

# 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

## Infinity Authors Offered Special Deal On R.R. Bowker's BookWire Review

**Hilda Maaskant**, representing **R.R. Bowker** at **Infinity Publishing's** first West Coast "Express Yourself..." Authors' Conference, surprised us by announcing that special arrangements have been made for Infinity authors to have an objective review professionally written by the prestigious **BookWire** review service. The cost per title is only \$225 — a substantial savings from their regular price of \$375.

R.R. Bowker, the founder of Publisher's Weekly over 130 years ago, has returned to the professional book review arena. This is a must have for your marketing efforts. An unbiased review from R.R. Bowker will prove to be invaluable to bookstores, libraries, and book-buying consumers. Reviews are second only to word-of-mouth in creating the buzz that helps to sell books!

Each review will be approximately 250 words, and will also include a separate 75-word synopsis about the author's book. The review will be posted on BookWire.com. This unique website has been selected by **Writer's Digest** magazine for the fourth consecutive year as one of the best media resource websites for writers. The review will also be posted on R.R. Bowker's BooksInPrint.com for up to a year. Books-in-Print is where book-buyers go for information and availability of books. The author will receive a PDF file for their own use in to further promote their Infinity published book.

Many self-published authors try to play the game of getting an advance review from Publisher's Weekly and the Library Journal by sending out a mock galley. They attempt to present themselves as being more than a 1-book publisher and perhaps their wee bit of subterfuge wins a favorable review for their book. However, after

waiting for 2 to 4 months, most are frequently disappointed when no review appears. There is a limited amount of space for reviews and an endless array of books competing for the attention of their reviewers. The prolonged waiting has cost the author valuable time that could have been used promoting their book. The BookWire review service needs approximately 8 to 10 weeks to produce a review and return it to the author.

If you decide to participate in this new program, Infinity will provide the author's book and ship it directly to BookWire — at no additional cost to the author— to start the review process as soon as possible.

Tom Gregory, President of Infinity Publishing, recently said, "We are pleased to be working very closely with Hilda and R.R. Bowker in developing new programs that will benefit our authors. This is another cooperative promotional option that we are delighted to make available for our authors consideration."

If you'd like to see the high quality of a BookWire review, please visit Jane M. Martin's website at: [www.breathingbetterlivingwell.com](http://www.breathingbetterlivingwell.com). More reviews are available for your perusal at: [www.bookwire.com](http://www.bookwire.com). To take advantage of this special limited time offer, call Michelle today at (877)289-2665.

### IPPY Contest Deadline

**Infinity** has made arrangements to assist our authors entering this contest. When you send your completed entry form and entry fee of **\$65 per title** to **Infinity**, then we will provide your book and ship it directly to them. The **deadline is March 15, 2005**. For more IPPY contest information visit: <http://www.independentpublisher.com/baentry.html>

Here's a book promotional idea...

## Successful marketing of my book began before I had a book!!!

I decided to pre-sell enough books to pay my expenses, so I could start making a profit sooner. I needed to sell 100 books to cover the set up fee, cost of books, give-away books, envelopes, and postage.

I began with my Christmas list. I knew that my friends and family were eagerly anticipating my first book, but the truth was that with so many in other states, I wasn't in regular communication with many of them. They wouldn't know when the book was ready for sale.

I started with a Valentine's Day special. I wrote a letter and offered to pay the postage on any book ordered before February 14th. (This saved each mailed order the \$3.50 I charge for postage and handling and encouraged them to buy immediately.) Naturally, I offered to autograph the books, too.

I couldn't believe the response!

I confess, I felt awkward trying to sell to my friends and family. What I discovered, however, is that they really wanted to be part of my success and were glad to buy one or more copies and encourage their friends to buy, too. They also thought it was cool to know a published author personally.

Yes, I easily made my goal, but the best part was receiving so many notes of encouragement with the checks. I felt humbled, loved, and energized to sell even more books.

By the time the book was ready, some were ready to buy more. I published my first book without debt, and I had a head start getting the word out.

I'd like to thank my family and friends for making my dreams come true!

**Denis' Thomas** is the author of *Newly Wed and Newly Cooking* (published by Infinity), a guidance counselor, a local DJ and a freelance writer, visit her website at: [www.denisthomas.com](http://www.denisthomas.com).

If you have a book marketing or promotional idea, please share it with us in the body of an email in 350 words or less. Email to: [john@infinitypublishing.com](mailto:john@infinitypublishing.com)

## Successful San Diego 2005 *Express Yourself... Authors' Conference*



Infinity authors and publishing luminaries from the San Diego area network at our Thursday evening wine and cheese gathering at the Mission Valley DoubleTree.



**Dan Poynter** explains his "new book model" concept for book publishing in the 21<sup>st</sup> century at the opening session of our 1-day conference.



NYC literary agent Drew Niderpelt tells it like it is about the changing face of publishing today during his luncheon keynote address.

Take care and enjoy often...John