

# The Author's ADVOCATE



## Special Newsletter

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### Exposure, Exposure, Exposure, Exposure, Exposure!!!

The first three rules of real estate are location, location, and location. The first three rules for successfully promoting your book are exposure, more exposure, and even more exposure. The more exposure authors can generate for their books, the more successfully the books will sell. It's very difficult to sell a book that no one knows a thing about.

The most effective way to get exposure for your book is by word-of-mouth. Getting folks talking about your book is often the most cost-effective way to stimulate grass-root interest in your book. Sometimes, all it takes is one person telling a friend about your book and then they tell another, and another, and so on. This is your attainable goal – creating this buzz ultimately gets exposure for your book.

Not all buzzes are created equally, however, nor does the mere fact of a buzz happening generate media exposure. The exception to this is the recent Britney Spears buzz-cut to baldness. The national media leaped on her abrupt head-baring actions quicker than quick. Within a few hours, the talking-heads of the airways were offering their own opinionated buzz, speculating on the motivation behind the self-inflicted shaving of her cranium. The mere exposure of her skull begot coverage on all of the news networks. Such is the sensational buzz of the ever-changing pop-culture, where brazen behavior keeps fans fanning the fires of fame and fortune. Eventually the beautiful-people bubble pops, thanks to being cultured out and out classed. The news today is old news by tomorrow. The bizarre of the here and now soon fades to the common place of yesterday's dumb-doings.

Exposure is best when spread at a slow but steady pace. Trying to chase a passing fad has you positioned behind the rest of the pack. You'll be eating their dust, and it sure ain't gold dust!!! The leaders of the pack get their prolonged 15-minutes of fame in the media spotlight. Some milk fame for all the fickle lady is worth and double dip for more exposure. For others, there's the

fleeting fame of a has-been being a one-book, one-song wonder forever resting in the tattered nest of long-gone yesteryears. Passing time has left them voiceless.

When the focus of the spotlight is ever-changing, it is the creative outrider, riding beyond the pack, who benefits from the fringes of the illumination. The glare is less bright, but the light is continuous. Steady exposure produces the benefit of extended exposure – better than a once-and-done buzz. The key to sustaining an effective buzz is in the benefits.

Lady Godiva's bare-all bareback ride through Coventry, done entirely for the benefit of all the town folks, was a pure case of planned exposure with a positive purpose. Britney's buzz-cut was a play to the media for attention and nothing more. Centuries later, the tale of Lady Godiva's ride is still told, but mere decades from now, it's unlikely that Britney will even rate a ripple of recall. We tend to remember benefits received from positive exposure far longer than just a passing buzz.

It's often said that there's no such thing as bad publicity because it adds to the buzz of exposure and exposure is a good thing. Bad publicity frequently causes a need for prompt damage control to try to spin negative press into a positive plus of some sorts. That can be difficult because we are a society that thrives on negative news complete with all the yucky gore. The somebody-done-somebody-wrong song plays higher in the ratings than reporting that somebody is doing good. Bad publicity can be made good when it provides a platform for the object of the bad PR to truthfully correct the misperceptions. Sadly, this is easier said than done.

What's easier is taking advantage of exposure opportunities available at no cost to you. I recently talked with an author who didn't want her book available through Amazon.com. I'm accustomed to authors wanting their just-released book posted to Amazon.com as soon as possible. So I asked why????!!! Simple, she explained,

the impact of the deep-discount will cut her royalty and her highest royalty is earned on books sold through our on-line bookstore [www.BuyBooksOnTheWeb.com](http://www.BuyBooksOnTheWeb.com) and that's where she wanted her book to be available for sale. I can't fault her logic for going for the higher royalty, but there is the value of credibility and wider exposure that comes with an Amazon listing.

There's also positive exposure that comes from those websites with the search-inside-the-book features. This allows potential customers the browsing opportunity like they'd have in a brick-and-mortar store. This is free exposure that provides a customer benefit – it's foolish to think that this type of exposure cuts into sales.

