



Your Publishing Poynters Newsletter: March 1, 2008

PUBLISHING POYNTERS

Book and Information-Marketing News and Ideas from Dan Poynter.

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For the Small Print, scroll to end.

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IN THIS ISSUE FROM PARA PUBLISHING
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- 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)

<A-----ParaNews----->

1. SONY MOVES INTO CONTENT; launches short story program. See <http://www.econtentmag.com/Articles/ArticleReader.aspx?ArticleID=40837>
2. HARPERCOLLINS MAKES SOME TITLES F.REE ONLINE, including a new novel from Paolo Coelho. See www.harpercollins.com. The company hopes the experiment will lead to increased sales. The books will be available only for one month, and readers will not be able to download them to laptops or to an electronic readers.
3. PMA Publishing University. May 27-29, before the BEA Book Fair in Los Angeles. Nine tracks to choose from. More than 600 publishers expected. See the classes at <http://www.pma-online.org/pmau/2008/template.aspx>. Register at <http://www.pma-online.org/pmau/2008/registration.aspx>. Use Discount Code PMAU08 and save \$50. Fmi: 310-372-2732, e-mail: info@pma-online.org

4. HAVE YOUR STORY INCLUDED IN A BOOK. Authors looking for stories to flesh-out their books, list their needs in Publishing Poynters Marketplace. See the recent requests at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

5. NEWSPAPERS continue to decline. See <http://biz.yahoo.com/nytimes/080207/1194744685926.html?.v=7>

6. DAN POYNTER IS COMING TO VISIT. Please alert your writing and publishing colleagues.

Albuquerque, Auckland, Birmingham, Dallas, Durban, Goleta, Houston, Kuala Lumpur, Las Vegas, London, Los Angeles, Melbourne, Miami, New York, Oklahoma City, Sacramento, Salzburg, San Francisco, Singapore, Wellington, 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. MORE THAN 90,000 PEOPLE HAVE SIGNED THE "SAVE XP" PETITION in the past month. For details on how you can obtain XP licenses after June 30, 2008, when Microsoft plans to stop new sales, see

<http://www.infoworld.com/archives/t.jsp?N=s&V=94899> and

http://www.infoworld.com/article/08/01/28/04NF-save-xp-license_1.html.

Ask your friends, family and colleagues to join the movement by signing up at <http://weblog.infoworld.com/save-xp/>.

8. BORDERS UNVEILS FIRST CONCEPT STORE. Includes new Digital Center with the Borders Personal Publishing Program. See

<http://www.earthtimes.org/articles/show/a-match-made-in-publishing-heaven,281536.shtml>

<http://www.freep.com/apps/pbcs.dll/article?AID=/20080214/BUSINESS06/802140359/1019/BUSINESS>

<http://www.prnewswire.com/mnr/borders/31761/>

9. WRITING NON-FICTION IN AUDIO by Dan Poynter.

This full book, MP3 download, describes the New "Book" Model: the technology has finally arrived to enable us to write, produce, sell and promote books faster, easier and cheaper. You will discover how to build your book rather than just write it. You will multipurpose your "book" into downloadable, CD and eBook versions. You will wring maximum value out of your work by spinning off audiotapes, videotapes, magazine excerpts, foreign-language editions and more. In fact, Writing Nonfiction will be your

Why are you a local celebrity?- and how are you reacting to what is in the news today? Send the producer your press kit and make sure you give them all of your phone numbers.

Let the producer know that you can make it at any time- even last minute. And also give them your web site.

Once you get on this first show--- you are on your way. Post the interview to your site and stay in touch with the producer- Try to become a regular. More on TV and how to get on bigger shows in our next newsletter.

2. WRITERS HAVE A LOT ON THEIR MINDS WHEN FACING A DEADLINE

--Pam Lontos, PR/PR, <http://www.prpr.net>

It never hurts to politely request they mention your book/topic/product when quoting you in their article. No writer likes to be told how to credit a source, and it would probably result in you being left out of the piece altogether, but a gentle appeal is almost always accommodated.

