



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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A. ParaNews



1. AMAZON AND B&N IN eBook BATTLE

Barnes & Noble just bought Fictionwise, possibly the largest, best organized and easiest-to-use eBook vendor. eBooks from Fictionwise can be read on the Pocket PC, Palm, iPhone, etc.

Amazon has made their Kindle books available for the iPhone with simple 1-click[®] ordering. With millions of iPhones sold, there are now many eBook readers out there. While Kindle is a “one-trick pony,” the Pocket PC and iPhone are multi-function devices. Now both major online booksellers have a large selection of content.

eBooks are less expensive, easy-to-buy and convenient to carry.

2. FOLLOW DAN POYNTER ON TWITTER AND GET THE LATEST BOOK INDUSTRY DISCOVERIES

(in fewer than 140 characters).

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

Just click the Follow button under Dan’s photo.

If you are not signed up for Twitter, you will have to register first.

Discover the power of Twitter.



3. FICTIONWISE RELEASES DIGITAL READER FOR BLACKBERRY

Fictionwise was recently acquired by Barnes & Noble.

<http://www.fictionwise.com/help/blackberryfaq.htm>

4. SELF-PUBLISHED BOOK COMPETITION—WRITERS’ DIGEST

Writer’s Digest is searching for the best self-published books of the past few years. Whether you're a professional writer, part-time freelancer, or a self-starting student, here's your chance to enter the *only* competition exclusively for self-published books!

<http://www.writersdigest.com/selfpublished>

5. CHANGE YOUR ADDRESS BOOK

Dan Poynter’s email address is

DanPoynter@ParaPublishing.com

Your address book may show

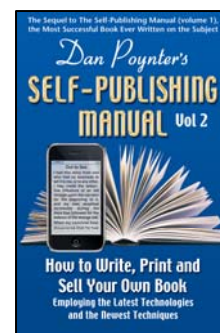
dpoynter@impulse.net or another old address.

Please make the change now.

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.

--Audio book review by Tom Antion

https://www.yousendit.com/transfer.php?action=batch_download&send_id=669656615&email=c9f0e736bc2e1e31fc50e5afb39b7925

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

See

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

8. DAN POYNTER IS COMING TO VISIT

Please alert your writing and publishing colleagues.

Amsterdam, Anaheim, Auckland, Bloemfontein, Calgary, Cape Town, Columbus, Ft Lauderdale, London (ON), London (UK), Los Angeles, Mannheim, Marquette, Miami, Missoula, Nashville, New York, Orlando, Pewaukee, Phoenix, Pittsburgh, Singapore, Tampa, Valley Forge, Vancouver, 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>

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. FUJITSU BOOK READER IS IN COLOR

<http://www.publishersweekly.com/article/CA6647118.html?nid=2286&source=title&rid=1406054733>

11. AMERICANS SPEND EIGHT HOURS A DAY WATCHING SCREENS

--Levine Breaking News,

Adult Americans spend an average of more than eight hours a day in front of screens -- televisions, computer monitors, cellphones or other devices, according to a new study. The study also found that live television in the home continues to attract the greatest amount of viewing time with the average American spending slightly more than five hours a day in front of the tube.

12. TEAMING UP

There has been a great move toward eBooks as reader manufacturers and a book chain have acquired content providers.

Sony and Google

Apple and Amazon

Barnes & Noble and Fictionwise.

13. PODDY MOUTH INTERVIEWED

<http://www.selfpublishingreview.com/2009/04/03/poddy-mouth-speaks-an-interview-with-the-original-pod-reviewer/>

14. AUTHOR PROMOTING BOOKS

Whether you sell out to a publisher or publish yourself, the author must do the promotion. Publishers do not promote books. The challenge is that most authors don't. See the humorous video:

http://video.google.com/videosearch?sourceid=navclient&ie=UTF-8&rlz=1T4GZHY_enUS251US251&q=booklaunch+2.0#

15. AIRLEAF VICTIMS

A new report on this publishing/publicity company. See

<http://airleafvictims.blogspot.com/>

16. THE FASTEST-GROWING CATEGORY IN THE ITUNES APP STORE: BOOKS

<http://radar.oreilly.com/2009/03/books-is-the-fastest-growing-category-in-the-itunes-app-store.html>



B. ParaTips



1. YOU GOT TO KNOW THE TERRITORY

Rick Frishman- Publisher-Morgan James Publishing <http://www.morganjamespublishing.com>



ublisher and people contact me about 50 times a week about publishing literary agents get over 100 query letters a week. You know what - we haven't done research on our company. Before you write a literary agent- look up their site. Know what kind of authors they handle. Know everything about their site. Know what kind of authors they handle. Know everything about their site- where they went to school, have the written any books- who their agent is! Do your research. I hate it when someone sends me a novel- I haven't read novels-and if they read my site they would know it. If you haven't done your research- you just look like a bozo. Here is a quiz I sometimes ask to figure out if they have done their research- On every site I have- in my bio the last line is about my family and ends with info on my dog- If they know my dog (now dogs) names- I know they have done their homework- and they are miles ahead of everyone else-

A little research goes a long way-

For more tips go to www.rickfrishman.com

2. YOU ARE YOUR BEST TOOL

-- Pam Lontos is the author of "I See Your Name Everywhere" and president of PR/PR, a public relations firm that specializes in experts. www.prpr.net.

