

The Author's ADVOCATE



Special Newsletter

May 2009

Published for the authors and associates of Infinity Publishing

Putting Your Best Words Forward!!!

Earth-friendly Publishing

During the worldwide celebration of **Earth Day** numerous references were made about the collective carbon footprints humankind leave on Mother Earth. The thrust of the 2009 campaigns to honor and nurture our planet focus on creating awareness of the unhealthy lingering remains from what humanity produces, consumes, and eventually discards—'tis the earth-unfriendly disposal of refuse that mars and smothers the wonders of Earth-mother. During the last century, billions of tons of unsold books, magazines and newspapers were plunged into dismal dumps and landfills. These wasted publications poisoned the surrounding earth with their toxic inks, dyes, toner, and papers—this is the nasty carbon footprint the publishing industry has been leaving behind, as the imprint of slowly decaying remnants of once inspired expressiveness.

Four decades ago, the first annual observation of Earth Day generated early sparks of awareness about the harmful impact caused by dumping massive amounts of printed paper into overflowing landfills. At the turn of the 21st century, greening publishers began to use evolutionary printing processes to effectively reduce the number of books printed to align with the total count of books actually sold. Environmentally friendly paper mills developed cost-effective methodologies to manufacture high quality paper, using significant amounts of recycled paper.

Tom Gregory, President of **Infinity Publishing**, recently reaffirmed IP's dedication to Earth-conscious publishing. "Since our start of business in 1997, we have engaged in earth-friendly publishing. We produce books in-house only in

amounts needed to replenish books sold from the on-shelf, micro-inventory of Infinity titles. We print digitally using non-toxic toner on acid-free recycled paper—we'll soon be releasing titles in paperless ebook versions in several popular formats, for handheld readers. Our well managed return program for bookstores has drastically reduced the number of returns tossed into the recycle bin. Paperless publisher's statements in PDF format are emailed monthly to our authors—royalty checks are mailed via the USPS. I'm pleased to say, Infinity Publishing continues to be one of the leading *green publishers* in the United States. We are successfully reducing our carbon footprint, while expanding the reach of Infinity titles and providing authors with a socially responsible publishing platform for their books."

Polish Your Promotional Words

Absolutely the most essential part of your book is its abstract or synopsis—the 100-word explanation intended to hook readers' interest in buying your book. Most likely you dashed off a quick description when you submitted your book file for publication. Since its release for sale and reading your first-blush posting at BuyBooksOnTheWeb.com, have you even *thought* about your book's description? Now is the time to rewrite the 100-word description of your book to make each word clearly present the benefits your book will provide.

Invest time in logging onto **Amazon** and study the style and pitch of a dozen blurbs posted about books similar to yours—make notes about what aspects worked effectively and what phrases could have been left out. Now apply your same objective evaluation of what works and what doesn't in *your* 100-word pitch. Visit **Netflix** and read movie

blurbs on similar topics, or in your genre, to harvest current keywords or phrases you can adapt to your book. These are your first steps in rewriting your 100 words—actually, rewriting 300 words. Yes, write 3 different descriptions for distribution to your family and friends, and solicit their feedback about the one description they think would best attract readers—along with why they believe it works. This new and vastly improved abstract becomes your ever-ready answer when you're asked, "What's your book about???"

In the interest of putting your best words forward, invest time in updating your 100-word bio, too. Make every word sing with your accomplishments—spare miscellaneous details; instead, stress interesting key points. Purge negative references and non-essential information from your bio—the most important element it needs to clearly convey is that you have the experience and background to write a non-fiction book on the topic; and for novelists, you have the ability to write a great story.

Review your potential review sources—email folks who have read your book. By all means, contact Uncle Johnny who took the time to buy and read your book; and he also took a few minutes to drop you a note that your book was a good read. Now is the time to ask him to post his certain-to-be glowing review of your book on BBOTW and on Amazon. Please don't write a review of your book as if you're someone else—this type of self-serving deception has a nasty way of coming back to bite you on the buns when you least expect it.

Posting Abstracts, Bios and Reviews

After you've polished the abstract and your bio, each with 100 words or less, you're ready to post your copy directly onto the BBOTW website. You now have complete control over info posted about your Infinity published book, by using the **Author Center** link at the top right-hand corner of BBOTW. When you first log on to **Author Center**, enter your email address originally submitted with your book, and then enter the default password AUTHOR—later you can change it to a unique password. You now have full access to your profile with the ability to modify the information about you and your book. It is essential that you put your

very best words forward, so carefully proofread your new material before posting it—remember, posting bios and abstracts exceeding 100 words are automatically truncated at the 100-word limit.

It's easy to post a review. On the book's main page, you'll see "Have you read this book? Write a review ..." Click on "**write a review**" and a template will ask for your name, email address, a short review title, a book rating (5 is the highest), then paste in your review of 200 words or less. Now enter the code shown in the box, and click "Submit Review." If you see a message saying, "The code you typed has expired after 90 seconds," type in the new code, and resubmit the review. Your review is transmitted to Infinity, where we monitor and approve reviews once daily, prior to posting.

Editor's note: Laura Pici will be on maternity leave for 3 months beginning May 1, 2009. If Laura is your Author Representative, please direct your email to info@infinitypublishing.com.

The Dead That Refused To Stay Dead!!!

During 1981, **Mark E. Rogers** finished his nocturnal writing of what would become his infamous horror novel *The Dead*. The book was eventually published by Ace Books, a Putnam science fiction imprint. *The Dead* went out of print in 1989, after selling less than 2,500 copies. Hollywood horror movie producers contacted Mark in 1991 to work out arrangements for him to write a screen treatment of his book. Alas, their pitching efforts to potential backers were fruitless. In 2001, Rogers published *The Dead* with Infinity Publishing, enjoying decent, steady sales, thanks to his growing number of zombie fans. **Permuted Press**, a small, independent publisher specializing in horror, dark fantasy, and science fiction, contacted Mark to negotiate a re-re-reprint deal, settled upon in late March. *The Dead* lives on!!!

10th annual Authors' Gathering in Valley Forge, Pa., is scheduled for the weekend of September 25–27, 2009. My latest reconstructive operation in mid-April, delayed posting details, which will hopefully occur by mid-May.

Have a very merry May and enjoy often ... John