

Your Publishing Poynters Newsletter: May 1, 2004

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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1. ParaNews
2. ParaTips
3. ParaResources
4. ParaThoughts
5. ParaFreebies
6. ParaCalendar
7. ParaHumor

<1-----ParaNews-----<

A. CLEVELAND PUBLIC LIBRARY IS FIRST TO LEND POPULAR EBOOKS FOR SMARTPHONES AND ALL PDAS. See

[http://biz.yahoo.com/prnews/040420/cltu031\\_1.html](http://biz.yahoo.com/prnews/040420/cltu031_1.html)

B. NEARLY HALF OF ALL SPAM IS BUGGED. See

<http://internetweek.com/security02/showArticle.jhtml?articleID=18901499>

C. DAN POYNTER IS COMING TO VISIT if you are near:

Ann Arbor, Auckland, Cheham, UK,  
Chicago, Costa Mesa, Houston,  
Jacksonville, Los Angeles, Nashville,  
New York, Novato, Orange, CA,  
Philadelphia, Rochester, NY, Salt Lake City,  
San Diego, San Francisco, Santa Barbara,  
Santa Fe, Spokane, Tempe, Toronto, Valley Forge,  
(MORE to be announced soon)

See the ParaCalendar on these content-filled seminars, below. See ALL the listings. I will visit some states/provinces several times. Attend and I will show you how to make a difference and make a living with your book.

<http://parapub.com/calendar.cfm?>

D. PRESENTING AT LEARNING CENTERS. Want to expand your client base? Want to develop (test) your presentations? There are 28 Learning Centers (such as the Learning Annex) across the US and Canada. Discover who they are, what they need, how to apply and what to do once you get there. Plus easy promotion and fun travel tips.

Whether you are currently teaching at Learning Centers or would like to, you will discover all sorts of presenting tips and promotion ideas.

Dan Poynter has presented at 28 learning centers across North America during the past 12 years. He will share what he has learned. See <http://parapub.com/speaking>

The next scheduled presentations will be in Rochester and Toronto. See the ParaCalendar, below.

E. AMAZON EARNINGS UP. See <http://www.eweek.com/article2/0,1759,1572371,00.asp?kc=ewnws042304dtx1k0000599>

F. LIGHTNINGSOURCE COMMENTS ON THE RECENT COURT VERDICT. See <https://www.lightningsource.com/>

G. A PERSONAL WORD OF THANKS FROM DAN. As many of you know, I have been flying more than 4,000 miles per week to bring valuable book messages to many audiences (see Para-Calendar, below). Notice just arrived from the National Speakers Association that I have qualified for the Certified Speaking Professional designation and that I will be awarded the medal during the convention in Scottsdale, Arizona, on July 18. Many thanks to all of you who either hired or listened to me.

H. PMA COOP PROGRAMS. APRIL 30 is the reservation deadline for the following programs:  
General Public Library Mailing  
College, Jr. College & University Library Mailing Target Mailing for Psychology/Self-Help Titles ONLY

All information and registration form for these can be found by clicking on <http://www.pma-online.org/programs.cfm>

I. WANT BIG-TIME PUBLICITY FOR YOUR BOOK? Attend Steve Harrison's National Publicity Summit in NYC, July 14-17 and personally

meet top editors and producers from 81 major magazines and TV shows from ABC's The View to Fox News to USA Weekend and more.

<http://www.nationalpublicitysummit.com/info.html?10009>

J. HOW TO GET YOUR EBOOK AND PRINT BOOK OUT IN A WEEKEND-cheaply, quickly and affordably. Guaranteed results or your money back.

Your eBook is the supreme way to: instant online profits, advance your career, launch a new career, and be recognized as a global leader in your area of expertise and passion. Your eBook is the gateway to other publishing formats. Your dream of authoring a successful eBook and unleashing you and your expertise to the world will come true at the world's first weekend BookCampT in Toronto on August 13-15. See <http://www.TorontoBookCamp.org>

K. STORIES WANTED

1. I need stories of how individuals realized their THERAPIST (psychiatrist, psychologist, social worker, psychiatric nurse) ACTUALLY HURT RATHER THAN HELPED them with their problems. Did the 'shrink' try to make you believe something happened in your childhood when it did not? Did the shrink make sexual moves toward you? Did the shrink not believe what you were saying? When did you realize it was time to leave therapy? Did the therapist try to keep you there - and how? Any and all stories will be appreciated - and I promise not to use any real names. This is for an upcoming book. Thank you all in advance.  
--Arline Zatz, author, [azatz@funtravels.com](mailto:azatz@funtravels.com)

