

“Express Yourself...” Authors’ Day

Sponsored by Infinity Publishing

Friday, January 25, 2008

**Doubletree Hotel – San Diego – Mission Valley
7450 Hazard Center Drive
San Diego, California 92108**

- 8:00-8:45 **Registration, Continental breakfast, Book display**
- 8:45-9:00 **Welcome**
John F. Harnish
- 9:00-9:15 **Introductions**
Jane Martin
- 9:15-10:00 **The Essential Elevator Pitch**
Never again miss a golden opportunity!!! Know your book,
know it well, and pitch it!
Penny Sansevieri
- 10:00-10:45 **Making Eyes Roll: Things an Author Should Never Do**
Dan Poynter
- 10:45-11:15 **Break – Networking**
- 11:15-12:00 **Formatting Your Book**
Learn the difference between ho-hum formatting and great for-
matting
Bob Goodman
- 12:00-1:30 **Lunch**
The Virtual Book Launch Experience

Hear about an exciting new way to get your book out there!
Elle Newmark

1:30-2:15

Website WOW!

Discover ways to create a great website and improve your presence on the internet to sell more books

Jeniffer Thompson

2:15-2:45

All About Editing

How do I find an editor? What types of editing does my book need? How much does it cost? Find the answers to these questions, learn about Infinity's seamless copyediting program, and more...

LinDee Rochelle

2:45-3:00

Quick break

3:00-3:45

Show Me the Money!

This is all very nice, but how do I make money from my book? Increasing your book's revenue flow with booklets and in other creative ways

Paulette Ensign and John Harnish

3:45-4:30

Ask the Experts

One more chance to ask the questions that haven't been answered

Infinity Authors Day Faculty

4:30-4:45

Closing comments and door prizes

You must be present to win