

# The Author's ADVOCATE



## Special Newsletter

August 2009

Published for the authors and associates of Infinity Publishing

## 10<sup>th</sup> annual Gathering of Authors Friday, September 25<sup>th</sup> through Sunday, September 27<sup>th</sup>

You still have time to register and attend our highly acclaimed Gathering of Authors that will be held the last weekend in September at the Park Ridge Hotel and Conference Center in historic Valley Forge, PA (near Philadelphia) – only 30 minutes from the Philadelphia International Airport (PHL).

**Dan Poynter**, publishing godfather and the author of over 120 books, will keynote the Friday evening banquet. Dan will focus on the impact of the ways book publishing has changed that benefit the author – specifically the increasingly positive dynamics of social networking available through Twitter, Facebook, YouTube, etc.

**Jennifer Thompson** and **Penny C. Sansevieri** will lead a dynamic discussion circle about cost-effective ways to enhance your online presence and more effectively promote your book to the massive number of folks surfing the internet. They will share proven methods for converting just-browsing lookers into customers buying your book.

**Brian Jud** will lead a discussion circle on how to successfully tap into the vast market of special sales involving bulk purchases far beyond the trappings of traditional bookstores. Brian has established a national sales rep organization geared to pitch books with high sales potential, directly to corporations with a specific interest in the topic.

**Melanie Rigney** will focus on ways to improve the important promotional copy you use to generate consumer interest in your book. Melanie will demonstrate how changing a few words can drastically add the essential zip and zing to hold the interest of potential customers and motivate them to place orders for your book. You've invested lots of time

and effort in writing your book – now is the time to make the most of your words to successfully promote your book.

**Tonya Evans**, esq., will help you to keep your efforts entirely legal by touching on the critical aspects of publishing and copyright law that all authors need to know about in order to avoid potential lawsuits. Indeed, Tonya is a working attorney, law professor, and the author of several books.

Professional photographer **Chad Thompson** will take free-use head shots for \$90. This is an optional service at a bargain price – typically, head & shoulder shoots cost several hundred dollars and rarely include free-use permission. If you decide to exercise this option you'll have a CD of your photos the same day, ready to use on all your future promotional material.

All of our presenters and keynoters will be available throughout the weekend for networking and individual consultations at no additional charge – the registration includes all activities, meals and lodging. Our success with sessions held in the dynamic discussion circles assures a format that's highly interactive. They provide opportunities for all attendees to participate and briefly express concerns and concepts unique to their books. There will be no concurrent sessions, so you need not worry about missing anything. However, you do need to register and attend, or you will miss this especially gala gathering at Valley Forge! For more information and to register: if you register before September 1<sup>st</sup> you'll receive 10 free copies of your Infinity-published book when you arrive at the gathering – visit [www.authorsconference.com](http://www.authorsconference.com).

## Online Bookstores and Virtual Inventories

The internet has created a virtual reality in cyberspace where things are not always as they appear to be. Books listed by online booksellers as being in their inventory, really aren't. Most disturbing is when virtual bookstores show several copies of an author's book available for immediate sale on the internet at discounted prices from online vendors, and via eBay. This is troublesome when the seller is claiming to have 50 copies of your book in stock available for instantaneous shipment, but those 50 copies aren't showing on your monthly Infinity Publishing royalty statement.

The reason for the discrepancy is because many online stores have never actually *purchased* the books shown in their virtual inventory. Showing a bogus number of books for sale is very different than having them physically on the shelf. When they receive an order for a book, they order a single copy from the distribution giant Ingram, which has it shipped from Lightning Source, which prints the book. It's then shipped to the online bookstore, and they in turn, send it on to the customer. The customer pays the online bookstore when the order is placed, the bookstore pays Ingram, Ingram pays Lightning Source, LS pays Infinity for the right to produce the book, and then we pay the royalty on the selling price of the book, to the author.

Online bookstores have only a *virtual inventory* of books. Not having to purchase and maintain an inventory greatly reduces overhead, because there is no capital investment in a physical inventory. This allows them to offer titles at discounted prices with a narrow profit margin. Their inventory is produced by Lightning Source only after a customer orders the book. These virtual inventories differ greatly from Infinity's on-shelf inventory of all titles in our unique *just in time* book publishing system. We regularly ship to major online bookstores, such as Amazon.com, Borders.com, bn.com, booksamillion.com, etc. We have no way of controlling when or if an author's book is added to any of these online bookstores. Infinity authors are encouraged to direct customers to our online 24/7 bookstore at [www.buybooksontheweb.com](http://www.buybooksontheweb.com).

