

The Author's ADVOCATE



Special Newsletter

June 2009

Published for the authors and associates of Infinity Publishing

An Awesome Gathering of Authors!!!

September 25 – 27, 2009, Valley Forge Park Ridge Hotel

From our first *Express Yourself... Authors' Conference* in 2000, our annual event held at the Valley Forge Park Ridge Hotel and Conference Center, continues to evolve year-after-year by building on our successes, learning from the shortcomings of less productive concepts, and listening to constructive suggestions from hundreds of previous attendees. Input from authors greatly influenced and helped shape **Infinity Publishing's** business model to better fulfill the needs of our authors. This same positive input spirited the event's growth into one of the publishing community's most highly acclaimed conferences for authors. We've acknowledged this with its 10th anniversary program: **Gathering of Authors**.

Our unique conference has transformed from an offering of aspects to improve wordsmithing and editing skills vital to writing books, to centering more completely on innovative, promotional marketing and publishing topics that will specifically benefit authors with books in print – or soon to be published authors. This isn't to say the writing elements aren't important; but with the limited number of scheduled sessions available during the weekend, our primary focus is best spent assisting authors with published books available for sale.

Look at it this way, most writers conferences are geared to polishing manuscripts and book proposals to make one sale hopefully, to a mainstream traditional publisher – in this depressed economy causing downsizing in the publishing industry, it's a long-shot for a first-book author. Our Gathering of Authors, however, is all about teaching cost-effective techniques to expand the book's exposure and improve the author's promotional pitch, to successfully sell more copies of their books to the

masses, and in non-traditional markets. Infinity authors who have attended one of our events sell more copies of their books than authors who have never participated. That's a fact!!!

As usual, we have an awesome array of well known publishing professionals for presenters, leading off the dynamic discussion circles and delivering keynote addresses. Each is a published author with several popular books to their credit. They bring a vast wealth of practical wisdom and real world insight to the table, for attendees to feast upon throughout the weekend.

The major thrust of the topics this year will be to help expand the author's Internet presence to increase book sales; social networking for fun and profit; introducing and promoting ebooks, focusing on building traffic and making the sale in various versions (yes, it's official, Infinity Publishing will soon launch our ebook conversion program); jazzing up the book's promotional copy to instantly increase interest; Internet legalities authors need to be aware of to stay out of trouble; sponsorships, partnerships, and volume book sales in non-traditional markets; and other suggested topics that will work well in this interactive format. Our infamous Sunday morning *Ask the Experts* panel will be shorter than previous years, because I have some special 10th anniversary presentations in mind to conclude our exciting weekend together.

We have traditionally awarded door prizes at the final Sunday morning session; however, there's a Pennsylvania-German tradition to enjoy tastes of dessert treats before partaking of the main course. Thusly, at the Friday evening banquet we'll be drawing door prize winners from a pool of the first

29 authors registering for a full package – with or without lodging. Of course there will also be more door prize giveaway drawings on Sunday morning, which include all attendees. Naturally, some of the prizes will be keyed to the theme of the 10th anniversary of this unequalled event.

As always, registration is open to all published authors regardless of with whom or how they have published. Indeed, we do show our gratitude to Infinity authors by providing free copies of their books in appreciation for their timely registration. If registered before July 1, 2009, Infinity authors will receive 20 free copies of their book – 10 copies at the hotel, and soon after your registration is received, we'll ship 10 books to you, *if you agree to pay the shipping charges* – otherwise, all 20 copies will be waiting for you at the hotel; or, you may purchase 10 or more books at 50% off the suggested retail price and we'll pay for the shipping on your 10 free books. If you register before August 1, 2009, we'll have 10 copies of your book waiting for you at the hotel. If you register before September 1, 2009, 5 free copies of your book will be awaiting your arrival at the hotel. This free book offer for timely registrations applies only to Infinity authors and authors publishing with Infinity, whose books will be in print prior to the start of the conference.

At the first *Express Yourself...* Authors' Conference we established the goal to keep the registration fee as affordable as possible for authors. Therefore, **your current \$569 registration fee covers everything**, including all meals and lodging; you only need to cover transportation costs. There are no additional charges for anything!!! The only spending opportunities are in the bookstore, where most books are discounted at 40% off cover, and for the cash bar, while you network.

We've made an easy payment plan available that divides your registration fee into 3 equal payments, if you register before July 1. We also provide reductions if you arrange to share your room with a spouse or an author friend – you both save \$100 by sharing a hotel room for the weekend. More detailed information, registration options, FAQ page, and a printer-friendly registration form are ready for you to download from Infinity's event website at www.AuthorsConference.com.

Special Pre-gathering Optional Event

This year we have a pre-gathering optional event not included in the weekend registration fee. A casual meal at the hotel with Dan Poynter is being planned for either dinner on Thursday evening and/or with breakfast on Friday morning. This special session will be limited to 9 authors, who are registered for the Gathering. This informal discussion will focus entirely on generating promotional ideas for the books of pre-registered participating authors, while enjoying a semi-private meal with Dan. In keeping with our policy of providing more real benefits for authors and charging less, the cost of taking part in this special optional event will only be the price of your meal, but reservations are required. Please indicate your interest in sharing a meal with Dan by adding a note of your preference for dinner or breakfast, on your registration form.

Infinity Author Mentioned in John Kremer's Book Marketing Update

Eugenia Francis, Infinity author of *Teach Your Child the Multiplication Tables: Fast, Fun & Easy with Dazzling Patterns, Grids & Tricks!* was included in John Kremer's newsletter about authors who have successfully expanded their books into a line of related products. Eugenia's educational materials are extremely popular in the rapidly growing home-schooling market. She frequently attends book festivals and actively seeks opportunities to make presentations about her growing line of unique products keyed to her book – which is also available in a Spanish language version. Her promotional educational efforts have been included in several popular blogs and newsletters, all of which create additional interest in her books.

On a personal note, my doctors have scheduled my next reconstructive surgery for the second week of June, so I'll hopefully have a functioning nose in time for the Gathering of Authors. They strongly recommended that I not attend Book Expo (BEA) this year, in order to avoid risking a virus, which could be hazardous and delay the operation. I appreciate your many good wishes for my speedy recovery to wellness. With all things considered, so far, so good, and I'm looking forward to seeing many of you at Valley Forge in September.

Have a jolly good June and enjoy often ... John