

The Author's ADVOCATE



Special Newsletter

September 2006

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

More Authors' Conference Benefits

Author Photo Shoot Option

Have you been meaning to get your photo professionally taken, but haven't gotten around to doing it, haven't found the right photographer, or thought it was beyond your budget??? Did you know that most professional photographers keep the rights to your photographs and you have to get permission to use your image each and every time you want to use it???

This year, thanks to special arrangements, **Monkey C Media** is offering *Express Yourself...* Authors' Conference attendees the wonderful opportunity to have Professional Headshots taken at a price you won't believe – only \$90 (Regularly \$450 or more)!!!

The digital photographs will be provided to you on a disc so you'll leave the conference with your photos. Your photos will be provided royalty-free (you own all rights) and you'll have free-use documentation from the photographer, Chad Thompson. Of course, there will be professional lighting to show your good side in the best light and there will be a selection of backdrops to choose from – outdoor shots for a natural setting or a head-to-toe option. This is your opportunity to get a quality photograph for your book, for your website, and to use on all your marketing materials, while you're rested, relaxed, and looking good at the conference!!!

Infinity will charge a nominal production fee of \$50 to swap photos or to add the photo to your current Infinity book –. Infinity authors living in the area but unable to attend the conference may take advantage of this unique offer; however, the cost will be \$110 for the photo shoot with scheduling permitting. Preferred scheduling will first be given to all authors attending the conference.

Larger Conference Bookstore

One of the most popular gathering places for authors at the conference is our bookstore, stocked with books by authors participating in this annual event. The bookstore is also the place to meet for the complimentary continental breakfast first thing in the morning, as well as snacks throughout the day.

This year, this popular gathering spot is being expanded in both space and fare, by more effectively displaying books, including tables so participants can sit and chat while enjoying tasty snacks, and sipping beverages from the expanded selection.

Although the bookstore will be larger, only books by authors attending the conference will be displayed for sale in the conference bookstore. The bookstore is open to the public and to other guests staying at the hotel.

Future Book Publishing Trends

Conference attendees will also learn about the future of book publishing, as various publishing topics will be discussed at the 2nd annual Book Summit held at the Small Press Center in NYC, on Wednesday, September the 27th. Dan Poynter, Penny C. Sansavieri, Melanie Rigney, Brian Jud, Tom Gregory, and John F. Harnish are members of the committee who are putting together and participating in this groundbreaking book publishing event. Many of the key players who are directly involved in making innovative changes in the publishing industry will spend the day discussing a variety of publishing topics. You can bet that the six of us will pass along all of the Summit's insights at the round table discussions during their presentations and keynotes throughout the Authors' Conference weekend at Valley Forge, PA.

Tentative Conference Schedule

Friday morning, September 29, 2006

Starting at 7:30 am – Continental Breakfast

A Brief Welcoming by **Tom Gregory**, the president of Infinity Publishing.

Opening Keynote by **Jerry Simmons**, recently retired VP formerly with Warner Books, addressing *Publishing: Yesterday, Today and Tomorrow*.

Seminar by **Penny Sansevieri**, sharing *What Every Successful Author Needs to Know – YOU can do it and this is the place to learn how!!!*

Seminar by **Brian Jud** with suggestions for *Using Conference Information to your Best Advantage*.

Getting Your Fiction to Sell!!! – Panel discussion including: moderator **Penny C. Sansevieri** – effective marketing; **Dan Poynter** – selling on Amazon.com; and **Melanie Rigney** – shaping your Story for a Good Read.

Friday afternoon, September 29, 2006

Luncheon Keynote by **Dan Poynter**, titled *Wringing More Revenue Out of Your Book*.

Tours of Infinity Publishing, leaving on the hour at 2:00, 3:00, and 4:00 – reservations required.

During the tours we will have three seminars, each 45 minutes in duration:

Seminar by **Chris Master** – *Essential Elements of Great Cover Design*.

Seminar by **Jeniffer Thompson** – *Powerful Web Design for the Savvy Author*.

Seminar by **Judith Truestone** and **Leander Ellis, MD** – *The Mind, the Body, the Book*.

The Vital Book Hook!!! – Bring Your Book, Find Your Hook!!! Interactive Panel with moderator **Brian Jud, John Kremer, Penny C. Sansavieri, Dan Poynter, and Paul Krupin**.

Networking and Cash Bar from 5:30 – 7:00; ample time for participants to meet informally with the presenters.

Friday evening dinner keynoter to be announced.

Storytelling circle, immediately after the evening keynote, moderated by **Carol Welsh** – reservations are required to tell a story in the circle.

Saturday morning, September 30, 2006

Starting at 8 am – Continental Breakfast

How Do You Define Success as an Author??? Have you failed if you don't make the New York Times best seller list???

Panel discussion with moderator **Melanie Rigney, Penny C. Sansevieri, John Kremer, Judith Truestone, Jerry Simmons, and Paul Krupin**.

Seminar by **Tonya Evans-Walls, Esq.**, *Legal Matters That Matter to Authors*.

Seminar by **Brian Jud**, *Beyond Your Niche – Interactive presentation*.

Saturday afternoon, September 30, 2006

Luncheon Keynote by **John Kremer**, *Making Friends: The Essence of Book Marketing*.

Seminar by **Paul Krupin** explaining the secrets of *How to Make the Media Fall in Love with You!!!*

Remarks by **Penny C. Sansevieri, Melanie Rigney, and Dan Poynter** about *What is Image???* *Shouldn't the world just accept me the way I am???*

Seminar by **Brian Jud** about how to *Sell More Books On The Air* – this workshop will give participants the opportunity to get in front of a camera and learn how to be effective in pitching their books on TV and radio.

Concurrent with Brian's seminar, Dan Poynter will also present a seminar on *Book Promotion for Writers and Other Introverts*.

Seminar by **Penny Sansevieri** – *Red Hot Internet Marketing!!!* Partnering with **Jeniffer Thompson's** seminar, *Harness the Power of Internet Marketing*.

Networking and Cash Bar from 5:30 – 7:00.

Dinner Keynote address by **Jerry Simmons** about *How to Avoid Marketing Mistakes*.

Sunday morning, October 1, 2006

Gala buffet breakfast – starting at 8:30 am

Special seminar presentation by **John Kremer**, guaranteed to be delightfully amusing and highly informative.

"Ask the Experts" Panel moderated by Melanie Rigney.

Door prize drawings and concluding remarks.

We look forward to meeting you at the conference. Take care and enjoy often...John