

The Author's ADVOCATE



Special Newsletter

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MISS USA to Attend Infinity Conference Sheraton Park Ridge at Valley Forge, PA, October 29 – 31, 2004

Shandi Finnessey, Infinity author of *The Furrtails* and reigning MISS USA and MISS UNIVERSE First-Runner-Up, will be participating in our 5th Annual “Express Yourself...” Authors’ Conference and Book Fair. Shandi will be with us from the welcoming session at 9 AM on Friday, when we’ll have opening introductions from many of our presenters—right through our Sunday afternoon Book Fair in the ballroom of the **Sheraton Park Ridge** at Valley Forge, PA.

Shandi will be attending our conference as both an author participant and the keynote speaker at our Saturday evening banquet. Naturally, our conference will be for registered participants only; however, the public will have an opportunity to meet Shandi and all the authors taking part in the Book Fair on Sunday afternoon.

When asked how we were able to arrange for Shandi to attend our conference, **Tom Gregory**, President of **Infinity Publishing**, explained, “We knew she was one of our authors, and when she won the MISS USA pageant, I sent her a letter expressing our congratulations along with our best wishes for a successful reign. I also extended an invitation to participate in our conference. A few months later we received a letter saying that she was interested in attending our conference and asking for more information. We worked out all the details and we’re delighted that she’ll be able to be with us for all three days of our conference and book fair—she’ll be autographing her book.”

KENSINGTON PUBLISHING EDITOR WILL BE AT OUR CONFERENCE

Laurie Parkin, Vice President / Publisher of the **Kensington Publishing Corporation**, will be sending one of her editors to attend our conference. The editor will be attending our conference to explain why a mainstream traditional publisher like Kensington is interested in considering books that have been published by Infinity. Kensington Publishing recently acquired the right to publish a novel by Infinity author **Wendy Thompson**. Wendy will also be attending our conference and her novel, *Back to Life*, is scheduled for release by Kensington in September 2004.

Kensington Publishing Corp. is the last remaining independent U.S. publisher of hardcover, trade and mass market paperback books. 2004 marked their thirtieth year in business. From the time their very first book became a bestseller, Kensington has been known as an astute and determined *David-vs.-Goliath* publisher of titles from fiction and romance to health and nonfiction. Kensington accounts for about 7% of all mass market paperback sales in the U.S. Through the Kensington, Zebra, Pinnacle, and Citadel imprints, the company releases close to 600 new books per year and has a backlist of more than 3,000 titles. They are considered a leader and innovator in such areas of publishing as African-American, Gay and Lesbian, Erotic Romance, Wicca, Alternative Health and Romance novels.

WHAT MAKES OUR CONFERENCE VERY DIFFERENT???

Many writers' conferences put on by regional writer groups or sponsored by commercial ventures have a focus that is entirely different from our annual conference. They tend to focus on how to write a query letter to pitch a book to an agent or a traditional mainstream publisher. The main thrust of their seminars is to explain to wannabe authors the weary ways of trying to get their book published by a traditional house. They stress the formulistic ways of writing to get published that have worked in the past for perhaps one out of every ten thousand wannabe authors! They usually charge extra for a brief consultation with one of the professional presenters and who often leave shortly after their presentation. The higher cost to attend their conference isn't affordable for many authors.

The focus of our conference is on helping you to be more successful with your efforts to promote and market your book. We have an all-star team of publishing professionals with decades of marketing experience. One-on-one consultations are included in the reasonably priced registration fee, and almost all of our presenters will be at there for all three days—lots of time for you to meet and talk with all the speakers. Yes, it's true, some conferences nickel and dime their attendees with additional charges for consultations, reading fees, etc. For our annual conference, just get yourself here and we'll treat you right, feed you great food, lodge you in a safe, creature-comfort Sheraton hotel room and expand your creative mind with a multitude of beneficial ideas for your book!!!

OUR PRESENTERS ARE ACCLAIMED PUBLISHING EXPERTS

We have carefully selected presenters who have a wide variety of self-publishing experience and masterful marketing skills. Each of these industry leaders has presented at previous Infinity conferences and they always have a lot of fresh ideas and a wealth of valuable information to share with our conference attendees. Their continued involvement with our conference is truly a matter of coming back by popular demand.

