

# The Author's ADVOCATE



## Special Newsletter

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Infinity Publishing and Buy Books on the web.com

## Bad Book Review Benefits

There's no such thing as bad publicity, but there are poor book reviews. Bad publicity is common in today's media because negative news stories improve ratings that increase the bottom line. Everybody seems to be more interested in bad news than in good news, unless of course, the good news is about them or someone they know. Poor book reviews that are professionally written and based on an objective evaluation by a knowledgeable reviewer, who actually read the book, could be experienced as bad news for the author.

The good news is that many of the professional review services give the author the option of not publishing the unfavorable review to various websites that feature book reviews. This provides the author with control over if or when the review will be released for publication. However, reviews that truly reflect the shortcomings of the book benefit the serious author by objectively showing what needs to be fixed so the author can make their book into a good read. It might come as a bit of a shock for the author to learn from a professional that their book isn't all that great – especially after hearing from family and friends just how wonderful the book is. Hearing how great their book is, is exactly what every author wants to hear!!!

Beware of subjective comments about your book that are based only on personal opinions. It's amazing how everyone will suddenly have an opinion about your expressive efforts. One person might say your opening to chapter 3 seems weak, another might say they like your lead into chapter 3 and how you built upon it, and another might not even comment about chapter 3. Don't put yourself in a position of doing a hasty knee-jerk rewrite by changing this and that and something else in response to subjective remarks. Trying to rewrite to please everybody will drive you crazy!!!

An objective review points out grammatical faults that, when corrected, improves the readability of the book. It will also focus on what you have written that works well to convey your thoughts to the reader. Now this isn't a line-by-line edit of your book, but is instead an overview about how your wordsmithing efforts will most likely be perceived. This insight becomes valuable to the author when working with a professional editor to improve the quality of your book.

When you decide it's in the best interest of your book to undergo a revision, call Michelle at 877-BUY-BOOK and she'll send you Infinity's most current file of your book for you to work with. As long as the page count remains about the same, and the title and author's name are unchanged, the cost to convert your revised book into the file we publish from will be \$120 – additional charges will apply if you need to increase the page count or change the title. Usually your original copyright provides you with the same protection for your revision. Our seamless professional proof-reading/copy-editing service, priced at a mere penny per word (most other services charge from .0175 - .0225), is a sure way to clean up grammatical errors and purge typos from your book. You've put a tremendous amount of effort into your book and now with this professional help, your words will sparkle more clearly.

Don't allow a bad book review to keep your book from being all that it can be! Think positive by using this objective overview as a springboard to make your book into a really good read. Let go of that ego stuff about your wonderfully self-expressive writing style being uniquely you – there's nothing wonderful about your readers having a difficult time understanding the story you're telling. Remember, the first essential quality of a good book is that it be readable.

## Free 2006 Publicity Planner

Books related in any way to holidays are naturals for promotion during the time leading up to those holidays. Publicity guru Paul Krupin has created a free month-at-a-glance Publicity Planner to provide you with a framework to map out your strategy and ideas to promote your book in 2006. Send him an email at [info@imediafax.com](mailto:info@imediafax.com) with "Free Publicity Planner" as the subject, reference this article, and by return email, you'll receive a printer-friendly PDF file of the planner.

Paul J. Krupin is President of Direct Contact, which operates IMEDIAFAX, the Internet to Media Fax Service, and author of the book *Trash Proof News Releases*. He is a long time PR Guru who has developed proven strategies for getting publicity. His book covers the entire gamut of the how, why, when and where of news release construction, delivery and follow-up in today's fast-evolving media environment. His news release service offers the state-of-the-art in custom targeted publicity services.

We are pleased to announce that Paul will give a talk on "How to Make the Media Fall in Love with You" at our San Diego conference on January 27, 2006. Krupin will describe the tactics he uses in his fee-for-service news release distribution business. Much of his advice is drawn from either a direct analysis of this powerful resource, or survey responses from media journalists. He sends out over a million news releases each year, on behalf of hundreds of authors and publishers. When Krupin tells you the media like a certain angle or format, he knows. Why??? Because he went out and asked them!!! Paul's talk will tantalize and enthrall you with real life PR success stories and proven tactics.

Mr. Krupin has worked with numerous best-selling authors on everything from *Chicken Soup* to publicizing Net events to electronic newsletters. His work is highly regarded in the independent publishing industry for his expertise and book publicity achievements. Publishers and authors alike will profit from his advice. He will judiciously sprinkle his talk with delicious horror stories and lessons learned getting publicity for book authors and publishing companies. After the talk, he will take questions and be able to offer specific analysis and recommendations on projects on which you are working. You can download his book, *Trash Proof News releases*, in a free ebook (PDF file) printer-friendly format at [www.Imediafax.com](http://www.Imediafax.com).

## Think San Diego – January 27

Start your New Year by learning more ways to promote your book. **Penny C. Sansevieri, Paul J. Krupin, Jeniffer Thompson, Jane M. Martin, and John F. Harnish** 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. Complete information about our San Diego wine and cheese gathering coming up on January the 26th and our authors' conference on January 27th is posted at [www.authorsconference.com](http://www.authorsconference.com).

### When You Order 10 Books – Get 1 Free

When you order 10 copies of your book at the wholesale price between now and December 31, 2005, we'll pay for shipping and include an extra copy – order 20 copies and we'll include 2 free copies of your book, etc. – first time orders are excluded. Orders received by December 17th will be shipped to arrive before Christmas. Be sure to mention this **Special Seasonal Offer** when you call to place your order today.

### Want better color covers?? Hue got it!!

As you may have noticed, the colors of some book covers have a vicious tendency of fluctuating between different print runs: reds skew orange, yellows appear tinted with green, etc. Though an obvious nuisance to everyone involved, such uncorrectable occurrences could be wholly attributed to the robust age of our color machines. And though some authors calmly resigned themselves to this phenomenon, a number of you voiced your concern to us. And we listened!!!

We flushed out the internal source of the problem, namely the old machines. In their place, we installed two new color machines—and your book covers have never looked better! They still print in the same CMYK color scale, so there will be no large-scale color shifting; however, the colors will appear much more vibrant when compared to the covers printed on the old machines. This is a change about which we can all be happy. The new machines can crank out four times the number of covers a minute compared to the old machines. Such improvements vastly improve our already superior ability to turn around all proofs and book orders in a speedy fashion.

Your publishing family at Infinity wish you a holiday season of Light, Love and Peace. Enjoy often...John