3. FOR CHILDREN'S BOOKS, DESIGN FIRST — THEN ILLUSTRATE

-- Michele DeFilippo, www.1106design.com

If you're planning to publish a children's book, it's critically important to budget for the best illustrations available. Sometimes, a publisher will attempt save money by hiring a friend or relative to illustrate a book, but this is usually a mistake. However qualified an amateur illustrator may seem to be to the untrained eye, the professionals in the book trade (distributors, reviewers and booksellers) will evaluate the quality of the illustrations objectively against the best in the business, and a publisher who does not conform to these standards may lose thousands of dollars printing a book that cannot be sold.

It's also important to bring your book designer on board *before* you choose an illustrator. Every book requires a plan, but to avoid wasting money, children's books should be carefully mapped out before actual work begins. There are many issues to be considered so that the resulting book has a coherent design. Your designer has the expertise to help you evaluate the quality of the illustrations, and will work with you and your illustrator to plan what should be illustrated, what illustration style is appropriate for the target audience, the proportions of the illustrations relative to the page size, where the text should fall (and ensuring that enough space is allocated within the illustration for that text), how many pages the final book will be, and that the digital files are prepared correctly for printing. Presenting your designer with illustrations to use without this planning can result in a book that is a compromise, instead of a quality, creative product that will appeal to buyers.

4. HOW TO PRICE YOUR BOOK:

Use These 3 Factors to Help You Decide

--Susan Kendrick, kendrick@cheqnet.net

www.PriceMyBookToSell.com

5. YOUR RECIPE FOR ATTENTION

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

The King County Library System, the second busiest library system in the United States, is looking for authors to help with a new cookbook titled Literary Feast, The Famous Authors Cookbook.

Proceeds from the sales of the cookbook will help support KCLS Foundation <<http://www.kcls.org/foundation/index.cfm>> programs that build early reading skills, provide incentives for school-age students, underwrite author visits, and fund vital lifelong learning activities for adults. Noted food writer and chef, Greg Atkinson, will author the forward and Classic Day Publishing, with its successful history in producing specialty cookbooks, such as Literary Feast, will publish the cookbook. Participating authors are being asked to provide a favorite recipe, a recent photo, a short biography, and a few comments about the recipe that may relate to the author, the author's family, books, or other personal information.

If you're interested in sharing your favorite recipe and getting some free attention for you and your book, contact Terry J. LaBrue <<mailto:tlabrue@comcast.net>> for more information. Submission deadline: February 29, 2008.

6. 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>

7. SPAMCHECK YOUR EZINE. Special Tips. Positive Things to Do and Say ... and a Very Special Thing NOT to Do! Get your newsletter delivered. See <http://spamcheck.sitesell.com/report-help.html>

==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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1. ONLINE COMMUNITY FOR AUTHORS, WRITERS, POETS, AND THEIR READERS. Join a creative atmosphere of writers, poets, published authors and enthusiastic readers. Whether you are a hobbyist and simply looking for a place to display your portfolio to family and friends, a published author wanting to network with other skilled writers and promote your books, or a reader looking for your next good story from some of today's freshest minds, AuthorNation™.com encourages you to take charge of your writing career as an author and break the mold of traditional bookstores as a reader. See

http://www.authornation.com/index.php?option=com_frontpage&Itemid=1

2. WANT TO START A PETITION?

PetitionOnline.com provides fr.ee online hosting of public petitions for responsible public advocacy. — more than 62 million signatures collected — thousands and thousands of active petitions. They give you the ancient methods of grassroots democracy, combined with the latest digital networked communications, running live and f.ree 24 hours a day. See <http://www.petitiononline.com/>

3. POD PUBLISHER PRICE COMPARISON. What are the DotCom publishers charging their clients? See http://writersweekly.com/whats_new/004517_02062008.html

And

<http://www.bookstatistics.com/sites/para/resources/statistics.cfm>

4. HOW TO AVOID AUTHOR SCANDALS. It's depressing to learn that the young author of A Long Way Gone: Memoirs of a Boy Soldier is facing accusations of factual inaccuracy. If true, it follows the dreary precedent set by James Frey, and A Million Little Pieces. See to eight rules for avoiding scandals:

http://blogs.guardian.co.uk/books/2008/02/how_to_avoid_author_scandals.html

5. WANT TO AUTOGRAPH BOOKS AT THE BEA BOOK FAIR IN LOS ANGELES? See Dave Holton, BEA Autographing, 252.449.7580, dholtan@aginet.com

