

# The Author's ADVOCATE



## Special Newsletter

June 2004

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

# More Book Promotion Avenues Open for Infinity Authors

## New Virtual Seminar Program Offered to Infinity Authors

If you are looking for a way to reach a wider national audience and increase exposure for your book, virtual seminars may be right for you. **Infinity Publishing** has teamed with **Glyphics Communications** to make available a virtual seminar service to all of our authors. This new type of seminar, built around an audio conference call, has proved very popular and effective in delivering seminar content to a wide range of recipients at many scattered locations, *with no risk or upfront cost to the authors.*

Now that we have your attention, here's how this program works. **Infinity authors** work directly with the event team at **Glyphics Communications** to plan, schedule, and produce the seminars, which typically last for 60-90 minutes. A seminar marketing plan is devised to attract targeted attendees from specific niches of interest. Participants use their telephones and, if desired, the Internet to access your live seminar. PowerPoint Presentations capability and video feed is also available. Guest participation can be included with a Q&A session or other interactions with the author—this is your personal forum to express yourself about what's in your book. You know what it's like hoping an interviewer will ask you the just right questions about your book; here, the interviewer

works with you and asks you the questions—just they way you wrote them.

Naturally, the content of some books works better in seminar presentations than others. Generally, this type of seminar is successful for those authors that provide “*need-to-know*” information as compared to “*nice-to-know*” information. Topics such as investment advice, legal regulation updates, personal health information, or other educational materials generally draw the biggest audiences. However, any content that has an interested following of dedicated folks can be used to create a successful seminar.

During a recent meeting with the folks from **Glyphics**, **Tom Gregory, President of Infinity Publishing**, commented on this new program, “It's a triple win for our authors because with this, they have a proven avenue to reach more people with a dialogue about their books, and they earn royalties from **Infinity** on books sold, as well as a percentage of the seminar registration fees from **Glyphics**. This is clearly a win, win, win opportunity for everyone and I'm delighted to bring this to the attention of our authors.”

For more information, and to discuss how you can benefit from conducting virtual seminars, please call **Chad Stokes, Senior Account Executive** at **Glyphics Communications**, at 800-352-7023 x1228 or email him at [cstokes@glyphics.com](mailto:cstokes@glyphics.com).

## Librarian Book Fair Display Opportunity

We are pleased to present you with the opportunity to have your book displayed at the **American Library Association Annual Meeting**, being held in Orlando, FL from June 25-30th. **Jacinda Sedgley**, **Special Events Director** for **The Reference Shelf**, is working with Infinity to develop this program to display our books in more niche markets at regional and national professional book fairs and conference exhibits. The **Reference Shelf** has been successfully displaying books by mainstream publishers and university presses for years, and now, through the efforts of **Jacinda**, they are extending their cost-effective book-showcasing services to small and alternate publishers. Naturally, **Infinity** is the best alternate way for authors to publish, and we are delighted to work with **Ms. Sedgley** to develop this new program and to help to provide increased exposure for our authors.

The **American Library Association** gathering is attended by public library directors, college & university library directors, heads of acquisition, collection development librarians and subject specialists. There are over 25,000 attendees looking for new titles to order!!! According to **Jacinda**, any of **Infinity's** titles are appropriate for this meeting and Library of Congress identifying numbers are NOT required because orders will be placed directly with **Infinity Publishing**. We will keep you abreast of future events at which **The Reference Shelf** will be showcasing Infinity titles. However, many of their other shows have limitations as to the selection of appropriate titles that can be displayed.

The cost to display your book at the Orlando show is **\$50 per title**. **Infinity** will provide **The Reference Shelf** with a copy of your book to be placed on display at this show. To have your book shown at the June 25<sup>th</sup> event you must register with Michelle by calling 1-877-BUY-BOOK, ext 16 or email her at [showcase@infinitypublishing.com](mailto:showcase@infinitypublishing.com) on or before Friday, June 11, 2004. **Infinity** will be providing special support to **Jacinda** to make this program successful for us all.

