

The Author's ADVOCATE



Special Newsletter

August 2008

Published for the authors and associates of Infinity Publishing

RETREAT—take the high ground!!!

Infinity's Authors' Conference is now an Authors' Retreat
Friday, September 26th through Sunday, September 28th

Infinity's 9th annual "Express Yourself..." Authors' Conference is now transformed into an enticing Authors' Retreat. This will be same high caliber and quality event we have earned a reputation for in the publishing community as well as the acclaim of authors. But, instead of the conference format of panels and seminars in meeting rooms arranged in classroom style, our Authors' Retreat attendees will participate in dynamic discussion circles facilitating dialogue on timely publishing topics. Indeed a more fluid alignment for brainstorming specific book promotion challenges and talking about how to benefit the most from exposure opportunities. At the beginning of each session an expert or two on the topic will make opening remarks suitable for expanding upon by the group. This interactive arrangement increases the flow of beneficial information – more takeaway ideas for promoting your book.

This change of format enables us to economize without compromising on the unequalled value of the program. One goal we strive to achieve every year is to keep the registration fee as author-affordable as possible. Thusly Infinity Publishing produces the annual conference as a not-for-profit event and subsidizes part of the production cost. Restructuring into a Retreat mode enables us to reduce the full package registration fee from \$699 to **\$499 – includes all activities, meals and snacks, and two nights lodging at the Sheraton.**

Indeed, we reduced the registration fees while building in more benefits and the potential for lots of useful ideas specific to your book, providing more value for less than the original price of the conference. I dare say, our positive, proactive efforts are contrary to the depressing economy trend of sluggishly pitching less-for-more, and I'm sure you'll agree in these trying times, more-for-less is much better. Be assured, the Authors' Retreat will deliver more bang for your buck and will

surely motivate you to sell more books, and that will stimulate your economy!!!

The Authors' Retreat begins at 1pm on Friday afternoon with a meet-and-greet in the Sheraton courtyard, followed by scheduled readings – if you want to do a reading, the sooner you register the more likely you are to make the list. This time change eliminates the need for some attendees to pay for a hotel room for Thursday night – and those driving to Valley Forge won't be burning costly gas in the rush-hour traffic mess.

After a marvelous dinner, the Friday evening keynoter is renowned book marketing expert **Brian Jud**. He wrote the book on how to reach that vast market of book buyers beyond the bookstores. Publishing industry statistics indicate that bookstores sales have declined to approximately 40% of all books sold. Thusly, book sales to the important non-bookstore market are increasing – a typical special sales order is for several thousand books. He will also report on the success of his new premium sales program that several Infinity authors are participating in. Brian will be available throughout the weekend to meet with authors and evaluate their books to be included in his unique sales representation program. Infinity authors selected to participate in the program will have the 10 books provided by the author supplied by Infinity Publishing at no cost to the author.

Saturday morning begins with a continental breakfast at 8am, and then the first session starts at 9am. All sessions will start on time but there's flexibility in the concluding time. If we're having a lively discussion in the dynamic discussion circle, we don't want to end it because the hour is up. Thusly, we've scheduled longer breaks between sessions.

Are you tired of having lots of visitors clicking onto your website but they're not ordering your book???

We'll have a session with Internet marketing experts **Penny Sansavieri** and **Jeniffer Thompson** sharing the vital secrets of how to convert lookers into buyers. Also covered will be how to make the most of your video presence on the web. Another interactive workshop will be presented by award-winning author **Will Hutchison** and **Dan Poynter** about being an expert, using an expert to validate your book, asking experts for blurbs, and working with experts to make your book as accurate as it can be. Of course, we'll have a session with **Brian Jud** and **John F. Harnish** focusing on polishing your book's sales copy by adding creative clout to your descriptive words. Indeed, we'll feature authors in a session sharing their successful promotional efforts along with a few ventures that produced more adventure than profits. All this and lots more!!!

Our Saturday luncheon keynoter is the internationally acknowledged book-publishing authority **Dan Poynter**. The face of publishing is changing with the rapid speed of the digital age – books that once took months to publish are now being produced and ready for sale in a matter of days and in a variety of formats. Retreat attendees will receive a complimentary copy of Dan's recent white paper titled *Virtual Book Publishing: Writing, Publishing and Promoting Your Book Utilizing the Latest Technology*. Dan will be with us throughout the weekend and naturally contributing his wit and wisdom to the dynamic discussion circles.

Do you dream of having your book picked up by a major mainstream house, believing that you'll then be on the fast-track to fame and fortune??? WRONG!!! Former **Simon & Schuster** author **Devin O'Branagan** talks frankly about the good, bad, and ugly aspects of having her first two novels published by a powerful publishing giant. Devin is our Saturday evening keynoter, and her third novel, *Red Hot Property*, published by Infinity has just been released for sale. During one of the discussion circles, she'll explain how she had a professionally produced video promo made to promote her book on the internet for free – well, almost free – she'll tell you about the red wig!!!

All of the publishing experts and participating professionals will be available to talk individually with you throughout the weekend – so we won't be scheduling one-on-one consultations. Please extend them the kindness of first asking if this is a good time for them to talk with you. In another move to save on expenses we have eliminated tours of Infinity Publishing – besides, you won't want to miss any of the planned activities on Friday afternoon. The conference bookstore will be open on Friday afternoon and all day Saturday. All Infinity titles will be discounted 40%, and the bookstore

will be open to the public and hotel guests. Neckties are best left at home; retreat attire is a clean, neat, and comfortable casual. Bring a light-weight jacket because September evenings can have a bit of a chill in the air.

Professional photographer **Chad Thompson** will take free-use head shots for \$90. This is an optional service at a bargain price – you'll have a CD of your photos the same day ready to use on your promotional material.

If you arrive on Thursday, when you check in to the Sheraton, you'll receive discount coupons for the Thursday dinner buffet and Friday breakfast and lunch in the hotel's Coppermill Restaurant. The Sheraton is contracting with a different shuttle service providing better and more expedient transportation to and from AMTRAK's 30th Street Station and the PHL airport.

Sunday morning will be our traditional gala breakfast buffet beginning at 9am. Instead of our infamous "Ask the Experts" panel, we'll have an *open-mic* so everyone will have a chance to have their say about whatever – just don't do an infomercial or we'll pull the plug!!! As always, we conclude just before noon with the awarding of door prizes with a total worth of several thousand dollars. Usually you have to be present to win; however, in our retreat mode registered authors will be eligible to have their names drawn to win prizes.

Every Infinity author registering for the Authors' Retreat wins the prize of free copies of their books. Register by **August 15th** and we'll have **15 copies** of your book waiting for you when you arrive at the Sheraton. Register by **September 10th** and you'll receive **10 copies** of your book. **After September 10th** you'll still receive 5 copies of your book. Yes, there's truth to the rumor that we bribe Infinity authors with free books!!!

Although the format has been modified, the focus of our Authors' Retreat continues to be helping authors learn how to be more successful with their promotional efforts, especially vital in today's sluggish economy. Visit: www.authorsconference.com for recent updates, and we look forward to seeing you on September 26th.

Free Listing of Your Book www.BookHitch.com

This is another place you can list the basic info about your book for free. They also have a more expanded listing for \$19.95 annually that provides greater exposure. The membership of **BookHitch.com** is composed of both authors and readers, and they are adding new readers every day looking for a good book to read.

Have an awesome August, and enjoy more often... John