

# The Author's ADVOCATE



## Special Newsletter

November 2005

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Infinity Publishing and Buy Books on the web.com

## Infinity's West Coast Authors' Conference San Diego, CA, January 27, 2006

Infinity's second west coast *Express Yourself... Authors' Conference* will be held on Friday, January 27, 2006, 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, and a buffet luncheon at noon.

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

The registration fee for Infinity authors (if you register on or before January 5<sup>th</sup>) is **\$80 – \$100 for non-Infinity authors.** After the 5<sup>th</sup>, the registration will be **\$100** for Infinity authors – **\$120** for non-Infinity published author. We will extend the special Infinity author registration fee to the friends of Infinity authors attending or any author friends refereed by an Infinity author. This is your opportunity to share your experience of publishing with Infinity with any friends who are writing a book or who have a finished book and are weary from collecting rejection letters and ready to get published.

Our mini-conference precedes the San Diego Writers Conference at the Doubletree on January 28 and 29. Infinity is proud to be an invited sponsor of the San Diego Writers Conference. We will be presenting and participating at their events throughout the weekend.

Give yourself a meaningful Happy New Year's gift and register for our San Diego conference today by calling Michelle at **877-289-2665.**

## San Diego Wine and Cheese Party Thursday, January 26, 2006

All Infinity authors and their writer friends are invited to attend a wine and cheese party on Thursday evening, January 26, 2005, starting at 6PM to 9PM at a popular San Diego location to be announced in the December newsletter. Come to the gathering to meet informally with 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!!! Our goal is to meet our authors and to show our sincere appreciation for you selecting us to be your publisher. Please RSVP by calling Michelle.

## Special Seasonal Offer from Infinity

**John Kremer** stresses 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 – first time book orders are excluded. Orders received by December 16<sup>th</sup> will be shipped to arrive before Christmas. Be sure to mention this Special Seasonal Offer when you call Michelle to place your order today.

## 7<sup>th</sup> Annual “Express Yourself...” Authors’ Conference 2006 Dates Set

Riding on the success of our just completed 2005 conference, we’ve booked the Sheraton Park Ridge at Valley Forge, PA, for Thursday, September 28 through Sunday, October 1, 2006, for our 7<sup>th</sup> Authors’ Conference. Start making your plans now to attend next year by marking the date on your calendar and please add [www.authorsconference.com](http://www.authorsconference.com) to your list of favorite internet sites so you can check on the most recent conference news updates.

Right now, we’re still in the early planning stage, but we are looking at including sessions focusing on promoting fiction and the power of branding with a series of novels. Another topic will be techniques on how to play better in the media when you’re doing a TV or radio interview. Independent interviewers with syndicated programs are cataloging and cross-referencing their interviews by subject and topics discussed and listing them on their websites to promote their program. We’ll focus on ways for you to talk effectively about your book like a pro!!!

We’re looking for your input and suggestions for topics and events you’d like to see included. A conference survey will be in *The Author’s Advocate* early next year so we can harvest your ideas for consideration.

## Jeopardy Abbreviations: ISBN

Just this past week, “ISBN” appeared as the answer under the category Abbreviations on the popular TV show, *Jeopardy*. The correct question was: what is International Standard Book Number???. I knew it, and the 3 contestants didn’t – I love it when that happens!!!

Much ado has been made about who owns the ISBN identifier printed along with the copyright and publisher information in your book. The correct answer is the ISBN is owned by Infinity Publishing because that special number is registered with R.R. Bowker’s Books-in-Print to identify Infinity Publishing as the publisher-of-record of your book. You own all rights to your book. However, Infinity Publishing owns the unique number linking the publisher, with the title, with the book details, with the author. All book orders and returns are recorded and processed using the ISBN as the key that brings some semblance of order to the book publishing industry.

## New R.R. Bowker Programs Offers Exposure Opportunities

**BookWire Membership Gold:** everything you need to publicize your book like a pro. The BookWire membership allows you to be proactive to sell your book to libraries and bookstores worldwide using the Barnes & Noble application and Borders® Small Press Criteria application. Receive a professionally written, unbiased book review to use in your promotions, plus guaranteed coverage on BookWire.com and BooksInPrint.com. Post your author biography on [www.bowkerbios.com](http://www.bowkerbios.com), and share your credentials with book enthusiasts worldwide. Each participating author can display up to five book cover images and each cover will be linked to Infinity’s online bookstore for easy ordering. For your ultimate pitch letter, you’ll receive a Press Release template for local media, bookstore and libraries. Contact information will be provided to you for radio, television, bookstores, and libraries in your immediate state. Author’s investment is only \$700.

**The Authors Wrap** is revolutionizing the way authors are selling books. Visual promotion is on the move. Authors Wrap has been successfully used by Harper Trade, Penguin Group and Zondervan. Infinity Publishing is the first publisher to offer Authors Wrap service to their authors. Your video will be represented in 100 e-retail site syndications. Your video will be available to you for your personal marketing efforts. Your video will also appear on BookWire.com, AuthorWrap Central.com, and be archived for one year. Author’s investment: \$999.

**Annotations Program:** Participation in the Premier Annotation program brings maximum exposure to your titles. A 200-word description of your book, your bio, and cover image will appear in [booksinprint.com](http://booksinprint.com). Your book annotation will appear online, and it will also appear in all other formats: monthly CD for a year, Print, and as data-feed. Author’s investment: \$100.

We are please to offer these co-operative programs to our authors at deeply discount prices. Email Michelle at [michelle@infinitypublishing.com](mailto:michelle@infinitypublishing.com) with “Co-Op Info” in the subject line to receive complete details about all the benefits these programs will provide for participating Infinity authors.

Take care and enjoy often...John