2. Do you have a story about IDENTIFY THEFT? We are looking for real life experiences about identity theft - how it happened, how it affected you, and what you had to do to recover. Thanks for your help!  
- Sheila Martin, SEA BREEZE PRESS,  
[identitytheft@happyhysterectomy.com](mailto:identitytheft@happyhysterectomy.com)

3. SPEED-DATING. I am seeking true stories of what happened after accepting a speed-date - both good and bad - for inclusion in a series of articles on Speed-Dating - The New Rage! Which I am writing for AVISTA Magazine. Please send to [lb27383@earthlink.net](mailto:lb27383@earthlink.net). Heather Latimer author of 13 published books, whose credentials are on [booksbyletterbox.com](http://booksbyletterbox.com). No fee for this but if your story is used and you don't mind your name being printed you will be sent a copy.

4. I'm looking for funny or shocking short stories about MIDDLE-SCHOOLERS/TEENS WHO USED TO BE KIND, LEVEL-HEADED, RESPONSIBLE CHILDREN. I'm writing a book about what happens

to these kids when they hit the teen years, and what we can do to help them.

--Lisa Grabel, [LisaGrabel2003@yahoo.com](mailto:LisaGrabel2003@yahoo.com)

5. Stories wanted for forthcoming book about "HOW TO BECOME A CURMUDGEON." If you live with a curmudgeon, are related to a curmudgeon, saw one recently, know a curmudgeon or are a curmudgeon, chances are you have a humorous, outrageous or perhaps touching story to tell. The book will take a look at the personal qualities needed to be a successful curmudgeon—when the right time comes along, of course.

--Joel Leach, [JoelTLeach@aol.com](mailto:JoelTLeach@aol.com)

6. Stories wanted for book: REAL LIFE EXPERIENCES ABOUT PARENTS OF TEENS WHO ARE GAY/LESBIAN. How did you find out, what was your reaction, how you worked through it, what resources you used. Also stories from teen gay/lesbian about their experience of "coming out" to their parents answering same questions as above.

--Vicki Toria Wallace, [vickitoriad@comcast.net](mailto:vickitoriad@comcast.net)

==SEND YOUR NEWS ITEMS to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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On writing - It took me fifteen years to discover I had no talent for writing, but I couldn't give it up because by that time I was too famous. -  
-Robert Benchley

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A. BOOK PROMOTION WORKSHOPS are at Dan Poynter's home-office in Santa Barbara.

The next workshop will be May 1 & 2, 2004 (date rescheduled from April). For more information on this \$695 event (\$495 for the second person from the same company), see <http://parapub.com/getpage.cfm?file=resource/edutrain.html>  
Or call 800-PARAPUB.

B. TO CHANGE YOUR SUBSCRIPTION ADDRESS to this ezine, please go to

<http://parapublishing.com/getpage.cfm?file=/news.html>. To recommend this ezine to another writer or publisher, simply forward the entire newsletter. He or she will thank you.

C. DAN POYNTER IS Mr SELF-PUBLISHING and one of his new URLs is <http://MrSelfPublishing.com>. Click on it.

<2-----ParaTips----->

A. NEED STATE OR COUNTY FACTS? They have been hard to find because there has been no really effective portal for access to them--until now. See <http://quickfacts.census.gov/qfd>  
--Jim Zinger

B. AUTHORS IN THIS BOOK SOLD OVER A BILLION BOOKS and have made more than \$10 Billion dollars in sales. For a limited period, there is a special promotion that will deliver the greatest goldmine of wisdom crammed into one product. See <http://tinyurl.com/2y819>

C. AUTHORLINK NEWS ALERTS NOW AVAILABLE THROUGH GOOGLE: Authorlink.com visitors who want instant e-mail alerts when the site posts an important news story about the publishing industry, author interview, or editor/agent column, can now sign up at Google to have the FREE alerts delivered directly to their e-mail boxes. To set up an alert, a visitor can simply go to the news alerts signup page at Google, type AUTHORLINK into the Google news search box and click CREATE NEWS ALERT.