If you have important express efforts of that may



set the time aside to grow your business and/or write your book, it is to take as much time or even more to back it all up. No one else can see your vision, topic and mission like you can. You shouldn't leave it all on the shoulders of others. It is important to prepare yourself well for questions and interviews that may come your way.

3. BOOK DESIGN: Do You Know How To Find Out What's On Your Audience's Mind?

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



You've got the topic you really want to write about but not sure if its relevant or if there is even interest in what excites you.

Go to the book store, see what other books have been written on it. Are any seeing the unique part you see?

Now got to the newspaper and magazine stand. What's there that you can gather input from.

Be sure you cover all bases where your topic is being talked about and take notes, buy the publication and subscribe to the emails.

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

4. IS IT EVER TOO LATE TO SEND OUT REVIEW COPIES?

The book trade is only interested in new books. Special-interest magazines are concerned on the value of the (nonfiction) information. Of course, it is best to send out review copies as soon as the books arrive from the printer but it is never too late as long as the book is not out of date. For a list of special-interest magazines, see

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

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. WELL, IF YOU WANT MY OPINION . . .

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



Then visit Twttrstrm <<http://www.squidoo.com/about-twttrstrm>> (stands for TwitterStorm), a cool new Web tool from Squidoo.com <<http://www.squidoo.com>> that lets you use your Twitter account to obtain and record feedback from your followers. It's actually quite easy to use, and it's free!

First, you'll need to create a free Twitter account if you don't already have one. Then head to Twttrstrm.com <<http://www.Twttrstrm.com>> and post a brief discussion topic (what your book's about), question ("Does my book title work?"), or comparison (why readers of a related bestseller would like your book). With one simple click, your Twitter followers will be able to respond and record their answers. One powerful element of Twttrstrm is that you can reach not only your followers but also your followers' followers and so on, creating a viral awareness for your book. Use this tool for creative promotion and to get feedback on everything from aesthetics to marketability to concepts for future books.

7. WORD TRIPPER

--Barbara McNichol, www.barbaramcnichol.com

Connote, denote – "Connote" means to suggest or imply meanings or ideas in addition to the literal meaning; to have as a related or attendant condition. "Denote"



means to be a name or designation for; to mark or indicate. "The phrase 'amber waves of grain' is more often used to *connote* America's abundance than *denote* an actual field of wheat."

8. THE 12 COMMANDMENTS OF EMAIL

-- Shel Horowitz - copywriter, marketing consultant, author, speaker Affordable, ethical, effective marketing materials and strategies "I show the world the *value* in your *values*." <http://www.principledprofit.com/>



Thou shalt include a clear and specific subject line.

Thou shalt edit any quoted text down to the minimum thou needest.

Thou shalt read thine own message thrice before thou sendest it.

Thou shalt ponder how thy recipient might react to thy message.

Thou shalt check thy spelling and thy grammar.

Thou shalt not curse, flame, spam or USE ALL CAPS.

Thou shalt not forward any chain letter (forwarding jokes is okay).

Thou shalt not rely on the privacy of e-mail, especially from work.

When in doubt, save thy outgoing message overnight and reread it in the light of the dawn.

Thou shalt verify rumors on snopes.com or urbanlegends.com before forwarding them around

Thou shalt strip out the junk that AOL and similar e-mail programs tack on the end when thou forwardest a message

And, here's the "Golden Rule" of E-Mail:

That which thou findest hateful to receive, sendest thou not unto others.

9. USE RECENT IMAGES

-- Cathi Stevenson, <http://www.bookcoverexpress.com>

If you're using images of people on your book cover, choose carefully because fashion and hairstyles can quickly date your book.



The same goes for electronics: laptops, cell phones and even desk top monitors don't look the same as they did even two or three years ago.

10. SAY IT LIKE THEY'D WANT TO HEAR IT!

Nine Media Interview Tips From A Book PR Pro

-- Brian Feinblum, Planned Television Arts, Chief Marketing Officer

feinblumb@plannedtvarts.com 212-583-2718



Getting news media coverage for your book can be challenging, especially when the number of traditional media outlets (such as daily newspaper book review sections) is shrinking. However, for the lucky or deserving handful who are given a chance to get their message to the masses, too many waste their opportunities.

As one who has worked in book publishing for 20 years and has been involved in arranging thousands of interviews for authors, I can say that most authors – even seminar speakers, motivational trainers, and life coaches – often don't fully exploit their knowledge, ability or passion. Rather than turning their radio or television interview into a memorable, experience, they simply treat it as a defensive situation with a standard approach of: "I just don't want to be embarrassed."

