

# The Author's ADVOCATE



Special Newsletter

March 2009

Published for the authors and associates of Infinity Publishing

## All About YOU and the ECONOMY!!!

You'd have to be living in a cave in the middle of nowhere and thusly totally out of touch with the rest of the world not to be aware of the fact that the once booming economy of the United States is in dire straits, and there is a clear and present danger of a total financial meltdown. There is nothing to be gained in pointing fingers to cast blame all about the who, what, when, where, and how this horrific fiscal quagmire happened – this massive money mess has been in the making for far too many years and there's enough shameful fault to go all the way around to everyone pulling on the national purse-strings.

These trying times have touched our lives in a multitude of financially-challenged afflictions. Of special interest to authors is the detrimental impact this depressed economy is having on the book publishing industry. I'm pleased to say this is a good news / bad news situation. I believe 'tis appropriate to first get the nasty stuff out of the way, so we can focus more fully on the positive aspects for potential opportunities in a chaotic marketplace – in chaos there is profit, but you need to know what to look for and then be ready to act upon what you find. Hopefully this will help provide some insight into the bright side of this devastating dilemma. I dare say I was one of the original eternal optimists before President Obama was born.

The remaining mainstream book publishing houses have had more layoffs and down-sizing by dropping several well known house imprints. There is a major reduction in the number of purchased manuscripts being acquired and eventually published. Slashed advertising budgets are being allocated to launch books by eminent and long established authors – they're putting their bets on what has sold well, book after book. Corporate mandates

make it mission critical for every published book to produce their projected numbers. Staffing cuts have reduced several publishing services – such as copy editing and rights verification – traditionally done by the mainstream houses.

All things considered, this is not the time to invest your time attempting to attract the interest of a major house in publishing your book. Sometimes knowing what *not* to do is just as valuable as knowing what to do. Now is the time to renew your efforts to promote your book to people who will perhaps buy a copy of your book. Nothing ventured, nothing gained.

Print media is struggling to retain a dwindling subscriber base that's essential for justifying ever increasing advertising rates. Once highly valued column inches devoted to reviewing new releases have been dropped or drastically reduced in several leading daily and monthly printed publications. Ads for new books in many of these publications have been reduced in size and frequency, because these costly advertisements aren't producing expected book sales in this depressed economy. In troubled times, advertising budgets are usually the first to be trimmed.

Reach out to family, friends and associates who have read your book and ask them to write and post online reviews or blurbs – every bit of exposure for your book is a benefit. Make it easy by doing a Google search for websites, sites where the info about your book would be of interest to visitors, and send your potential reviewers the link, so they can put up what they think about your book. Be patient, as it may take awhile for them to write a blurb and post or send it to you.

The depressed economy has forced many local retailers out of business – hard hit are the walk-in bookstores. Robin’s Bookstore, a landmark and gathering place for authors in center city Philadelphia for 73 years, recently closed its doors. Barnes & Noble is enduring sluggish sales, and the Borders bookstore chain is reported by industry observers to be bordering on bankruptcy. Although overall retail bookstore sales continued to decline in the 4<sup>th</sup> quarter of 2008, Amazon ended the quarter with an 18% profit and sales of \$6.70 billion – which is just about a billion dollar increase over Amazon’s 4<sup>th</sup> quarter of 2007. Clearly internet sales are increasing, while sales via walk-in bookstores are in deep decline. There appears to be sustained growth in business conducted on the internet as more consumers become comfortable making secure purchases online.

If you haven’t invested your time and a little bit of money in creating a website for your published book, now is the time to do it – this is a prime example of do as I say not as I do, because I still have not done a website for my books. However, putting up a website for my books is definitely on my to-do list. Keep the design of your website simple, and focused entirely on your book and you, the author. Don’t mess around with setting up a shopping cart to do direct sales – you want to do a brief show-and-tell to make the sale, and then direct the buyer to [www.buybooksontheweb.com](http://www.buybooksontheweb.com) and to your book page, place their book order.