6. BEYOND WIKIPEDIA: 19 REFERENCES YOU CAN'T DO WITHOUT
--Charles Boyle

Wikipedia can serve as a great introduction to a subject, and connect you to other related ideas, people and places. But it's not all there is. Here are some resources that can help you with whatever information you need to find:

Bartleby -- Famous quotes and full poetry texts

Citizendium -- More "professional" Wikipedia, although usually not as detailed

Spelling. When not sure of a word in a pBook, I have to go find a dictionary. With my eBook, the dictionary is built-in.

Convenience. I can download eBooks from anywhere in the world. I do not have to visit a bookstore or have Amazon deliver it.

Disposal. I read a lot of books. What should I do with pBooks when I finish reading? My shelves are full.

Electronic books are a far superior platform to dead-tree books for numerous reasons. But let's be practical. After trying both—extensively, I prefer to annoy electrons than cut down trees. This is not just an environmental concern, it is a practical reading decision.

I love eBooks.

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

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<E-----ParaFreebies----->

1. Imagine taking FREE luxury cruises anytime, anywhere while at the same time building your platform as an author. You can by trading your talents as a speaker/author with cruise line "enrichment" programs. Discover how the deal works in a special report by Cruise speaking guru, Daniel Hall, titled - "The Top 5 Cruise Line Enrichment Programs and How-To Use Them to Get FREE Luxury Cruises" Go pick it up at <http://www.SpeakersCruiseFree.com/>

2. WHY WRITE A BOOK? Hear Dan Poynter discuss the reasons on the Recognized Expert Marketing Show from Maui. Click on <http://www.recognizedexpert.com/interviews/dan-poynter-writing-publishing-and-selling-your-book.php>

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

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 also speaks on 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>

2008

February 6 – February 26.

ROUND-THE-WORLD SPEAKING TOUR

March 3. LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. <http://www.LearningAnnex.com>. Register on line and save.

March 13. PARIS. The Formation meeting of the Association Française des Conférences Professionnelles (AFCP). For information, contact Laurent Tylski, Laurent@tylski.com, +33 (0) 9.51.03.22.83 &/or Francis Zentz, francis.zentz@wanadoo.fr, +33 607 1927 78.

March 14-15. AMSTERDAM, Netherlands. PSA/Holland first national convention. Fmi: Hans Ruinemans, hans.ruinemans@businesstales.com, hans.ruinemans@glocorp.com, +31 35 699 1999, <http://www.pсахolland.org/>

March 23 – April 12

ROUND-THE-WORLD SPEAKING TOUR

March 28-30. MELBOURNE, Australia. National Speakers Association of Australia (NSAA) convention. Fmi: secretariat@nationalspeakers.asn.au, 1800 090 024

April 1-2. KUALA LUMPUR. Malaysia Association of Professional Speakers (MAPS) convention. http://www.maps.org.my/events_up.asp. Fmi: Anthony Fernandez, 019 3160 444, anthony@maps.org.my

April 4-6. DURBAN, South Africa. National Speakers Association of South Africa (NSASA) convention, Sibaya Convention Centre. Fmi: Richard Mulvey, 0861 – 444888,

richard@richardmulvey.com <http://www.nsasouthafrica.co.za/>,
<http://www.nsasouthafrica.co.za/convention2008>

April 19. HOUSTON. Dan Poynter on book publishing. Fmi: The Book Connection, Rita Mills, rita@bookconnectiononline.com , rmills@ghg.net, 713-937-9184,
<http://www.BookConnectionOnline.com>

April 23. TELESEMINAR. Book Promotion for Writers, Introverts and Other Reluctant marketers with Judy Cullins & Dan Poynter. Discover how to promote your book without leaving home. In this 90-Minute Teleclass you will get these results:

- Sell more books than you ever dreamed of.
- Get targeted Web traffic to your site to sell your book.
- Discover the # one f.ree book promotion on the Internet.
- Leverage what you have to get the word out.
- Share your book with your targeted audience--your style

5:00 Pacific time 8:00 Eastern time (1 1/2 hrs).