While a number of top Authorlink stories and breaking news are part of the alerts, many pages are not included in Google, so to read all of the new pages posted every week on Authorlink, visitors may want to bookmark the site and visit often. Authorlink is the award-winning news, information, and marketing site for publishers, editors, agents, and writers. The publishing industry "matchmakers" attract nearly one million visitors annually to their online community.  
--Doris Booth, [dbooth@authorlink.com](mailto:dbooth@authorlink.com), <http://www.AuthorLink.com>

D. A REQUEST FROM DAN. Even with spam filters, we find our Para Publishing mail box filling up with a lot of junk. We want your contributions to this ezine. To ensure your emails to us aren't filtered out, please put Publishing Poynters in the subject line and then a very descriptive phrase. Unfortunately, "Hi" or "Hello" or no subjects are automatically doomed for the trash box.

E. GOOGLE NEWS: Search more than 4,500 news sources. See

<http://news.google.com/> And try an egosearch: type in your own name.

F. 68 WINDOWS TIPS:

<http://www.pcmag.com/article2/0,1759,1566698,00.asp>

G. EMAIL ETIQUETTE. See

<http://www.pcmag.com/article2/0,1759,1567420,00.asp>

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

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"When I read about the evils of drinking, I gave up reading."  
--Henny Youngman

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A. BOOKSTORES ARE A LOUSY PLACE TO SELL BOOKS. Go into a bookstore and look around. How many people came in to buy a book on skydiving? Now visit a parachute store. How many are interested in a book on skydiving? There are many places to sell books besides bookstore. They are easier to reach, much more lucrative and a lot more fun. To start

Thinking Outside of the Book (trade), See  
<http://parapub.com/getpage.cfm?file=resource/promote.html>

B. WHAT CAN THE PUBLISHERS MARKETING ASSOCIATION DO FOR YOU? See

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

C. WANT TO SELL DAN POYNTER'S BOOKS AND OTHER PRODUCTS? See

<http://parapub.com/getpage.cfm?file=/resale.html>

D. RAISE YOUR SEARCH ENGINE RANKING. List your book on the Para Publishing web site along with your URL. There is no charge. See

<http://parapub.com/successstories.cfm>

A. DOES ARCHITECTURE FASCINATE YOU? Then you should check out Glass, Steel and Stone, a Web site devoted to "the art of architecture."  
<http://glassteelandstone.home.att.net/>

--Wally Bock

B. ARTICLES ON LEGAL ISSUES

Lloyd Rich, Esq. <http://www.publaw.com/legal.html>

Ivan Hoffman, Esq. <http://www.ivanhoffman.com/helpful.html>

C. NEED SOMEONE TO WRITE ADS OR NEWS RELEASES? See the Supplier List at

<http://parapub.com/supplier.cfm?>

D. THE REAL NAMES OF CELEBRITIES. See

<http://www.celebrityalmanac.com/real.shtml>

E. AUTHORS AND SPEAKERS NETWORK. A new site by Larry James. See

<http://www.AuthorsandSpeakersNetwork.com>

==> SHARE YOUR RESOURCE. Send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

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“If a self-published book sells 1,200 copies per month for six months (7,200 copies), I am interested”  
--Jillian Manus, Agent. MVH MEGA Conference, Atlanta, March 26, 2004

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A. NEED HELP WITH BOOK WRITING, PRODUCTION OR PROMOTION? See our Supplier List. Find typesetters, cover artists, Book Promoters and much more.

<http://parapub.com/supplier.cfm>

B. WHY PRINT AND MAIL MEDIA (PRESS) KITS? Save time and money, put your kit on your web site instead. For an example, see:

<http://parapub.com/getpage.cfm?file=pressroom/pressroom.html>

C. THE NEW BOOK MODEL. There is a faster, easier and cheaper way to produce a book today. See

<http://parapub.com/getpage.cfm?file=newbook.html>

Listen to Dan Poynter being interviewed on The New Book Model. Go to

<http://parapub.com/getpage.cfm?file=/homepage.html>

And scroll down to "On Air".

<4-----ParaThoughts-----<

## WRITING AND SPEAKING

Writing books and drafting speeches are very much the same. Both require research, focusing on the intended (reading or listening) audience and delivering the information clearly and concisely.

Writing and speaking are compatible and mutually beneficial. While the spoken and written word are different, each make the author/speaker look at the subject from a different perspective. As we work on our book, we get ideas for our speeches. As we research our speaking programs, we find other ways to describe ideas in our writing.

