the CEO’s racing team and hang out with him/her at the track and the kid who delivered your lunch, just might be the boss’s child.

More tips at <http://www.rickfrishman.com>

BOOK DESIGN: Why Getting Ownership of Your Cover Design is Important.

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



Be sure to own your cover files and all art and creative. This doesn’t often occur that you are not given all the rights. Book design should be done as work-for-hire and therefore you own the rights to the artwork created. Most designers assign the rights on final payment but some might keep the rights whether you’ve paid or not.

ALSO, just as important is being sure you receive all the files that were used to create your cover, not just a final pdf. You need the source layout files, image and photoshop psd layered files if any, and eps.

Be sure that you include you owning the rights and receiving all the files, in any agreement or contract you sign.

IF you need more [book design information](#) call me or visit my website. Remember, do something every day toward your book and promotion. Karrie Ross, [Book Designer](#) & Coach

DON'T TELL US IN THE QUERY LETTER HOW GOOD THE BOOK IS

--Jeff Rivera, founder of www.HowtoWriteaQueryLetter.com

When writing a query letter, be sure you don't talk about how great the novel or book is. Of course you think it's great, you wrote it, but if you do this, it's going to suck the interest out of the agent. By boasting about your book in such a way in a query letter, it makes you look like an amateur and completely takes away your credibility.

Think of it like this. If a guy or woman, who you think is attractive, just comes out and says how good looking they are, what does that make you think about them? You obviously think they must be very full of themselves and cocky. It's a total turnoff. You want someone who is beautiful, yet humble about their beauty.

Use that same thought process when writing your query letter to an agent. Be humble and professional. If your book is that good, it will speak for itself. Let the agent come to their own conclusions about the book, and trust me, they will.

Jeff Rivera is the founder of <http://www.HowtoWriteaQueryLetter.com>. With over 100 clients to date, he has a 100% track record of getting at least 10 literary agents to request to read his client's manuscripts and proposals.



WORD TRIPPER

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

Premier, premiere

"Premier" (adjective) means first in status or importance, first to occur or exist.

As a noun, it refers to a chief administrative officer, as of a province.

"Premiere" (noun) is the first public performance, as of a movie or play.

As a verb, it means to present that first public performance.

"The *premier* cast members *premiered* in a special performance of the striking new play, which was attended by the *premier* of Ontario."



PREPARING FILES

Print Publishing vs. ePublishing

-- Kathleen at Parlez-Moi Press



Parlez-Moi Press
Gloucester, Massachusetts

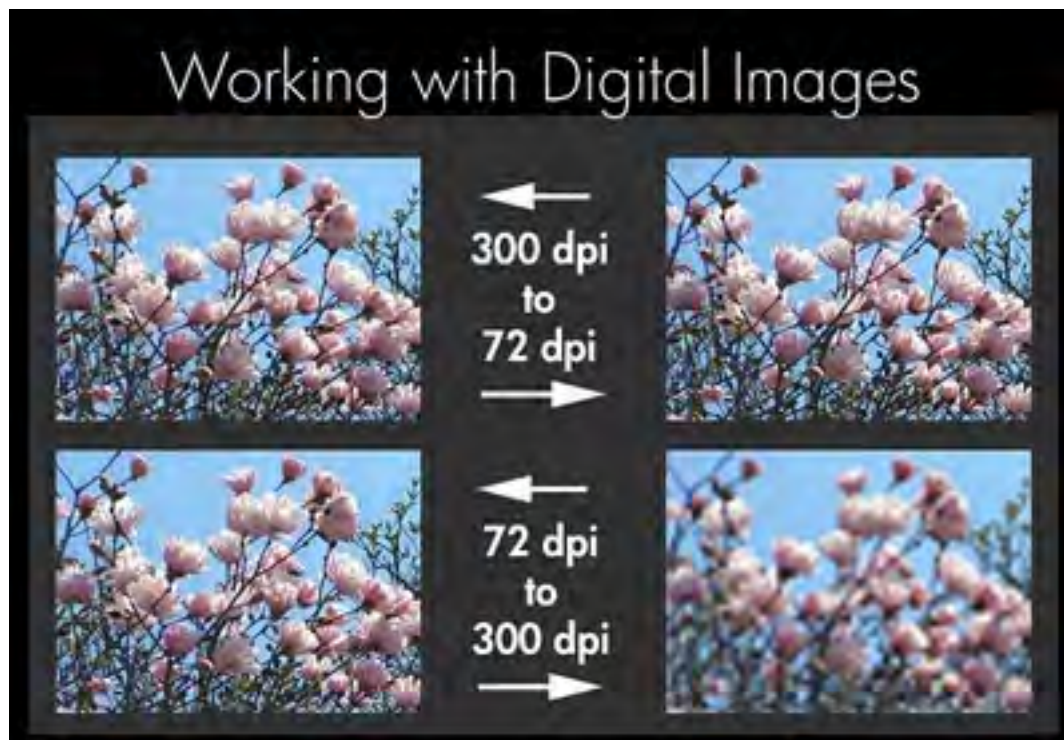
**Remember: printed material is made of ink,
electronic material is made of light.**

