

The Author's ADVOCATE



Special Newsletter

April 2008

Published for the authors and associates of Infinity Publishing

Sell More Books in Non-Bookstore Markets National Rep Group will do the selling for you!!!

Do you believe your book will sell in volumes through specialty retail chain stores nationwide???

Have you considered selling your book to large corporations for their employees, or to use as a premium for valued customers???

Are you unsure about how to make a professional sales presentation of your book to a national organization???

Does your marketing plan abruptly stall when you can't get through to the decision maker – or even find a name with contact info – who has the authority to order several thousand copies of your book???

If you've answered "yes" to any of the questions, I'll wager you also wish for someone who will go after those potential sales leads and sell your book for you. Sure, you know about those golden sales opportunities beyond the bookstores, but you just don't have the time!

Many of your fellow Infinity authors who have attended our annual Authors' Conference at Valley Forge have heard **Brian Jud**, founder of **Book Marketing Works**, explain how you can identify and reach the vast special sales book market where bulk purchases are made. Now instead of telling you how to do it, Brian has recently formed the **Premium Book Company (PBC)** with a national team of sales reps ready to personally bring your book to the attention of book buyers in the non-bookstore market.

"Approximately sixty experienced professional sales representatives working through more than 18,000 premium distribution companies will personally present the books to potential buyers among large corporations, smaller businesses, associations, schools, the armed services, and government agencies. This program *will not include sales to retail stores* such as discount stores,

warehouse clubs, supermarkets, and airport stores, which are stocked by distributors," Brian Jud explained.

Tom Gregory, Infinity Publishing President, introduced the program by saying, "Thanks to our long association with Brian Jud, we have made arrangements for Infinity authors with acceptable books to participate in PBC's sales representation program by matching the standard industry discounts for premium clients and a 50% discount on the books our authors need to provide PBC as part of the application process."

Representation by PBC is available for any Infinity author at a cost of \$150.00 for the first year – discounts for multiple titles; a one-time administrative setup fee of \$25.00; and 25 copies of the author's book for the reps to use in sales presentations. PBC will also produce and distribute to potential bulk buyers a color catalogue of all books in the program. Authors will also have the opportunity to have their books displayed at selected major trade shows with the potential to do book signings at client events. This is a non-exclusive agreement and includes the non-bookstore market.

Participation in the program is simply a matter of going to PBC's website at www.PremiumBookCompany.com and printing out the enrollment form – if this new website isn't operational, please try again in a few days and email Brian requesting the form. Complete the form and mail it directly to PBC with your credit card information or a check in the amount of \$175.00. At the same time, call Infinity Publishing at 1-877-BUY-BOOK (1-877-289-2665) to place your order – at a 50 percent discount – for 25 copies of your book. You'll also earn the standard 10 percent royalty on all purchases by the author. The 25 books required for participation in this program will be sent by Infinity to PBC's receiving center in Chicago, IL.

Part of PBC's application process will include an evaluation of your book's marketability. The form you submit to PBC with your payment will include space to list six special sales markets where you believe your book will be of specific interest and will provide benefits to national associations and large corporations. PBC will consider fiction and non-fiction titles with high sales potential. PBC reserves the right to reject any book that lacks the obvious merits necessary to achieve volume sales. Do not submit books that have not been professionally edited, are poorly formatted, or have typos and grammar goofs – such books will not be accepted. If your book is rejected by PBC, you'll receive a brief explanation as to why your book is not suitable, a refund of \$150, along with your books, to you. The \$25.00 administrative fee is non-refundable. To learn more about what aspects make a book suitable for bulk sales – a thousand or more books per order – visit www.BookMarketingWorks.com. You can order a copy of Brian's book, *Beyond the Bookstore*, from Infinity's online bookstore, www.bbotw.com.

There's no guarantee that your book will sell in this unique marketplace. So much depends on the quality of your content – content is omnipotent – and the fit of your book to the needs of the client. To align our prices with similar trade paperbacks, Infinity Publishing has agreed to sell the books by participating authors to PBC at 55 percent off the cover price for orders over 100 but less than 1,000; and at 60 percent off for 1,000 or more non-returnable books. Infinity's policy of paying 15 percent royalties on the discounted selling price on sales to distributors applies to all sales. This means there will be a commission-driven, professional sales force presenting your competitively priced book to a targeted individual with a clearly identified interest in your topic or genre. However, the buying decision will be based entirely on the quality of your book.

Let's do the math, my least favorite subject, but so vital in making sure the numbers align to your satisfaction. I need this to be easy, so I'm using rounded numbers!!!

Cost to participating Infinity author of a \$20.00 book:

PBC One-time Administrative fee:	\$ 25.00
Annual Sales Representation fee:	\$150.00
25 books at 50% off retail:	(\$250.00)
Less 10% royalty of \$25.00	\$225.00

Total cost of participation for 1 book:	\$400.00
1,500 PBC book order at 60% off	
1,200 X \$8.00:	\$9,600.00
15% of the selling price, royalty:	\$1,440.00
Less your initial investment:	\$ 400.00
Potential profit from one special order:	\$1,040.00

Methinks the odds are in your favor; however, so very much depends on the quality of your content and the professional presentation of your book. Infinity books will also be able to provide PBC clients with the addition of a sponsorship page as per the requirements of our corporate sponsorship policy and with the approval of the author.

One of the most frequent questions we get from authors is, "When my book sells thousands of copies, will Infinity be able to keep up with the demand?" This question was posed to Mark Gregory, Infinity's Vice President, who answered, "Our in-house digital equipment can produce thousands of book in a timely fashion with no problem, and when the demand is in the tens of thousands, we can print the book offset in record time."

Please direct any questions about your participation to Brian Jud at BrianJud@BookMarketing.com or call him at 1-800-562-4357.

Copyediting Special

The PBC program requires all books being submitted to be professionally edited. To assist our authors who are participating in the PBC program we are offering our professional in-house copyediting service at a special rate. Our normal copyediting charge is \$0.013 per word. For participating authors we are offering our copyediting service at \$0.01 per word. You will receive your professionally edited book within 8 weeks. Please contact Michelle at 877-BUY-BOOK for additional information.

Infinity Author James W. Fitch

Featured in History Channel *Battle 360*

James W. Fitch published his military autobiography, *Desert Sailor*, with Infinity in 2000. One of the ships Jim served on, the heavy cruiser USS Northampton, was an escort for the aircraft carriers USS Hornet and USS Enterprise during the bloody battles of Midway and Santa Cruz in the Pacific. *Battle 360* is a new TV series featuring oral histories of World War II battles.

Philadelphia Free Library

Annual Philadelphia Book Festival

Infinity will have a booth for our authors who would like to promote and sell their books at this outdoor event on **Saturday, May 17th** and **Sunday, May 18th** at the **Philadelphia Free Library** that saw 25,000 attendees last year!!! There is **no charge** to schedule time in our reserved area for Infinity authors, but please RSVP **no later than April 30, 2008**, by calling 877-BUY-BOOK or emailing John@infinitypublishing.com.

Have an awesome April, and enjoy often... John