

# The Author's ADVOCATE



## Special Newsletter

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# Enjoy a Book Vacation!!! For Fun and Profit and Feedback

Everyone looks forward to going away on vacation. Perhaps you're planning a trip to the beach or maybe to the cool scenic beauty of the mountains. Then too, you might be taking the kids to enjoy the many thrills of Disney World. Whatever form of get-away you're arranging, plan on taking copies of your book with you.

You might be thinking, "Are you crazy?? I don't need to take my book on vacation with me!!!" But if you leave your book at home, you'll miss a golden opportunity to do some easy promotions and maybe even sell several copies. After all, who couldn't use a few extra bucks in their pocket to help fund vacation fun? Making a few direct sales to folks you meet on vacation can make it a most profitable time for you while you still enjoy the summer sun – just remember to use a good brand of sunscreen.

Take a few copies of your book with you so when someone says, "Oh, you're an author – what have you written???" you'll have a book close at hand to do an easy show-and-tell for them. A book in hand is a surer sale than the interested party promising to order a copy from Amazon.com when they return home – odds are they'll forget to order. If everyone who said they'd order a book actually followed through with their intentions, we'd all sell a lot more books. Sadly, they usually don't do it, even though you gave them a bookmark, postcard or business card with complete ordering information for your book. Out of sight, out of mind, and you missed a sale.

Some resorts have an activities director who plans and coordinates events for guests to participate in during their stay. Get in touch with this person as soon as you've checked in and are settled in your room. Let them know you're a vacationing author and you'd be delighted to do a reading and autograph copies of your book for their guests. Be flexible with your availability and express your willingness to fill in at the last minute

if they suddenly have an open slot in their events schedule. Most likely you'll be the only author there with a book to sell to a captive audience – much better than competing with all the other books in a bookstore. If you have enough lead time, you could contact the resort activity director to schedule a reading during your stay. Then you can place an order for your book and we'll ship them directly to your hotel – 20 or more and we'll pay for the shipping.

In terms of the post-event benefits, you'll see and talk with fellow guests who, after attending the reading, will give you feedback. Plus, they'll have time to read your book – after all, they're on vacation, too! Naturally, you'll enjoy a rush when you see folks sitting around the pool reading your book. Be prepared for them to engage you in conversation about your book. Don't be shy – ask them to write a review!!!

Remember your loyal fans while you're on vacation. Take a dozen or so names and addresses harvested from your website and send them a postcard with a brief personal note related to your book and the joys of being on vacation. Your investment of an hour, along with a few dollars for postcards and postage, will yield a tremendous amount of goodwill with your fans. Of course, some of them will call their friends and say, "You'll never guess who I just got a postcard from!!!" Yes, in this digital age of email and ecards, an actual postcard delivered at the door is something to talk about and the buzz about your book will continue.

If there's an independent bookstore close to where you're staying, do indeed stop by for a brief visit and introduce yourself as a vacationing author. Give the owner/manager a complimentary copy of your book and let them know it's available from Infinity Publishing and is guaranteed returnable. Don't waste your time or a book on any of the bookstore chains – they're only authorized to order books with a local connection or by

authors living in the area. Instead, take the time to visit the local library; they often have a summer reading circle of library patrons who would probably be thrilled to have a visiting author do a reading – they might even allow you to sell copies of your book.

## How to Make PayPal Work for You by Selling More Books

By Eugenia Francis

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

Also available in a Spanish edition

Infinity Publishing is now offering PayPal as a payment option at bbotw.com. As an Infinity author of a children's math workbook, I have found PayPal to be an invaluable asset for both sales and marketing on my own site. First of all, we all know that selling our books directly, whether at book fairs or via PayPal, allows us to make the most profit. PayPal does charge a nominal fee per transaction.

I list Amazon, bbotw, and the option to buy now with PayPal on my website: [www.TeaCHildMath.com](http://www.TeaCHildMath.com). I discount my workbook \$3.00 for purchases through PayPal. Why do I do this? Because I want to capture my customer's name, email, and USPS address. When I receive a PayPal order, I thank the customer for their order and ask where she/he heard of my book. Most of my customers are delighted to receive an email from the author. Their reply helps me track my advertising dollars and measure the cost effectiveness of my efforts. About 90% of my customers reply to my email. Sometimes the customer provides extra information about themselves, which I add to my growing customer data base.

For me, it's fascinating to see how someone in Singapore, London, or a remote town in Maine heard of my book. Often, a bond is formed via our exchange of emails. Their address lets me know where my book is selling. If it's a new location, I sometimes send a free copy in the same flat rate envelope and ask them give the book to a friend who would appreciate it. The 80-20 rule of business states that 80% of your business comes from 20% of your customers, I'm investing in future orders by keeping in touch with my customers. I send out Christmas postcards, reviews, and coupons to my PayPal customers. I keep in touch with them and that helps to generate more book selling buzz.

Another benefit of using PayPal is the opportunity for more promotional exposure. Amazon will mail a customer my book. That's it, nothing extra. However,

when I mail an order, I send my book with my current reviews, an interview in *Home Education Magazine*, a testimonial page with a discount coupon, a postcard of the cover (printed on the reverse side is: "Please recommend to a friend"), and a colored times tables diploma suitable for framing. I have come out with additional products related to my *Teach Your Child the Multiplication Tables* workbook and I include a free sample or an insert to promote these products. All these extras make a difference. Customers tell friends and I get more PayPal orders. Although I charge \$4.05 for mailing, I send the book out Priority flat rate. At Amazon, you pay extra for two-day shipping. So through PayPal, my customers get more freebies and personalized prompt service. I also autograph the book.

We have worked long and hard writing our books. Now is the time to interact with the readers, whether face-to-face at book fairs or through PayPal. Receiving PayPal orders never fails to brighten my day and I'm sure they'll brighten your day, too. For more information about opening a PayPal account, visit [www.paypal.com](http://www.paypal.com).

## The Joys of Editorial Control and The Profit Power of Special Sales

At Infinity Publishing's previous *Express Yourself...*™ Authors' Conferences, we've heard from authors who lucked out and had their Infinity-published book picked up by a mainstream house. We removed their book from our publishing system, wished them well, and were happy for the author's good fortune. This year, conference attendees will hear from Devin O'Branagan, a previously published Simon & Schuster author who recently published her novel, *Red Hot Property*, with Infinity. We're glad to have Devin with us, and she's happy to own all the rights to her book and have complete editorial control. Devin has an extensive background in marketing and 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 about the red wig!!!

Several Infinity authors are participating in Brian Jud's PBC special bulk sales program. Special sales to specifically targeted markets can produce orders for thousands of copies of niche topic books. We've invited Brian to make a presentation about what's hot and what's not right for special sales.

The focus of our annual Authors' Conference is to help authors learn how to be more successful with their promotional efforts. This is especially vital in this sluggish economy. Visit: [www.authorsconference.com](http://www.authorsconference.com).

*Have a jolly July, and enjoy often... John*