



Resources from Dan Poynter

Spend (valuable) time online.

1. Forums/listservs for authors & publishers

The cheapest book consulting you can get. Several interest groups serve book writing and publishing. You can join and learn. You can ask questions and authors and publishers with personal experience will answer you. Sometimes you will be able to contribute to the list. See the various lists below, visit their sites, select two or three and join.

a. Forums on book publishing

--SELF-PUBLISHING. Owned by SPAN. For newbies. Advertising and rudeness are prohibited. Lots of good advice. See

<http://finance.groups.yahoo.com/group/self-publishing/>

--PUB-FORUM. One of the oldest. Populated by experienced publishers. Sometimes gets off-topic. See

<http://www.pub-forum.net/>

--PUBLISH-L. The original publishers' list with a new owner. See

<http://www.publish-l.com/>

--SMALLPUB-CIVIL. A newer list. Run by Shel Horowitz. Name calling is prohibited.
See

<http://finance.groups.yahoo.com/group/smallpub-civil/>

--POD PUBLISHERS. A business discussion group for publishers of print-on-demand books. See

http://finance.groups.yahoo.com/group/pod_publishers/

--PUBLISHING DESIGN. A place for authors, typesetters, designers, publishers, etc. to exchange ideas that will help self-publishers create professional-looking books to compete with those produced by larger publishing houses. See

<http://groups.yahoo.com/group/publishingdesign/>

--FICTION

Fiction_L. <http://www.webrary.org/rs/flmenu.html>

b. Google search for forums on your book's subject.

2. Google Alerts

This is a modern clipping service.

Go to <http://www.google.com/alerts/>

(Be precise or you will land on a masquerading site). Sign up and sign in.

List the key words that interest you. List your name, your company name, your book's title and key category words. Dan lists parachute, skydiving, self-publishing, etc.

There is no limit. For multiple words, such as your own name, put the words between "quotation marks".

You will be notified whenever anyone online mentions one of your key words—so that you can respond.

3. Amazon. Get your book known.

a. Review like books. Refer to your book..

b. Get others to review like books and refer to your book.

c, Get others to review your book.

Sign your reviews with your name and book title.

4. Book Promotion Contact List System.

Reviews sell books

Book bloggers (on your book's category) are the new reviewers.

See rest of handout.

5. Working title and back-cover sales copy.

Draft **before** you write the book.

See rest of handout. Document 116.

FREE Information Kits on book writing, publishing and promoting.

<http://parapub.com/sites/para/resources/infokit.cfm>

P-70 HANDOUT-Resources.docx

<http://ParaPublishing.com>