

# The Author's ADVOCATE



## Special Newsletter

January 2004

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

### Joyful Season Greetings

Brightest of blessings and gladdest of tidings, my friends, fellow authors and associates!!! 'Tis time for focusing on the new calendar year; 'tis the season for doing daring planning; 'tis my opportunity to share my daring thoughts with you.

**“Daring ideas are like chessmen moved forward. They may be beaten, but they may start a winning game.”**

Johann Wolfgang von Goethe (1749-1832)  
Poet and dramatist

There's great value for authors in growing daring ideas and creating a winning plan. Daring is being fearless in venturing into a virgin vastness where few have gone before. That's not to be confused with being crazy—like firewalkers walking fearlessly over hot embers—but it's plain crazy to risk certain bodily harm by walking through a raging blast furnace. Remember, a touch of healthy craziness is essential for sparking inspired ideas that might seem weird until they start to work.

Ideas are what spark daring forward moves—the most complex corporate structures begin with the first positive spark of an idea coming to life. The Wright Brothers' idea of achieving powered flight was launched 100 years ago, December 17, 1903. Today, the world wide aviation industry is a growing \$500 billion annual share of the world economy—and many people still have a fear of flying!!!

Too many folks never open their minds enough to spark ideas with the potential to move them forward. Ideas never have a chance to germinate in a bed filled with self-doubt and weary worries. They're stuck in a mind numbing status quo of boring same-

ness as they pass time away, bemoaning how nothing ever changes—the only true constant is change.

Now, some sameness of ways become cherished creature comforts, like my drink of choice will always be Pepsi, I enjoy watching the successful blend of talent and tactics in football—the Philadelphia Eagles are playing like a very talented team this season—and I religiously watch Jeopardy every weeknight—I love stretching my mind with their answers. Pleasing sameness is often a good thing.

Humankind has a tendency to come up with 10 reasons why an idea won't work. Methinks many folks could use their brainpower to think about a dozen or more ways to make the idea workable—or to make a good idea work better. Too often people stop thinking and let others do their thinking for them and then they soon lose their ability to think for themselves.

Sadly, there are negative people who seem to be critical about everything. They find fault with whatever, and they'll tell you—for your own good—what's wrong. This is usually very different than how you experience it. Friendly folks might freely give you some constructive criticism to consider, but 'tis wise to listen to your inner voice when daringly designing your winning plan of action.

Indeed, give due consideration to those potentially beneficial suggestions, but remember, you're the one who will be applying the efforts to evolve the idea. You must directly involve yourself to make your idea really happen!!!

Those same idea sparks that sparkled your book into being, are now sparking creative concepts about how to turn up the heat on your book sales. Write out your daring ideas for promoting your book and that will become the start of your winning plan!!!

## A vision of good things to come...

My wishful vision for things to come in the future is to have it become a widely accepted fact that Print-On-Demand is a cost-effective method for publishing books. POD is a new publishing concept that gives the author complete control over their book and it's unfortunate that uninformed professionals mistakenly refer to publishers utilizing POD systems as being nothing more than another subsidy publisher or a vanity house. There are big differences.

Those uneducated about the many differences unknowingly put POD in that same category as subsidy publishers that charge their authors a fee to offset the cost publishing their book. One difference is subsidy publishing costs an author in the neighbor of \$15,000 to publish their book and could take 6 months to a year to produce the book. The Infinity setup charge to add an author's book into our POD system is \$499—that's a big difference of \$14,501, and our authors usual have their proof copies in hand in 6 to 8 weeks. The author isn't paying to publish their book, their customers ordering books from Infinity via [www.buybooksontheweb.com](http://www.buybooksontheweb.com) or though bookstores are paying for publishing the books. POD books are produced to fill the demands created by orders and are shipped directly to the purchasers. Those authors self-publishing with anal offset press run have cartons of unsold books stored in their homes. I've been told 6 cartons makes a great coffee table that's about a \$5,000 conversation piece.

Please help us to educate folks by sharing your experience as an Infinity author with anyone who asks you about POD publishing. Thanks for helping.

## Beware of costly radio deals...

Not all daring ideas are winners. I recently talked with several authors who have done local radio shows and they were then approached by employees of the station with an offer for the "guest author" to have an hour long radio interview for a mere \$350. The authors were encouraged by the radio station representatives to find commercial sponsors or to pay for the hour themselves. If you do the math, you'll discover just how many books you'd have to sell as a direct result from the radio program.

Another downer is that usually these "special sponsorship deals" aren't aired in prime time. Prime time is considered to be during the rush hour, morning

and evening drive times, when the greatest number of commuting listeners are tuned in on their car radios. Now just because they're listening, that doesn't mean they'll be ordering your book.

Other costly "deals" to avoid are the ones offered by Bookman Publishing & Marketing. In my opinion their marketing services are overpriced and their ability to deliver publicity and beneficial contacts with interested traditional publishers as promised is questionable. They are currently running an Introductory Price of \$799 on their Expanded Nationwide Radio Advertising that they claim will air an author's two-minute interview/commercial on over 270 radio stations throughout the United States. In January 2004, their price goes up to \$950. Once again you need to do the math to arrive at the break-even point of how many books need to sell to earn enough in royalties to cover the cost of their services. They've also been sending out a lot of spam.

## Reaching beyond the North Side...

**Infinity** author, **Frank Pandozzi**, has been getting some great newspaper reviews on his novel *North Side Story*. Frank tells the stories of the residents in the changing North Side neighborhood of Syracuse, NY. Visit [www.frankpandozzi.bizland.com](http://www.frankpandozzi.bizland.com) to learn more about Frank's book and his growing fan club.

## Free Book Promotion Newsletter...

Book Promotion Newsletter is designed for authors of all genres. Featured articles are written by subscribers and have included topics such as marketing tips, publicity from a publicist's point of view, and self-publishing. The free bi-weekly e-zine also contains promotional coups from our readers, criticisms, wonderful websites, classifieds, kudos, and more. It is an interactive e-mail and readers are encouraged to share their marketing experiences. The newsletter is a good way to showcase your work and read how other authors market theirs. For a free subscription, simply e-mail me at [franalive@optonline.net](mailto:franalive@optonline.net)

Your family of friends here at Infinity Publishing extends warm wishes to you and your family for a most joyful holiday season and a fruitful New Year. We look forward to meeting you in person at our 5<sup>th</sup> annual Authors Conference the last weekend in October 2004—please mark this on your calendar.

Take care and enjoy often...John