

The Author's ADVOCATE



Special Newsletter

June 2007

Published for the authors and associates of Infinity Publishing

Pump Up the Volume!!!

Increasing the Value of Your Book

A book is a book, just as a rose is a rose. Some roses are more beautiful than other roses, and some books are a better read than others. The beauty and colors of roses have been enhanced by the creation of hybrid varieties. Published books can be enhanced with author innovations that expand the book's content, thereby creating greater value to the reader.

Infinity-published authors have several advantages over other self-published authors and authors published by mainstream houses. One of these advantages is the ease of releasing a second edition of a book – without waiting for the first edition offset press-run to sell out. Infinity's authors have the ability to take a good book and make it into a potentially great second edition.

Why a second edition??? Some authors might have quickly pulled their book together to rush it into publication. Upon reading the finished product, they may discover a few glaring goofs that were overlooked during the approving and acceptance process. Maybe the author has unearthed new information that relates to their book. Or maybe the author's peers have suggested additional material that should be considered for the next edition. Whatever the reason, our authors have the opportunity to update their book and make it sparkle.

Frequently, an author will increase the price of a non-fiction book because the additional material makes the book more valuable to the reader. Readers will recognize this added value when the author hires a professional book designer to improve the quality of the layout and design of the second edition. A skillful book designer can provide the necessary expertise to enhance the overall appearance of a book by selecting a typeface that will help the words sing off the pages. They know how to make the best use of white space and how to modify margins to remove that amateur look of trying to jam as much as possible into the fewest pages. They

have a variety of design techniques that will vastly improve the formatting quality of your book.

Not to sound like a message repeating over and over again on an endless loop, but the better your book is designed and edited, the better it will sell – that's a proven fact you can bank on. So now is the perfect time to consult with a content editor for suggestions about how to tighten up parts and perhaps expand other sections. At the very least, be sure the editor has a working knowledge of your niche topic.

Releasing a second edition is also an excellent time to include references to additional material you've incorporated by adding a CD to the inside back cover of your book. Yes, this costs a bit more to do, but stop for a moment and think about the increased value of a mixed-media book. Charts and tables come alive when you add them onto a CD that accompanies your newly revised edition. Photos that could only be printed in glorious black-and-white can now be viewed in spectacular color when the reader accesses them from a CD. Photographs can increase the reader's perception of what the words are depicting. Indeed there's truth to the statement that a picture is worth a thousand words – and a CD can surely contain hundreds of photos that you've referred to in your book. Naturally, you can have an audio CD that tells *about* your book, but keep in mind, this is *not* an audio CD of your book. If you're interested in having an audio version of your book produced, please contact Spoken Books Publishing, our sister company: www.spokenbookspublishing.com.

Back issues of the *Author's Advocate* are archived at www.authorsconference.com. For additional information, refer to the March 2005 issue regarding second editions; the September 2005 issue for information about audio CDs; and the May 2007 issue regarding CD-included books.

Having Your Current Contact Information Is Vital!!!

Infinity Publishing is your publisher of record. As such, we are often the first connection that is made when an outside party is interested in contacting an Infinity author. The call could come from an agent interested in representing the author. The call could come from an agent who has the opportunity to do a sweetheart deal on the author's behalf. It could be an overseas publisher inquiring about acquiring the German language rights to one of our titles. Or it just might be a conference director calling to ask whether an author is available to present a keynote address based on their book. Then again, it could be a new fan that was totally impressed with a book and wants the author's email address to send a sincere note of appreciation for telling a well-crafted story.

Normally, we get the contact information from the caller or emailer, verify they're for real, and then contact the author so they can then follow up on the initial call in a timely fashion. We do not release author contact information without specific permission from the author. The above examples are a sampling of the types of calls and emails we receive on behalf of our authors. These are calls that could have a very positive impact on the future of a book and the life of its author. Indeed, it is special when these calls come in.

However, we need your help with a major problem that could be a real deal breaker for you. We do not have current contact information for many of our authors. Each month, we receive a whole stack of returned royalty checks that the post office couldn't deliver because the author moved and left no forwarding address. Of course, we try to telephone the author – only to learn the phone has been disconnected or it isn't a working number. We also get a horrific number of bounced-back emails because there's no such email address or the email address has been terminated.

This outdated contact information makes it very difficult for us to contact some of our authors when we really need to reach them. Also, it's rather distressing to learn that many of you haven't been receiving our new monthly e-zine, the *Author's Gazette*, simply because we don't have your current email address.

If your contact information has changed from what is on your publishing agreement, please take a few minutes to email or mail us your current address, phone number, and email address. Email info@infinitypublishing.com with "Updated Contact Info" in the subject line. This will be a huge help when we need to reach you.

Amazon.com Book Sales Written Into TV Script

A recent storyline on the popular CBS TV series *Shark*, starring **James Woods** as the Los Angeles District Attorney, and directed by **Spike Lee**, involved the trial of a high profile serial killer. This was the bad guy's second murder trial; he had previously been acquitted of all charges. Naturally, he wrote a tell-all – but no-confession – book, blasting Shark for his poor courtroom performance. Several days into the second trial, Shark coyly commented to the bad guy that he must be loving all the trial publicity, to which the bad guy replied that for the last 3 days, his book sales on Amazon have tripled.

It's interesting that he didn't say his book had made the *New York Times* Bestseller List, or his book was selling off the shelves of the bookstores. No, the measure of the success of his ill-gotten publicity was his ever increasing book sales on Amazon. The times are changing, and new ways of publishing and distributing books are evolving with the changing times.

Bestseller lists just don't have the impact they once did, and reviews by once-upon-a-time well-known reviewers carry less clout and have fewer readers for their hyped words of pleasing sameness sprinkled with scorn. Several major newspapers have eliminated or greatly reduced their book review sections due to dwindling advertising revenue and a shrinking subscriber base.

Amazon has an array of book reviews written by readers who have actually read the entire book and now want to share thoughts about the merits of the book. Many of these reviews are also posted on lots of other websites and blogs – naturally, the reviews find their way onto Google for millions to eventually discover. The wide reach of the internet has usurped the circulation base of costly print newspapers – bleeding casualties of the changing times in publishing.

Agents and Editors Conference June 15 – 17, Austin Sheraton

I'll be participating in this prestigious event produced by the Writer's League of Texas. For information and to register, visit: www.writersleague.org. If you live in the greater Austin area, I'd welcome the opportunity to meet with you while I'm in town. Please email me via john@infinitypublishing.com and perhaps we can have an informal gathering on Sunday evening.

Take care, have a joyful June, and enjoy often...John