Your book gets worldwide exposure when it's listed in *Books-In-Print*. Once listed, it's fair game for any on-line vendor to list your book as part of their virtual inventory. They might even show a fictitious number of copies they *claim to have on hand*. The truth is they don't have a single copy of your book because their inventory is totally virtual – until a customer orders your book. At that time, the virtual vendor orders a single copy so they can fill the just-received order.

Shameless exposure is acceptable. However, don't become a pest like the proverbial insurance salesman!!! When there's an opportunity in the normal flow of conversation, make mention of your book – better yet, if someone else engaged in the dialogue brings to light the fact that your book has just been published, go for it, but know that you'll have only about 30 seconds to hook them with your pitch!!! Those of you who were at Valley Forge last fall know the art of the quick pitch!!!

There's no doubt that Britney's buzz was staged for the media. You can stage a book event that generates sales without playing to the media. Ask a good friend to host a house party for your book and invite all your friends and associates to come to the book party. Naturally some light refreshments are in order and the entertainment for the event is you talking about your book – available for purchase at a special party price. Remember, every book sold helps to sell a few more books.

You don't have to get a buzz-cut or ride a horse naked through town to get exposure for your book. Think about what makes your book unique and seek out those places for exposure where your book will provide a real benefit to the readers. Build upon the small successes you have achieved with the firm belief that slow but steady exposure really does sell more books than a brief splash in the media. Book marketing guru John Kremer recommends that authors do one thing every day to promote their books. Consistent efforts will generate the exposure that successfully sells books.

## Did you get the *Author's Gazette*???

The February 2007 issue of our e-zine, *The Author's Gazette*, was sent out on February 8<sup>th</sup>. If you didn't receive your copy, it's most likely because we don't have your current email address. You can fix this by emailing Alex at [alex@InfinityPublishing.com](mailto:alex@InfinityPublishing.com) and ask to be added to our mailing list. Please be assured that we do not sell or rent our mailing list to anyone!

## Conference and Festival Participation

*Writers at the Beach 2007 Conference – Infinity Publishing* is pleased to be a sponsor of this writer's conference, which will benefit the **United Mitochondrial Disease Foundation**. The conference will be held **Friday, March 16 through Sunday, March 18, 2007**, at the **Atlantic Sands Hotel & Conference Center**, Rehoboth Beach, Delaware. Please email Alex if you are an Infinity-published author attending the conference. For more information about this unique conference, visit [www.WritersAtTheBeach.com](http://www.WritersAtTheBeach.com).

*2007 Virginia Festival of the Book – Infinity Publishing* is a sponsor of Publisher's Day on **Saturday, March 24, 2007**, to be held at the **Omni Hotel**, in Charlottesville, VA. We will have a hospitality room and a display table in the publishers' area. Infinity authors are invited to join us for lunch and a special luncheon presentation. Please RSVP no later than Monday, March 19<sup>th</sup>, by calling Alex at 877-BUY-BOOK, or via email at [alex@InfinityPublishing.com](mailto:alex@InfinityPublishing.com). For more information about the festival, visit their website at [www.vabook.org](http://www.vabook.org)

**New Voices Bookstore** – Infinity Publishing has made a special arrangement for our authors to have their books stocked in this new independent bookstore, located at 424 East 9th Street in New York City. They will charge Infinity authors a one-time stocking fee of \$25 to include authors' books in their on-shelf inventory and to schedule them for in-store readings and other events. New Voices will order books by participating authors directly from Infinity. Their grand opening is scheduled for April 15<sup>th</sup>, 2007. For complete details, visit [www.NewVoicesBookStore.com](http://www.NewVoicesBookStore.com).

**Three Infinity Authors Book of the Year ForeWord Magazine Finalists:** Fiction-General, *Follow Me to Glory*, by **Will Hutchison**; Science Fiction, *Dusk Before the Dawn* by **Larry Ketchersid**; and True Crime, **Badge 149 "Shots Fired"**, by **Gary P. Jones**.

Take care and enjoy often...John