## Special Book Review Deal With Author Services

More than any other part of your promotional campaign, book reviews will help to generate more book sales. It's a proven fact that people like what other people like, and a positive recommendation can go a long way to accomplishing significant marketing momentum on your book. Have you had your book reviewed yet? If not, then we've got a great deal for you. Many of you reading this newsletter are familiar with **Author Services**, owned by **Penny C. Sansevieri**. Penny's been a guest speaker at three of our conferences and she'll be with us again at Valley Forge in October.

**Infinity Publishing** and **Author Services** have recently negotiated a book review package which includes a customized review program suited to your book and topic. The professional review package also includes a press kit—free to all **Infinity authors** as part of our “review deal” with **Penny**. Normally **Author Services** sells this package for \$625 but as a special price arranged for our authors, they're offering this service to you for only \$525—including creating a press kit about you and your book. To get more information about this package or to sign up, send an email today to [penny@booksbypen.com](mailto:penny@booksbypen.com) and mention the **Infinity** offer key phrase, *Happy book sales to you!!!*

## Authors and More... Event at Lewisburg, PA Saturday, September 25, 2004

The **Lewisburg Kiwanis Club** is sponsoring a day long **Authors and More** event from 9am until 7pm on Saturday, September 25, 2004 at 131 Market Street, Lewisburg, PA. **Jeri Dunlap**, **Event Coordinator**, is looking for authors and editors to participate in seminars and discussion groups. If you are interested in being a participating author, please contact Jeri at [pegasus2@ptd.net](mailto:pegasus2@ptd.net) for the details. **Infinity Publishing** tries to be supportive of local writer groups because without writers there would be no books to publish.

## Profitable Markets Await Beyond the Bookstores

Do you want to sell more books??? **Brian Jud's** new title, *Beyond the Bookstore*, is a **Publishers Weekly** book that shows authors how to sell their books to the vast non-bookstore markets. These markets are more profitable for the author because these specialized booksellers order books directly from **Infinity** and not from **Ingram**. On **Infinity** books ordered through **Ingram**, the author earns a royalty on a selling price of 45% of the retail price because **Ingram** requires a deep discount of 55% off the cover price. However, on books produced and sold by **Infinity** at the wholesale price of 40% off, the author earns a royalty on the selling price of 60% of the cover price! Mr. Jud's book describes hundreds of ways to find and contact prospective buyers for fiction and non-fiction titles who will order from **Infintiy**.

*Beyond the Bookstore* will help you discover the names of buyers who could be looking for books just like yours—and they'll order directly from **Infinity**. You will learn simple hints for successfully contacting prospects, and how to save hours and hours of doing endless research looking for them. *Beyond the Bookstore* can help you increase sales and profits. Also included in this special deal is **The Marketing Planning CD-ROM™**. This has a customizable marketing timeline to help you get all your projects done on time and in the right sequence. It also provides you with templates of easy-to-use formulas for controlling your expenses. This simple tool will help you to measure the cost-effectiveness of your marketing efforts and make your investment of time more fruitful.

According to **Dan Poynter**, author of *The Self-Publishing Manual*, *Beyond the Bookstore* is "outstanding and very insightful." **John Kremer**, author, *1001 Ways to Market Your Books* says, "If you want to sell outside the bookstore market, read this book now." And as **John F. Harnish**, **Infinity's Special Project Director**, says, it "effectively describes new ways to successfully sell **Infinity** titles to blossoming non-bookstore markets."

*Beyond the Bookstore* contains 320 pages of practical, doable tips, and techniques to help you make more money selling more copies of your book. **Brian's** new hardcover book walks you through the steps to reach prospective buyers for your book. Now you can *save 20% (\$10)* with a special offer arranged by **Infinity Publishing**. Order online, at **Brian's** website [www.bookmarketing.com](http://www.bookmarketing.com), using use **Promotion Code JH020**, and this two-piece package is only **\$39.95!** For more information, contact **Brian Jud, Book Marketing Works**, P. O. Box 715, Avon, CT 06001; telephone 800-562-4357; email [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or visit his website at [www.bookmarketing.com](http://www.bookmarketing.com)

**Brian Jud, Dan Poynter and John Kremer**, along with **Jacinda Sedgley, Penny C. Sansevieri, Cathy Kessler, Melanie Rigney, Patricia Lorenz, Bonnie Neubauer and Chad Stokes** are just a few of the publishing professionals who will be presenting at our **5<sup>th</sup> Annual Author's Conference and Book Fair**, October 29 – 31, 2004.

