

# The Author's ADVOCATE



**Special Newsletter**

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## 2008 – Year of the Author

**Read a Book!!! Write a Review!!! Thank the Author!!!**

“Author!!! Author!!! Author!!!” will be the increasing shout heard throughout 2008 as more authors have their work published. Authored content will be more in demand by the public in various versions and formats, from digitally printed paper books to e-books displayed electronically on e-paper with e-ink, spoken books downloaded as digital audios, and gigabytes of text cast upon the endless reaches of the World Wide Web.

The dawn of the digital age has provided aspiring authors with a multitude of publishing methods unavailable just a decade ago. An ever-increasing number of writers have stopped chasing after acceptance by commercial, mainstream publishers in favor of harvesting the commercialized benefits available from author-originated publishing. Cost-effective digital publishing has made publishing a book affordable for almost everyone. In the middle of the last century, letterpress printing was pushed away by the ease of print production make-ready and speed of more cost-effective offset printing; now, the flexibility of digital content is out producing the offset printing process.

Over six centuries ago, moveable type kissed ink onto paper, bringing printed written words to the masses; today, the Internet Age brings individuals global accessibility to the massive resources of authored content. The giant step forward that both the letterpress and offset printing processes made possible is dwarfed by the quantum leap the World Wide Web provides for the distribution of content on trillions of topics.

Authors are becoming proactive in promoting their work to the public, more gratifying efforts than hyping their book pitches to a select few with the waning hope of selling into a sweetheart publishing deal. The turmoil from mergers and downsizing by the publishing giants has reduced the sweetness and limited available commercial publishing opportunities for aspiring authors.

Content is omnipotent and the author is the creator of written content. Mind-flows spark concepts that are nebulous nothings until the conceived ideas are *word-smithed* into an expressive, comprehensible written form. Increasingly, authors maintain creative control of their work by retaining all rights, only granting specific permission to publish and distribute their books while they hold on to the ability to sell rights when interest develops. The manner of publishing matters not because the quality of the content rules and professionally produced content sells.

Exposure opportunities will increase as a higher percentage of all authors become more in demand to speak at public events – in person and via the internet – and make media appearances as experts on the topics of their books. Authors who master book promotion and marketing techniques will continue to sell more books than those do-nothing-more authors who just wrote it and do nevermore.

As publishing advances shrink and brick-and-mortar bookstore sales dwindle, there comes a realization that the author controlling the publication of their digitized book has greater potential for financial success with a book that never goes out of print. The advantages of author-originated publishing, with royalties paid on every book sold, provide earning potential far beyond traditional royalty advances. A motivated author authorizing the publication of his or her work – as opposed to selling the rights – will continue to discover lucrative results from their ongoing efforts.

The flow of the mighty Amazon has usurped the gatekeepers of book distribution by selling any book in print with an ISBN directly to the end consumer – often at a discount and promptly delivered to their door. In minutes, Amazon.com’s Kindle e-book reader wirelessly downloads any of the more than 100,000 e-books available from the Kindle online store. Like authors

benefited from books printed using moveable type, now authors are profiting from Amazon's 24/7 ability to move vast numbers of books – many are on niche topics or are appealing fiction by aspiring novelists – from their endless inventory to customers around the world. Amazon extended the reach of the author's digitized words far beyond the tilted playing field of bygone publishing games.

The Internet Age is revolutionizing book distribution with powerful search engines instantly retrieving information about any topic and by every author for anyone with access to a computer to retrieve and read. Never in the history of humankind has such a massive wealth of authored information been so readily available upon request to individuals around the world.

Indeed, 2008 is the year of the author; may it be the longest year, for without authors, there would be no new content for folks to discover and read, mindful concepts would flutter away as they lack the weight of written words, and a host of stories waiting to be told would be left untold. Celebrate the year of the author by reading a book, writing a review, and sending a note of appreciation to the author –you'll most likely hear back from the appreciated author.



Throughout 2008, Infinity Publishing will be including buttons with every book order shipped to our authors. The 2½" button – professionally designed by Infinity's exceptional lead cover artist, Chris Master – depicted above in glorious black and white, is our way of helping to promote this year as the Year of the Author. The color version of the design will be available to download from AuthorNation.com for you to display proudly on your website or blog.

## **AuthorNation.com** **Online Community of Diverse Interests**

We're growing an exciting online community – with more than 1,600 registered members – that we sincerely hope you'll soon join, if you haven't registered already. **AuthorNation.com** is the ideal place to freely exchange ideas with fellow authors and compare notes about what's working to get exposure for your book. Registration is absolutely free, and all members are encouraged to shamelessly promote their books and works-in-progress. You'll also find many members of the Infinity staff participating on the forums. Please take the time to register today so that you can start networking and socializing with other authors.

## **Join us for Lunch** **2008 Virginia Festival of the Book**

**Infinity Publishing** is once again a proud sponsor/participant of the Virginia Festival of the Book Publisher's Day event on **Saturday, March 29, 2008**, to be held at the **Omni Hotel** in Charlottesville, VA. We will have a hospitality room displaying books by Infinity authors and a display table in the publishers' area. Infinity authors are invited to join us at Miller's on the Mall for lunch and a special luncheon presentation. There is no charge for the luncheon, but please RSVP to Alex Hawley no later than Wednesday, March 19, 2008, by calling at 877-BUY-BOOK or by emailing [alex@infinitypublishing.com](mailto:alex@infinitypublishing.com). For more information about the festival program and activities, visit their website at [www.vabook.org](http://www.vabook.org).

## **Author-originated Publishing** **Not Self-publishing, nor POD publishing**

We would like to make it perfectly clear that as an Infinity-published author, you have authorized us to publish and distribute your book. Infinity Publishing is your publisher of record, as registered with Books-In-Print and identified by our house imprint and ISBN. Thus, you have engaged in author-originated publishing and retain all rights to your book. Author-originated publishing is very different than self-publishing, where you are responsible for every aspect of producing and distributing your book, or author-supported publishing as offered by some of the POD publishing services. Please discontinue making references to self-publishing or POD publishing, because our author-originated book publishing model is truly unique.

*Have a fabulous February, and enjoy often ... John*