What kind of books are selling in these turbulent times??? How-to and do-it-yourself books are popular, because they often include things you can do yourself to save money. Almost any book that will help readers save time and money is worthy of promoting in targeted markets where the benefits are easy to relate with. Self-improvement books sell especially well, because in this tight job market with lots of unemployed folks competing for every available job anything you can do to improve your skills will increase your chances for being hired. Books expanding on health issues and developing healthy attitudes and habits are popular, because this is the time to get healthy and stay healthy for your own well being and continued employment. Inspirational books that offer positive encouragement sell in times like these, because inspired solutions seem to be in short supply.

Ticket sales at movie theaters and movie rentals are going up and up as more people are seeking a few hours of entertaining escape from the woeful financial news of the day. All types of novels telling interesting and compelling stories are perfect for escaping into – and you won’t have to pay 5 bucks for a bucket of popcorn and another \$3.50 for a soda. Popular fiction sells in depressed times, but you need to use your creativity to hook potential readers on the escapism qualities of your novel.

Bob Goodman, book designer and a highly respected publishing professional with decades of experience, recently offered these observations on the book industry, “The economy is going to stimulate some of us to find creative new ways of marketing and distribution. Don’t just sit around and keep on doing what you’ve done over the last decade (or read about what’s been done in books written during the last decade). If only the new opportunities were obvious! Let’s hope that people who discover the new ways of successfully navigating the coming years will be gracious enough to share their epiphanies with others!”

One of the ways for generating a new revenue flow is to make your published content available for sale in different versions. Towards this end, Infinity Publishing will be introducing a program to offer your books in e-book versions – including the Amazon Kindle reader format. There are still several things to work out, but look for details in a future issue of the Author’s Advocate.

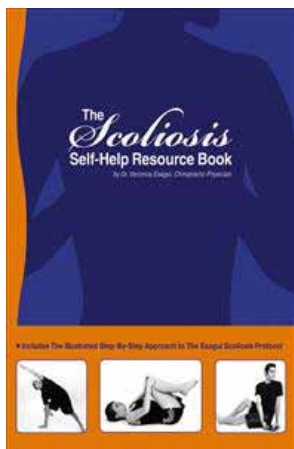
We are also in the process of putting together a new program with Paulette Ensign, the tips booklet lady. This will provide our authors with another cost-effective way to resell published content and promote the sale of their books via a tips booklet.

These are extremely challenging times for all of us. Please be assured that your publishing family at Infinity is dedicated to delivering the same high quality of service you are accustomed to receiving, and by working together we will successfully withstand this wicked fiscal whirlwind playing havoc with the economy. If you have an innovative method that has been working well with your efforts to promote your book, please email me a brief summation at [john@infinitypublishing.com](mailto:john@infinitypublishing.com).

Have a marvelous March and enjoy often...John

## Where Has Your Book Taken You???

The February 2009, Author's Advocate included a story about where their published books have taken several of our authors. I asked our authors to send me an email and share their personal experiences with their books. Here are some of the replies.



### **The Scoliosis Self-Help Resource Book**

Dr. Veronica Esagui,  
Chiropractic Physician

ISBN: 0-7414-4647-2 ©2008

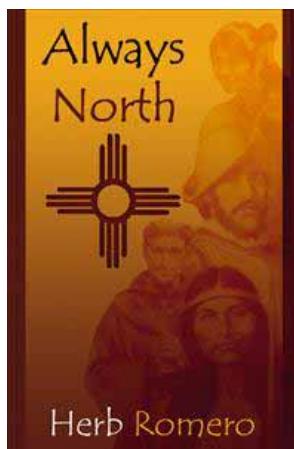
Price: \$15.95

Size: 8.5" x 11", 133 pages

Category/Subject: HEALTH &  
FITNESS / Diseases

"Infinity author Dr. Veronica Esagui is having great success after her book *The*

*Scoliosis Self-Help Resource Book* hit the market last August. Book orders are coming from medical doctors as well as chiropractic physicians from around the US and also from England, Portugal and Japan. *The Scoliosis Self-Help Book* includes over 100 pictures with step-by-step instructions. This book has been receiving praise from the medical and chiropractic profession, and their testimonials are being included in the next book order from Infinity."



