

The Author's ADVOCATE



Special Newsletter

December 2004

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

Infinity's West Coast Authors' Conference San Diego, CA, January 21, 2005

Infinity Publishing's first West Coast **Express Yourself... Authors' Conference** will be held on Friday, January 21, 2005, at the Doubletree Hotel in San Diego's famous Mission Valley. Join us for a continental breakfast of coffee and danish starting at 8AM, with the first session starting at 9AM.

Our all-star team of nationally acknowledged publishing experts include: **Dan Poynter, Brian Jud, Penny C. Sansevieri, Jane M. Martin, and John F. Harnish.** They will be presenting seminar sessions on the rapidly changing face of publishing; cost-effective; target marketing; book promotions; hybrid-publishing of author originated books; and positive ways of connecting with the media to get more exposure for your book.

Literary agent Drew Nederpelt – with offices in NYC and Beverly Hills – will give a keynote luncheon presentation about how to work successfully with an agent representing your book. Drew will explain why many traditional mainstream publishers are looking at author-originated books with increasing interest in publishing them under their imprint.

The registration fee for Infinity authors if you register on or before January 5th is **\$96 – \$126 for non-Infinity authors.** After the 5th, the registration will be **\$126** for Infinity authors – **\$156** for non-Infinity published authors. We will extend the special Infinity author registration fee to the friends of Infinity authors attending or any author friends referred by an Infinity author.

Give yourself a meaningful Happy New Year's gift and register for our San Diego conference today by calling Michelle at **(877)289-2665.** Our conference precedes the San Diego Writers Conference at the Doubletree on January 22 and 23.

San Diego Wine and Cheese Party Thursday, January 20, 2005

All Infinity authors and their friends are invited to attend a wine and cheese party on Thursday evening, January 20, 2005, from 6PM to 9PM at the San Diego Mission Valley Doubletree Hotel. Come to the gathering to informally meet our presenters and to network with other West Coast Infinity authors. Bring along any friends who are interested in publishing with Infinity – please be assured that you won't be setting them up for a sales pitch, but rather giving them an opportunity to get acquainted with us.

RSVP by calling Michelle on or before January 14 – RSVP to attend our party before the end of 2004 and there will be a special gift waiting for you at the party!!!

Special 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. It's all a matter of relativity!!! When Uncle Henry, visits for the holidays and asks where he can buy a copy of that book he heard you wrote, have copies of your book on hand to sell — if one relative buys, so will the others who didn't receive your book as a gift. If you order 10 copies of your book at the wholesale price between now and December 31, we'll pay for shipping and include an extra copy – order 20 copies and we'll include 2 free copies of your book!!! Orders received by December 17th will be shipped to arrive before Christmas. Be sure to mention this "Special Seasonal Offer" when you call Michelle to place your order today.

R. R. Bowker's PubEasy Offer for Infinity Authors

Meet the many challenges of book marketing today and build effective awareness for your titles. Positioning your title in PubEasy provides an exceptional means for Infinity authors to do just that!!!

When bookstores and libraries are trying to determine what books are of interest to their clientele, the one thing that makes a publication a candidate for selection is the author's determination and focus to get the word out about their publication.

A rigorous marketing plan and preparing a goal oriented position is the purpose of creating a favorable impression to book enthusiasts. Every author looks for that unique selling tool that will help them position their books in bookstores. Here's what PubEasy will do for your book:

- The Transact system provided by PubEasy can help you obtain your strongest possible position in the market place.
- Providing relevant information and easy access to your book for bookstores worldwide is the key to selling more books.
- Providing an electronic self-service service to booksellers to order directly from Infinity.
- High-speed and efficient method of transmitting book orders and receiving acknowledgments.
- Sophisticated linking tools to help booksellers find your book.
- Booksellers can access comprehensive bibliographic information on your title(s) 24/7 from anywhere via the internet.

Positioning your title with Bowker's PubEasy through Infinity Publishing is an easy one-time annual charge of \$25 for each title for Infinity authors. To take advantage of this offer call Michelle at (877)289-2665. For more information about PubEasy, visit the website at: www.pubeasy.com.

Go beyond the obvious, Go PubEasy!



Infinity's 2004 "Express Yourself...Authors' Conference photograph of **Tom Gregory**, President of Infinity Publishing; **Victoria Zdrok**, **Penthouse Pet of the Year 2004**, author of *Anatomy of Pleasure*, on the left; and **Shandi Finnessey**, **Miss USA 2004**, author of *The Furrtails*, on the right. (More conference photos will be in the January Author's Advocate Newsletter.)

2005 Daily Grammar Desk Calendar

Learn a daily helpful grammar hint throughout 2005 from this unique calendar created by Andrea Pollard. This desk calendar retails for \$12.95 but it is available to Infinity authors at the wholesale price of 40% off retail – \$7.77 – plus shipping and handling. Order yours today from Infinity – it makes a great gift for authors.

Greetings of the Holiday Season...

...from your extended family of friends at Infinity Publishing. We sincerely wish you and your family an especially joyful and safe holiday season, and a sparkling, bright and fruitful 2005.

Take care and enjoy often...John