Writers should use speaking to promote their books. Speakers should write books to enhance their credibility.

--Dan Poynter

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

<5-----ParaFreebies-----<

A. ONE F<sup>^</sup>REE CONSULTATION AND ANALYSIS OF YOUR BOOK with industry specialists. Let us help you develop your book for publication. Free advice on putting the most profitable, attractive book that can be done with your topic. Impromptu Creative Services. Call 310-247-8154 or email [mpromp2@aol.com](mailto:mpromp2@aol.com) for more information.

--Wendy Conner, Impromptu Creative Services, 310-247-8154,

[mpromp2@aol.com](mailto:mpromp2@aol.com)

B. WORRIED ABOUT SALES? Subscribe to "Opening Doors & Closing Sales," the f<sup>^</sup>ree, monthly, e-mail newsletter, <http://www.wendyweiss.com>. Learn easy-to-implement steps to increasing business. Gain confidence, reach more prospects, close more sales and make more money.

--Wendy Weiss, "The Queen of Cold Calling"

C. LIST OF 400 LITERARY AGENTS at  
<http://www.authorsteam.com/agents/>

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

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“Long the pooh-pooched province of would-be writers who couldn’t find traditional publishers, new generation self-publishing is attracting established writers who prefer to skip the hassle”  
--USA Today, March 23, 2004.

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A. FOR LOTS OF F-R-E-E STUFF, see Freebies Magazine  
<http://www.Freebies.com>

B. BOOK WRITING TIPS - F-R-E-E. See  
<http://parapub.com/getpage.cfm?file=resource/writing.html>

C. LIST YOUR BOOK(S) F-R-E-E ON THE PARA PUBLISHING WEB SITE.  
See  
<http://parapub.com/successstories.cfm>

D. INFORMATION ON SETTING UP AND RUNNING YOUR PUBLISHING BUSINESS - F-R-E-E. See  
<http://parapub.com/getpage.cfm?file=resource/business.html>

E. INFORMATION KITS ON SPECIFIC ASPECTS OF BOOKS – F-R-E-E.  
Each kit consists of more than eight pages of details, tips and resources.  
Each is geared to a level of The New Book Model.

=Researching and Writing  
=Producing printed books, eBooks & dBooks.  
=Marketing, promoting & distributing.  
See  
<http://parapub.com/getpage.cfm?file=/infokit.html>

F. BOOK PROMOTION NEWSLETTER – F-R-E-E. Tell your writing and publishing friends about this ezine. Just forward the entire newsletter to them. See

<http://parapub.com/getpage.cfm?file=/news.html>

G. MORE F-R-E-E STUFF. See

<http://www.CoolSavings.com>

<6-----ParaCalendar-----<

SHOWING PEOPLE HOW TO WRITE, PUBLISH AND PROMOTE THEIR BOOKS  
ONE PRESENTATION AT A TIME.

A. 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.

1. BOOKS 101: THE NEW BOOK MODEL: how to approach agents, publishers and self-publish all at the same time. He will show you how to use innovative techniques and leading-edge technology to write your books faster, produce your books for less and promote your books more effectively. He makes writing, publishing and promoting books easy, profitable and fun. See The New Book Model at  
<http://parapublishing.com/getpage.cfm?file=newbook.html>

Complete with 145 action-packed PowerPoint slides and a f-r-e-e, dynamite 20-page handout.

2. BOOKS 201: BOOK PROMOTING, MARKETING & DISTRIBUTING. The advanced course on selling books. If you are a publisher or published author, this power-packed intensive will accelerate your sales, propel your book up the charts and assure your future.

You will discover how to use innovative techniques and pioneering technology to promote your book. Dan will share the secrets of non-traditional book sales, electronic promotion and promoting with articles. Automating your promotion will save you time and money. See  
<http://parapub.com/speaking>

Complete with 110 action-packed PowerPoint slides and a f-r-e-e dynamite 20-page handout.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in The Wall Street Journal, and his story has been told in U.S.

News & World Report. The media comes to Dan because he is the leading authority on book writing, producing, marketing, promoting and distributing. The author of more than 100 books and revisions and more than 500 magazine articles on publishing, he is one of the industry's most energetic, experienced and respected leaders.

