

The Author's ADVOCATE

Special Newsletter

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What are you doing to sell your book???

Nothing—just talking about it!!!

Tom Gregory, President of **Infinity Publish** recently asked me to get in touch with **Leonard A. Renier**, author of *Learning To Avoid Unintended Consequences*, to discover what he has been doing to sell his book—because his book has been a consistent seller, month-after-month, for the past year. Whenever an Infinity title takes-off and hits our radar scope, we want to learn what the author is doing to make those book sales happen. Then we like to look at the author's marketing plan to explore what Infinity can do to augment such successful efforts. We can't develop and implement a marketing plan for each of the over 2,600 titles we have in our unique *Just-In-Time* book publishing system. However, when a book is a steady seller, we want to learn what the author has been doing to successfully promote their book so we can look at ways to help them sell more—and to share what we learn!!!

I called Leonard at his Michigan office only to learn he was doing a weekend seminar in Florida and would be returning to the office on Monday. His administrative assistant assured me he would call me soon after he was back in the office. I explained to her that I was calling to find out what they were doing to sell so many copies of his book. She took me by surprise when she said she didn't think Mr. Renier was doing anything special to sell his book. I found it difficult to believe that he could have sold almost 3,000 copies of his book in just over a year without doing anything special to promote it.

When I had an opportunity to talk with Leonard, he was amazed to learn that he had sold that many books and that I was actually calling to ask him what he was doing and to learn how Infinity could help him. Yes, we really do explore how we can get behind an author with

a book that's proving to be an ongoing seller. We earn our profit selling books. Therefore, we have a vested interest in our titles when they grow to be steady sellers.

The odds are a mainstream publisher wouldn't be interested in initially publishing Len's book because he takes some major jabs at several sacred-cows of consumer financing. Also, the financial climate is prone to make rapid changes that would most likely result in the traditionally published book being out-of-date before its release date.

So it was with an ever-improving sales history of presidential interest and as an expression of Infinity's vested interest that I was talking with Len to learn what he was doing to sell his book. Now, if Leonard was amazed by the nature of my call, then I was totally dumbfounded when he told me he's doing absolutely nothing to market his book!!!

Nothing??? *Nothing!!!* *Nothing* is the short answer I give when an author asks what Infinity will do to market their book. *Nothing* is my reply when I'm asked what will we spend to launch an author's book. *Nothing* is the quick come-back when you're asked what you're doing and you're doing something but you're not saying what the something is you're doing so you say you're doing "nothing!" Leonard had to be doing something, because unless you're a famous, well-known author, you're not going to sell 3,000+ books in about a year by doing nothing. Nothing indeed!!!

I asked about his book marketing plan. He explained he has been thinking about working up a marketing plan to augment what he says about his book whenever he's presenting a financial seminar.

Seminars??? Yes, of course, seminars and speaking engagements produce back-of-the-room sales!!! He was creating a buzz for his book as part of his seminar presentation. The buzz from the people who bought his book found valuable information in the content and then they went on to tell others about Len's book and by their shared words, the news was spread - the almighty power of word-of-mouth advertising that money can't buy, but it sure helps to sell lots of books.

Although he didn't have a formal marketing plan for promoting his book, Len incorporated all the right elements into the concept of his book. I asked him to write about his book to help our authors understand what he did that's been creating the book buzz that continues to work to sell his book

About My Book: ***Learning To Avoid*** ***Unintended Consequences*** By Leonard A. Renier

After twenty-five years in the financial services industry, I have a deepening concern about the direction we are heading as a country and the impact it will have on everyone financially. Unfortunately, traditional financial thinking is not confronting issues that are certain to change our everyday lives. Tremendous demographic changes in the next 3,000 days will impact government taxation, government benefits, government debt, interest rates, retirement plans, and medical coverage. All of these issues will impact our ability to earn, spend and save money in the future.

In my book, I wanted to create clarity. I needed to communicate the often difficult-to-understand financial concepts but make it easy for everyone to understand. I wanted the readers to be involved in a deeper thought process. To do this, I used "everyday life" examples to expose some of the myths and half-truths that, in the past, have been the foundation of traditional thinking.

I believed that in reading *Unintended Consequences*, the average reader could save thousands of dollars in their lifetime. I made a decision to increase the price of the book above the suggested retail price. The price of knowledge should not be the same price as a burger and fries. What is the rate of return in investing \$17.00 in a book that saves you thousands of dollars? Don't make a mistake of under-pricing your ideas.