When you are preparing files, either to send to press yourself or to give to a designer you have hired, it is important to know the difference in specifications for printed books and electronic books. This is particularly important for image files (covers, photos, illustrations, etc.). Print publishing files need to be in CMYK format and hi resolution, ePublishing files are in RGB and low resolution.

RGB	CMYK
Red Green Blue	Cyan Magenta Yellow Black
• properties of light	• properties of ink
• for e-publishing	• for print publishing
• low resolution (72dpi)	• high resolution (300dpi)

CMYK/HiRes: CMYK stands for Cyan, Magenta, Yellow, Black. Those are the standard inks in 4-color process printing. Most 4-color printers will require at least 300 dpi images. dpi means Dots Per Inch – this refers to the number of dots (or pixels for RGB) that compose an image or a letter.

RGB/LoRes: RGB stands for Red, Green, Blue. Those are the rays of light that compose images in electronic media (eReaders, web sites, DVDs, etc.) Most images for electronic publishing can be 72dpi.



It is important to remember that you can always make hi-resolution files lo-res but once a file is lo-res increasing the resolution will make it blurry. When I am preparing photos and images for a book I follow these steps:

- Save the original image in as close to its original state as possible in a file called: filename-prime.psd
 - Scale the image to the size needed for the book, convert it to CMYK, and set the resolution at 300dpi, then save it in a file called: filename-cmyk.tif
 - Scale the image to the size needed for the electronic version, convert it to RGB, and set the resolution at 72dpi, then save it in a file called: filename-rgb.jpg
- That way you have the original in case you have to go back and make adjustments, plus the print version and the e-version.

HOW LINKEDIN LED ME TO BLOG TALK RADIO

--Gary Carson, www.nicksacco.com

I utilize Linked-In on a daily basis and the response we have been getting is amazing! I found out about [BlogTalkRadio](#) and passed the info on to my author... I'm a publicist and his marketing manager... And within two weeks we are now getting more response via Linked-In than through any other form of social media, including Facebook and Twitter. Last week my author featured an expert guest on his blog radio show to talk about pet adoptions, no-kill animal shelters and related topics. This week he has had more than three requests from persons wanting to appear on the one-hour, live, call-in blog radio show. All due to making use of the many groups featured on Linked-In.



WHAT IS THE MARKET FOR FOREIGN RIGHTS FOR YOUR BOOK?

--Bob Erdmann, President-Columbine Communications & Publications

A Foreign Rights Publishing Consultancy With 50 Years' Experience

bob@bob-erdmann.com

209-586-1566 www.columbinecommunications.com



There are certainly many very obvious benefits to selling foreign rights to your book. The first, of course, would be the revenue that you receive in the form of advances, royalties, and fees. Then there is the satisfaction of seeing your book published in a foreign language and your message being disseminated in that country. Also, the value of your book increases exponentially as you sell more and more foreign rights deals to publishing houses worldwide. One deal is good, several deals are much better!

Not so obvious, but an extremely important benefit, is the protection that your book will have when you sell rights to a foreign publisher to translate and publish it in its country. Piracy is something that every publisher and author hears about and fears. Many of the horror stories are hearsay and unfounded, but piracy does occur (it occurs in the U.S. also!) and an excellent way to protect your book against piracy is to sell the rights to it to a legitimate publisher in as many countries as you can. Since the foreign publisher to whom you sell the rights to your book in a specific country will have invested a large amount of money in it (your royalty advance, translation, editing, design, production, printing, marketing, etc.) he will be extremely protective of it. If there is even a slightest rumor that your book is being pirated in his country he will be on it like "white on rice" protecting his interests as well as yours!



SPEAKER WITHOUT AN AUDIENCE?

The two people in Mexico who speak the indigenous Ayapaneco language are not on speaking terms.