Dan also speaks on parachutes and skydiving. See <http://parapub.com/parachute/speaking.html>

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://parapub.com/calendar.cfm?>

2004

May 1-2: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See

<http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

May 8: ORANGE, CA. Project Management Institute-Orange County Chapter. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Santiago Canyon College, 8045 E Chapman Ave, Orange, CA 92869. Books 101: The full New Book Model program. 8:30 am to 12:30 pm. fmi Terry Ehrhard, 714-775-1355, [tEhrhard@SoCal.RR.com](mailto:tEhrhard@SoCal.RR.com)  
<http://www.PMI-OC.org>

May 19: 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. Register on line and save. <http://www.LearningAnnex.com>

May 20: NEW YORK. 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 212-371-0280. Register on line and save. <http://www.LearningAnnex.com>

May 21: NEW YORK. Small Press Center, 20 West 44 Street. Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. Books 101: The full New Book Model program. 5:30 to 9:00 PM. fmi Karin Taylor (212) 764-7021, [info@smallpress.org](mailto:info@smallpress.org),  
<http://smallpress.org/events/workshops/poynter.asp>

May 22: NEW YORK. NSA/TriState. Turning Speeches into Books. How to write your book. Because a speaker without a book is an hourly worker. Part One of the New Book Model. Contact: Maureen Sanders, Tel: 732-537-9550 [Maureen@HighRoadSolutions.com](mailto:Maureen@HighRoadSolutions.com), <http://www.nsa-tri-state.org/>

June 1: CHICAGO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. The Discovery Center, 2940 North Lincoln Avenue, Chicago, IL 60657. 6:30 to 10:00 PM. FMI: (773) 348-8120, <http://www.discoverycenter.cc/>

June 1-3: CHICAGO. The Publishers Marketing Association Publishing University prior to the BEA Book Fair. Dan Poynter on book promotion. Fmi: Terry Nathan. 310-372-2732. [TerryNathan@aol.com](mailto:TerryNathan@aol.com)  
[http://www.pma-online.org/events\\_awards.cfm](http://www.pma-online.org/events_awards.cfm)

June 9-17: NEW ZEALAND. Dates Blocked.

June 12: AUCKLAND, NEW ZEALAND. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. The National Speakers Association of New Zealand. Fmi: Lindsey Dawson, (64) 9 426 4362, [LindseyOutLoud@xtra.co.nz](mailto:LindseyOutLoud@xtra.co.nz)  
<http://www.nationalspeakers.org.nz/>

June 16: AUCKLAND, NEW ZEALAND. Making Lemonade. A multimedia aviation presentation for the New Zealand Hangliding & ParaGliding Club. A true story of bailout and survival; an historical aviation multimedia presentation. The venue is the CT (Commerce) Club at 27-33 Ohinerau Street, Greenlane, Auckland. 7:30 PM. FMI: Leslie Graham, [graham-mackie@clear.net.nz](mailto:graham-mackie@clear.net.nz), Home phone number is 09 5796485. Work number is 09 522 5525

June 25-July 2. SANTA BARBARA. Santa Barbara Writers Conference. Westmont College. Dan Poynter on book writing and promoting on two of these days. Fmi: Barnaby & Mary Conrad, 805-684-2250.  
<http://www.SBWC.org>

July 10: ROCHESTER. Learning Center Secrets, a new program by Dan Poynter for current presenters and those who want to break into this business. There are more than 25 private adult ed schools across the U.S. and Canada. They have classes on every conceivable subject. Centers like instructors who are authors because they are author-ities. 9:00 am to 1 pm. 1150 University Ave., Suite 1, Rochester, NY 14607. Fmi: Dave Farrell, (585) 256-1960, ext 204, [info@infocourses.com](mailto:info@infocourses.com)  
<http://www.infocourses.com>

July 11: ROCHESTER. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. 10 am to 2 pm. 1150 University Ave., Suite 1, Rochester, NY 14607. Fmi: Dave Farrell, (585) 256-1960, ext 204, [info@infocourses.com](mailto:info@infocourses.com)  
<http://www.infocourses.com>

July 12: TORONTO. Turning Speeches into Books. Section one of The New Book Model Program. How to write your book. Toronto chapter of the Canadian Association of Professional Speakers. Fmi: Mike McGauley, 905-272-8289, [Mike@TheDreamBuildersInc.com](mailto:Mike@TheDreamBuildersInc.com)

July 17-20. SCOTTSDALE, AZ. Annual convention of the National Speakers Association. Dates Blocked: 14-20 July.