I really didn't have a formal marketing plan except for selling the book at speaking engagements. The book sold well simply by word-of-mouth. In trying to figure out why the book was selling this way, we did a buyer's survey. We found out financial professionals were buying the books and giving them to their clients. So we started to market the book to financial professionals. This marketing included comments from the people who read the book. This created additional sales. Financial people from across the country started to order the book in quantities—anywhere from 10 to 100 books at a time. With larger quantities, we offered speaking engagements at luncheons and dinners sponsored by these professionals. We started an e-mail database, and started corporate training at small businesses during the lunch hour and created software outlining the ideas in the book. The levels of marketing continue to grow.

In talking to John Harnish at Infinity Publishing, he suggested a second edition of the book. This keeps the book current. It also keeps our clients aware that we intend to maintain this book as a good marketing tool for them. It also gives us an opportunity to proofread any changes we will make.

Since writing the book, my speaking engagements have increased. In March of 2004, I was asked to speak at the Federal Reserve of Chicago's Money Smart Week. They have asked me to return to speak in April of 2005. Not only will we be doing a second edition of *Unintended Consequences* with Infinity, but I will be releasing a new book this summer.

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We appreciate Len's sharing his insight with us. To learn more about Leonard Renier and the Wealth & Wisdom Institute, e-mail Len at: lenrenier@sbcglobal.net and visit the Wealth & Wisdom website (which will be launched in late March) at: www.wealthandwisdominc.com.

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purposes and to fulfill requests from legitimate book reviewers. We will not send out unsolicited review copies; however, we do recommend that our authors send personal letters to selected reviewers asking if they would be interested in reviewing their book.

Now how does Infinity help an author who is doing *nothing* to promote his book except for doing seminars and speaking engagements??? I explained to Len that Infinity can ship books via UPS directly to the hotel where he's doing his presentation—on all orders for 20 or more books, Infinity pays for the shipping. Back-of-the-room sales are extremely profitable for authors.

March 9th IPPY Contest Deadline

Another reminder that **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**, we will then provide your book and ship it directly to them. The **deadline is March 15, 2005**. Winners will be announced in NYC on June 4th, in conjunction with Book Expo America. For more IPPY contest information and an entry form, please visit: www.independentpublisher.com/baentry.html All **Infinity** authors **MUST** be registered for the contest no later than **March 9, 2005**.

Technology Advances Demand New Business Models

Jean D. Sifleet, Esq., CPA, Business Attorney, Infinity author and presenter at our annual Authors' Conference in Valley Forge, recently wrote about the changes technology is causing regarding copyright protection. For Jean's newsletter visit: www.smartfast.com

Copyright law protects the rights of authors (creators of original works). It was written into the United States Constitution in 1787 when the printing press was the primary means of reproducing works. Since then, the technology to enable copying has evolved dramatically.

It is much more effective to adopt a business model that anticipates the reality of copying and find a way to make money in spite of it. Evolving business models include subscription pricing and pay per use. These models enable consumers to obtain copies "legally" for a reasonable price.

An evolving model is illustrated by Amazon, which has opened up its API's (Application Programming Interfaces) to enable a whole range of "partners" to access Amazon's data and build their own storefronts that

draw on the Amazon data and infrastructure. Amazon insists that purchases be completed through Amazon and the "partner" site owners receive a commission. With this approach, Amazon expands its customer reach and the partners profit from leveraging the Amazon data and infrastructure.

Copying and counterfeiting are a reality worldwide and especially in countries such as China. To protect rights and profits, businesses must adapt. Staying competitive requires keeping ahead of the copycats and the changing technology. Companies cannot rely on law enforcement to stop copying, nor is it realistic to stifle the advancement of technology. It is much more effective to develop a business model that embraces the reality of advancing technology.

Infinity Authors Own the Copyright

Mainstream publishers acquire manuscripts they believe can be published and hyped into popular acceptance as a best-seller. They might release 100 titles a year and perhaps only 10 to 20 of their books will make a hit on the best-seller lists. The amount of the advertising budget allocated to launch a book is in direct proportion to the level of fame and the sales history of the author. Launch budgets for first-time authors are usually proportional to the advance paid to the author to buy all rights to their book. Most of their book marketing budget is spent to bring expensive media attention to their stable of proven authors with books that have a track record to support projected profits. Bean-counters love formulas for publishing books with the ability to produce a predictable return on their investment. The timing of when their titles are allowed to go out-of-print is determined by diminishing returns as profits—and also by increasing negative returns from booksellers.

