

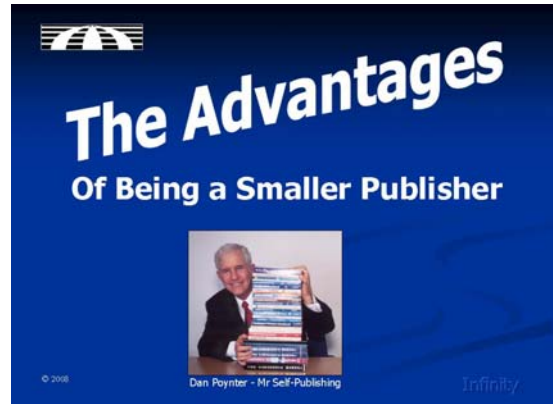
Dan Poynter presents

Unfair Advantage

Taking Control of Your Book

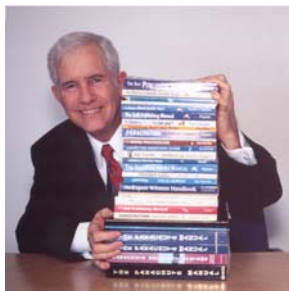
First-time authors and new publishers are often heard to say the publishing industry seems unfair; that it favors the large established publishers. That might have been true generations ago, it is not true today.

New technology and changes in the book publishing industry are enabling the author to keep control of his or her Work. Authors are both closer to their subject matter and closer to their reading audience than someone in an office building in New York.



Dan Poynter reveals the five major advantages authors and smaller publishers have over the establishment. He peppers his presentation with statistics, examples, inside advice and many promotion ideas. He inspires, equips and empowers his audience with his unique delivery. With an understanding of the challenges and their solutions, they are prepared and encouraged to make their book(s) known.

No one is being unfair to the newer author and smaller publisher. It is easy to play the game once you know the rules. It is easy to win if you have inside information. Dan supplies that information.



Dan Poynter is an author of more than 120 books, has been a publisher since 1969 and is a Certified Speaking Professional (CSP). His seminars have been featured on *CNN*, his books have been pictured in *The Wall Street Journal* and his story has been told in *US News & World Report*. The media come to Dan because he is the leading authority on book publishing. His mission is to see that people do not die with a book still inside them.

This program is best presented as a keynote or following a meal.

P-28, Keynote, Handout with Resources, 30 minutes.

For content-rich, stimulating and valuable presentations, contact:



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