

# The Author's ADVOCATE



## Special Newsletter

September 2005

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

## More Services and Higher Royalties

### Infinity Publishing's new division: Spoken Books Publishing Producing Audio Books for Self-published Authors

The fastest growing segment of the publishing industry just got better and found its expressive voice. **Infinity Publishing** is proud to introduce our newest division: **Spoken Books Publishing**, the first audio book recording, quality CD production, retail packaging, publishing and guaranteed distribution service for self-published authors.

**Spoken Books Publishing** is accepting submissions to be considered for inclusion in the new audio book publishing program. If your book meets submission guidelines and is accepted, you can choose from dozens of professional narrators to select the person whose voice is best suited for your book. Our in-house recording studios use State-of-the-Art equipment staffed by the best recording engineers, producers and directors in the recording industry to produce High-Definition, top quality CDs. Visit [www.spokenbookspublishing.com](http://www.spokenbookspublishing.com) for a complete explanation of the program including audio samples, pricing and submission guidelines.

**Spoken Book Publishing** is the dynamic new division of **Infinity Publishing**, an innovative publisher and distributor of over 3,000 author-originated books with offices and production facilities in West Conshohocken, PA. Founded in 1997, Infinity continues to expand publishing options for authors while setting benchmarks for this evolving branch of publishing. Infinity Publishing's **POD Wholesale** division provides digital book printing services for self-publishing authors under the author's ISBN and their imprint which was launched in 2001. Both divisions further expand the author's ability to publish their books while retaining all rights.

### Infinity Publishing Makes an Unprecedented Increase in Authors Royalties

**Tom Gregory**, president of **Infinity Publishing**, recently announced an across the board increase of royalties for all authors publishing with Infinity past, present and in the future. The current base royalty of 20% paid on books sold at retail through our on-line bookstore website at [www.buybooksontheweb.com](http://www.buybooksontheweb.com) increases to 30%, and the base royalty on books sold at wholesale and through distributors increases from 10% to 15%.

"One of the advantages of not being encumbered by venture capitalists is that we are able to tweak and tune our book publishing model to effectively help our authors to sell more books at higher royalty percentages," Tom Gregory explained, "I'm delighted we can do something positive that's unprecedented in the publishing industry as another way of showing our appreciation for authors publishing with us." **Infinity Publishing** established the benchmark as the first evolving publisher to pay earned royalties monthly – while others followed the traditional path of quarterly payments.

Infinity's unique **value-added** feature that allows our authors to increase the suggested retail price based on the page-count continues unchanged with the author receiving approximately 75% of the increase and 25% going to Infinity on all books sold. Authors' purchases of their Infinity published books are at 40% off the suggested retail price – an author's first order is at 50% off. These purchases will continue to earn a 10% royalty.

These royalty increases will become effective as of September 1, 2005, and the higher royalties will be paid on all books sold from that date on. There is no need to modify your publishing agreement with Infinity because this is an administrative change within our system.

## Penny C. Sansevieri Interviews Tom Gregory about Conference

This is part of a Q & A blog interview Penny Sansevieri conducted with Tom Gregory about Infinity's annual Author's Conference.

*What made you want to host the first Express Yourself... Authors Conference?*

Our first Authors conference was held in 2000 with 2 goals: to attract writers with a book-in-progress interested in learning about Infinity's unique method for publishing author-originated books; and to help our authors to learn more effective ways for promoting and marketing their books.

*You've been doing this conference for several years, what do you think is the secret to the success of it?*

**Quality.** We invite the top experts in their fields such as Brian Jud, John Kremer, Dan Poynter, Melanie Rigney, Bonnie Neubauer, and you Penny, to present at our conference, and everyone always presents fresh ideas.

**Value.** We deliver a variety of benefits for participating authors at an affordable price and there are no hidden agendas or additional charges. Our \$639 registration fee includes all conference activities, 2 nights lodging at the Sheraton, and all meals. That's a great value.

**Location.** The Sheraton Park Ridge Hotel is an excellent facility with an attentive staff and their food service is outstanding. The Sheraton is about a mile away from exit 24 of the Pennsylvania turnpike and 30 minutes from the Philadelphia train station and the PHL airport.

**Flexibility.** We adapt our seminar content to always include useful information about developing trends in the publishing industry so participating authors can benefit from them now.

*Why is it important for authors to attend a conference like this?*

In addition to all the valuable learning experiences, our conference provides marvelous networking opportunities. We rarely have a head table at meals, and our presenters are encouraged to break bread and share ideas with as many of the attending authors as possible. It is really amazing seeing authors connecting with other authors sharing similar interests and exchanging ideas.

*Is this only open to Infinity authors?*

Our conference is open to all authors interested in learning new ways to effectively promote their books. We welcome writers exploring author-originated publishing.

*What makes your authors' conference different from any of the others?*

We focus on presenting fresh concepts that are more timely and beneficial to authors than the typically traditional topics usually offered at the conferences that attract writers aspiring to become authors. The majority of our attendees are already published authors or on the verge of having their book published. So they aren't interested in learning how to write a query letter or a one-page book proposal. They're interested in how to craft a one-minute pitch that will sell their book the next time they've asked what their book is about. We're different because we want to help authors to sell their book – and we don't do a sales pitch for Infinity – nor do we allow our presenters to pitch their services as part of their presentations. Another big difference is that our \$639 registration fee really does cover everything – including one-on-one consultations with the presenters of their choice. We have literary agents attending and they make the time to meet free of charge with every author interested in talking with them, because agents know that a published book with a track record of sales is easier to present to a traditional publisher interested in mainstreaming a book.

*What are your future hopes for this event?*

My greatest hope is for more authors to attend. We put a tremendous amount of work into our conference each year, so I'd really like to see more authors benefiting from all of those efforts and learn from the experts we have brought together to help authors to achieve more success with their books. I hope interested authors will visit [www.authorsconference.com](http://www.authorsconference.com) to register.

## Our Special Gift For Infinity Authors At The Conference

We keep our registration fee as affordable as possible to enable more of our authors to attend. We know it is an effort and an expense to get here, and as a show of our appreciation, Infinity authors who register by September 9<sup>th</sup>, will have 10 complimentary copies of their book waiting for them at the hotel. We won't market your book for you, but we sure will do our best to help you to learn effective techniques for selling your book. It's true that the best person to sell a book to the masses is its author – agents perform a more specialized style of selling. The 10 free books is our way of helping to prime the pump for the flow of orders that will happen through your success with your book. At Infinity we earn our profit selling books. Please email me via: [john@infinitypublishing.com](mailto:john@infinitypublishing.com) if you have any questions about the conference. See you in Valley Forge the end of September, take care and enjoy often...John