

# The Author's ADVOCATE

## Special Newsletter

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Published exclusively for the authors and associates of  
Infinity Publishing and Buy Books on the web.com

### Accepting Bookstores Returns Makes a Positive Difference

Infinity's new return policy for bookstores is being well received by booksellers across the nation. This doesn't mean that bookstores everywhere will automatically be ordering your book. However, it does mean that the "non-returnable" barrier will no longer prevent a bookstore from ordering and stocking Infinity titles. It also means that you need to call on bookstores in your area to tell managers about your book and that you are a local regional author who is available for in-store events. Now the bookstore can order your book directly from Infinity and have books available for sale before, during, and after a scheduled event. There's no need to worry about working out a consignment arrangement with the bookstore manager because now they can order returnable books directly from Infinity.

There is complete information about our return policy at [www.infinitypublishing.com](http://www.infinitypublishing.com). Michelle has prepared an excellent package of information especially for the surge of interest we are getting from bookstores suddenly interested in ordering Infinity titles. If a store manager asks you a question that you are not sure you can answer correctly, please ask the manager to call Michelle Shane at 877-BUY-BOOK. Yes, we do have plans for a catalogue in the works for distribution to bookstores early in 2004.

At our recent "Everything About POD" seminar in Arlington, VA, Infinity authors reported lots of positive reactions from bookstore managers they talked with about ordering their now returnable books. In Virginia, Jane Martin and I talked with the manager of the Olsson's bookstore in Old Towne, Alexandria. The manager liked the benefits Infinity now provides for independent bookstores because our return policy

doesn't include the recent restocking fee of \$2.00 that Ingram has started charging on all returns. She also was excited to hear that our authors are available to participate in in-store events—remember, no one can sell a book better than the author!!!

### Sometimes Having Everything Doesn't Mean a Thing

On a related note, right inside the entrance of the bookstore we noticed a stack of the rushed-into-print, "*I Am a Solider, Too*," by Jessica Lynch and Rick Bragg, published by Alfred A. Knopf and released in early November, 2003. I asked the manager how the Jessica Lynch book was selling. With a click of the keyboard she checked, and said that the up-to-the-minute current inventory control database for all six Olsson stores in the DC area indicated that only one copy of her book had sold!!!

Yes, this is only one anecdotal account. But it demonstrates that a traditionally published book with lots of hype, tons of media coverage, a war hero author, nationwide distribution, in-store displays, a TV movie special and the supportive buzz of public awareness—seemingly everything—was experiencing rather dismal sales as of Saturday evening, November 15, 2003, at six very popular Olsson bookstores. My point is, even if you had everything you ever dreamed of having to promote and market your book, you still need a really good book, an author promoting it, and even then, there's no guarantee the public will rush to buy it.

While writing this, I looked up Jessica's book on Amazon.com to see what the ranking was and to check on the correct title. Amazon didn't have it listed in their online database—sometimes it takes Amazon a wee bit longer than you'd expect to post a

new title to their site. I searched Amazon by author's name, book title and keywords—nothing!!! All my search efforts showed zero results!!! On my very first try at Barnes & Noble's online bookstore at [www.bn.com](http://www.bn.com), I found her hardcover, 224-page book, with a list price of \$23.95 at a B & N price of \$14.37 (40% discount), holding a Sales Ranking of 329 as of Sunday evening, November 23.

## **Infinity Sets Industry Trend With POD Bookstore Return Policy**

Carol Welsh, Infinity's Author's Advocate in Florida, was representing Infinity at the recent Miami International Book Fair when she had an interesting conversation with Kurt Kinney, a representative from 1<sup>st</sup> Books. He told Carol they will be following Infinity's lead and in a few weeks will be announcing their own return program for bookstores.

It will be very interesting to see how they handle their new return program—and what participation will cost their authors. We are delighted that we were able to implement our generous return policy at no additional charge to our authors.

## **Corporate Sponsorship Assistance**

We have been exploring corporate sponsorships for Infinity titles as part of our "Authors Who Make A Difference" program, and have established a policy for volume book sales personalized with a sponsor's message. With over 2,000 titles in our POD system, it's impossible to seek out individual corporate sponsors for the many books suitable for a sponsorship. But we are prepared to assist our authors in closing a sponsorship deal for their book. To begin, the author needs to first identify and explore potential sponsors to get an indication of their interest. Then they are to get contact information for the corporate decision-maker for us to close the deal with. You do the groundwork, and we'll help plant the seeds helping to harvest a profitable deal.

Jane Martin identified several potential sponsors for her book, *"Breathe Better, Live in Wellness,"* with the obvious being pharmaceutical companies making pulmonary drugs. One such company has recently finished a successful sample distribution and evaluation of her book. Also, the Alpha-1 Foundation ordered 50 copies for evaluation by their board of directors and staff. They are considering sponsoring

her book as part of their patient support and public awareness programs. A major medical equipment and oxygen provider representative recently approached Jane after her presentation asking her about the availability of sponsorships. Sponsors are often very interested in having their name associated with books that are helpful and supportive of their services and products.

Information about our sponsorship information is posted on the Infinity website. But patience is a must!!! We are moving slowly in this area because it takes a long time for corporate seeds to sprout.

## **Special Offer for Infinity Authors By "On The Air" Expert Brian Jud**

Do you want to sell more books on television and radio? Of course you do! *"You're On The Air"* is a new media-training package. It includes a video and two books that feature interviews with top talk show producers. They reveal the secrets of selling books on the air. Learn memory techniques if your mind goes blank and 17 ways to improve telephone interviews. Also, learn how to use your body language, gestures and facial expressions strategically. Here's the special deal: this package normally retails for \$99.95, but Infinity authors get a \$20.00 discount so the entire package will only cost you \$79.95.

More information: [www.bookmarketingworks.com](http://www.bookmarketingworks.com)  
Brian Jud at 800-562-4357 or [brianjud@comcast.net](mailto:brianjud@comcast.net)

## **Here's a Seasonal Offer from Infinity**

John Kremer stresses at our conferences the many merits of selling your book to relatives—don't give it away unless it's a true gift. Relatives' money spends just as good as real money. When Uncle Harry visits for the holidays and asks where he can buy a copy of that book you wrote, have copies on hand—if one relative buys, so will the others who didn't receive your book as a gift. It's all a matter of "relativity!!!" For every ten books an author orders, they will receive one free! Orders received by December 16<sup>th</sup> will be shipped to arrive in time for Christmas! Offer good through December 31<sup>st</sup>.

Your family of friends here at Infinity Publishing, extends to you and your family of friends our warmest wishes for a joyful and sparkling bright holiday season. Take care and enjoy often... John