### **Always North** Herb Romero

ISBN: 0-7414-4877-7 ©2008

Price: \$17.95

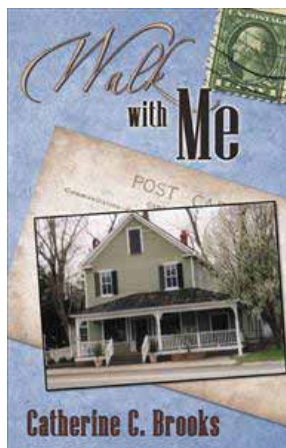
Size: 5.5" x 8.5", 334 pages

Category/Subject: FICTION /  
Historical

"I have received accolades on my second book *Always North*. Basically, I keep getting mail from readers thanking me for

opening their eyes to what I wrote about the beginning of Southwest USA. They say I brought out specifics they never learned in school and were

glad for the insight my book gave into the makeup of the original settlers."



### **Walk With Me**

Catherine C. Brooks

ISBN: 0-7414-2603-x ©2005

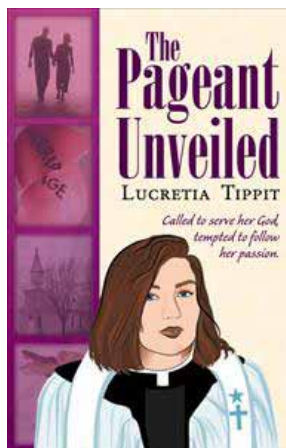
Price: \$14.95

Size: 5.5" x 8.5", 216 pages

Category/Subject: HISTORY /  
United States / 20th Century

"I couldn't believe a phone call that I received Christmas Day 2008 about 1:00 p.m. from Denver Colorado. The man gave his

name, finally telling me he lived in Mathews County, Virginia, now. Through my first book, he had found the missing link in his great, great, great grandfather's lineage. It was my great grandmother, Elizabeth Susan White Richardson. I learned just yesterday that her name is missing from others' records. Her obituary made the record easy for them to believe. I've had two meetings with the original caller, Jack White, and there will be more. I told this man on Christmas Day that her picture and more information were in my second book, *Didn't Know We Were Poor*. He purchased one and now plans to purchase two more for his cousins. What a small world."



### **The Pageant Unveiled**

Lucretia Tippit

ISBN: 0-7414-4294-9 ©2007

Price: \$18.95

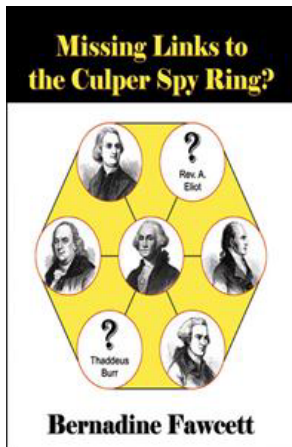
Size: 5.5" x 8.5", 371 pages

Category/Subject: FICTION /  
Religious

"Infinity author Lucretia Tippit is a winner in the 2008 New Mexico Book Awards for her novel *The Pageant Unveiled*. Since

winning the award, she has been invited to participate in several book signings and book fairs at local book stores and literary events."

Email your brief blurb about where your book has taken you to [john@infinitypublishing.com](mailto:john@infinitypublishing.com).