Brian Jud, President of Book Marketing Works, is an author, publisher, book-marketing consultant, seminar leader and host of the television series "**The Book Authority.**" Brian has written and published four books on career transition which are distributed internationally: *Job Search 101*, *Coping With Unemployment*; *The ABCs of Finding A Job* and *Help Wanted: Inquire Within*. Brian is also the author of *Beyond the Bookstore: How to Sell More Books Profitably to Non-Bookstore Markets*, published by **Reed Press**, a division of **Publishers Weekly**. Brian has several innovative plans for conducting profit-targeted niche marketing as well as how to conduct expansion beyond the usual niches with innovative pitches.

John Kremer is the author and publisher of *1001 Ways to Market Your Books: For Authors and Publishers*—now in the fifth edition; *The Complete Direct Marketing Sourcebook*, *High Impact Marketing on a Low Impact Budget*; and *Celebrate Today*. He has also designed the **Do-It-Yourself Book Publicity Kit**; **Book Publishing Reports on CD-Rom**; and **The Kremer 100 Marketing Kit**. John has also published *John Kremer's Self-Publishing Hall of Fame* through **Infinity Publishing**. He is an internationally acknowledged expert on book publishing and marketing. Many of the leaders in the publishing industry call him the "guru of book marketing with the wonderful wit of a wizard." Besides being the owner of a successful publishing company (**Open Horizons** in Fairfield, Iowa), John has been the editor of the **Book Marketing Update** newsletter for over sixteen years. This will be the fifth "**Express Yourself...**" **Author's Conference** for John, and each year he continues to dazzle us anew with creative book marketing ideas.

Patricia Lorenz is an internationally-known inspirational, art-of-living writer and speaker. She's the author of five books: *GREAT AMERICAN OUTHOUSE STORIES*, *The Hole Truth and Nothing Butt*, published by **Infinity Publishing**; *LIFE'S TOO SHORT TO FOLD YOUR UNDERWEAR* and *GRAB THE EXTINGUISHER, MY BIRTHDAY CAKE'S ON FIRE*, published by

Guideposts Books; *STUFF THAT MATTERS FOR SINGLE PARENTS* and *A HUG A DAY FOR SINGLE PARENTS*, published by **Servant Publications. Patricia is one of the top contributors to the *Chicken Soup for the Soul* series with stories in eighteen of those books. She's had over 400 articles published in numerous magazines and newspapers; is a contributing writer for fifteen **Daily Guideposts** books and two dozen anthologies; and is an award-winning newspaper columnist. A Wisconsin native and entertaining speaker, Pat has a cheesy style of humor and a wealth of wisdom about how to publish frequently and get paid for what you write.**

Bonnie Neubauer is currently completing, *Write Here...Right Now!*, a book of creative writing exercises that will be published by **F&W Publications** with a scheduled release in 2005. Bonnie is the inventor of **STORY SPINNER™**, a do-it-yourself, at-home creative writing workshop wheel. She is a popular teacher of creative writing workshops in the greater Delaware Valley, and she's an illuminating speaker on effective marketing techniques. Best of all, Bonnie has several cures for breaking through the dreaded writer's block!!!

Dan Poynter is the internationally acclaimed grandfather of self-publishing. Dan wrote **The Self-Publishing Manual** because so many publishers wanted to know his secret to selling so many books. Dan is one of the publishing industry's most energetic, experienced and widely respected leaders—and perhaps one of the most successful self-publishing authors since Ben Franklin. Dan's *Hang Gliding* has sold over 130,000 copies—a best seller by any publishing standard. Dan has produced more than 76 books and revisions so far, of which some have been translated into Spanish, Japanese, Russian, British-English and German. Over the years, Dan has developed a system of writing that makes it all so easy and fun. His books are loaded with facts and figures and contain detailed inside information. Dan has sold millions of his books, including several best sellers, for tens of millions of dollars in sales. Many of his books sell at the rate of 10-

20,000 copies per year, every year. Dan has the unique honor of being the expert that the experts in the publishing industry often consult with on challenging book projects.

Melanie Rigney is a former editor of **Writer's Digest**, the leading magazine for writers. Melanie speaks at several conferences each year, including the Maui Writers Conference. Prior to her position at **Writer's Digest**, Melanie was an editor and writer with **Thomson Financial Services** and a publishing manager for a unit of **Macmillan Computer Publishing**. She also spent several years as a writer and editor with **Advertising Age**, a leading magazine on marketing, and as an editor and manager with **United Press International**. With her vast experience in writing, editing, publishing and marketing, Melanie will be the perfect moderator of our highly informative **"Ask the Experts"** panel, which will be the last session on Saturday.