\$45 includes \$29 bonus reports. To register and for the Five Questions Dan and Judy will help you get answers for, go to <http://www.bookcoaching.com/teleclasses.shtml>
--Judy Cullins, judycullins@cox.net

April 26. SACRAMENTO. Northern California Publishers & Authors (Formerly the Sacramento Publishers & Authors). Fmi: Jennifer Martin, jenmartin@surewest.net,
info@norcalpa.org, <http://www.norcalpa.org>

May 1-3. OKLAHOMA CITY. Oklahoma Writers Federation, Inc. Convention. Fmi: Amy Shojai, (903) 868-1022, shojai@verizon.net , <http://www.owfi.org/>

May 5. LOS ANGELES. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter at the Learning Annex. Books 101: The full New Book Model program. 6:30 to 10:00 PM. fmi (310) 478-6677. <http://www.LearningAnnex.com>. Register on line and save.

May 10. DALLAS. The North Texas chapter of the National Speakers Association. Dan Poynter on Turning Speeches into Books. Fmi: Carlos Sanchez, Hsittraining@aol.com,
<http://www.speaker.org/>

May 15. TELESEMINAR. Book publishing for professional speakers. The Writer-Publisher Professional Expert Group of the National Speakers Association. 10-11 AM Pacific time. Fmi: Pam Lontos, (407) 299-6128, Pam@prpr.net, <http://www.NSAspeaker.org>.

May 27-29. LOS ANGELES. PMA Publishing University. Nine tracks to choose from. More than 600 publishers expected. See the classes at <http://www.pma-online.org/pmau/2008/template.aspx>. Register at <http://www.pma-online.org/pmau/2008/registration.aspx>. Use Discount Code PMAU08 and save \$50. Fmi: 310-372-2732, e-mail: info@pma-online.org

May 30-June 1. LOS ANGELES. BEA Book Fair.

<http://www.bookexpoamerica.com/App/homepage.cfm?moduleid=42&appname=288>

June 8 – July 8

ROUND-THE-WORLD SPEAKING TOUR

June 9. TORONTO. Turning Speeches into Books: the full New Book Model program in the afternoon plus The Book Game for Speakers, Extroverts & Others Who are Stalking Oprah in the evening. See

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

Toronto chapter of the Canadian Association of Professional Speakers. Contact Randall Craig, randall@randallcraig.com, (416) 918-5384.

June 14. AUCKLAND, New Zealand. Book writing, publishing & promoting. Fmi: Maria Carlton, maria@MariaCarlton.com, +64 (7) 853 9001, +64 (21) 849 948.

<http://www.PhantomPublishing.co.nz>

June 16. WELLINGTON, New Zealand. PowerPoint Tips & Tricks: Illustrating Your Spoken Message with Multimedia. All about computers, remotes, which projectors are best for travel, AV carts, microphones, PA systems, labeling computers to speed setup, backup equipment, and more. This is not your usual 'how to use' or 'introduction to' PowerPoint. National Speakers Association of New Zealand, Wellington chapter. Fmi: John Faisandier, +64-4 476 8186, john@faisandier.co.nz, <http://www.nationalspeakers.org.nz/>

June 17 WELLINGTON, New Zealand. Book writing, publishing & promoting. Fmi: Maria Carlton, maria@MariaCarlton.com, +64 (7) 853 9001, +64 (21) 849 948.

<http://www.PhantomPublishing.co.nz>

June 21. SINGAPORE. Book Camp with Dan Poynter on book writing, publishing and promoting. Fmi: Patrick Ang, +65-62419769, +65-98531380,

PatAngLHL@singnet.com.sg. <http://www.danpoynter.com.sg/>

June 28. DURBAN, South Africa. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model programme. Fmi: Val Waldeck, +27 (0) 83 273 4700, vWaldeck@telkomsa.net

July 4. LONDON, UK. "How to Write, Publish and Promote Non-Fiction Books" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, mindy@bookmidwife.com, <http://www.BookMidwife.com>.

