

The Author's ADVOCATE



Special Newsletter

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Writers' Day Precedes Authors' Conference

This year's 7th annual *Express Yourself...* Authors' Conference will be preceded by a special Writers' Day on Thursday, September 28, 2006, at the Sheraton Park Ridge, Valley Forge, PA. In previous years, we have included several seminars and workshop sessions about improving wordsmithing skills. This year, we will have an entire afternoon and evening of speakers and presenters focusing on the finer aspects of writing.

After last year's highly successful Authors' Conference, there were comments submitted on the evaluation forms suggesting that we consider having more sessions about the craft of writing and editing that would benefit authors with a work-in-progress or those working on a second edition. We heard your well thought-out suggestions and we're pleased to announce that we've put together an exceptional Writers' Day that is very different than what's usually offered at other writers conferences. We won't waste time with how to write a letter to interest an agent or a publisher in your manuscript. We'll have agents attending our Authors' Conference throughout the weekend who are interested in talking with authors who already have a published book. Our focus will be on helping you to improve the quality of your writing while you're working on your book.

The tentative schedule for Writers' Day includes:

The Bountiful Benefits of Author-Originated Publishing – There are several different options available for publishing your book today. Learn the basics and find what works best for you and how to write with a newly-found creative freedom that was previously unheard of in traditional publishing. Presented by Infinity authors **John F. Harnish** and **Jane M. Martin**.

Overcoming Writer's Block – Never suffer from writer's block again!!! Discover lots of new ways to get your creative writing juices flowing and put them to use right here with expert help!!!

Get to Know Your Writer-Self – By answering a series of creativity-based questions, you will gain a better understanding of your writing practice and your writer-self. Both of these workshop sessions will be presented by **Bonnie Neubauer**, author of *The Write-Brain Workbook*, published by **Writer's Digest Books**.

Building Your Story with Sizzle – You don't always have to start at the beginning. Hook your readers with the opening paragraph and keep them turning the page with a sure-fire timeline to make your book a great read. Presented by **Melanie Rigney**, one of the top book editors in the business today.

The Top Ten Mistakes Writers Make in Grammar and Punctuation – Show the world you're a true professional while keeping your own unique writing style. Learn how to avoid many of the common mistakes most writers make. Presented by **Caryn Search**, the proofreader's proofreader.

Keynote Dinner Presentation – **Make Your Book the Best it Can Be** – What's hot and what's not??? What grabs readers and what puts them to sleep??? Get great tips from a book publicist on basics you can't ignore like title, format, front and back covers, how to hook your readers, and more... presented by the most masterful book savvy publicist **Penny Sansevieri**.

We'll conclude the day with a storytelling circle where participants will have an opportunity to tell a story about their book or do a brief reading. This will give you an opportunity to have a speaking part in front of a group of friendly peers.

More information and a registration form will be posted on our website at www.authorsconference.com and we hope you'll start planning now to attend this year's special Writers' Day event which will include lunch and dinner for only \$125.

Publish, Don't Perish

by Marcia Yudkin

A decade ago, during a seminar on getting a book published, I cited the average advance from a major publisher and the average time it took to write a book. A guy in the back row did the math.

"What - that's not much better than minimum wage!" he objected. A new report backs up my reply to this outraged gentleman:

You'll earn more indirect than direct income from being published.

According to RainToday.com's "The Business Impact of Writing a Book," a survey of more than 200 professionals who'd published at least one business book revealed:

- * Median direct income was \$34,000; median indirect income – from more speaking engagements, ability to generate more leads, charge higher fees, close more deals, etc. – was \$100,000.

- * 84% of authors reported a strong or very strong influence on their ability to stand out against competitors.

- * 63% of authors reported a strong or very strong influence on generating new clients.

- * 96% of authors said publishing a business book affected their professional practice either positively or extremely positively.

Ready to fire up that laptop now?

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Enjoy Your Summer Travels and Promote Your Book!!!

When **Sharon Miner**, horse enthusiast and Infinity author of the *Beloved Horses* series and young adult mystery/adventure novels, travels, she uses the free online resources of the American Bookseller Association (ABA) at www.bookweb.org/bookstores to find names and addresses of independent bookstores along her planned route. Then she contacts the manager and offers to do a reading and book signing in their store when she comes to town.

BookWire Reviews Renewal

by Hilda Maaskant

Account Executive, R.R. Bowker

The New York Times, *Publishers Weekly*, *Foreword Magazine*... You've heard these reputable names before and you know the type of impact a review can have on the sales of your book. **R.R. Bowker's BookWire Review Renewal Special** will keep your review online appearing in BooksInPrint.com and on BookWire.com for a renewal fee of \$120.

As an **ADDED BONUS** – Your book review will be showcased in Bowker's newest publication, *BookWire's Year in Reviews*, scheduled to be published in the fall of 2006. This printed catalog of reviews will be sent to over 10,000 bookstores in the United States with complete information about ordering your book directly from Infinity Publishing. Hopefully, we'll have some complimentary copies of the new publication at our fall conference in Valley Forge, PA.

A complete description of the **BookWire Review** co-op program is in the February 2005 issue of the *Author's Advocate* newsletter, which is archived online at www.authorsconference.com. For renewals or to join the program, call Michelle at 877-BUY-BOOK or email her at michelle@infinitypublishing.com and please put "Review Renewal" in the email subject line.

Your Email is Important

We want to receive your email when you send us a question about your book. However, there's a clear and present danger that our spam-blockers will keep your email from getting through to us because of some of the topics in the subject line. Please be sure to use the title of your book, or a few words from the title, in the subject line of your emails to Infinity Publishing. This will help in by-passing the spam-blockers.

Poets For Integrity

We are pleased to announce that we are developing an informal association with the **Poets For Integrity Organization**. If you're a poet with integrity, visit their site at www.poetsforintegrity.org/home2.html to learn more about the benefits of joining this new international organization. Infinity is proud of our history of being supportive of various writers' groups. If there were no writers and poets developing their talents, there wouldn't be new books for us to publish!

Take care and enjoy often...John