July 28: 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. Register on line and save. <http://www.LearningAnnex.com>

July 31: PHILADELPHIA. Successful Self-Publishing for Literary Entrepreneurs. Phebe Commons, 6703 Germantown Avenue, #200, Philadelphia, PA 19119. 2-6 pm, with reception to follow. Fmi: Tonya Marie Evans, Esq. (215) 988-2482, [fyosent@earthlink.net](mailto:fyosent@earthlink.net)

August 11: TORONTO. Learning Center Secrets, a new program by Dan Poynter for current presenters and those who want to break into this business. There are more than 25 private adult ed schools across the U.S. and Canada. They have classes on every conceivable subject. Centers like instructors who are authors because they are author-ities. 6:27 to 10 pm. Fmi: 877-277-1240; <http://www.LearningAnnex.com>. Sign up online and save.

August 12: TORONTO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. 6:27 to 10 pm. Fmi: 877-277-1240; <http://www.LearningAnnex.com>. Sign up online and save.

August 13-15: TORONTO. Awaken the Author Within BookCamp. Glenn Dietzel, Manisha Solomon & Dan Poynter. How to start, finish and publish and eBook in 29 days or less. Fmi: Glenn Dietzel, [glenn@AwakenTheAuthorWithin.com](mailto:glenn@AwakenTheAuthorWithin.com).  
<http://www.AwakenTheAuthorWithin.com>

September 10-12. JACKSONVILLE. Parachute Industry Association fall meeting. Dan Poynter on an historical parachute subject. See <http://www.PIA.com>

September 15: 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. Register on line and save. <http://www.LearningAnnex.com>

September 23: GOLETA, CA. Getting Published. How to find an agent, locate a publisher and self-publish at the same time. Santa Barbara Society for Technical Communication. The New Book Model has proven to be the fastest, surest way to break into print. Goleta, California, Public Library. 6 pm. Fmi: Lynnette Nievares, (805) 968-0101, [LNievares@suptech.com](mailto:LNievares@suptech.com)

September 27-29: SALT LAKE CITY. Have You Seen my Parachute? A multimedia aviation presentation for the Survival And Flight Equipment Association (SAFE). A true story of bailout and survival; an historical aviation multimedia presentation. Fmi: Jeani Benton, 541-895-3012, [safe@peak.org](mailto:safe@peak.org), <http://www.SafeAssociation.com>

October 3: COSTA MESA, CA. Old Town Children's Book Festival. Dan Poynter on a new (electronic) approach to producing children's picture books. Orange Coast College. Fmi: Pat Burns & Barry Ackerman. 949-836-4722, [pat@KidsBookFestival.com](mailto:pat@KidsBookFestival.com), <http://www.KidsBookFestival.com>, <http://www.OldTownChildrensBookFestival.com>

October 7: SPOKANE. Spokane Authors & Self-Publishers. Books 201: Book marketing, promoting and distributing. This is the advanced course. It is of most use to published authors and publishers. 8:30 am-noon. Old Country Buffet, 5504 North Division, Spokane, WA 99207. Fmi Tim Hillebrand, [chief@synergetics.org](mailto:chief@synergetics.org) <http://www.synergetics.org/sasp/>

October 9: TEMPE, AZ. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Arizona chapter of the National Speakers Association. At NSA Headquarters in Tempe. Gwen Henson, [gwen@nsa-arizona.org](mailto:gwen@nsa-arizona.org), (480) 968-7443, <http://www.nsa-arizona.org/>

October 16-17: SANTA BARBARA. Book marketing/promotion/distribution seminar in SANTA BARBARA with Dan Poynter. For details, contact Para Publishing, PO Box 8206-896, Santa Barbara, CA 93118-8206. Tel: (805) 968-7277, Fax: (805) 968-1379. See

<http://parapub.com/accessreport.cfm?report=167&refpage=edutrain.html&userid=10313032>

October 29-31: VALLEY FORGE. Book Promotion Conference. Fmi: John Harnish, [enjoyoften@comcast.net](mailto:enjoyoften@comcast.net), (610) 520-2500.  
<http://www.infinitypublishing.com>

