

# The Author's ADVOCATE



## Special Newsletter

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Infinity Publishing and Buy Books on the Web.com

## Advance Reading Copies Program

Infinity Publishing is pleased to announce the introduction of our new program that will enable Infinity authors to send out **Advance Reading Copies (ARC)** to specific reviewers and columnists who have expressed to the author an interest in receiving their book.

“We’ve experienced success with our post-release program that provides complimentary books for legitimate book reviewers who request a specific author’s book directly from Infinity,” explained **Tom Gregory**, president of Infinity Publishing. “This new program provides the author with the opportunity to get Advance Reading Copies directly into the hands of the media prior to the book being released for sale.”

The concept on which this new program is based originated from the efforts of one of our authors who attended last year’s Authors’ Conference in Valley Forge. **Pat Nowak**, Infinity author of *Forty Cars That Owned Me*, informed editors and feature writers of publications about his soon-to-be-released book. He offered them the opportunity to receive an ARC just prior to his book being available for sale from Infinity. Seventeen of them accepted his offer – several took the time to let him know they were looking forward to reading his book. This means that there’s a good chance that 17 different publications for car enthusiasts and collectors will write about Pat’s book. What was unique about Pat’s email to the editors was that he pitched the benefit to the publication’s readers by letting them know about his decades of romancing an interesting assortment of cars.

**Jane M. Martin**, co-director of Infinity’s annual Authors’ Conference, said, “Pat Nowak is an excellent example of an author attending the conference and then applying the ideas learned in the seminars to effectively promote his book. It took Pat about four years to write his book, and within a few weeks after the conference, he had put together a good game plan for reaching a

national audience who would be specifically interested in knowing about his book.”

Here’s how the program works. Prior to an author receiving their proof copies from Infinity, the author will have the option of purchasing our Advance Reading Copies program for \$275. When the author receives their proof copies, they will also receive 24 books with “**ADVANCE READING COPY**” boldly printed across the front and back covers. Infinity will also provide 24 book mailers, 24 mailing labels with Infinity’s return address with “**Requested Advance Reading Copy**” printed on the label, and 24 announcement cards explaining this complimentary ARC is provided as per their correspondence with the author. These 24 ARC’s do not count as the author’s first order.

While the author’s book is moving through production, the author has time to compile a list of individuals to contact offering them an ARC as soon as they are available. When they agree to accept an ARC of the book, the author must be sure the reviewers send their complete mailing address so the books can be sent as soon as they’re ready.

If you’re the author of a non-fiction special interest niche book, contact the top experts in that specialized field of interest – they’ll often mention your book as a fresh insight into the topic and perhaps write an endorsing blurb you can use when promoting your book. Novelists can use ARC’s to send to reading circles that are known for their interest in the author’s genre. A good starting place for compiling your list of contacts is to do a Google search of your genre or niche topic.

Don’t waste your time and efforts in trying to submit ARC’s for pre-publication reviews. They’re looking for a 3- to 4-month window before the release of the

book and your odds of getting a review are slim to none because of the high number of books they regularly receive from the big mainstream publishers.

You don't have to send all 24 copies out – you can give ARC's to your family and friends to help get the buzz about your book. ARC's are an excellent way to start the word-of-mouth promotion of your book. Keep in mind that the ARC's are the same as your proof copies, complete with any goofs and errors that still must be corrected. Your close circle of friends reading an ARC will provide more sets of eyes helping to identify those small imperfections that need to be corrected before your book is approved by you and released for sale. Fear not – the professionals receiving your ARC's know they're reading a book that's in the final stages of completion – not perfect, but very close to perfection.

## Assignment of Your Royalties

Infinity Publishing allows our authors to assign their royalties to someone else, such as a co-author, a spouse or children, in the event of your demise. This is a legal matter you need to confer with an attorney about regarding the laws in the state where you reside that cover directed assignments of royalties. In some situations, such pre-assignments of future royalties might keep the bequest of your royalties out of the probate court. In the event of death, a directed assignment of future royalties is usually accomplished with a letter to the publisher identifying the author, the title and ISBN of the book; the author's desire to continue to grant Infinity Publishing permission to keep on publishing and distributing the book; and who you have directed to receive the royalty payments upon notification of death.

The extended protection provided under U.S. copyright laws endures from the time of creation of the work until 70 years after the death of the author. Combine extended copyright protection with a non-exclusive, open-ended publishing and distribution agreement with Infinity, blend in the fact that your book has the potential to always be in print and able to produce income perhaps well into the next century, and you have the makings of an "almost forever" venture. This alignment linking author with publisher means your book will continue to be available long after you're done and gone. You can also assign the future royalties from the sale of your book as a directed legacy to a college, some other group, or your favorite charity. Your book takes on a special form of immortality, continuing to be available as a book-in-print for many long decades to come – or until the next ice age!!!

## Author's Gazette Goes Monthly

Beginning with the February 2007 issue of our ezine, *The Author's Gazette*, we will be sending it out monthly via email on the first Wednesday of each month. The *Gazette* will be loaded with useful links for our authors. Instead of trying to provide all the details for a contest of special interest to authors in the *Author's Advocate*, we'll include a brief introduction about the contest and a direct link to its website.

Each month, we will feature authors' websites that are working effectively to promote their books. At times, we'll offer a short critique explaining what works in website design, what doesn't, and why. If you have a personal website promoting your book, please email the link to Alex Hawley, the Associate Editor of *The Author's Gazette*, at alex@infinitypublishing.com. Also, please email Alex your current email address, and if you happen to change email addresses, do let Alex know. We are also interested in receiving links to websites that's you've found to be especially helpful as an author. Likewise, send us any links to free newsletters that have positive benefits for authors and we'll consider including the link and credit you as the source.

## New Authors' Conference Website

Thanks to the dedicated efforts and creative skills of Jeniffer Thompson, president of Monkey C Media, who has worked closely with Jane M. Martin, we now have a newly redesigned and more user-friendly website. Check it out at [www.authorsconference.com](http://www.authorsconference.com). Here's where you'll find the most current information about developing plans for our 8<sup>th</sup> annual *Express Yourself...* Authors' Conference that will be held on Friday, September 28<sup>th</sup> through Sunday, September 30<sup>th</sup>, 2007, at the Sheraton Park Ridge at Valley Forge, PA, which will again be preceded by a special Writers' Day.

The new website debuted early in January with info about our Authors' Day in San Diego. This will soon be replaced with material about our September conference, as well as other events we will be participating in throughout the year. Authors will be pleased to discover that we have several years of the *Author's Advocate* newsletter archived on the website. We will also be archiving *The Author's Gazette* as well.

Thanks to a post-conference suggestion made by Bob O'Connor to Tom Gregory, I'm pleased to announce that Jane and I are writing a book with the working title, *My Book's Published – Now What???*

Take care and enjoy often...John