### Authors: Beware of Scams!

Author-originated publishing has produced some nasty con-artists. These clever crooks are ready to prey upon aspiring authors with all kinds of glorious promises about what they can do to make your book the next best seller. The warning "buyer-beware" certainly applies—they will tell you whatever you want to hear about your wonderful book just to sell their services. Talk is cheap, but not when you're writing out the check for expensive talked-about services that will never be delivered.

The best way to avoid being scammed is to check references and talk with other authors who have used the professional services you are considering. If we mention a product or service in this newsletter, we usually know the principals involved and have made an arrangement for **Infinity** authors to receive a special discount. Many of the professionals and companies mentioned in this newsletter have been presenters at our conferences—and they've donated books and services to be awarded as door prizes.

## The Business Side Of Being an Author!!!

Our annual conference will feature a panel presentation focusing on the business aspects of being a working author—that's earning your living from your wordsmithing efforts. This is the dream of many authors and this panel will help to point you in the right direction to achieve this goal.

**Patricia Lorenz** is a successful and prolific author. One of the secrets to her success is that she is a master at organizing and tracking all her writing efforts. She creates attention by submitting targeted article ideas to magazine editors and she can tell you instantly which proposals have produced results and which ones are under consideration. Patricia ongoing efforts produce positive results that help to sell more books.

**Jean D. Sifleet** is another successful author, as well as a practicing attorney and CPA. Jean will address the legal issues of being an author and the basics that you need to know to keep everything nice and legal. Visit her website and sign up for her free newsletter at: [www.smartfast.com](http://www.smartfast.com)

**Genevia Gee Fulbright** is also a CPA and is **Vice President/Marketing Director** of **Fulbright & Fulbright, CPA, PA**. Genevia will explain some of the federal income tax deductions that can be taken by authors. She was recently featured in the March 14<sup>th</sup> issue of Parade magazine with her book, *Make the Leap: Shift from Corporate Worker to Entrepreneur*.

**Dave Giorgio, Infinity's Account Manager**, will serve as the panel moderator. Dave will explain all about royalties, 1099's, and how Infinity's unique return policy for booksellers benefits our authors. There will be time for questions, and the presenters will be available to meet with conference attendees to answer specific questions.

Register for our October 2004 *Express Yourself... Authors' Conference and Book Fair* by calling Michelle at 877-BUY-BOOK, ext 16. Your early registration earns you a special appreciation gift.

## Self-Publishing is OUT!!! Author Originated Publishing is the INFINITY way to Publish!!!

Self-publishing is a costly, high risk undertaking that is labor intensive and often produces a small return for the author. There are many one-book publishers who took the time and trouble to setup a publishing house to produce and market their book only to discover that it's not cost-effective to be a one-book publisher. The startup cost could easily exceed \$30,000 to self-publish a book.

**Infinity Publishing** produces and distributes books under a non-exclusive publishing agreement originated by the author. The author pays a one-time setup fee of \$499 to have their book added to Infinity's "just-in-time" book publishing system, and then pays the author royalties monthly. **Infinity** is the publisher of records identified by the ISBN, however, the author who has originated the publishing of the book owns all rights to the book.

The Infinity published author also benefits from being published by a publisher/distributor with almost a decade of business history that booksellers have grown accustomed to ordering from—we enjoy an outstanding record for prompt delivery and continuing customer support. **Infinity** has a vested interest in selling the author's book because we earn our profit from every book that's sold. We also back the author's book with our exceptional book return policy for booksellers—at no additional cost to our authors.

There's no way **Infinity** can fund a marketing plan for each of the 2,200 books we publish. Therefore, we provide marketing support by finding promotional opportunities for our authors to consider. With some of these opportunities, we support the author by providing books—like our arrangement with **The Reference Shelf**: you pay for the display space and Infinity provides your book and takes care of all the details!

**Author Originated Publishing** is the evolving trend in publishing and I'm proud **Infinity** is leading the way.

Take care and enjoy often...John