WHY PEOPLE BUY BOOKS

1. Author reputation (52%)
2. Personal recommendation (49%)
3. Price (45%)
4. Book Reviews (37%)
5. Cover/Blurb (22%)
6. Advertising (including online) 14%

See <http://bit.ly/hB3vlg>

10 NONTRADITIONAL WAYS TO PROMOTE YOUR BOOK

In an enlightening thread on the Amazon discussion boards, a number of authors shared experiences they had while self-promoting their books. We've collected ten tips below—linking to the individual author's explanation of the promotional tool.

<http://bit.ly/kzJjFz>

HOW TO BREAK INTO NEW MARKETS WITH YOUR BOOK

A Look at One of the Most Profitable Relationships You Can Develop ... And 6 Ways to Get Started Now

--Susan Kendrick <http://www.writetoyourmarket.com>



What's easier, a cold call or having someone personally introduce you to a new prospect? What's a quicker way to build trust—jump through all the hoops of proving that you're as good as you say you are, or have somebody your prospect already knows and trusts back you up as a great resource? In each case, either way works, but a third-party introduction and endorsement is definitely less labor-intensive. You move on much more quickly to *building* relationships instead of just trying to get them started.

That's the way it is when you want to introduce yourself, your book, and your services to a new market. One of the best ways to do this in consulting or any industry is to become a part of that market and for someone already known in that market to make the introductions. Rather than creating relationships one at a time, this is the way to gain access to many prospects at once. Go to <http://tinyurl.com/3e8s3w2> for the rest of this article, including:

Who to Approach Make sure the organization you approach fits these three criteria. **6 Ways to Get Started Now** These are things you can do this week, in many cases using things you already have in place. **What This Has to Do with Your Book Cover** You can plan for your book to open doors in multiple markets—or at least give you the flexibility to do so over time. Please click on the link below to see this article in its entirety.

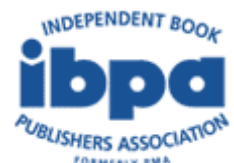
<http://bit.ly/kzJjFz>

WHAT CAN THE BOOK PUBLISHERS ASSOCIATION, DO FOR YOU?

See

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

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





Barnes & Noble has a 2% market share in printed romance books but a 20% market share in digital romance books.

BOOK MARKETING STRATEGIES FOUND IN A CASINO

-- Brian Feinblum, Chief Marketing Officer, Planned Television Arts, has been promoting and marketing authors since 1989.
feinblumb@plannedtvarts.com 212-583-2718



I have been marketing and promoting authors and books for the past two decades and it occurred to me on a recent trip to the Mohegan Sun Casino that many similarities exist in one's approach to gambling and book publicity. Here are few observations I would like to share with you:

1. Don't bet what you can't afford to lose. Lesson: Invest your time and resources to support your book but don't mortgage your house or quit your day job to do so.
2. Never put all of your chips on one bet. Lesson: Don't pin your hopes and dreams on one particular media outlet. Go after big, medium and small wins. They all add up.
3. Diversify your efforts and play more than one type of game. Lesson: Don't focus all of your efforts solely on blogging or in just seeking out TV interviews. Instead, approach a number of mediums – local and national (radio, print, radio and online).
4. Be aware the odds are not stacked in your favor. But the only way to win it is to be in it. Lesson: You need to catch a lucky break and it can only happen when you play the game and not sit on the sidelines.
5. Look before you leap. Watch the betting strategies of others before you play. Lesson: Observe, learn, and then live it.
6. Don't bet on something you don't understand or feel comfortable with. Lesson: Only market and promote in a way you feel secure in; otherwise hire a professional or avoid it.
7. Enjoy the win. Celebrate! Lesson: When you do experience success in your PR and marketing, celebrate it and value the moment.
8. Play the hot hand. Lesson: It may be luck or skill or being in the right place at the right time but whatever it is, keep doing what works until it doesn't.
9. Take a risk – the reward can be huge. Some bet on the long-shot knowing if they win they get a huge payoff. Lesson: Take a chance on the long-shots and enjoy the reward if it comes through.

10. Know when to walk away. In gambling, the more time spent betting, the more likely you'll lose. In marketing and PR, the opposite is true -- you need to keep at it to have a chance at success. Lesson: In either scenario, assess where you're at regularly and know when it's time to call it quits.

In case you were wondering: I won 50 bucks at the Roulette Wheel – after being down \$250 and got to walk away feeling like a winner.