July 7. MIAMI. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 6:30 to 10:00 PM. Fmi: IME Enrichment Center, Manny Sarmiento, 8181 NW 36th St, #8-D, Miami, FL 33166, TICKETFL@aol.com, 1-305-477-7600, <http://www.imeglobalgroup.com>

August 2-8. NEW YORK. National Speakers Association (NSA) convention.

<http://www.nsaspeaker.org;>

August 12. TELECONFERENCE. Publish Your First Book. NSA Academy. National Speakers Association. FMI: Michael Soon Lee, 800-417-7325, seminars@netvista.net.

**August 20 – September 15
ROUND-THE-WORLD SPEAKING TOUR**

September 5-6. SALZBURG, Austria. German Speakers Association (GSA). Fmi: Claudia Haider, +49 (0) 81 41 5 35 98 59, c.haider@germanspeakers.org
<http://www.germanspeakers.org/de/Convention2007.php> .
http://www.germanspeakers.org/de/documents/Flyer_Convention_USA_070601_ck_d.pdf

September 11-14. ALBUQUERQUE. Parachute Industry Association. Dan to speak on an aviation topic. See <http://www.PIA.com>

September 20. PITTSBURGH, PA. The Pittsburgh chapter of the National Speakers Association. Dan Poynter on Turning Speeches into Books. Fmi: Barbara Thompson, barbara@BarbaraThompson.net, (412) 851-4195.

November 7-9. BIRMINGHAM, UK. Professional Speakers Association of the UK & Ireland. (PSA). <http://www.psaconvention.com/>

December 14-15. ABU DHABI. Professional Speakers Association of the Middle East (PSA/ME). Abu Dhabi, UAE. Reg Athwal, Reg@RegAthwal.com, +971 (0) 43321837, <Http://www.PSAME.org>

2009

February 5-13. RENO. Parachute Industry Association Symposium. <Http://www.PIA.com>;

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HELP PUBLISHING POYNTERS-help your colleagues.
This ezine relies on subscribers to send in tips and resources.
So, it stands to reason, the more subscribers, the more tips.
You can expand the circulation by telling your book colleagues about Publishing Poynters--and collecting business cards.
Then mail the cards to us.
Your writing & publishing colleagues will thank you for being so thoughtful.

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AMAZING ANAGRAMS

Dormitory == Dirty Room

Desperation == A Rope Ends It

The Morse Code == Here Come Dots

Slot Machines == Cash Lost in 'em

Animosity == Is No Amity

Snooze Alarms == Alas! No More Z's

Alec Guinness == Genuine Class

Semolina == Is No Meal

The Public Art Galleries == Large Picture Halls, I Bet

A Decimal Point == I'm a Dot in Place

The Earthquakes == That Queer Shake

Eleven plus two == Twelve plus one

Contradiction == Accord not in it

This one's amazing: [From Hamlet by Shakespeare]

To be or not to be: that is the question, whether tis nobler in the mind to suffer the slings and arrows of outrageous fortune.

Becomes:

In one of the Bard's best-thought-of tragedies, our insistent hero, Hamlet, queries on two fronts about how life turns rotten.

And the grand finale:

"That's one small step for a man, one giant leap for mankind." -- Neil A. Armstrong

becomes:

A thin man ran; makes a large stride; left planet, pins flag on moon! On to Mars!

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

(Generic Smiley)

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THE SMALL PRINT

YOU ARE RECEIVING this F-R-E-E newsletter on book writing, publishing and promoting because you are on Dan Poynter's option-in Publishing Poynters mailing list.

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.

PLEASE RECOMMEND THIS NEWSLETTER to anyone you know who is interested in selling more books or wants to know where the publishing industry is headed. Just click on "Forward" in your email program.

BACK ISSUES are archived at <http://parapublishing.com/sites/para/resources/newsletter.cfm>

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Para Publishing. Dan Poynter: Author (100+ books), Publisher (since 1969), Speaker (CSP). Information Products on Book Writing/Publishing/Promoting, Parachutes/Skydiving, Expert Witness & Aging Cats.  
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<http://ParaPublishing.com>: More than 500 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)