Here are nine ways to steal the show:

1. Don't let the facts get in the way of a good line. Instead of merely making a statement, say something with some colorful language. Where as one can say: "To lose weight, drink 8-10 glasses of water a day," another would show some personality. "If you wanna drop those 10 unwanted pounds, then drop down 10 glasses of water every day. Drink up or fatten up. It's your choice." See the difference?
2. Give an action step, not an advertisement. Never say "You can buy my book at www.whatever.com." Instead, say the name of your book in a smooth sentence: "*How To Have Sex On Your Lunch Break* is like having a therapist in your bed. You can access 25 free tips at www.whatever.com." Now you've provided value and stated a specific offer.
3. Make a point and provide an example. People remember a story or something they can specifically identify with rather than an abstract statement.
4. Make it relevant where possible. Tie your message into the news or to what's on people's minds.
5. Confess to – or admit – something. Don't tell us you cheated on your spouse when you're hawking a cookbook, but do tell us how your six-year-old kid thought your cake tasted like crap. Self-deprecating humor is good. Or tell us how you made a dish 20 times until you found the missing ingredient.
6. Create an enemy. Put every conversation in the context of good vs. evil., new vs. old, us vs. them, etc. Enemies are everywhere. If you're talking about personal finance, vilify government bailout and corporate greed; if you discuss a disease, you want to eradicate it; if you want to help parents be better at raising kids your enemy can be a situation (kids whining while you're driving). There's no end to finding a villain-- it can be a person, group, ideology, circumstance, fate – whatever.
7. Express emotions and play to people's fears, desires, needs, and weaknesses. Make certain assumptions of who will buy your book and identify their concerns. Your interviews should answer these concerns. If you wrote a book on dating and you know in the back of someone's mind is that

they will never get married, then address the issue and do so in a way that it gives a positive, proactive feeling, which naturally leads them to visit your site.

8. Ask the talk show host or his/her audience for help. Tell them you're trying to do something (i.e. – get people to stop smoking, if your book is about addiction). Suggest people e-mail you their ideas on how to eradicate the problem. Not only does it unite people, it gives you a whole bunch of e-mail contacts to follow-up with.

9. Be colorful but not boring. Think of a waitress who can simply bring you a plate of food or one who can do a little dance before serving you. Who will you remember? Don't just drone on with useful info or ideas – deliver it in style.

If you want to know more on how to promote your book during a media interview, please send your queries to Brian Feinblum, Planned Television Arts, Chief Marketing Officer
feinblumb@plannedtvarts.com 212-583-2718

11. 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>



12. TESTIMONIAL Q&A:

What to Send Someone When You Request Their Endorsement for Your Book
 --Susan Kendrick, Co-Founder of Write To Your Market, Inc., specializing in book cover branding, copywriting, and coaching, <http://www.WriteToYourMarket.com>
 Send the Right Stuff to Get the Testimonials You Want



This question came to us from an author getting ready to approach various authors and experts about endorsing her book. Here is her question and our response.

Q:

Hello, Susan—Thank you for your blog and your website and the offer to submit a question. I have an important question about getting big name testimonials for my inspirational book. (Currently, it's being considered by an agent.) I have a few people in mind whom I've never met. What should be sent to them? Thanks!

A:

The first thing to do when you have someone in mind you want to approach for a testimonial is find out if you can contact them directly or if they have a "gatekeeper," a secretary or assistant who handles their calls and emails.

If you can contact the potential endorser directly, first do so by email. Briefly introduce yourself and say why you are contacting them. Also tell them the complete title and subtitle of your book and why you would like an endorsement from them. Then, ask them what they would like you to send--i.e. the whole manuscript, or just the Introduction and a few samples chapters.

Also mention that to help make the process easier for them--since you know they are busy--you would be happy to create and send them a few testimonials to choose from or to use as a

springboard for their own ideas. And, ask if they would like to receive your material by mail or email. Keep this initial email as short and sweet as possible. Just the facts. Don't overwhelm them. Be clear and concise. Look like someone who understands and respects their time. For the rest of this answer about what to send in your follow-up package or email, plus a tip from Dan, please click on the link below. Also, be sure to download our Free Book Cover Timeline to help you keep your entire book production process on track, from start to finish.

<http://www.bookcovercoaching.blogspot.com/2009/02/testimonials-what-to-send-someone-when.html>

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

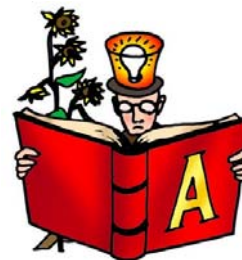
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Your colleagues in publishing would love to know about this newsletter. Why not forward it to them now?

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C. ParaResources



1. WHAT IS YOUR TWITTER ACCOUNT WORTH?

Type in your account name at

<http://tweetvalue.com/>

2. LET PMA/IBPA TAKE YOUR BOOKS TO THE BOOK FAIRS



LONDON INTERNATIONAL BOOK FAIR - Final Call for Books

We are accepting registrations through the end of this week for display in the IBPA booth at the London Bookfair. This is an excellent opportunity to generate interest in your book(s) worldwide. The cost is \$95 per title. Register now: http://www.ibpa-online.org/pubresources/exhibits_PMA.aspx

BOOKEXPO AMERICA - MAY 29-31, 2009 - NEW YORK, NY

Two booths have just become available in our area on the floor at BEA 2009: A 10x20 on the aisle and a 10x10. Let me know if you would like details. In addition to the booth space listed above, we are offering individual title display at \$85 each. Register now: http://www.ibpa-online.org/pubresources/exhibits_PMA.aspx

This is a great opportunity for you to display your book and network with publishing industry professionals from all over the country. BEA is the largest publishing industry event in the U.S. today

AMERICAN LIBRARY ASSOCIATION - July 11-14, 2009 - CHICAGO, IL

We have a few 10x10 booth spaces left in our area at the annual convention of the American Library Association. We will be returning unsold space next week so please let me know right away if you would like details.