Penny C. Sansevieri began her career in the literary and marketing world over ten years ago. She has been a freelance writer, instructor, and has assisted authors in designing book packages for literary agents and publishers. She has also handled a variety of marketing and publicity campaigns for author events and book launches. Her diverse background enables her to bring a multitude of talents to the table, and as well as a myriad of marketing techniques. In 2001, Penny began instructing the **"Get Published Today!"** workshops. These groundbreaking classes were the first to be offered anywhere in the United States and focused on teaching authors about their publishing options. She has been featured on KUSI TV-9/51, The NBC Morning Show, and The Fox Morning Show. She is also editor of the e-newsletter, **"Get Published!"**

Jean D. Sifleet is the author of *Smart Fast* published by Infinity. Jean's career spans large firms, multi-national corporations, two successful entrepreneurial ventures, and raising three children. Along the way, Jean learned that the essence of effective management is the ability to gather and distill important information and make decisions

quickly. Jean's approach is practical and systematic. Her advice is grounded in her first-hand experience as an entrepreneur as well as her knowledge of law, finance and management. Jean holds a BBA (cum laude) from Ohio University and a Juris Doctorate from Boston University School of Law. She is a Certified Public Accountant and a member of the Bar in Massachusetts.

John F. Harnish is Special Projects Director for **Infinity Publishing** as well as the Conference Director. He has over 4 decades of experience in publishing—spanning from letterpress to high-speed digital printing. He successfully self-published in the early '70's, was represented by an agent and traditionally published into the '80's. As a marketing consultant, he has consulted with major corporations on new product introductions and start-up operations. Since 1999, he has published 3 books with Infinity—including his popular book, *Everything You Always Wanted to Know About Print-On-Demand Publishing But Didn't Know Who to Ask!!!* John is an acknowledged expert on the hybrid publishing of author-originated books.

WHAT THIS CONFERENCE *ISN'T*...

There are a few things this conference isn't. This isn't a place to bring the kids to—sometimes, we ain't all that politically correct!!! This isn't a conference that permits soapbox rants or missions of salvations—no bitching, nagging or ranting allowed. There isn't space here for inflated egos—so break wind and check your ego at the door. This isn't a weekend infomercial for Infinity Publishing—our focus is on helping all authors to achieve better results with their books regardless of who publishes their book. This isn't a platform for presenters to sell you their professional services—although attendees have later hired some of our presenters to help with their books. This isn't a closed-conference—everybody's welcome: writers, authors, agents, editors, proofreaders, book designers, cover artists, publicists, marketing consultants, and anyone interested in learning more about this evolving hybrid method of publishing.

AN AUTHOR-FRIENDLY CONFERENCE THAT'S AN AFFORDABLE VALUE

The full 3-day conference registration package is **\$639, including meals and lodging** at the Sheraton on Friday and Saturday nights; the full package **without lodging** is **\$429**. Discounted rooms are available for Thursday and Sunday nights. All room reservations will be made through Infinity to ensure that you receive our special rate. Your early conference registration is the key to maximizing opportunities and increasing your benefits, such as guaranteeing you a one-on-one consultation with the publishing professional of your choice.

Come with a friend, share a room at the Sheraton, and we'll register you both for **\$869!!!** If you divide it in half, your full packages, including your room and meals, will cost you **\$434.50 each**—and you'll have a friend to share in the conference experience and to travel with.

CONFERENCE SCHOLARSHIPS

At least 6 full scholarship packages and at least 9 merit scholarship assistance grants will be awarded to current Infinity authors or college students who want to attend our conference. The author will be responsible for covering their travel costs. Applying for a conference scholarship is easy. Just email to: scholarship@infinitypublishing.com In the body of the email, include your name, address, phone, your Infinity author identification number from your statement, book title(s) and the ISBN(s). Write a 250 word paragraph about what makes your book unique and why you want to attend. If you are a college student, write a 250 word paragraph about how you will benefit from the conference. Please include a brief statement affirming that if selected to receive a scholarship, you will be able to cover your travel expenses and you will attend the entire conference. Scholarship applications must be received by August 31.

To register for our 2004 conference, please call **Michelle Shane** today at **877-289-2665**.

Take care and enjoy often...John