

The Author's ADVOCATE



Special Newsletter

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Let's Make 2009 a Much Better Year!!! So Far, So Good—All Things Considered

...and due consideration must be given to the greed-rooted economy. I'm sure you'll quickly agree that very few things are good with the stupid economy. The dismal bleakness of 2008 petered out with all the frantic fussing over faltering financial failures, misgivings from misplaced investments, and with trillions of tax dollars paid out as bloated bailouts for the selected needy giants floundering in a sea of red-ink. Nothing would be gained from bemoaning the scheming screw-ups that plunged the world economy into the perilous plight that came to light in 2008. Instead, let's focus on the *So-far-so-good*, aspect.

Many decades ago, I listened to a keynote speaker at a Jaycee convention explain the eternal optimist as the man who falls off the Empire State Building and as he passes the 39th floor shouts, "So far, so good!!!" Of course there's always the remote possibility that a truck full of mattresses will be passing by at just the right moment to save him from going splat. Likewise the economy has fallen, but it hasn't yet gone splat.

The medical saga of my nose cancer removal and nose reconstruction continues. Now my personal *so far, so good*, includes the fact that I'm alive, reasonably well, and still mostly functioning. Ironic how the imposed bed rest after the surgeries provided me time to smell the roses, but with a dysfunctional nose I had lost the ability to appreciate the aroma. There's no doubt these financial mismanagements stink most foully and have put the economy in dire straits. However unsound, the economy is still functioning, albeit limping along.

The media has been groaning about the anticipated demise of the titanic publishing houses already plagued with takeovers, mergers, and downsizing causing huge losses, resulting in massive layoffs. To put it bluntly, methinks their dominance of mainstream book publishing and distribution started to erode with the advent of the internet—with its many options and secure shopping

features, offered by an ever increasing host of online vendors selling every book under the sun and delivered to your door in a matter of days. Traffic in brick and mortar bookstores fell off, as did the sale of new releases from mainstream houses. You could say they bet the homestead on publishing several blockbuster best sellers annually, and when fewer and fewer sold far less than projected, it produced a troubled house. I fear the mainstream houses are too set in their woeful ways to adapt and benefit from the positive changes for authors and readers in the market place. Once upon a time the most burning question asked by authors was when would their book be available in bookstores—now it's how soon will their book be listed for sale on **Amazon.com**. The changing ways are electrified!!!

Infinity Publishing, the leading trendsetter in the evolving group of author-originated publishers, benefits from a flexible publishing model with the ability to introduce innovative options for our authors' consideration. With more than 5,000 books in our publishing system we aren't tied to profits from a small number of bestsellers, but rather we benefit from an ever increasing number of titles that are steady sellers month after month. Infinity's ability to produce books in-house provides for excellent quality control, and is enhanced by the ability to include a CD inside the back cover, the availability of Advance Reading Copies, royalties paid monthly, and competitive suggested retail book pricing; all desirable benefits available to our authors. In this sluggish economy niche books and novels in creative genre are emerging at the top of what's selling to the public—not in the significant numbers of traditional bestsellers, but rather respectable accumulated numbers.

Our liberal return policy for bookstores positions us perfectly to fill their niche needs—all Infinity-produced titles are guaranteed returnable for up to one year from the invoice date, with no restocking fee and at no cost to the author. With a well managed return program, we

avoid the overwhelming crush of returns that often bleed mainstream houses. Stocking shelf niches with returnable Infinity books enhances their inventory and reduces the retailers' assumed risk, while giving exposure to newly published authors.

The cover captures the eye, but 'tis the content inside that makes the sale—naturally, a well known name helps. Going, going, gone, are the times of spending mega bucks to hype mainstream books into the win column of marketplace sales. Soon to be gone are the awesome advances. Gone, because in the multi-media world of big time publishing the projected return on the investment isn't what it used to be—the old grey mare has played out—she's been out-written by freshly published authors with more inventive content. 'Tis quality content that sells well in the 21st century. Infinity authors retain editorial control and own all rights to their book, and now is the time to consider the merits of doing a rewrite, coming out with a second edition, or penning a sequel to stimulate your book's sales.

In these turbulent times of financial uncertainty, very often the best investment you can make is to invest in your storytelling talents and wordsmithing skills, because they will yield the sweetest and perhaps quickest returns. Now is the time to make renewed efforts to do more with your books—already published and works in progress. It's not going to be the influx of federal money that makes the economy well again; wellness will come from individuals producing and selling quality goods and professional services at fair values in a free and open market.

A much better 2009 must surely include a lifting of the imposed national debt burden that overwhelms us. Instead of the revenue flows eventually trickling down, be proactive by having royalty income from book sales flowing in from freshly pursued exposure opportunities. Successfully selling books involves lots of planting seeds and nurturing networks, invest your time revisiting areas where you've seeded gems of interest in your books. Make it a point to do one positive thing every day to generate interest that leads to book sales.

We are authors publishing in interesting times, and at a time when folks turn to the solitude of books to become better informed, enlightened, and entertained. We seek a spark, any idea to hasten the mass exodus from this horrific financial quagmire. All things considered, the economy hasn't gone splat flat yet, and it's still valiantly functioning. The massiveness of individual efforts will turn the fiscal tide.