Infinity Publishing never pays an advance to purchase an author's book because the author always owns all rights to their Infinity published book. The author grants Infinity permission to publish and distribute their book in exchange for a royalty—paid monthly—on all books sold. The author is responsible for the promotion and marketing of their book; however, when a book becomes a steady seller, we want to help keep it selling by being interactive with the author's efforts. This way we can target our book marketing budget to titles with a proven history of steady sales. Just like they say a squeaky wheel gets greased, the book making the mark gets the green! (Please don't ask what that benchmark is because that's a professional trade secret!!!)

Revisions, Second Editions, and Proofreading/Copy Editing

Infinity's unique *Just-In-Time* book publishing system makes it possible for our authors to do an updated revision or a second edition of their book at anytime. There's no worry about what to do with cases of out-dated books because there's only an on-shelf micro-inventory that's replenished as needed to promptly fill orders from, unlike a mainstream house that has to commit to a press-run of several thousand books... and then the publisher waits to see how well they sell before even considering doing a new edition.

Infinity authors don't have to wait for their first edition to sellout—it would be a long wait, because titles in our publishing system never go out-of-print. The author has the option of buying the on-shelf inventory at 50% off the suggested retail price when their second edition is released for sale. The author's first order for their revised book or a new edition is at 50% off—additional orders are at 40% off the cover price.

The fee for publishing a **revised book** is **\$200** to convert and exchange the book file in our system, and for proof copies for the author to approve. We define a book revision to mean that the title, ISBN, number of pages and price *remain unchanged*. Infinity will send the author a copy of the book file for use in making the rewritten revision. All additional corrections after the first proofing will be billed at **\$50** an hour.

The fee for publishing a **second edition** is **\$350**. The criteria of a second edition are when the page count, title, or cover price change – which requires a new ISBN number to be assigned. We prefer the author work with a copy of their book file that we will provide them. All additional corrections after the first proofing will be billed at **\$50** an hour.

If the previous version or first edition is already in the **Ingram system**, then there is a **\$200** charge to resubmit the new book file to the **Ingram** database.

There is a **\$60** charge to have simple text changes—such as adding a blurb or updating your bio—made to the back cover only. If cover changes involve anything other than simple text changes, then the cost is \$60 an hour with 2 hour minimum, any additional changes after the first proof will be billed at **\$60** an hour.

Our seamless **proofreading/copy editing service** is also available for revised books. The cost is a **penny per word** and the corrections will be made before the proof copies of your book are sent to you. The time

needed for the proofreading process will not change your book's production schedule and you'll receive your proof copies as promised. We highly recommend our professional proofreading service to enhance the quality of your book. Our affordable cost of only one cent (.01) a word is less than the per word rate charged by comparable proofreading/copy edition services.

If you're an Infinity author with another book that's ready for publication—then deduct **\$50** from the **\$499** setup fee, and make reference to this newsletter on the Publishing Agreement to get the multi-book discount.

Infinity Publishing Supports the Virginia Festival of the Book March 16 – 20, 2005

This will be the sixth consecutive year of Infinity's active participation and sponsorship support of the highly acclaimed **Virginia Festival of the Book** held annually in Charlottesville, VA. We will be hosting a **Continental Breakfast** for authors and writers at the **Gravity Lounge** located at 103 S. Street—near the Omni—on Thursday, Friday and Saturday, March 17, 18, and 19, from 8:30 AM – 10:00 AM.

On **Publisher's Day**, Saturday, March 18, 2005, Infinity will be hosting an **Authors' Hospitality Suite** at the **Omni Hotel** from 10:00 AM to 6:00 PM. Infinity author **Brian Jud** will be participating on a **Writing Children's Books** panel at 4:00 PM.

Please let Michelle know if you will be attending the festival so we can be certain to have your book on display at our publisher's exhibit and in the hospitality room. Naturally we try to feature books by Virginia authors as examples of some of our published titles. Also be sure to visit our hospitality room and introduce yourself as an Infinity author.

Breathtaking Moments

Dan Poynter said about skydivers, "*We don't measure life by how many breaths we take but by how many moments take our breath away.*"

As authors, we write breathtaking moments without challenging the pulls of gravity. We create them with the added efforts we apply to tweak a paragraph to be just right. We polish phrases to express the nuances of our mind-blossoms. When your wordsmithing skills combine to connect firmly with the reader, that's when breath taking moments happen—and they're magical.

Take care and enjoy often...John