

The Author's ADVOCATE



Special Newsletter

May 2007

Published for the authors and associates of Infinity Publishing

Enhance Your Book with a CD Inside

Infinity Publishing is pleased to announce our **CD in a Book Program**. Since we are now able to produce CDs in house, we are offering our authors the option of having a CD attached to the inside back cover of their books. A book with a related CD included can be a valuable enhancement to readers. The reader benefits provided by the enhanced mixed-media book exceeds the higher retail price required to cover the cost of producing the CD and affixing it to the book in a tamper-proof Mylar sleeve.

The price increase of these new mixed-media books will be \$5.00, which will be added to the suggested retail price that is determined by page count. For instance, a book with 180 pages with a suggested retail price of \$14.95 would have a cover price of \$19.95 with the CD included. Non-fiction authors will still have the option of adding value-added pricing to the suggested retail. Royalties will continue to be paid monthly on the selling price of the book.

Authors will have the option of having a professionally narrated audio CD for a \$499 recording fee. The narrator will do a reading from printed copy – not to exceed 10,000 words – provided by the author. This is an ideal service for those who get tongue-tied when reading aloud and others who have grown frustrated with disruptive background noises while trying to make a perfect recording. Professionally narrated readings are recorded in our state-of-the-art sound studio and produced as a high quality audio CD.

There are many ways a CD can enhance a printed book. Poets can give voice to their poems by including a CD with a selection of poetry – hearing the poet's inflections brings a new meaning to their words. Books with references to data bases of contact information, worksheets, and PDF forms could include a CD filled with a variety of different kinds of computer-friendly and printer-ready files. Novelists could include a CD with an array of photographs, which may enhance the

reader's visualization of the plot and help set the scene in the reader's mind. Historical novelists could show the dress of the period, military uniforms and weapons of the era – once-dry history can now come alive with the digital sparkles of a slide show. An author can even have their book converted to an e-book and put on a CD. These are just a few examples of how additional information can be recorded on a CD that will ultimately increase the value of your printed book.

The author is responsible for providing an acceptable master CD. Infinity Publishing reserves the right to reject any master audio CD for quality, volume, tone, pitch, background noise, grammar, etc. The overall professional quality of the CD is of vital importance as it reflects directly on the content of the printed book. The author retains the right of final approval before a mixed-media book will be made available for sale.

The author also retains all rights to the content on the CD and the copyright notice printed on the CD label will be identical to the one printed in the author's book. Beware of copyrighted photographs, music and written material from the internet. Copyrighted work displayed on the web may not be used on your CD or in your book without the expressed written permission of the copyright holder.

There is a one-time CD-setup fee of \$200 in addition to the standard \$499 one-time fee for any new book being added into Infinity's unique book publishing system. Existing Infinity titles will require a new additional ISBN and authors will incur a \$200 one-time fee to setup the addition of a CD to their book. Mixed-media books will have a distinctive medallion displayed on the front cover denoting that an enhanced value CD is enclosed.

Infinity's mixed-media books will also be covered by our return book policy for bookstores. However, they can not be available through the Lightning Source/ Ingram distribution system because they not do have the

ability to add a CD to the books they print. All of the CDs will be produced in-house and we will maintain a micro-inventory of all CD-enhanced books, just like we do with all of our titles. We are unable to accept production CDs provided by the author for insertion. At this time, we are not equipped to produce DVD's.

This new program is a result of numerous requests from Infinity authors to have the opportunity to enhance their books by including a CD. We appreciate all suggestions from our authors and we do our best to act upon them!!!

Merry May Special Book Deal

The merry month of May is when vacation plans become a welcomed reality. 'Tis a wise author who takes a few extra copies of their Infinity-published book along on their travels to far away places. You never know when you'll meet someone who is interested in buying an autographed copy of your book. When they have cash-in-hand, you need a book on-hand to sell them. You'll find these opportunities to be an easy sale, providing you have books with you. We have a special deal for your consideration. For every 10 copies ordered by the author, we'll include a free book; order 20 books and you get 2 free books *and* Infinity pays for the shipping! This offer is valid for the entire month of May 2007, and please be sure to mention "**Merry May Book Special**" when you phone in your order to our toll free number at: 877-BUY-BOOK (877-289-2665). Remember, you may order 250 or more books at any-time at 50% off and get free shipping.

April Author's Gazette Article

Bob O'Connor – A book promoting opportunist. Recently, the author of *The Perfect Steel Trap: Harpers Ferry 1859* did a successful book signing at a **Weis Market** and sold over 30 books in just a few hours. One reason this worked as well as it did was because O'Connor was the only author with a book for sale in the supermarket – very different than being in a book-store surrounded by thousands of other books!!! Plus, everyone needs to do food shopping, and an opportunity to talk with an author enhances the food shopping experience. Free food samples provided for shoppers, compliments of the market, was also an obvious draw. Weis Markets is a regional chain of food markets located in communities mainly in the northeastern United States. Google "Weis Markets" and see if they have a store near you. Bob's second book, *The Virginian Who Might Have Saved Lincoln*, published by Infinity Publishing, is now available for sale.

Bob O'Connor and Weis Signings

Editor's note: an advantage of our monthly e-zine, *The Author's Gazette*, is that we can share news soon after learning about it. Hearing about Bob's successful Weis book signing after the *Author's Advocate* had gone to press in an example. Here's the rest of the Weis story from Bob...

"I was in a Weis Market to attend a book signing by another author I had read about in the newspaper. I contacted the store manager and he put me in touch with the regional marketing manager to see if I could do a book signing there, too. He arranged it, bought books from Infinity, made a huge banner (about 8' x 4' feet) featuring my book cover, my name and the book signing date, and printed bag stuffers that were put in the shopping bags several weeks prior to my being there. I also sent a press release out to the local newspaper.

"The events are held on Friday evenings – usually between 5-8 or 4-8, depending on the store. It's Prime shopping time. The store surrounded me with food for shoppers to sample from their party trays so people got to see and taste what's available on the trays. The food attracted the customers to my table.

"It is nice because Weis markets book sections have maybe 100 popular titles, a far cry from what I compete against at Borders, for instance. I was the only author in the store at that time. My placement in the store varies from store to store. Usually I am near the deli section as there is more open space there. And that is where customers order the trays.

"This regional manager has stores in Charles Town and Martinsburg, WV; Hagerstown and Thurmont, MD; and Gettysburg, Shippensburg and Chambersburg, PA. I have done four events with him and have another the last Friday of April. I will start to redo the stores again with my second historical novel. I had my best sales day ever in Shippensburg in November. I sold 34 books in 3 hours!! Amazing.

"Authors – this is certainly a *non-traditional* way to sell books, but it works! If you don't have a Weis store in your area, go to Food Lion, Safeway, or the store you have and see if they will do an event for you. It's good business for them to promote local authors! And they are promoting their party trays at the same time. And people have parties all year long. Their cost is minimal. Always, always, always send a thank you note to the stores where they hosted a signing event for you. That's just common courtesy."

Take care, have a merry May, and enjoy often...John