

# The Author's ADVOCATE



## Special Newsletter

January 2007

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

### An Overview of Infinity Publishing

Greetings of the New Year to you!!! We sincerely extend our very best wishes to you for a most joyful, bountiful and peaceful 2007. We'd also like to start the New Year by sharing with you a brief overview of us – so the next time you're asked questions about what kind of publisher published your book, you'll be able to answer their questions.

From its visionary beginning in 1997, Infinity Publishing came out of the gate as the leading innovative publisher, utilizing in-house high-speed digital printers to produce quality books on demand. Established as a true First Amendment press, all authors are welcome to originate a non-exclusive publishing agreement authorizing their books to be produced with the Infinity imprint. Infinity then distributes the authors' books as ordered and pays the author monthly royalties on every book sold.

Authors pay a one-time setup fee to have their book file added into Infinity's unique "Just-In-Time" book publishing system. Authors not only retain all rights to their book, they also own the copyright and may remove their book from the system at any time. Authors have total creative power over the content of their work and control every aspect of their book within production limitations. Suggested retail prices are based on page count; however, with Infinity's value-added feature, non-fiction authors may increase the price of their book. Authors are responsible for promoting and marketing their books.

Infinity is responsible for producing and distributing books necessary to fill orders generated by the authors' efforts. Most orders are shipped within 24 to 48 hours from Infinity's on-shelf micro-inventory that is replenished as needed. Infinity books are guaranteed returnable from bookstores. Complimentary copies are sent to reviewers upon request. With over 4,000 titles by approximately 3,200 authors, Infinity is constantly

extending distribution channels beyond traditional avenues. Infinity pays author royalties monthly.

Infinity Publishing has a sister company, Spoken Books Publishing, an audio book producer and publisher. For more information, please visit [www.spokenbookspublishing.com](http://www.spokenbookspublishing.com).

Infinity's publishing model provides an open press for authors originating the publication of their books, with Infinity's ISBN registered as the publisher of record. Author-originated publishing is an evolving branch of the book industry, rooted in co-operative efforts mutually benefiting the authors and the publisher. The dynamics of Infinity Publishing is simple: authors write, authors authorize publication, Infinity publishes and distributes, and both profit from selling books – the author is out in front pitching, while Infinity backs up their play by promptly delivering books when ordered.

Infinity produces an annual Authors' Conference at Valley Forge, PA, where many of the leading book marketing experts, publicists, editors, agents, and publishing luminaries gather together as presenters in order to teach and network with authors who are interested in learning about book marketing and promotions. The focus of the conference is to provide authors with an energized environment, rich in useful wisdom with numerous networking opportunities throughout the weekend. This one-of-a-kind conference is for all authors, regardless of with whom or how they are published. Infinity's 8<sup>th</sup> annual *Express Yourself...* Authors' Conference will be the last weekend in September, Friday, the 28<sup>th</sup> through Sunday, the 30<sup>th</sup>, with a special Writers' Day on Thursday, the 27<sup>th</sup>, at the Sheraton Park Ridge at Valley Forge, PA. For complete information visit: [www.authorsconference.com](http://www.authorsconference.com).

## IPPY Call for 2007 Entries New Categories – Regional Awards

The eleventh annual **Independent Publisher Book Awards (IPPY)**, conducted annually to honor the year's best independently published titles, is now accepting entries in 65 subject categories. All independent, university, small press, and self-publishing authors who produce books intended for the North American market are eligible to enter titles copyrighted or released in 2006. They will also choose Ten Outstanding Books of the Year in unique categories, such as Most Likely to Save the Planet and Most Inspirational to Youth. New subject categories for the 2007 awards include Graphic Novels, Gift/Holiday/Specialty, and Best Book Marketing - Print or Online.

The **IPPY Awards** were conceived to bring increased recognition and credibility to the work of deserving independent authors and publishers. Award winners receive a variety of prizes and national publicity, yearlong promotion on the Independent Publisher website, and a variety of other marketing tools and opportunities.

Winners in each category receive trophies, two finalists receive certificates, and 5-10 semi-finalists per category receive honorable mentions. A **cash prize of \$500** goes to each of the Ten Outstanding Books of the Year. Last year's contest attracted over 3,000 entries from over 1,500 publishers, and prizes were awarded to authors and publishers from all 50 U.S. states and 7 Canadian provinces. Semi-finalists in each category will be announced to participants and the press in early May 2007 and the final results will be announcement at a gala awards presentation and media event that will take place during **Book Expo America (BEA)** in New York City on Friday evening, June 1<sup>st</sup>, 2007.

Several **Infinity** authors have won IPPY awards in previous years and this is a worthwhile contest for authors to enter. Each year, the award winners receive national media attention. The entry fee is \$75 for entries postmarked by January 15<sup>th</sup>, after that, the entry fee is \$80 per category. The deadline is April 1<sup>st</sup>, 2007. Enter early and consider entering your book in a couple of categories to increase your odds of winning one of these prestigious national book awards.

For complete contest information, a listing of all the categories, special regional book awards, and a printer-friendly entry form, please visit their website at:

[www.independentpublisher.com/ipland/IPAwards.php](http://www.independentpublisher.com/ipland/IPAwards.php)

## Authors' Conference Alumni Group is Forming

Infinity author **Lois Stern** has been working to create a directory of authors who have attended our annual Authors' Conferences in Valley Forge and San Diego. If you were a participant at any of our conferences, please email Lois at: [cosmeticsurgery@optonline.net](mailto:cosmeticsurgery@optonline.net) and she will send you the proper format for submitting your information to appear in the alumni directory. If you have provided your info, but haven't received an interim directory that was emailed last month, please email Lois with your correct email address.



2006 Authors' Conference presenters, **Paul Krupin** and **Jerry Simmons**, answer questions from the audience.



**Dan Poynter, Penny C. Sansevieri** and **Brian Jud** smile at the start of our unique **Ask the Experts** panel.

**San Diego Wine & Cheese Party -- Authors' Day**, January 25 – 26, info at [www.authorsconference.com](http://www.authorsconference.com) or call Alex at 877-BUY-BOOK to register.

Take care and enjoy often...John