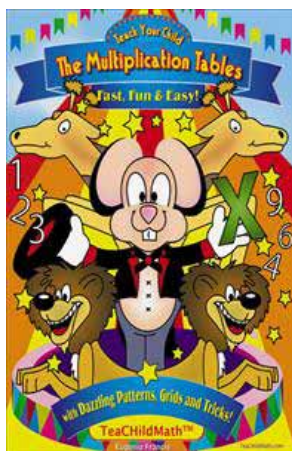


**Missing Links to the Culper Spy Ring?**  
Bernadine Fawcett

ISBN: 0-7414-2159-3 ©2005  
Price: \$22.95  
Size: 8.5" x 11", 336 pages  
Category/Subject:  
BIOGRAPHY &  
AUTOBIOGRAPHY / Historical

“My book is a personal event historical footnote

that has sparked the interest of historians. The intimate letters of Reverend A. Eliot written in 1777-1778 explores the hearts and minds of citizens during the Revolutionary War era. Divulged is new evidence of the cabal against George Washington, the citizens’ plights of starvation, disease, and death, the outcry to end the war, and the beginnings of slavery dissent, while the home front keeps women in their place and infants made docile by methods that CPS today would jail the parent. Spying on the spies as you read the family letters allows a mystery to evolve. Solve the degree of participation which Long Island and Connecticut co-conspired to bring freedom to all of us, right up to our day, thorough the Culper Spy Ring organized by Long Island’s Benjamin Tallmadge.”

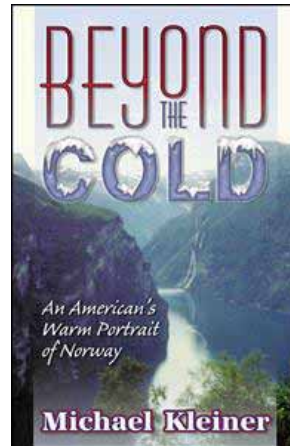


**Teach Your Child the Multiplication Tables: Fast, Fun & Easy with Dazzling Patterns, Grids & Tricks!**

Eugenia Francis  
ISBN: 0-7414-2081-3 ©2006  
Price: \$18.95  
Size: 8.5" x 11", 166 pages  
Category/Subject:  
EDUCATION / Teaching Methods & Materials / Mathematics

“Eugenia Francis combines travel with book promotion. Eugenia shared a booth at the Guadalajara International Book Fair. Infinity authors should check the calendar for International Book Fairs; these are held all over the world. In the spring, she plans to attend the Bologna Children's Book Fair. In addition, she sells at home-school fairs and CHADD conventions. At the last CHADD conven-

tion she met ADHD specialists who have endorsed her book. It is essential for authors to reach out to their audience. If possible, expand your product line. Eugenia has translated her book into Spanish, written a Teacher's Edition and developed Learning Aids based on her method, thus increasing sales.”



**Beyond the Cold: An American's Warm Portrait of Norway**  
Michael Kleiner

ISBN: 0-7414-2854-7 ©2006  
Price: \$22.95  
Size: 5.5" x 8.5", 480 pages  
Category/Subject:  
BIOGRAPHY &  
AUTOBIOGRAPHY / General

“Last fall I received a call from Audrey Nelson, the director of the bookstore for Norsk Høstfest, Norwegian Fall Festival, the largest Scandinavian festival in North America – in Minot, ND – inviting me to be one of the featured authors at the weeklong festival, which would be attended by 60,000 people from the Midwest, Canada and Scandinavian countries. Though I had to pay my own way, I couldn’t pass up this opportunity. I then received a call from a woman from *Norwegian American Weekly*. They had inexpensive ad rates. The ad announcing I would be at Høstfest ran in three issues. I sold 30 books over four days. After the Festival, an editor with NAW contacted me about participating in a series of articles on marketing books to a Norwegian-American audience.”

