

B. Quotations by Dan Poynter

(Quotations make great "fillers").

1. Quotations on Writing: Getting Organized & Building the Manuscript.

When my parents taught me not to write in books, they did not know they were raising an author who would autograph them. They turned my last book tour into a guilt trip.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

It does not matter whether you sell out to a large New York book publisher or publish yourself, the author must do the promotion.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Other people are the pioneers and make the history. I just write it down—and sell it back to them.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

You are not an author, a publisher, or a publicist, you are an information provider. You must provide your knowledge in any form your buyer wants: books, reports, audios, videos, seminars, speeches or private consulting.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Writing from notes is not plagiarism but solid, thorough research and an efficient system made possible by Xerox. There is nothing new in the universe. Practically every nonfiction book is simply a repackaging of existing and new material.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

You do not really believe Lee Iacocca wrote those two bestsellers all by himself do you? Lee Iacocca is the *author* but he is not the *writer*. Most celebrities do not have time to write books.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Writers should make effective use of their most valuable asset: their time.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

I never said writing your book would be easy. I only promised it would

be worth it.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

A manuscript not submitted is a book not published.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

You have all the ingredients to be a successful, published author. *Writing Nonfiction: Turning Thoughts into Books* is your recipe.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Write what you love and love what you write

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Write on a subject you love. Your profit center should also be your passion center.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Many first-time authors are not concerned about the advance or royalties, they want the notoriety. They get smarter on their second book and look for the money.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

If a manuscript is in critical condition—beyond First Aid, don't contact an editor. Call a book doctor.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

If a reader does not understand a paragraph, do not blame the customer.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

If the big publishers are doing so well, why do they require writers to send return postage with their manuscripts?

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Writing a book is a creative act. Selling a book is a business. A finished book is a product.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

My hobby is writing. I love it. Fortunately I have found a way to turn my avocation into my vocation.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Do you get more done on weekends? Quit your job and become a writer and then every day will be on a weekend.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

- Be accurate with facts. You will be repeated. When you write a book, you are *committing history*.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Copyright: Steal ideas, steal facts but do not steal words.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Writers are the living, breathing embodiment of the American Dream—free enterprise division.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- A writer has arrived when he or she does not have to check the balance before writing a cheque.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- A speaker without product (book) is an hourly worker.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>
- Each new step reveals a fresh horizon. Start on that book project today.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>

2. Quotations on Producing & Publishing Books

- Proofread; It is less expensive to put ink on paper than to take it off.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- If you want your book to sell like a book, it has to look like a book.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Literary agents are 85% hope and 15% commission.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Agents provide hope; occasionally they sell books.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Agents might have time to return calls if they weren't spending so many hours doing lunch.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- We don't charge sales tax here, we just collect it for the state.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

You can't deduct it if you don't record it.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

The higher your markup, the more you can afford mistakes.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

In-house laser typesetting saves money. But even more important, it provides the publisher with timeliness and control.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Only two people make money on a book: the printer and the investor.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

The greatest challenge to a self-publisher is managing the day-to-day excitement.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Retail your books for full list price. Do not compete with your dealers or cheapen your product.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

To the smaller publisher, there is no “front list” or “back list,” there is an “only list.”

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Your second book is the best. The greatest joy comes the day you get a call from a customer who wants your book. And you get to ask “Which one?”

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Books are going electronic. Some bound books will soon be as dead as the trees they are printed on.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

If book publishers can't see the writing on the wall, it is because the writing is not on the wall. It is on a computer screen.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

We have seen the book publishing future and it beeps. Welcome to digital smoke and mirrors.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Today, there are only two types of publishers: Those in danger of missing the electronic boat and those who do not even know there is a

boat to catch.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

3. Quotations on Marketing, Promoting & Distributing Books

Just as a parent's responsibilities do not end with giving birth, an author's do not end with publication. The child must be raised and the book must be marketed.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Show me a publisher who says you can never tell how a book will sell and I will show you a publisher who evaluates manuscripts without considering the market.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Books do not sell themselves; people sell books.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

If your book fails to sell, you did not know your market.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Review copies are the least expensive and most effective way to promote books.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

It is easier to promote one book twice than to write a new book.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

The secret to successful publishing is not to publish more and more books but to effectively market those books already published.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Bookstores are a lousy place to sell books.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

If selling books through bookstores was good business, the bookstores might be paying their bills.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

Tolerate bookstores do not pursue them.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

- Bookstores are the frosting, not the cake.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- The cover: The package outside should express the text inside.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Many people love to go on radio and television. In fact, I think some people write books just get on the air.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Unless the group is the National Association of Cookie Products, a book makes a better fund-raiser than a bake sale.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- New customers have to be bought; existing customers are free.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Ask not what the customer can do for you, tell what you can do for the customer.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Why pay the Postal Service 33 cents to *store* your mail?
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- The fewer people touching the orders, the faster, less expensively and more accurately the order fulfillment will be completed.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- There are two major reasons the *Chicken Soup* books are successful. One is Jack and the other is Mark. They spend every waking moment creatively promoting the books.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Have you ever heard anyone say “Simon & Schuster, I love their books. I buy everything they publish”? Of course not. People want to know what this book is about? Is this something I need to know? Who is the author? Is she a credible person? No one ever asks, “who is the publisher”?
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- When in doubt, ship it out.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.
- Books are best promoted with review copies, news releases and, if appropriate to your book, a limited amount of highly-targeted direct mail advertising.
—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>.

□ Building a website is like laying out a brochure—with a brand new word processing program.

—Dan Poynter, *The Self-Publishing Manual*, <http://ParaPub.com>