In addition to the booth space listed above, we are offering individual title display at \$85 each. Register now: http://www.ibpa-online.org/pubresources/exhibits_PMA.aspx

If I can help in any way, please feel free to call on me directly.

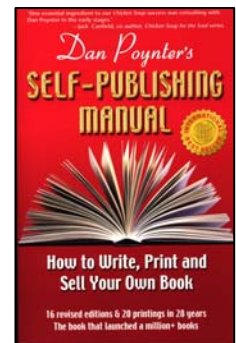
--Terry Nathan, Tel: 310.372.2732, terry@ibpa-online.org
<http://www.ibpa-online.org>

3. GET THE SELF-PUBLISHING MANUAL FOR \$13.57.

Yes, the all-new, completely revised 16th edition can be yours for much less than the cover price of \$19.95. See

<http://www.amazon.com/Dan-Poynters-Self-Publishing-Manual-16th/dp/1568601425/>

Just \$13.57; you save 32%. Act now.



4. GET HELP WITH YOUR PROJECT

BOOK SHEPHERDS are mentors/coaches/consultants with expertise in books. They specialize in taking a book project through all the necessary steps that may include editing, design, typesetting, locating the right printer, getting a distributor, marketing and promotion (including your Web presence). Shepherds work with the author/publisher to assure that the book is produced and marketed efficiently and economically. You can perform the tasks you enjoy, shepherds can help with some jobs and they can recommend good suppliers for other work. These godparents use their experience and contacts to make sure all the publishing bases are covered and that they are covered in the right order. Some of the better-known Book Shepherds are:

Alan Gadney, OneBookPro@aol.com
 Barbara Florio Graham (Canada), simon@storm.ca
 Barbara Kimmel, barbara@nextdecade.com
 Bob Goodman, rg@silvercat.com
 Bobbie Christmas, bobbie@zebraeditor.com
 Brian Jud, iMarketBooks@aol.com
 Cynthia Frank, Cynthia@CypressHouse.com
 Ellen Reid, BookShep@mac.com



Ernie Weckbaugh, CasaG@wgn.net
 Gail Kearns/Penny Paine, Gmkea@aol.com
 Jacqueline Simonds, jcsimonds@beaglebay.com
 Jan King, jan@eWomenPublishingNetwork.com
 Janice Phelps, jmp@janicephelps.com
 Jim Donovan, jdonovan@ptd.net
 John Eggen, John@MissionMarketingMentors.com
 Judith Briles, PhD. judith@briles.com
 Kira Henschel, Kira@GoblinFernPress.com
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 Lisa Pelto, Lisa@ConciergeMarketing.com
 Maria Carlton (New Zealand), maria@mariacarlton.com
 Mary Embree, maryembree@sbcglobal.net
 Mike Vezo, mvezo@mac.com
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 Patrick Ang (Singapore), PatAngLH@singnet.com.sg
 Rita Mills, rmills@ghg.net
 Serena Williamson Andrew Ph.D (Canada), sw@serenawilliamson.com
 Sharon Goldinger, pplspeak@norcov.com;
 Shel Horowitz, shel@frugalfun.com
 Shum F.P. (Malaysia), shumfp@pd.jaring.my
 Simon Warwick-Smith, sws@vom.com
 Sylvia Hemmerly, PubProf@TampaBay.rr.com
 Val Waldeck (South Africa). vwaldeck@telkomsa.net

The Book Shepherd: A virtual production & marketing director who is your mentor, tutor, coach and friend in the book business.

Interview several to see what each one can do for you.

If you want help with your editing, proofreading, printing, etc., see our Suppliers List at <http://parapublishing.com/sites/para/resources/supplier.cfm>

5. BOOK PROMOTION PROGRAMS FROM PMA/IBPA

Joan Baird, Programs Manager, IBPA, the Independent Book Publishers Association,
 Tel: 310.372.2732, Joan@ibpa-online.org, <http://www.ibpa-online.org>



Here are the upcoming April deadlines for some great marketing opportunities at IBPA. Please remember this is the registration deadline only. For most programs, materials will need to be in 10 days after the registration date.

