

# The Author's ADVOCATE

## Special Newsletter

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# Register for Valley Forge

## Special Offer for 9<sup>th</sup> annual Authors' Conference

Immediately following the conclusion of our successful September 2007 Authors' Conference, held at the Sheraton Park Ridge in Valley Forge, Pennsylvania, we began planning for the 2008 event, which will be held Friday, September 26<sup>th</sup> through Sunday, September 28<sup>th</sup>. Our popular Writer's Day is on Thursday, September 25<sup>th</sup>. Infinity Publishing has earned an excellent reputation for producing the very best conference for authors and writers with a soon-to-be-published book. Our conference is open to any author, regardless of how or with whom they have previously published; however, we do entice Infinity authors with free copies of their books when they register early. Submit your registration by April 31<sup>st</sup> and get 15 copies of your book; by June 31<sup>st</sup>, you'll receive 10 copies; and by August 31<sup>st</sup>, 5 copies will await you at the hotel.

One of our continuing goals is to keep the registration fee as affordable as possible to encourage authors to attend – armed with more marketing tools, authors who have attended the conference usually sell more books than authors who have not participated. That's why we are keeping the full package registration with lodging – including all conference activities, materials, and one-on-one consultations; snacks and meals; and lodging at the Sheraton on Friday and Saturday nights – at the same price as last year's registration of only \$699.

New this year to ease your budget is a registration payment plan, which will let you make three equal payments, so you have an option other than paying the entire registration in a lump sum. Here's how it works:

- Complete the conference registration form for a full package.
- Indicate with or without lodging; with or without extra nights' lodges. (See the special rate for sharing lodging with a friend or spouse.)
- Include the additional registration for the Thursday Writers' Day program.

Then add the items – if applicable, deduct the \$60 discount allowed for attending a previous Valley Forge Authors' Conference, San Diego Authors' Day, or as a member of the American Association of Retired Persons (AARP) – and the result is your total amount due. Divide the total by three to determine the amount of your first payment, which needs to be submitted with your completed registration form to Infinity **on or before April 30, 2008**. The next payment in the same amount is due by **June 31<sup>st</sup>**, and the last payment is due by **August 31<sup>st</sup>**.

Let's suppose that in May or June you receive a cash gift or win a few hundred in the lottery, and now you're wishing you could enter into the conference payment plan. You can!!! You still have the opportunity to divide the total amount in half, **as long as your first payment is received by June 31<sup>st</sup> and the second half is paid by the 31<sup>st</sup> of August**. Maybe you've received a tax refund or the promised check to stimulate the economy arrives and you're able to register early and *pay the entire amount* for your registration **on or before June 31<sup>st</sup>** – because you're beating the deadline, deduct \$60 for a paid-in-full early registration – that's in addition to the \$60 discount for previous conference attendance or AARP membership. (Please note: the \$60 discount for previous event attendance or AARP membership is valid only for registrations received and paid in full by August 31, 2008. These discounts may not be combined; only one \$60 previous attendance *or* AARP discount per registration.)

The 2008 Valley Forge Authors' Conference registration form is available as a printer-friendly PDF file at **www.AuthorsConference.com**. Registration will be limited to 75 attendees, so register early. If you need assistance completing your registration or wish to register with a credit card, please call Alex at our toll-free number **1-877-BUY-BOOK (1-877-289-2665)**.

## “New Writing Section” Added to AuthorNation.com

The popular **AuthorNation.com** online community, produced and maintained by Infinity Publishing, continues to grow in registered numbers (we’re rapidly approaching 2,000), and further growth is anticipated with newly enhanced website features. The **New Writing section** – where members post works-in-progress and finished pieces for member comment and perusal by members and visiting readers – was recently upgraded to encourage reader feedback, improve ease of use, and give members more options when posting their portfolio entries. Also added to the New Writing section are dozens of popular genre categories, which let you post your writing entries where they are best suited or read and comment on the latest writing efforts in your favorite genres, from self-help to book marketing to young adult fiction. You’ll find everything from the inspired efforts of new writers just beginning their writing adventures to polished pieces and book excerpts by seasoned authors. Our community is a great way to network and connect with others and glean the wisdom of their experiences.

If you’re already a member, log on and check out the wide range of work already posted. Join in with published and unpublished writings, or just a journal!!! If you’re not a member, by all means come to AuthorNation.com and register – it’s absolutely FREE and easy to sign up for in just a few minutes.

## Being a Published Author Walking the Walk and Talking the Talk

One of the new areas we’ll focus on during the 2008 Authors’ Conference is enhancing your persona as a professional author. The concept is to have an empowerment hour with **Dan Poynter** talking about dumb things authors say that make eyes roll, such as the author who explained that she wrote a fiction novel that’s all made up but based on real-world events. Hello!!! Earth to novelist!!! Indeed, all novels are works of fiction. **Brian Jud** will tackle the need to daringly develop an author’s demeanor for when you have the opportunity to talk about your book. **Jennifer Thompson** will address the perception of your appearance as an author and how donning the proper attire speaks with a positive air that you are an expert authority about your book. You have written a dynamic book, but unless you know some of the important basics of presenting yourself as a professional, you won’t gain the full benefit of exposure opportunities.

## Promote Your Book at the 2008 Virginia Festival of the Book

Virginia authors in the greater Charlottesville area are invited to promote their books on **Publisher’s Day**, to be held at the **Omni Hotel** on **Saturday, March 29, 2008**, as part of the **Virginia Festival of the Book** celebration. Infinity Publishing is once again a proud sponsor and participant of this annual event 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 welcome to sell their books in the hospitality room and take turns at the display table. Authors are responsible for bringing their own books and for handling individual sales transactions. Infinity authors are also invited to join us at Miller’s on the Mall for lunch and a special luncheon presentation. There is no charge for the luncheon – this is our way of thanking you for publishing with Infinity, but please RSVP to Alex Hawley **no later than Wednesday, March 19, 2008**, by calling 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: [www.vabook.org](http://www.vabook.org).

## Philadelphia Free Library 2008 Philadelphia Book Festival

Join us again this year at the annual **Philadelphia Book Festival**, produced by the **Philadelphia Free Library** on **Saturday, May 17<sup>th</sup>** and **Sunday, May 18<sup>th</sup>**. We will have a booth and tent set up for Infinity authors who would like to join us to promote their books (sign books, network, sell!!!) as we attend this exciting outdoor event that saw 25,000 attendees last year!!! There will again be many exhibitors and authors sharing books and ideas as well as fun for the children. There is **no charge** to schedule time in our reserved area for Infinity authors, but please RSVP to Alex Hawley **no later than April 17, 2008**, by calling 877-BUY-BOOK or emailing [alex@infinitypublishing.com](mailto:alex@infinitypublishing.com).

Whenever we are attending a writers conference, book festival, or publishing industry event and have an opportunity to display Infinity published books, we try to select titles by authors living in the area in addition to an array of top-selling titles that are well written and edited – nothing is more embarrassing than having an event attendee point out a typo or grammatical goof. We also make selections that would be of high interest to folks attending the event.

*Have a marvelous March, and enjoy often... John*