

The Author's ADVOCATE



Special Newsletter

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You Never Know Where Your Published Book Will Take You!!!

Throughout five decades, my published work has taken me places I would never have had the opportunity to go if I hadn't been an author. Since early in my writing career I've had the good fortune of having my creative efforts open doors with invitations to come on in.

During my years in the USAF, it was my ability to write articles for the base newspaper and the *Airman* magazine that helped earn promotions and assignment to an Air Division staff. It was my skill at putting together the who, what, when, where, and why or how, into a newspaper story that landed me positions as a *stringer*—a free-lance reporter—for both the Associated Press (AP) and United Press International (UPI) wire services. My successful CREATUS publishing venture in the '70s captured the attention of an agent and propelled me into mainstream houses. My infamous and fleeting touch of publishing fame begot an assortment of invitations to NYC cocktail and dinner parties.

Indeed, I had the benefit of a good reputation for writing in a compelling style and assignments were completed on time. I also had the advantage of being willing to write just about anything I got paid for. My pen was always for hire, if the price was right and/or the topic sparked my interest. These first trying assignments came at a mere 2 cents a word; I thought I was on a roll when it jumped to a nickel a word, and I was really hot stuff at a dime a word, writing erotica. *Yes, oh yes, yes, oh more, more yes, yes more* was good for a quick buck and publication in popular men's magazines. I discovered there were greater profits in writing advertising copy and devising innovative marketing plans. My highest paid writing assignment was a 4-word slogan at a \$1,000 per word. I'd have loved to have stretched it out for a few more words, but at times, less is more!!!

Publishing *Enjoy Often!!!* helped secure my job with Infinity Publishing in the spring of 1999—yes, I've been an employee and Infinity author for nearly 10

years. As Special Projects Director for Infinity I've traveled far and near representing Infinity at publishing events and writer conferences. In February of 2001, my politically incorrect novel *Blue Moon Over Miami* played a big part in an invitation from the Icelandic Department of Tourism to visit Reykjavik, Iceland, as their guest for a long weekend. I was honored to meet several of the leading publishers in Iceland who were just getting into digital book publishing—one of these meetings was in an outdoor heated swimming pool during a sleet-storm. On the last day of my visit I swam under the eternal blue sky in the naturally heated waters of the famous Blue Lagoon. The marvelous warmth of the lagoon is second only to the wonderful warmth of the Icelandic people and their hospitality.

My most recent trip was to San Diego on January 2, 2009, to co-host with Infinity's Author Advocate, LinDee Rochelle, a dinner for our authors and publishing professionals. The next day I sailed on board the **Holland-American** ship the *MS Oosterdam* on a 7-day cruise along the western coast of Mexico with members of the **International Food, Wine & Travel Writers Association (IFWTWA)**. I was invited to be a keynoter and panelist representing Infinity Publishing, thanks to my soon to be released book, *The Amazing Book Publishing Evolution*—this book grew from my blog on AuthorNation.com. **Maralyn Hill**, director of the conference cruise and president of the IFWTWA, and **Brenda Hill**, IFWTWA member, are the co-authors of *Success, Your Path to a Successful Book*; *Our Love Affairs with Food & Travel*; and *Cooking Secrets, The Why and How...*, all published by Infinity, and quite successful in the food and travel market. I'm pleased to say that several of the prolific journalists I met on board will soon be publishing their books with Infinity.

This was a working vacation, with my surgeon's permission, because I'm still recovering from December's nose reconstructive surgery. My stateroom, with a

private balcony, was on the Veranda deck. The ship had 24/7 room service—as might be expected, all the food was fabulous—and I enjoyed several meals on my balcony watching the ship slice through the endless waves of the Pacific. Sunsets have a special brilliance when viewed from a ship at sea. The crystal clear night sky comes alive with sparkling stars, so often hidden by air and light pollution of cities. The gentle sway of the ship made for the soundest sleep that I've known in well over a year. On the last night of the cruise, Brenda watched as I wrote a brief note on the back of an Infinity business card, sealed the note in a 1-liter Pepsi bottle, and tossed it into the sea as moonbeams from a full moon danced on the crest of the waves.

All too soon the cruise glided to an end and I returned to chilly Philly and a very happy Aurora puppy dog. My house was safe and sound and it was good to be home.

The weekend after our docking in San Diego, Brenda and Maralyn Hill jetted off to Lyon, France, to feast on more great food and fine wine, thanks to an invitation extended due to their food and travel books. A plum job, luxurious cruise, international travel—where will your book take you? More Infinity authors inspiration:

Bob O'Connor, Infinity author of *The Perfect Steel Trap Harpers Ferry 1859*, has been invited to participate in a symposium this spring discussing John Brown's raid on Harpers Ferry, as part of the historic raid's 150th anniversary celebration.

Judith Trustone, Infinity author of *Celling America's Soul: Second Edition* and director of Sagewriters, has launched a new career as a documentary filmmaker, urging the need for national prison reform. Her book was the stepping stone that made this possible.

Jane M. Martin, Infinity author of *Breathe Better, Live in Wellness: Winning Your Battle Over Shortness of Breath* and co-director of Infinity's annual Published Authors' Gathering, will be presenting a seminar to health care professionals on the management of COPD this spring in Grand Island, Nebraska. Jane's book established her as an expert in this vital health care area.

Where has your Infinity-published book taken you??? What unique opportunities have come into being for you since publishing your book??? We're interested in hearing about your book-related accomplishments. Please write a brief blurb, like those above, and email it to me at john@infinitypublishing.com. The news of your achievement just might be included in a future *Author's Advocate* and featured on the Infinity website. Remember, my fellow authors, exposure helps to promote and sell your book. Enjoy often...John

Imagine the Millions

By Paulette Ensign

Imagine an order for three million copies of a book or a tips booklet you wrote. Having trouble with that image? It might be that you're focusing on selling single copies, one at a time. It could be that you think there is some unattainable magic that happens somewhere in between the number one and the number million. Maybe you believe you don't know what the mechanics are for selling three million copies.

Imagine walking up to the marketing director of a major corporation and simply saying *this book or booklet will help you sell more of your widgets*. And the marketing director agrees with you, and wants to know the price and delivery time. Would you need oxygen to keep breathing or would you know what to do?

You have been operating in a particular-sized universe, selling a single copy of a single information product to a single user, or multiples through a distributor, though not in those quantities. Imagine a major calendar company that produces millions of calendars every year. And they want to include a copy of your tips booklet, or your book with each calendar that they offer for sale, as a *value added* item to help them sell more of their calendars. Yes, that's a real scenario.

How about a smaller amount? What about a catalog company who wants to license the specific rights to print a mere 250,000 copies of your book or booklet so they can offer it as a gift with any purchase, in a particular issue of their catalog? 250,000 copies can sound like a lot until you realize that the company distributed 17 million copies of their catalog annually. Your 250,000 copies were merely a test to see how the catalog's customers and prospects would respond to the offer of your tips booklet; a barometer for whether it would prompt more sales of the catalog's products.

Connecting the dots between imagining and making it so, consists of educating yourself on who it is that's a likely candidate, realizing what the production steps are, researching your costs so you can effectively price the product, and putting yourself into the position of having conversations with people who want what you've got. Sounds simple enough, doesn't it? What are you imagining? What are you going to do about it? Or would you rather continue selling single copies, one at a time? Those choices are yours to imagine and take action.

Editor's note: **Paulette Ensign** teaches people how to surpass her results of selling well over a million copies of her own tips booklet without spending a penny on advertising. Start your million booklet journey with her free gifts available at www.tipsbooklets.com