APRIL 15th Deadlines:

BOOKS FOR REVIEW CATALOG

This catalog produced by IBPA 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/library.aspx>

WOMEN'S ISSUES/WOMEN'S HEALTH 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: Health, Wellness, Women's Issues, Women's Health, etc. \$350 per title. Click here

http://www.ibpa-online.org/programs/coopcats_target.aspx

APRIL 30th Deadlines:

BOOKSTORE CATALOG

tore and chain buyers across the U.S. \$230 per title. Click here:

<http://www.ibpa-online.org/programs/library.aspx>

HEALTH/WELLNESS 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: Health, Wellness, Alternative Health, Body, Mind & Spirit, etc. \$350 per title. Click here:

http://www.ibpa-online.org/programs/coopcats_target.aspx

6. 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







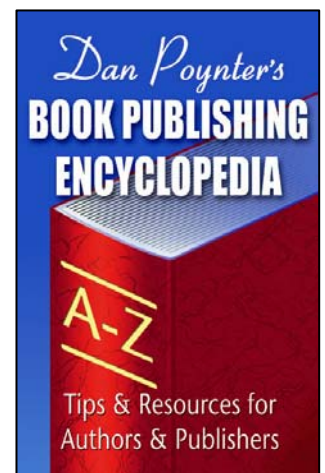
- [625](#) Selling Books to Catalogs
- [626](#) Raising Money to Publish Books
- [628](#) Canadian Book Publishing
- [629](#) Making The Web Pay
- [630](#) Selecting a Book Title That Sells.
- [631](#) Covers That Sell Books
- [632](#) Bookshelf, Selling Books From Other Publishers
- [633](#) Beyond 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.

7. GET A COMPLETE LIST OF DAN POYNTER'S BOOKS, REPORTS, DISKS, AND TAPES. See <http://parapublishing.com/sites/para/resources/allproducts.cfm>

8. THE BOOK PUBLISHING ENCYCLOPEDIA by Dan Poynter

You have publishing questions. This book has answers and they are easy to find. This book is the best investment you could make in your publishing future. It is full of tips and references in an easy-to use alphabetical encyclopedia. It is your "Book Publishing Answer Book."

-  This book will save you time, save you money and make you look brilliant.
 -  You will underline, highlight and dog-ear this book.
 -  This is the book publicist's guide to Internet resources.
 -  More than 1001 ways to write, publish & promote your book.
- Find information fast. You will refer to this valuable reference over and over.



<http://www.amazon.com/Book-Publishing-Encyclopedia-Dan-Poynter/dp/1568601271/>

9. WHERE TO SEND REVIEW COPIES AND NEWS RELEASES.

Advertising space is expensive. Editorial space is free. Use these lists to send review copies to magazines, newsletters, ezines, special contacts, and newspapers with subject-specific and book review columns. Review copies and news releases are your least expensive and most effective form of book promotion. For a current list of magazines and counts, see

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

Here is a partial list to show you what is available:



| | |
|-----|------------------------------------|
| 20 | Accounting magazines |
| 33 | Advertising magazines |
| 47 | African American magazines |
| 4 | Almanacs |
| 16 | Native American magazines |
| 29 | Antique magazines |
| 28 | Architecture magazines |
| 342 | Arts/literary/poetry |
| 110 | Automobile magazines |
| 290 | Aviation magazines (73 foreign) |
| 29 | Banking magazines |
| 28 | Boats/boating magazines |
| 48 | Building/Construction/Home |
| 12 | Home-business magazines |
| 761 | Business Magazines (62 foreign) |
| 170 | Magazines for children |
| 65 | Book, etc., columnists. |
| 264 | Computer/Web Magazines and n/l |
| 7 | Consulting magazines |
| 328 | Consumer Magazines (24 fgn.) |
| 334 | Cooking Magazines & columns |
| 63 | Counter culture, new age |
| 26 | Disability |
| 21 | Direct mail advertising Magazines |
| 19 | Economics magazines |
| 310 | Education magazines |
| 51 | Electronics & video |
| 25 | Energy magazines |
| 202 | Entertainment magazines |
| 158 | Environmental Magazines & cols |
| 17 | Expert witness/forensics Magazines |
| 199 | Farming & Gardening Magazines |
| 55 | Fashion magazines |
| 128 | Financial magazines |
| 236 | Physical Fitness magazines |
| 20 | Gambling magazines. |
| 47 | Gay & Lesbian magazines |
| 55 | Gift magazines |
| 640 | Health magazines |
| 35 | Health food stores |
| 223 | Hobby & crafts magazines |
| 115 | Home decorating/remodeling |
| 54 | Horse magazines |
| 60 | Humor magazines |
| 33 | Industrial magazines |
| 25 | Insurance magazines |
| 173 | Legal magazines for attorneys |
| 44 | Magazines for librarians |

