

The Author's ADVOCATE

Special Newsletter

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Authors' Retreat Outstanding Success

Dynamic Discussion Circles Were Highly Interactive!!!

More than 40 authors and participating publishing professionals gathered together the last weekend in September to attend Infinity's 9th annual Express Yourself... Authors' Conference/Retreat. The change to a more interactive retreat format was well received by the attendees because we were able to address the specifics of their books. **Jane M. Martin**, retreat co-director said, "We received many positive comments throughout the weekend, and we will definitely continue to use this format when we begin planning our 10th annual gathering at Valley Forge, which is on the calendar for the weekend of September 25–27, 2009. So mark it on your calendar now and plan on attending."



Brian Jud, *Book Marketing Works*, dazzled the audience at the Friday evening banquet with his enthusiastic explanation of the vast market beyond the traditional bookstores. Google *Book Marketing Matters* to subscribe to Brian's free newsletter.



Actually, the dynamic discussion circle was configured as a large open square of tables that filled a ballroom at the Park Ridge Hotel and Conference Center at Valley Forge, PA. This provided the attendees with an excellent arrangement to actively participate in the various publishing topics addressed during the weekend.

Richard A. Ide, from Tunkhannock, PA, and a veteran participant of dozens of writers' conferences, including the prestigious Breadloaf Writers Conference, remarked, "I really liked the networking opportunities to talk informally with each of the presenters and keynoters. The open access to them truly sets this Authors' Retreat apart from the many other conferences and retreats I've attended during the last couple of decades."



The highlight of Saturday evening was a conversation with **Devin O'Branagan**, Infinity author of *Red Hot Property*, as she related her horrific experience with her two previous novels published by Simon & Schuster.

Photos by **Chad Thompson** of monkeyCmedia.com

USE PUBLIC SPEAKING TO SELL MORE BOOKS

By Peter Fogel

It's your sanctuary: sitting behind your computer and typing away. You are taking your characters or, I should say, your characters are taking you (and your reader) on a journey. If your genre is nonfiction, you are helping improve people's lives with your expertise.

But then, it happens. The empty-nest syndrome! The book is finished; it's printed and ready for marketing. Oh no, you wonder, now how do I get my important message out to my audience? More importantly, how do I sell more books and not feel like I am having a colonoscopy? Well, you use a simple strategy that most authors shy away from. You use public speaking.

Make no mistake: As an author and speaker, I've used all the recommended techniques for landing clients, and selling books. They include direct mail, writing articles, and cold calling. But, the one tool that's given me the biggest (and quickest) bang for my marketing buck (and is the most gratifying) is public speaking. I have, for example, so far gotten over \$12,300 worth of work (plus repeat business) from just one hourlong presentation at a seminar in my own hometown. Not to mention, I have sold my books to a targeted audience – with one 20-minute presentation – 45 people present, everyone bought a book. 45 Books SOLD!

1. It makes you *the* Expert: The quickest way to make yourself the "expert" (short of writing 60 or more books over 20-plus years) is to stand in front of a room full of eager, targeted clients who are there to gain the information and knowledge they need. And you're the one who's giving it to them. People feel: *If he was asked to speak, he MUST know what he's doing.* Remember, expert status can equal higher fees.

2. Provides one-on-one contact with potential clients:

No more getting a potential client's voice mail. No more hoping they got your letter. No more playing phone tag. Public speaking gives you the opportunity to talk to them face to face. You have their undivided attention, so you can deliver strong content, solve their problems, hit their hot buttons, and have them clamoring for your services. You can interact and connect with your audience right there and then.

3. It gets you out of your Comfort Zone ... and into a Sizeable Profit Zone:

If you're someone who spends a lot of time in front of a computer, or in the office, then public speaking is an effective tool to use because it gets you out and gets you to interact with an entire universe of prospects. This is a

great way to learn what prospective clients want and need, and to learn more about your book's target market. Nothing is more exciting than to give a good program and have eager clients coming up afterward to buy your book and exchange business cards with you or ask for an appointment to discuss a future project.

4. This is the quickest way to build your e-zine list for future contacts and communication:

I spoke at a seminar that had about 80 attendees. Every one of them signed up for my e-zine. At the beginning of my presentation, I gave each person a sheet to fill out with their contact information. Then, I had a *call to action* during the seminar to remind them to do it. The cost to get their contact information? Zero dollars. The ability to follow up with them? Priceless.

Your ability to acquire the most desirable clients depends on the type of audience you address. Chambers of Commerce and Rotary Clubs are good places to start.

Remember: you are not just an author; you have a career and business to build. Getting over your fear of public speaking and excelling at this craft will help you accomplish both!

Peter "The Reinvention Guy" Fogel is an Infinity author, reinvention expert speaker, and a member of the National Speakers Association. He is the creator of *Peter 'The Humorator' Fogel's Guide to Effective Public Speaking*. For more information and to get his FREE 7 Days to Effective Public Speaking E-course – go to www.publicspeakeapro.com.

Vote for ABC-TV *Wife Swap's* Popular Psychic Sheree Silver

Infinity author of *A Voice from Heaven*, **Sheree Silver**, Ph.D. and her family, one of the most unusual and popular families on last season's *Wife Swap*, is ready to re-swap on another episode. The Silvers' return depends on viewer votes. ABC has chosen Silver and her family as one of 24; the final two families will film a brand-new episode. America decides!!! During four weeks of voting, families are eliminated until only four remain, two of which will swap. Voting takes place on the Internet at ABC.com starting October 3rd, coinciding with the season-five premiere of *Wife Swap*, and will run until October 24, 2008. Viewers have the opportunity to vote 24 times the first week, 12 times the second week, and four times the third week. Show your support by voting for a fellow Infinity author.

For info and to vote for Sheree, visit ABC's Viewer voting page: www.abc.go.com/primetime/wifewap/.

Have an outstanding October, and enjoy often... John