

The Author's ADVOCATE



Special Newsletter

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Don't Waste Time with Resolutions

Be proactive and positive in exploring opportunities!!!

Waste not a moment pondering righteous resolutions directed toward a healthier and wealthier you in 2008. Instead, assess the advantages of exploring a wiser you. Wisdom is the enduring and endearing part of being healthy, wealthy and wise. Health and wealth wax and wane like phases of the moon, but your accumulated sparkling smarts are forever waxing with the harvest from each and every experience. Win, lose or draw, the yield of life experiences expand year after year.

Thusly, reflect on the merits of mapping future courses to attain positive experiences combined with (hopefully) successful results—when you get less than hoped for...well, learn from that!!! In place of fixed resolutions, resolve to plot a path that's fluid with whatever is achieved by the spent efforts. More often than not, when free from the fixation of quested goals, the natural dynamics flow in more positive and enriching ways than the typical straight-thrust-to-goal-line objectives. Not to speak ill of the management by objective concepts; it just puts numbers upon measuring the resulting numbers. Sadly, measuring by the mesmerizing numbers is the numbing ways of melding the masterfully material massing masses!!! Those who amass the greatest numbers usually win by outscoring the others—which is utterly mad when scores matter not to the nabobs, and others with more.

Regarding a topic near and dear to all, consider taking a bit of a proactive direction to sell more books by getting more exposure. Some authors will resolve to sell twice the number of books sold the previous year—or even triple the number—and then feel like they're failing when those sales aren't rapidly achieved. Methinks 'tis most rewarding to steadily progress in the direction of gaining more exposure for your book instead of defining the specific exposure or how many books will be sold. Famous book marketing guru, **John Kremer**, is constantly urging authors to do one thing every day to promote his or her books—that's not *sell a book every*

day, just do something each day to get more exposure for your book. Your potential for selling more books increases each time you explore the Internet and act upon the exposure opportunities you discover.

There are no instant miracles. However, it's a miracle when resolutions remain kept for more than a few weeks into the New Year. When you're making a daily effort to amplify exposure for your book, you'll eventually experience a continuing flow of results. Regularly exchanging ideas with fellow authors on **AuthorNation.com** works well, especially when it comes to you doing something to explore new ways for promoting your book—plus you'll be making friends and expanding your network. I'm a firm believer in the "Plus Factor," which basically means looking for additional benefits while attaining the primary mission. The more benefits that come with your directed doing, the better!!!

I'm also an advocate of the "Trisk Factor"—Trust yourself enough to take the risk!!! Resolutions often reflect on overcoming a perceived shortcoming, but all too often 'tis the imposed limitations that has so many folks coming up short. By striving for overall progress throughout the year, you're in the perfect position to trust yourself and daringly explore enticing exposure opportunities for your book. If a famous author person writes in a genre akin to yours, visit their website and trust in your expressive ability to drop them a friendly note focusing on your common interests. Even well-known authors appreciate hearing from fellow authors—odds are, you'll hear back from them with an author-to-author reply. Granted, I never received a reply when I invited **Stephen King** to come to our 2006 and 2007 Authors' Conferences in Valley Forge to share insight about his book, *King on Writing*. However, I'll trust in my ability to craft a more alluring invitation and take the risk again in 2008.

All too often resolutions are ripe for failure, and that's okay, as the unresolved is gone until next year. Indeed 'tis a kinder virtue to plot potential points of achievements throughout the year, relish the joyful yield from learning experiences along the way, and be gentle with yourself as you make "easy-does-it" progress along the way. Remember, there are more ways to get from here to there than there are stars. Be a shameless opportunist in seeking out the stars that sparkle brightest to illuminate your book.

Long ago and far away, I penned the phrase, "The future is now, the future is you!!!" Years later, I wrote the tagline, "Involve Yourself, Make It Happen!!!" The future is not defined by carried-over and cast-off resolutions. The future is the here and now of your involvement in making it happen!!! May all your positive happenings be with the innovative involvement of your making. Make It Happen—'tis better than making up soon undone resolutions!!!

Editor's Note: Infinity's West Coast Author's Advocate, **LinDee Rochelle**, was working on a similar piece about resolutions and goals that was perfect to include here in a condensed form. You'll find expanded versions of both pieces in the December *Author's Gazette* e-zine and posted at **AuthorNation.com**

2008's Road Test to Success

Make Resolutions

Set Goals

Wing It

Happy Meal Combo

Which method do you use when it comes to marketing, promoting and creating success for your book? By now, I hope you've thought about it at least a teensy bit... I mean, isn't that what we make all the New Year's hoopla over? New beginnings? You know, the ol' clean slate theory, let's begin again... this time with feeling?

If you're like me, however, I start the New Year with glorious, sometimes lofty ideas—might even give them limited credence by writing them down. Five or six months later I realize I haven't accomplished one damn thing on the list. At that point, why bother, might as well finish the year out, screaming around the sharp corners of each month like Ricky Racer. Right?

Wrong. Not this year. It's time I took the steering wheel of my writing life in hand and avoid stalling out on another year of deserted roads. How about you?

Do you need a more focused direction to get your book "out there" in 2008? Regardless of the method you

use—with the exception of "winging it," which may yield a few successes, but rarely goes the distance—mapping out your book's promotional path for the year should be akin to charting a cross-country trip.

So start your engines and let's do a road test; then check out AuthorNation.com for more roadside assistance:

- **Prelude:** have you mapped out the direction of your book, with a business plan that features the markets you want to target?
- **Focus:** you should have a general direction and finish-line in sight. Plan your trip to be entertaining (to keep you interested) and productive (to keep you on track) throughout the year.
- **Explorer:** don't forget to investigate side roads that can be surprisingly lucrative for your book; like using it as a premium for school fundraisers (age appropriate from elementary to college, of course), corporations, businesses, and community organizations. See AuthorNation.com for some specific ideas.
- **Saturn:** drive rings around your competition with roadside marketing angles unnoticed by others. Both fiction and nonfiction books can benefit from a visionary eye and a promotion that puts a new spin on an old clunker.
- **Compass:** check your book's location regularly throughout the New Year to ensure it's on track to reach its final destination. Your goals need to be driven not with excited bursts of acceleration achieving high, but unsustainable speed; rather with a smooth, steady motivational momentum.

No matter how you plot your course, with or without numbers, written or on an indelible mental note, we hope you'll read the rest of our tips and techniques on AuthorNation.com. And remember to share your own ideas for driving your book to success in 2008.

Cheers to a wonderful year for all! LinDee

Make It Happen by attending Authors' Day January 25th in San Diego

Start the year in a positive direction and come to this learning experience and networking event—be proactive in making it happen!!! Register early and receive five free copies of your Infinity book in appreciation for your timely registration, and bring a friend or two.

West Coast authors: Make plans now to attend Infinity's 4th annual Authors' Day, at the DoubleTree Hotel, San Diego, California. For complete details and to register, visit: www.AuthorsConference.com.

Have a great 2008, and enjoy more, more often...John