November 12-14: CHESHAM, UK. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Latimer House, Chesham. Fmi: Frank Furness, (44) 1923-2482000, [Frank@FrankFurness.com](mailto:Frank@FrankFurness.com).  
<http://www.professionalspeakers.org/>

November 17: 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. Register on line and save. <http://www.LearningAnnex.com>

November 19-21: HOUSTON. Annual convention of the Cat Writers Association. Dan Poynter on book promotion. Fmi Fran Pennock Shaw (717) 397-9531, [franshaw1@juno.com](mailto:franshaw1@juno.com), <http://www.catwriters.org>

December 2-4: EDMONTON. CAPS Convention. Annual meeting of the Canadian Association of Professional Speakers. Fmi: Convention Chair: Karen Caesar, 780.438.3899, [kcaesar@hopelearning.com](mailto:kcaesar@hopelearning.com),  
<http://www.canadianspeakers.org/displayconvention.cfm>

December 11: NASHVILLE. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Tennessee chapter of the National Speakers Association. Fmi: Gary Minor, (615) 790-3296, [gary@garyminor.com](mailto:gary@garyminor.com),  
<http://www.nsatennessee.com/>

2005

January 6-9. CANCUN, Mexico. NSA Educational Retreat.  
Dates Blocked.

January 14-18: JACKSONVILLE. Parachute Industry Association Symposium. Dan Poynter on an historical parachute subject. See <http://www.PIA.com>

January 28-29: LAKE CHAPALA, GUADALAJARA, MEXICO. Books 101: Writing & Publishing Your Nonfiction Book, a seminar by Dan Poynter. The full New Book Model program. Also: Children's Books, On the Move.

Fmi: Karen Blue, [Blue@mexico-insights.com](mailto:Blue@mexico-insights.com), <http://www.mexico-insights.com>

March 12: ANN ARBOR, MI. Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book. Michigan chapter of the National Speakers Association. FMI: Richard Paul, 800-579-8051, [VentKing@RichardPaul.com](mailto:VentKing@RichardPaul.com)

March 19-20: SANTA FE. Selling on the Net; a Conference for Writers & Publishers. Dan Poynter on automated document selling. Sweeney Convention Center. Fmi: Bob Walling, Sageways, Albuquerque. (505) 271-7029, [CoyoteWisdom@Yahoo.com](mailto:CoyoteWisdom@Yahoo.com) <http://www.sageways.org>

March 31-April 2: SINGAPORE. Internationally Speaking – A World of Possibilities hosted by The Asian Speakers Association/ International Federation of Professional Speakers/National Speakers Association. Fmi: NSA, (480) 968-2552, <http://www.nsaspeaker.org>  
Dates Blocked.

<7-----ParaHumor-----<

HERE IS SOMETHING FUNNY WE FOUND ON BOOKS, WRITING, PUBLISHING, AUTHORS AND/OR WORDS. If you have a laugh to share, please send it to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

ARNOLD. The New California Governator has just announced an agreement whereby English will be the official language of the state, rather than German, which was the other possibility. As part of the negotiations, the Terminator's Government conceded that English spelling had some room for improvement and has accepted a 5-year phase-in plan that would become known as "Austro-English" (or, if nobody will be offended, "Austrionics")..

In the first year, "s" will replace the soft "c".  
Certainly, this will make the sivil servants jump with joy. The hard "c" will be dropped in favor of the "k". This should klear up konfusion, and keyboards kan have one less letter.

There will be growing publik enthusiasm in the sekond year when the troublesome "ph" will be replaced with the "f". This will make words like fotograf 20% shorter.

In the 3rd year, publik akseptanse of the new spelling kan be expekted to reach the stage where more komplikated changes are possible.  
Governments will enkourage the removal of double letters which have

always ben a deterent to akurate speling. Also, al wil agre that the horibl mes of the silent "e" in the languag is disgrasful and it should go away.

By the 4th yer peopl wil be reseptiv to steps such as replasing "th" with "z" and "w" with "v".

During ze fifz yer, ze unesesary "o" kan be dropd from vords kontaining "ou" and after ziz fifz yer, ve vil hav a reil sensibl riten styl. Zer vil be no mor trubl or difikultis and evrivun vil find it ezi tu understand ech oza.

Ze drem of a united urop vil finali kum tru. If zis mad yu smil, pleas pas it on to oza pepl.

(Generic Smiley)

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THE SMALL PRINT

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