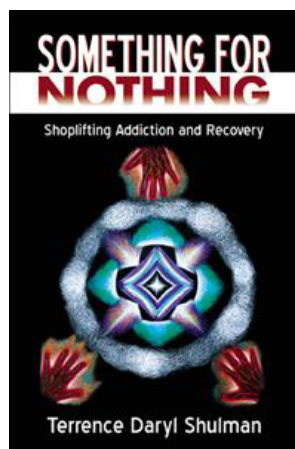


**Revenge**  
Don E. Finegold

ISBN: 0-7414-5056-9 ©2008  
Price: \$14.95  
Size: 5.5" x 8.5", 245 pages  
Category/Subject: FICTION / Mystery & Detective / Women Sleuths

“Don E. Finegold, who has three mystery suspense novels published by Infinity Publishing, will be the guest speaker at the Del Ray Beach Library on Atlantic Avenue in Del Ray Beach, FL on

Wednesday afternoon, March 11, 2009 at 2:00 p.m. His latest novel, *REVENGE*, continues with the exciting exploits of his clairvoyant Private Investigator, Samantha Robbins. She is also featured in *The Pemberton Murders* and *The Investigator*.”



**Something for Nothing:  
Shoplifting Addiction  
and Recovery**  
Terrence Daryl Shulman

ISBN: 0-7414-1779-0 ©2003  
Price: \$24.95  
Size: 5.5" x 8.5", 190 pages  
Category/Subject: SELF-HELP

“My first published book *Something for Nothing: Shoplifting Addiction and*

*Recovery* (2003) landed me several radio, print and TV interviews, including being featured on *The Oprah Winfrey Show*. The program had such a high viewership that it was rebroadcasted a couple months after the first airing. The book also helped me launch my private practice, counseling persons with shoplifting and theft addictions and disorders. I was also invited to be a keynote presenter at Infinity’s annual Express Yourself... Authors’ Conference at Valley Forge, Pennsylvania. My second book *Biting The Hand That Feeds: The Employee Theft Epidemic... New Perspectives, New Solutions* (2005) helped me to also land several media interviews and paved the way for organizing and presenting The First International Conference on Theft Addictions & Disorders in Detroit in Fall 2005. My third and most recent book, *Bought Out and Spent! Recovery from Compulsive Shopping and Spending* (2008) has secured my reputation as one of the few therapists now specializing in treating these disorders and has landed me numerous interviews, especially this year in anticipation of the movie *Confessions of a Shopaholic* – a Disney production scheduled for release in February 2009. Publishing these three books with Infinity Publishing has given me the chance to help educate and treat hundreds of clients and to travel and meet many wonderful people I would not have otherwise had the opportunity to meet. I feel excited about my life as an author and have gotten great feedback about my books.”



**Santa's Journey: Sharing  
Christmas Year Round**  
Cliff Snider

ISBN: 0-7414-4859-9 ©2008  
Price: \$13.95  
Size: 5.5" x 8.5", 144 pages  
Category/Subject:  
BIOGRAPHY &  
AUTOBIOGRAPHY / Personal  
Memoirs

“I will be participating in the largest gathering of

Santa Clauses ever held in the United States. Celebrate Santa will be held March 16-18, 2009, in Gatlinburg, TN, nestled in the middle of the magnificent Smokey Mountains. There, over 750 Santas, their wives and helper “elves” will gather for three days of workshops, a gala “Holly and Shamrock” Parade led by “Saint Nicholas and Saint Patrick” on St. Patrick’s Day, and workshops, in addition to a trade show held on the floor of the Gatlinburg Convention Center. Be sure to watch the network news that week, because I am sure every major media source will be covering this unique convention. I will be helping with the Trade Show where I will be selling my Santa art reproductions as well as my books, *Santa’s Journey*. I will also be presenting a workshop on ‘Journaling.’ My own journaling led to the publishing of my book with Infinity Publishing, and this will be the premise of what I will be teaching folks at my workshop.”

**Now it’s your turn  
to share your brief blurb  
about where your book  
has taken you!!!**

Now you have an idea of the type of blurbs we are looking for to include in future issues of the Author’s Advocate. Perhaps what others have done with their books will inspire you to do something similar with your book. We firmly believe in the concept of Infinity authors helping other authors to be successful with their efforts to get more exposure for their books. Each of these examples demonstrates that in order to make book sales happen, you need to get out there with your book.