

The Author's ADVOCATE



Special Newsletter

July 2006

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

Search Inside The Book Advantage Opens Books for Potential Buyers

Amazon's new *Search Inside The Book* program is an improved and expanded version of their very successful *Look Inside The Book* program. "Very successful" is not a term to be used lightly, but it can be applied in this case because in 2005, over seventy percent of Amazon's profit from all book sales came from selling *niche market books*. This accounts for a very wide selection of niche books focusing on unique topics being sold through Amazon to satisfy an ever-increasing interest in all kinds of niches. You can bet your bottom dollar that many of those niche books were part of the *Look Inside The Book* program that allow potential buyers to read excerpts of the book – just as they would read a few pages of a book in a bookstore before deciding to purchase the book.

Search Inside The Book is a revolutionary new way to merchandise your books on Amazon. When customers search for books on Amazon.com, they may search using actual words from text in the book – not just the author, title, and keywords provided when we submitted your book. Amazon wants to return the most relevant and best selection of books possible for the customer's needs. With this powerful new search feature, customers discover books that may never have surfaced in previous search results. In addition to a selection of books of special interest, customers can browse sample pages and search inside a particular book to confirm that the title is right for them. All of this helps to sell more books that are right on target to what the customer is searching for.

All Infinity Publishing titles are listed with Amazon. Under the new *Search Inside The Book* program,

submitting the book to be available for searching must be done by the copyright holder – and that would be you, the author. To submit your Amazon-listed title to the *Search Inside* program, send an actual copy of your book(s) to:

Amazon.com / Search Inside The Book
3315 Central Avenue
Hot Springs, AR 71913

Amazon recommends that you choose a shipper that provides tracking and delivery confirmation. Books containing sexually explicit material are not currently acceptable for this program. There is no charge for authors to participate except for the book provided by the author. All books submitted to the program will not be returned. Please allow six to eight weeks for your book to appear as searchable. For additional information about this program, please visit Amazon.com.

According to Amazon statistics, *Search Inside* books on average sell seven percent more than titles that are not in the program. Therefore, it is likely that you could pick up additional sales, making it worth your effort to send them a copy of your book. However, Amazon buys at a deep discount of 55% off cover and your 15% royalty is paid based on this wholesale price. Remember, your 30% royalty is paid on the full retail price of your book when customers order it from www.buybooksontheweb.com. Do not be overly concerned about sample pages being available online. Simply put, the more a potential buyer knows about your book, the more likely they may be to order it.

Good Things Happen When We Help Each Other

Infinity Publishing is pleased to announce our *Refer a Friend* program. We trust you are having a positive publishing experience with us, and hopefully you'll be comfortable referring Infinity to your writer friends who have books ready to be published. If your friend publishes with us, we'll make it worth your while and provide a real benefit for your writer friend, too.

Visit our website at www.InfinityPublishing.com and print the "Refer a Friend" certificate. Fill out the certificate by providing the requested information and give it to your friend who will be publishing with Infinity. Your friend will receive a \$50 discount off the setup fee for their book. You will receive \$50 off the setup fee of your next book published by us – this is in addition to the \$50 discount for authors publishing multiple titles with Infinity – or you may deduct \$25 from the cost of your next book order. Accumulated referral credits may be combined for book orders. On all orders for 20 or more books, we pay the normal UPS shipping charges on all book orders shipped within the USA.

Referral credits become valid only after the author's book has been submitted for publication, along with the completed referral coupon, and is acknowledged as being received. Only one coupon per newly referred author from one of our already published authors will be accepted – however, our authors are free to refer as many new authors as they feel would benefit from publishing with Infinity. The soon-to-be-published new author must include the coupon at time of submission for the discount to apply to their setup fee.

A Gift for Infinity Authors Attending our Conference

We keep our annual *Authors' Conference* registration fee as affordable as possible to enable more authors to attend. We know it is an effort and an expense to get to Valley Forge, PA. As a show of our appreciation, Infinity authors who register by September 15th, 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 when you attend our conference. It's true that the best person to sell a book to the masses is its author. 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.

Come with a Friend to Save on Conference Registration Fee

Come to our 2006 conference with a friend, share a comfortable room at the Sheraton Park Ridge at Valley Forge, and we'll register you both for our Authors' Conference for only \$869!!! If you divide \$869 in half, your full packages will cost you \$434.50 each – and you'll save \$204.50 off the individual registration fee of \$639! Plus you'll have a friend along to share in the conference experience.

Publicity Guru Paul Krupin Added to Conference Line-up

Paul Krupin has joined the line-up of leading publishing professionals who will be presenting at this year's conference. His result-oriented presentation will be on *How to Make The Media Fall in Love With You* – which will be similar to his excellent presentation that he did at our San Diego conference in January 2006. Krupin will freely describe many of the successful 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 likes 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 – in San Diego, his evaluations were all outstanding and he'll be absolutely sensational in Valley Forge, PA.

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. Fiction and non-fiction authors alike will profit from his targeted promotional advice. He judiciously sprinkles his talk with delicious horror stories and lessons learned getting publicity for authors. Paul will be available for scheduled one-on-one consultations throughout the weekend – along with all of our presenters. He will gladly offer specific analysis and recommendations on book projects you are interested in promoting. Infinity Publishing will be publishing the latest edition of his book, *Trash Proof News Releases*, and everyone who registers for the conference will receive a free copy.

Take care and enjoy often...John