"What's happening now, with authors able to go directly to their readers without the approval and support of a large publishing house, is a huge game-changer, which will weaken corporate publishing dramatically over time,"

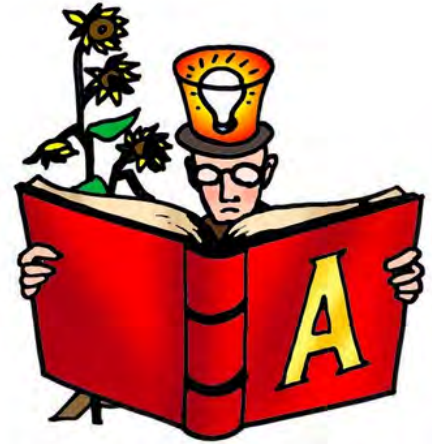
--Scott Waxman, literary agent.

→**SHARE YOUR TIP.** Send it to DanPoynter@ParaPublishing.com

Do you regularly forward this newsletter to friends, family members, and associates?



ParaResources



eBOOK PROMOTION

Eliminating "Post and Pray."

A major challenge with ebooks is a lack of visibility. Ebook authors and publishers are not good at letting their potential readers ("tribe") know there is a new book that should interest them. Most ebook authors and publishers do not even know where to start.

They upload their ebook to a website and sit back. It is called Post and Pray.

There is a solution.

The Global Ebook Awards come with a built-in promotion program.

Once a book is accepted into Nomination, the applicant is sent a detailed title-promotion assignment each week. Meanwhile, we are promoting their book to their category outlets.

The first assignment is for them to sign up for Google Alerts.

We suggest they list their category, book title, publisher's name, author's name, etc. Most authors and publishers do not even know about the free clipping service offered by Google Alerts.

We do this so they will see the results of our promotional efforts.

The program is not only educational but it is designed to encourage them to continue promoting their book.

See <http://GlobalEbookAwards.com>

TOP 10 REASONS TO ENTER THE GLOBAL EBOOK AWARDS

See the video.

<http://www.youtube.com/watch?v=kcb4MFa68Is>





Book publishing is changing--rapidly.
 With change comes opportunity.
 Discover what those opportunities will be.
 Opening Keynote by Dan Poynter, the Book Futurist.

Self-Publishing Book Expo. October 22. NEW YORK.
 Fmi: Diane Mancher, +1-212-353-3478 (bus), +1-917-971-4929 (mobile).
<http://www.SelfPubBookExpo.com>

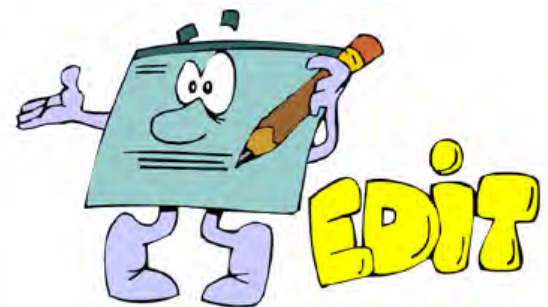
HOW TO FIND THE RIGHT EDITOR FOR YOUR BOOK

Savvy authors use skilled editors.

See the list at <http://bit.ly/ezge8d>

Interview several editors. Ask when they can do it,
 what they charge and if they have worked on your
 category of book.

You want an editor who understands and loves your
 subject



THE PARAPUBLISHING BLOG

Dan Poynter, the Book Futurist, shares his
 findings every day. Discover where the book
 industry is going.

See
<http://blog.parapublishing.com/>



FOLLOW DAN POYNTER ON TWITTER

<http://www.twitter.com/DanPoynter>

DEAD AUTHORS SENDING TWEETS



Twitter was founded just five years ago, meaning generations of legendary writers missed out on the chance to broadcast their witty thoughts to the world in 140 characters.

What would Flannery O'Connor have sounded like if she'd had a Twitter feed? Or Charles Dickens? Or Shakespeare? The writers themselves may no longer be with us, but clever fans are impersonating them on Twitter, imagining what the scribes would have said if they'd had access to the microblogging service.

Here are the best dead author Twitter accounts we could find:

<http://bit.ly/j305Rc>

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://bit.ly/eE1DQo>

GET YOUR BOOK REVIEWED

You may request reviews at ***Publishing Poynters Marketplace***.

Offer review copies to other authors and publishers willing to post a review at Amazon.com and B&N.com.