- 192 Lifestyle columns
- 81 Management magazines
- 99 Magazines for the media
- 106 Medical magazines
- 57 Magazines for men
- 419 Military (Base papers, magazines for retired personnel & mil. Magazines) (168 foreign)
- 109 Military attaches at foreign Embassies
- 196 Air Force, Navy, Marine & CG libraries
- 73 Motorcycle magazines
- 81 Film/movie magazines
- 145 Music magazines
- 283 New age magazines and contacts
- 6 Magazines-nonprofit organizations
- 19 Nursing magazines/newsletters
- 15 Office magazines
- 117 Outdoor magazines
- 54 Parachute & skydiving magazines
- 1507 Newspapers with book review & features columns. (472 foreign.)
- 72 Alternative newspapers.
- 138 Parenting magazines
- 96 Pet magazines
- 35 Photography magazines
- 57 Police: Law enforcement & correctional officers
- 216 Political magazines
- 248 Magazines for book publishers
- 57 Real estate magazines
- 71 Relationship magazines
- 740 Religious magazines
- 157 Magazines for salespeople
- 251 Science magazines (13 foreign)
- 230 Seniors: magazines for older people
- 26 Sewing magazines
- 7 Sex abuse magazines
- 87 Singles magazines & n/l
- 14 Social service magazines
- 456 Sports and leisure magazines
- 90 Magazines for youths/teens
- 434 Travel magazines & travel columns (10 foreign)
- 23 Trucking magazines
- 59 Vocation/Career magazines
- 222 Magazines for women
- 130 Magazines for writers

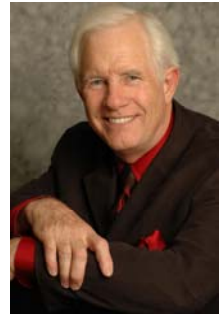
Fiction Reviewers

- 8 Mysteries
- 5 Romance novels
- 72 Freelance reviewers
- 450 Book review magazines

(Counts are constantly changing as we add to and correct the lists)

10. DINNERS WITH DAN

Dan Poynter is traveling the world to share his knowledge on book writing, publishing and promoting. He is probably headed for your area. See his Calendar at <http://parapublishing.com/sites/para/speaking/calendar.cfm>



This is your opportunity to discuss your book project with Dan over dinner (or sometimes a lunch). The agenda is to go around the table. Each participant describes who they are, what they do, what they want from their book and asks specific questions. Then Dan contributes ideas, sources and answers. Often other table-participants chime in.

Since each book is unique, they do not compete. That is why authors and publishers are so open, helpful, friendly and supporting. We are not competitors, we are conspirators. Discussing each others' projects over Dinners with Dan, becomes a great learning experience for all; many of the ideas can be applied to one's own project.

Your only cost will be your own meal.

Seating is limited to one table of nine eager participants plus Dan.

You must register and be confirmed ahead of time. Contact Becky@ParaPublishing.com. +1-805-968-7277.

Most of these Dinners with Dan are program-connected events. Dan is usually speaking on the subject the day after the Dinner. These Dinners help Dan to get to know you and your book project; they help him to prepare for the main program. These pre-event programs are valuable, fascinating and fun.

Scheduled Dinners with Dan events are posted in the ParaCalendar, below.

11. IBPA'S PUBLISHING UNIVERSITY: MAY 26-28, 2009

Outstanding, cost-effective ideas to propel your business into the digital age.

TAKE ADVANTAGE OF THE EARLY BIRD SPECIAL AND SAVE \$100

CONFERENCE AT A GLANCE

CONFERENCE COST: \$595 is the early bird price (\$695 after April 1, 2009)

DATE: Tuesday - Thursday, May 26-28, 2009

TIME: 8:00 am - 5:30 pm

PLACE: Roosevelt Hotel/ Madison at 45th Street/ NY, NY 10017

Hotel Reservations

Room rate: \$229/night

Reserve your room online at the Roosevelt Hotel in New York City

<http://www.theroosevelthotel.com/Reservations/?ratecode=PUB0526/> Call: 888-833-3969

Interested in sharing a room?

Email IBPA here: info@ibpa-online.org, or call 310-372-2732

TO REGISTER: Click here - <http://www.ibpa-online.org/pmau/2009/registration.aspx> - or call 1-800-286-0222 - www.ibpa-online.org - info@ibpa-online.org

Registration deadline: Early bird registrations accepted until April 1, 2009

Your conference registration entitles you to:

Three days (more than 50 class offerings in six tracks-- (marketing; sales; publicity; general publishing, finance, legal; editorial, printing, design; advanced)

Publishing University's conference manual, which includes contact information and background on the speakers, plus class outlines and handouts.

The opportunity to learn from the best in the publishing industry including Dominique Raccah, Sara Nelson, Fern Reiss, Brian Jud, Rudy Shur, Marcella Smith, Steve O'Keefe, Dan Poynter.

The opportunity to obtain thousands of dollars in free advice from the speakers in the "Ask the Experts" sessions. (on Wednesday and Thursday mornings). The best opportunity to network with and learn from fellow publishers from the around country in a one-of-a-kind setting.

12. PROTECT YOUR PDF FILES

Protectedpdf - an easy to use, yet powerful product that allows publishers to protect their content without requiring readers to download third-party viewers or plug-ins.

protectedpdf also offers advanced capabilities including the ability to limit the number of computers a document can be viewed on, disable text copying and printing and much more.

To purchase protectedpdf Small Business Edition or for a free 7-day trial, visit www.protectedpdf.com.

13. myWriterTools

Add-ins to Microsoft Word (Windows) that turn it into a powerful tool for writers, editors and proofreaders. See

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

14. SELLING YOUR BOOK TO PREMIUM BUYERS

Premiums are products, often books that companies purchase in quantity to give away to the public to get their attention and entice them to the store or web site.

