

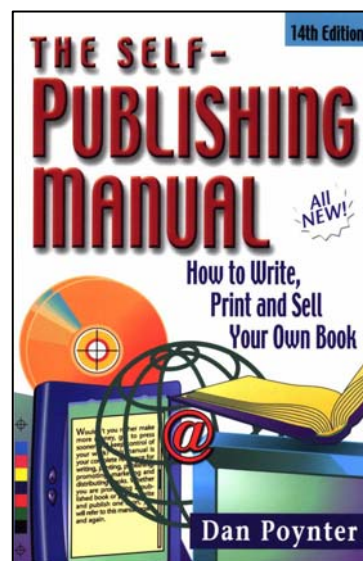


For immediate release . . .

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Poynter Updates Book Again

The Self-Publishing Manual recently came off the press for the 14th time since 1979. While the cover is similar, the book was completely rewritten and re-typeset. Most important: All the referenced addresses were checked just before going to press. “We check the addresses as we set the type”, Says Poynter. “Last time we found that 85% had some changes in just 13 months. Most corrections were to Area Codes.”



This is a brand new book—with a track record

In *The Self-Publishing Manual*, Dan 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. Dan shows you how to promote your books with email, book reviews, autographings/mini seminars, feature articles and radio/TV interviews. You will get your book into chain bookstores, online bookstores, specialty stores and catalogs. You will discover how to use the Internet for promotion. Appendix 2 has more than 40 pages of valuable resources complete with email and Web site addresses. In fact, *The Self-Publishing Manual* will be your

constant reference on writing, printing, publishing, marketing and distributing books.

Dan Poynter is the author of more than 100 books, 50 monographs and over 500 magazine articles, most of them on various aspects of book publishing. Like *The Self-Publishing Manual*, most of his books have been through five or more revisions and many appear in several other languages. A professional speaker and consultant to the publishing field, Dan Poynter has coached thousands of successful publishers.

You may obtain the recently revised 432-page book from bookstores as well as directly from the publisher for \$19.95 plus \$4.00 for air shipping (and \$1.50 sales tax if shipped to a California address). Just call Para Publishing at 800 PARAPUB. Satisfaction is guaranteed. Visit <http://ParaPub.com> to retrieve the free Information kit and subscribe to the free newsletter.

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The Self-Publishing Manual by Dan Poynter. Completely revised, all new 14th edition, softcover, 5.5 x 8.5, 432 pages, four-color cover. ISBN 1-56860-073-9, \$19.95. Photographs of the book and/or author are available from Para Publishing.

Note to editor: if you do not wish to re-key this release, contact us at DanPoynter@ParaPublishing.com and we will e-mail it to you. For backgrounders and downloadable TIFF files, see the Press Room at <http://www.parapublishing.com/getpage.cfm?file=pressroom/pressroom.html>

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