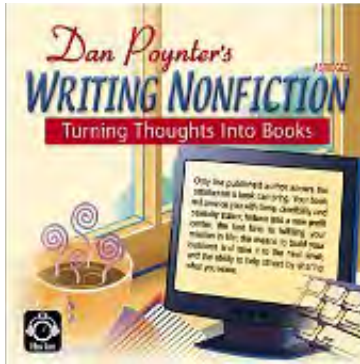
WHERE TO GET WHAT?

RECOMMENDED SUPPLIERS FROM DAN POYNTER

Here is a list of some of the suppliers we use. We receive a lot of requests for their addresses and numbers. For specific information on their products and services, contact them directly. **PLEASE mention Publishing Poynters** when you contact these suppliers who have underwritten part of our information-filled web site.

<http://bit.ly/fpp9kC>





WRITING NONFICTION NOW IN AUDIO

<http://amzn.to/kxVAXf>

→**SHARE YOUR RESOURCE.** Send it to DanPoynter@ParaPublishing.com

Do you have friends in the book business?
Think how appreciative they will be if you forward this newsletter to them.
Go on. Do it now.



ParaThoughts



AGE IS A ONE-WAY STREET

The reading habits of the young and the effect on the book.

–Dan Poynter, The Book Futurist.

People between 18 and 25 get their news online.

That is major reason why newspapers are consolidating, downsizing, and going out of business.

Magazines are shrinking because advertisers are moving their promotion money to where the eyeballs are: from print to online.

Children are working with touch screens before they can even read.

People buy nonfiction books for one of two reasons:
to learn something or to solve a problem.

Traditionally when people began a new field or needed information on a new activity, they bought a book on the subject.

Today, when young person has a question, he or she goes online.

A quick Google search or visit to Wikipedia provides answer.

Today, young people do not want the whole story, they just want the answer.

For example, the quest may be the speed of the human body in freefall.

The information seeker does not want a complete explanation of the sport of skydiving, he or she just wants an answer to the question.

A quick search reveals that the terminal velocity of the human body in the prone position is about 115 mph. This may vary slightly with the altitude, temperature of the air, floppiness of the jumpsuit, etc.

The scary part of this observation to people in the book publishing business is that age is a one-way street. Eyeballs are moving online. The handwriting is on the wall (or screen). If the 18 to 25-year-olds are not reading books, in five years age range will be 18 to 30.

Authors must find other ways to serve the growing market.
The future is in shorter Works published online.



*"A word to the wise ain't necessary –
it's the stupid ones who need the advice."
-- Bill Cosby*

→ **SHARE YOUR EDITORIAL THOUGHT.** Send it to DanPoynter@ParaPublishing.com

Enjoying this ezine?
Forwarded it to friends.



ParaFreebies

40+ FREE TOOLS FOR AUTHORS

--Piotr Kowalczyk

A concise, yet comprehensive preview of most the important free tools you can pick up to publish and promote your eBooks.

<http://www.teleread.com/paul-biba/40-free-tools-for-authors-by-piotr-kowalczyk/>

HEAR SETH GODIN ON *THE NEW FACE OF PUBLISHING*

There are some people who just get what's going on: faster, more accurately, and more cogently than the rest of us. **Seth Godin** is one of those people. A legend on the 'net, Seth authored the most popular e-book ever written ("**Unleashing The Idea Virus**") and commands speaker's fees that run into telephone numbers.



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<http://www.litopia.com/radio/seth-godin-the-new-face-of-publishing/>

JIM BLASINGAME INTERVIEWS

DAN POYNTER

<http://bit.ly/jXf7K4>



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ParaCalendar

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Showing people how to write, publish and promote their books

One presentation at a time.

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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>



2011

USA. ONLINE. May 10-12. Self-Publishers Online Conference. Ventura, CA.
Fmi: Susan Daffron, (208) 265-3646, sdaffron@logicaexpressions.com,
<http://www.SPAWN.org>.



RTW2D. May 17-19. Dan will be on a round-the-world itinerary. He will circle the globe in 2 days. The purpose is to bring attention to his latest BOOK *The Air Travel Handbook*.

For details, see <http://www.RTW2D.com>

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

USA. NEW YORK. May 27. Book Blogger Convention. Javits Center.

USA. June 11. BETHESDA, MD.