Place your book's cover and a 100-word description in Brian Jud's catalog provided to more than 3000 experienced, professional premium sales people who have existing relationships with non-bookstore buyers.

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



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. FIVE STEPS TO TWITTER SUCCESS

<http://principledprofit.com/good-business-blog/five-steps-to-success-on-twitter/2009/03/19/>

2. GET YOUR BOOK REVIEWED

Send it to Jim Cox, Midwest Book Review, 278 Orchard Drive, Oregon, WI, 53575

3. LIST YOUR BOOK(S) FREE ON THE PARA PUBLISHING WEB SITE.

See
<http://parapublishing.com/sites/para/resources/successstories.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>

2009

April 5 – April 23.

AROUND-THE-WORLD SPEAKING ITINERARY #13

April 10. BLOEMFONTEIN, South Africa. Bloemfontein Flying Clubs. Fmi: Johan Naude, johan.naude@mangaung.co.za, (083) 492-8300.

April 11. BLOEMFONTEIN, South Africa. Bloemfontein Skydiving Centre. Fmi: Johan Naude, johan.naude@mangaung.co.za, (083) 492-8300.

April 16-19. CAPE TOWN, South Africa. 3rd Global Speakers Summit. South Africa. Fmi: Richard Mulvey, 0861 – 444888, richard@richardmulvey.com, <http://www.nsasouthafrica.co.za/>, <http://www.iffps.org/>

April 20. CAPE TOWN, South Africa. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model programme. Evening. Fmi: Val Waldeck, +27 (0) 83 273 4700, vWaldeck@telkomsa.net

April 22. SINGAPORE. Dinner with Dan. Royal Plaza on Scotts. Discuss your book project with Dan. Limited to nine. Register with Patrick Ang, +65 (6443) 9404 (Off), +65 (9853) 1380 (mob), patrick.anglh@gmail.com

May 6. MILWAUKEE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Site TBD. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner. 6:30 pm.

May 7. PEWAUKEE, Wisconsin. Turning Speeches into Books. National Speakers Association, Wisconsin Chapter (NSA/WI). Fmi: Robert Ian, (608) 523-4208, robertian@robertian.com, <http://www.wisconsinspeakers.com/>

May 8. NASHVILLE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Contact to register" Becky@ParaPublishing.com, +1-805-968-7277. Only cost is your dinner.

May 9. NASHVILLE. National Speakers Association/Tennessee chapter. Fmi: Raeus Cannon, raeus@CannonSystems.com, <http://www.nsatennessee.com/>, (615) 378-0120

May 16. MARQUETTE, MI. Upper Peninsula Publishers & Authors Association (UPPAA). 2009 Annual Conference. Fmi: Walt Shiel, 906-523-4118, WShiel@SlipdownMountain.com, <http://www.uppaa.org/>

May 22. LONDON, ON. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Site TBD. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:00 pm.

May 23. LONDON, ON. Canadian Association of Professional Speakers/SW Ontario chapter. Dan Poynter on book writing, publishing and promoting.

Fmi: Greg Schinkel (519) 685-2116, gschinkel@uniquedevelopment.com, <http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=276>

May 26-28. NEW YORK. Publishing University by the Publishers Marketing Association (PMA). Fmi: info@pma-online.org, 310-372-2732 , <http://www.PMAonline.org>

May 28-31. NEW YORK. Book Expo America (BEA Book Fair), Javits Center. Fmi: <http://www.bookexpoamerica.com/>

June 2-3. NORTH WILDWOOD, NJ. North Wildwood Writers Conference. Fmi: Carolyn Miller. nwbwc09@gmail.com, http://nwbwc.com/Home_Page.php

June 21 – July 4

AROUND-THE-WORLD SPEAKING ITINERARY #15

June 25. AUCKLAND. National Speakers Association of New Zealand (NSA/NZ), Auckland chapter. Fmi: Yvonne Godfrey, yvonne@n21.co.nz, +649 (413) 9777, <http://www.nationalspeakers.org.nz/comeevents.html>

June 27. AUCKLAND, NZ. Phantom Publishing Seminar. Fmi: Maria Carlton, maria@PhantomPublishing.co.nz, +64 (7) 853 9001, <http://www.PhantomPublishing.co.nz>

June 29-30. SINGAPORE. National Book Development Council (NBDCS). Fmi: Patrick Ang, patanglh@singnet.com.sg, +65 (6443) 9404, <http://www.bookcouncil.sg/>

July 3. LONDON, UK. Book Midwife Book Seminar. Mindy Gibbins-Klein and Dan Poynter on Book promotion. Fmi: info@bookmidwife.com, +44 (20) 8364 2884, <http://www.bookmidwife.com/>

July 17. PHOENIX, Arizona. Global Speakers Network meeting, prior to the NSA convention. <http://iffps.org/meetings.html>

July 18-21. PHOENIX. National Speakers Association (NSA/US) Convention. Phoenix, Marriott Desert Ridge. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

August 15. TAMPA. Dan Poynter on book writing, publishing and promoting. NSA/Central Florida. Fmi: <http://www.NSAcentralFlorida.com>

August 28-30. MISSOULA, MT. Parachute Industry Association. Holiday Inn, Downtown. Fmi: <http://www.PIA.com>

September 4-5. SINGAPORE. Seminar for Young Authors. Fmi: Janus Education, Catherine Khoo, 63368985, Catherine@CatherineKhoo.sg

September 11-12. MANNHEIM. German Speakers Association (GSA). <http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

September 13. MANNHEIM. Global Speakers Network meeting. Following the German Speakers Association (GSA) convention. <http://iffps.org/meetings.html>

September 18. VANCOUVER, BC. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner.