Publishing Gift Certificate Offer Extended in New Year

Our seasonal Book Publishing Gift Certificate offer was well received as the perfect gift for aspiring authors and for self-gifting too. However, we received several requests to extend the offer into the New Year because the additional expenses of the holidays had depleted their resources, with hope for restoration early in 2009. Several explained they would like to purchase the certificate as a graduation, birthday, or anniversary gift, to be given later in the year. Thusly, in the interest of stimulating the economy, **Tom Gregory**, president of Infinity Publishing, has extended our Gift Certificate into 2009; but the offer may be discontinued at anytime. The Book Publishing Gift Certificate provides a \$100 discount off Infinity's \$499 one-time setup fee for non-Infinity authors, and a \$150 discount for Infinity authors. Details await—www.infinitypublishing.com.

Book Cover Plaque Introductory Offer for Infinity Authors

The flyer delivered with this issue of the Author's Advocate presents a better way to preserve and display your book cover—perfect for proudly hanging in your office, den, or writing studio. I regret some of my earlier work, from decades ago, wasn't preserved in this way. So you know we're serious about doing our part to help stimulate the economy in 2009, during the month of January Infinity authors may deduct \$9 from the purchase price of their book cover plaque by simply printing "\$9 January 2009 Author's Advocate Discount" on the order form.

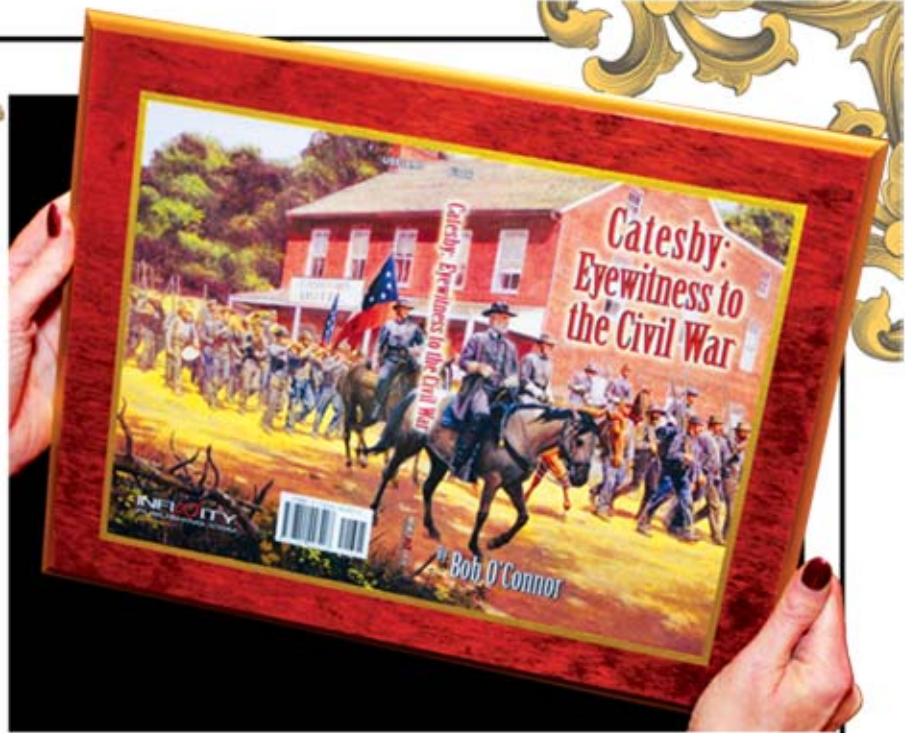
2009 Green Book Festival

The **2009 Green Book Festival** has issued a call for entries to its annual competition honoring books that contribute to greater understanding, respect and positive action on the changing worldwide environment. The festival will consider books in the following categories: non-fiction, fiction, children's books, youth, how-to, audio books, comics, poetry, science fiction/horror, gardening, cookbooks, animals, photography/art, legal and spiritual. Grand prize is \$1500 and transportation to our April 2009, Earth Day celebration in Los Angeles, OR an equivalent amount donated in your name to the environmental charity of your choice. Entry forms are available at www.greenbookfestival.com.

Your publishing family at Infinity Publishing extends our wishes for a prosperous 2009. Enjoy often...John

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Infinity Publishing
book cover
proudly
displayed and preserved
forever



5½ x 8½" Book Cover

\$69.00 includes shipping to lower 48 states

\$73.14 (price with 6% sales tax for PA residents)

8 x 8" Book Cover

\$75.00 includes shipping to lower 48 states

\$79.50 (price with 6% sales tax for PA residents)

8½ x 11" Book Cover

\$89.00 includes shipping to lower 48 states

\$94.34 (price with 6% sales tax for PA residents)

We will mount your book cover on a 5/8" thick wood plaque. It will be trimmed in gold and permanently laminated. All four edges will then be beveled and finished in gold. It will be ready to hang on your wall.

Book Title

ISBN

Book Title

ISBN

Book Title

ISBN

Name

Street Address (cannot ship to PO Box)

City

State

Zip code

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Check enclosed

Charge my:

MasterCard

Visa

American Express

Name on Credit Card (please print)

Credit Card Number

Expiration Date

Signature

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