National Speakers Association, DC chapter. *Writing Books for Speakers*. Fmi: Liz Fletcher Brown, Liz@LizFletcherBrown.com, 410-798-5745, http://www.nsadc.org/meetings_events/eventcalendar.asp

USA. June 22. SANTA BARBARA. Santa Barbara Writers Conference. Dan Poynter speaks on the present state of and the future of publishing. 4 PM. Fmi: Nicole Starczak, 805-568-1516, info@Sbwriters.com, <http://www.Sbwriters.com>



USA. July 16. LOS ANGELES. Greater Los Angeles Writers Society. Dan Poynter speaking on the *New Wild West of Self-Publishing*. 2:45 – 5:30. **Palms-Rancho Park Library, Ray Bradbury Room**, 2920 Overland Ave., Los Angeles, CA 90064
FMI: Tony N. Todaro, President, GLAWS, PO Box 2267, Redondo Beach, CA 90278.
Studio (weekdays 10-6) 310-379-2650
Mobile (weekends): 310-621-3530
<http://www.glaws.org>

USA. July 30-August 2. Anaheim, CA.



NSA/US Convention.

[Marriott Anaheim](http://www.marriott.com). Location Phone: +1-714-750-8000

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

GERMANY. GSA Sept 9-10, München/Munich.

(GSA) convention at the Hilton hotel.

<http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>



USA. September 23. National Skydiving Museum, Hall of Fame dinner. Historic Terminal A lobby, Ronald Reagan Washington National Airport, (DCA). FMI: Nancy Kemble, nKemble@SkydivingMuseum.org, +1-540-604-9745.



UNITED KINGDOM. October 6-9. Midlands area.
Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.
Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
3700 504, <http://bit.ly/gREshz>



USA. October 22. NEW YORK. Self-Publishing Book Expo. Fmi: Diane Mancher, +1-212-353-3478 (bus), +1-917-971-4929 (mobile).
<http://www.SelfPubBookExpo.com>



CANADA. November 27-29. Toronto.

Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

2012

USA



February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

FRANCE. March 22-23, 2012. Paris



French Speakers Association annual convention (AFCP).
Annual convention.

<http://www.association-conferenciers.com/>

AUSTRALIA



March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI:

<http://www.NationalSpeakers.com.au/convention>

HOLLAND/BELGIUM



March 31- April 1???. GHENT, Belgium. Annual convention of PSA Holland.

<http://www.PSAHolland.org>

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,
<http://bit.ly/gREshz>

USA. July 14-17. Indianapolis.



NSA/US Convention.

Marriott Hotel.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

UNITED KINGDOM. October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention.

Fmi: Sue Cliff, admin@professionalspeakersassociation.co.uk, +44 0 0845
3700 504, <http://bit.ly/gREshz>

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ParaHumor



WHY?

Questions we should ask ourselves.

Can you cry under water?

How important does a person have to be before they are considered assassinated instead of just murdered?

Why do you have to "put your two cents in"... But it's only a "penny for your thoughts"? Where's that extra penny going to?

Once you're in heaven, do you get stuck wearing the clothes you were buried in for eternity?

Why does a round pizza come in a square box?

What disease did cured ham actually have?

How is it that we put man on the moon before we figured out it would be a good idea to put wheels on luggage?

Why is it that people say they "slept like a baby" when babies wake up like every two hours?

If a deaf person has to go to court, is it still called a hearing?

Why are you IN a movie, but you're ON TV?

Why do people pay to go up tall buildings and then put money in binoculars to look at things on the ground?

Why do doctors leave the room while you change?

They're going to see you naked anyway.

Why is "bra" singular and "panties" plural?

Why do toasters always have a setting that burns the toast to a horrible crisp, which no decent human being would eat?

If Jimmy cracks corn and no one cares, why is there a stupid song about him?

Can a hearse carrying a corpse drive in the carpool lane ?

If the professor on Gilligan's Island can make a radio out of a coconut, why can't he fix a hole in a boat?

Why does Goofy stand erect while Pluto remains on all fours?

They're both dogs!

If Wile E. Coyote had enough money to buy all that ACME crap, why didn't he just buy dinner?

If corn oil is made from corn, and vegetable oil is made from vegetables, what is baby oil made from?

If electricity comes from electrons, does morality come from morons?

Do the Alphabet song and Twinkle, Twinkle Little Star have the same tune?

Why did you just try singing the two songs above?

Why do they call it an asteroid when it's outside the hemisphere, but call it a hemorrhoid when it's in your butt?

Did you ever notice that when you blow in a dog's face, he gets mad at you, but when you take him for a car ride, he sticks his head out the window?

If you have sex with a prostitute against her will, is it considered rape or shoplifting?

(Generic Smiley)

Send your jokes on words and books to
DanPoynter@ParaPublishing.com

Publishing Poynters: The chronicle of the future of our business.

The Small Print

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