September 19. VANCOUVER, BC. Turning Speeches into Books. Vancouver chapter of the Canadian Association of Professional Speakers (CAPS). Fmi: Ron Grender, ron.greender@gmail.com, 778-688-7065
<http://www.canadianspeakers.org/displaycommon.cfm?an=1&subarticlenbr=294>

September 24. VALLEY FORGE. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner. 6:30 PM.

September 25-27. VALLEY FORGE. 10th annual Express Yourself Published Authors Conference. Fmi: John Harnish, enjoyoften@comcast.net, (610) 520-2500.
<http://www.authorsconference.com/>

October 10. FT LAUDERDALE. Turning Speeches into Books. The full New Book Model Program. Florida Speakers Association. Westin Hotel. Fmi: George Chismark, +1-561-630-7766, info@florida-speakers.org, <http://www.florida-speakers.org/>

October 16. LAS VEGAS. Dinner with Dan. Discuss your book project with tomorrow's speaker. Limited to ten. Call to register: Para Publishing, +1-805-968-7277. Only cost is your dinner.

October 17. LAS VEGAS. National Speakers Association/ Las Vegas (NSA/LV) chapter. FMI: RJ DiDonato, rjd@nstreams.com, (702) 436-0786, <http://www.NSAlasVegas.com>

October 30-31. SINGAPORE. Seminar for Young Authors. Fmi: Janus Education, Catherine Khoo, 63368985, Catherine@CatherineKhoo.sg

November 9. AMSTERDAM. Professional Speakers Association of the Netherlands (PSA/Holland). Fmi: Victor Bonke, +31-76-5320750, victor@acquirol.nl

November 12. LONDON, UK. "Turning Experts into Published Authors" - a seminar with Mindy Gibbins-Klein and Dan Poynter. Fmi: Mindy Gibbins-Klein, +44-(0) 845 003 8848, mindy@bookmidwife.com, www.bookmidwife.com/november10, <http://www.BookMidwife.com>.

November 13-15. LONDON (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>

November 19-22. PHOENIX. National Speakers Association (NSA/US) Fall Conference. Arizona Grand Resort. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

December 6-8. CALGARY. Canadian Association of Professional Speakers (CAPS) national convention. <http://www.CanadianSpeakers.org>

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/>

February 11-14. NASHVILLE. NSA/US Winter Conference. [Marriott Nashville Airport](#). 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/>

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

July 17-20. ORLANDO. National Speakers Association of the United States (NSA/US) convention. Fmi: 480-968-2552, <http://www.nsaspeaker.org/meetings/index.xpl>

November 12-14. MIDLANDS area, UK. 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>

November ?? . WHITE PLAINS, NY. Cat Writers Association annual convention. Dan Poynter on book writing and promotion.

<http://www.CatWriters.org>

December ?? . MONTREAL. Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

2011

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>

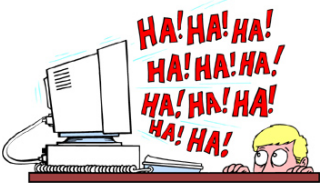
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HELP PUBLISHING POYNTERS-help your colleagues.
This ezine relies on subscribers to send in tips and resources.
So, it stands to reason, the more subscribers, the more tips.
You can expand the circulation by telling your book colleagues about Publishing 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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G. ParaHumor



WRITING BOOKS FOR CHILDREN

A wonderful ode to Dr. Seuss by T. Foster Jones (and a reminder to professional speakers and authors)

Writing a book for small children's no cinch;
The effort can make one a bit of a Grinch.
The words must be simple, and yet they must rhyme;
They need to make sense (well, most of the time).

They might teach you to laugh, or teach you to think;
They might teach you to look for red fish in the sink.
There might be a lesson or no lesson at all;
What on earth can you learn from a Who, after all?
But putting these stories within a child's reach,
And letting them learn all the lessons they teach
Must happen, for inside every one of us - each-
Is a Horton, a Mayzie, a Cat or a Sneetch.

Sandra Schrift, the Coach sez . . . Theodor Geisel, aka Dr. Seuss, mostly reminds us that "a person's a person, no matter how small.

(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.

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PRIVACY STATEMENT: We will not distribute your email address to anyone. Period.

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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. PO Box 8206, Santa Barbara, CA 93118-8206 USA. 530 Ellwood Ridge, 93117. Tel: +1-805-968-7277; Fax: +1-805-968-1379; Cell: +1-805-448-9009 <http://ParaPublishing.com>: More than 700 pages of helpful information. [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)