## ReviewTheBook.com Extends Submission Criteria

The July 2009 issue of the *Author's Advocate* featured a new book review service that offers a special discount for Infinity authors. We were besieged by authors of books published before the 2008 release date. This has since been amended to accept books for review before 2007. However, we have many authors with books that were released prior to 2007. Thusly, the good folks at ReviewTheBook.com will consider an Infinity published book released earlier than 2007, if you email them and let them know about the timeless qualities of your book. Nothing ventured, nothing gained – so shoot off a brief email to [info@reviewthebook.com](mailto:info@reviewthebook.com) and start the process of having your book professionally reviewed. If by chance you somehow missed our July newsletter, you'll find a copy posted on [www.authorsconference.com](http://www.authorsconference.com) under the tab Newsletter Archives.

## Summertime Free Book Offer Especially for Infinity Authors

Infinity is offering a sizzling August special for our authors – *for every 10 books ordered the author will receive an additional book for free* – as usual, Infinity pays UPS ground shipping on orders of 20 or more books. When you order 20 books you'll receive 2 free books with your order – order 100 books and get 10 books for free. Keep in mind that Infinity's royalty for purchases by the author is 10% of the 40% discounted suggested retail price. It's always wise to have several copies of your book on hand for those unexpected opportunities to sell a few copies to folks asking you how they can get a copy of your book. Often times having a book ready to sell to them makes all the difference in making a sale. This special offer of a free book for every 10 books purchased expires the end of August and may not be combined with any other discounts. To place your book order call Michelle or Laura right now, on our toll free number, at 877-BUY-BOOK (877-289-2665) and be sure to mention the *buy 10 get 1 free offer* as per the August issue of the *Author's Advocate* newsletter.

Have an amazing August and enjoy often ... John

Infinity Publishing's 10th Annual *Express Yourself...*<sup>TM</sup>

**Gathering of Authors**

**Friday, September 25 – Sunday, September 27, 2009**

**Park Ridge Hotel and Conference Center, Valley Forge, PA**

**REGISTRATION FORM**

CREDIT CARD USERS MAY FAX FORM TO: 610-941-9959 OR MAIL WITH CHECK OR MONEY ORDER TO:  
**INFINITY PUBLISHING, 1094 New DeHaven St., Suite 100, West Conshohocken, PA 19428**

**PLEASE PRINT CLEARLY AND COMPLETE ALL INFORMATION**

If you need assistance registering or have any questions please call: 877-BUY-BOOK (877-289-2665)

FIRST NAME MIDDLE INITIAL LAST NAME

STREET ADDRESS APARTMENT #

CITY STATE ZIP CODE COUNTRY

DAYTIME PHONE EVENING PHONE MOBILE PHONE E-MAIL ADDRESS

ESTIMATED ARRIVAL TIME AND DATE ESTIMATED DEPARTURE TIME AND DATE MODE OF TRANSPORTATION

NAME OF SPOUSE / GUEST OR AUTHOR SHARING LODGING COMPANY / ORGANIZATION (if applicable)

AUTHORED TITLE OR WORK-IN-PROGRESS PUBLISHED BY

AUTHORED TITLE OR WORK-IN-PROGRESS PUBLISHED BY

Please use reverse side to list additional titles by author currently in print, and print clearly.

Special room needs \_\_\_\_\_ Schedule Head & Shoulder Photo:  Yes  No Maybe

**Gathering of Authors Registration Fees**

**Cost**

Full Package includes 2 nights lodging, all meals, and activities  \$ 569.00

Full Package *without lodging* includes all meals and activities  \$ 369.00

Author's Spouse/Guest or another Author includes all meals and sharing lodging  \$ 369.00

**Author sharing room must register separately noting who the primary author they are rooming with is.**

Half day and one full day conference, with lodging and meals  Friday OR  Saturday night  \$ 469.00

Saturday only (no lodging) includes meals and activities  \$ 299.00

Extra nights lodging at \$119 per night  Thursday  Sunday  \$ \_\_\_\_\_

**Special Book Publishing package** – valid with Full Package registrations only  \$ 299.00

*Attendees who have a book in progress when they register can publish at this prepaid discount price now or before the first day of the 2010 conference. Books submitted before September 1, 2009, will be available as published books or as Advance Reading Copy proof-book for the Gathering of Authors.*

**Total of above checked items:** \$ \_\_\_\_\_

**3-Payment registration plan:** Total divided by 3 is \$ \_\_\_\_\_ due before **July 1, 2009**;

second payment is due by **August 1, 2009**, and third payment is due by **September 1, 2009**

Registration payment method:  Visa  MasterCard  Discover  Check /MO Amount Paid \$ \_\_\_\_\_

Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration date \_\_\_\_/\_\_\_\_ Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Name on card \_\_\_\_\_ Cardholder signature \_\_\_\_\_