

Chapter III

Plan of action for genius people

The techniques we are going to propose here for transforming an idea into a practical project are based on our experience over the *project of Infinitism*. Once we finish the formulation of our philosophical theory called *Infinitism*, and its related specific discipline to be established, called *Infinitylogy*, we organized the publication of these two suggestions, preferably, under form of book; even several books.

But why book?

A book is much more workable for this second part of the process than an article. You cannot promote an article as you can do it for a book. So, we did not hesitate to develop our ideas and suggestions in a few books so that we could work on their respective promotions with tools that one can find on the market.

A book is a long-lasting form of publication compared to an article that will be away once the journal that published it renews its issue with some new articles and it keeps going. A book is an independent entity, and could remain available for decades without falling into dereliction; it has its own life that doesn't depend on external influence; like the article on its publisher journal.

For the topic that is discussed here, the objective of making books, and not articles, is not really to sell them and make a lot of money, even though there is always a chance for this. We are far from making a New York Times bestseller, but if you pay a particular attention to the choice of title, a good presentation, an excellent cover, and anything else that can increase the attraction in the marketing campaign of your book, you would even make a decent income through its publication.

But in general, there is a paradox here: in the one hand publishing your work as book takes time and money, compared to preparing and publishing a

simple article, and on the other hand, there is really not a sure take of sales for the book. How to explain that? This a good question.

We should first be reminded that here we are not in a perspective of doing trade in the classic sense of term in the field of book business. Even though our promotional actions should be able to generate some money to cover the cost with maybe a little positive margin, the chief objective is not to generate a profit by these books.

The second element is to see this undertaking as a long term process. A book is always available, and when you pass a certain step of your marketing campaign you start to sell your available books and this will bring back money as well. But more importantly, a book will be catalogued in libraries and bookshops for decades and can generate interest and debate all along.

Remember that the keyword for this work of our specific idea's promotion is *Consistency*. At no point,

should we be disappointed by the poor results of what we are doing. Let's keep in mind that even for a mainstream classic publication to be promoted, we should invest a lot of time and dosh; now imagine how it could be for a work of counter-courant and avant-garde!

So, we should publish our work in one -or if possible- more books. In the case of *Ininitism* and *Infinitylogy*, we previously published a total of four books in one year.⁴ It's not an example to follow, but it's a case study that can give some insights for any other advertising activity in this framework. With the multiplication of the publications you endure more

⁴ ERFANI, Korosh; *Ininitism: How to Make Infinity your Philosophy for Life*, ILCP Publishing House, 2021, 374 pages.

ERFANI, Korosh; *Infinitylogy: Foundation of a New Discipline*, ILCP Publishing House, 2021, 148 pages.

ERFANI, Korosh; *Basis of Infinitylogy: Why and how to study infinity*, ILCP Publishing House, 2021, 145 pages.

ERFANI, Korosh; *Ininitude in Action: Exploration and Utilization of Infinity*, ILCP Publishing House, 2021, 200 pages.

works and efforts, but you also multiply your chances of being seen and read. A book of 700 pages is one chance for our specific purpose, but breaking the same content down into 3 books of 230 pages is creating three chances of being noticed.

The production of a book is itself timely and costly. But this is like a mission, not a hobby. Below are the steps for the production of a book:

- Idea and plan of the book
- Research and documentation
- Writing and development
- Review and completion
- Editing and proofreading the text
- Designing interior and cover

Once the book is completed and ready, you have two choices for publishing it: A professional known publishing house, or self-publishing.

Professional publishing house

This option has the advantage of them taking care of a part of the job that could seem hard to some new authors: designing, publishing, cataloguing, promoting, printing, and shipping, and so on. The disadvantage is that you have to pay the company to make all this happen. So the finance could be an inconvenience just at the beginning. But I recommend this choice for those who are comfortable with the payment.

Nevertheless, even after having paid a good sum to a known well-established corporation, we should not be illusionary on one point: publishing your book through a professional publishing house doesn't mean at all that your book will break through the market and attract the attention of many people. This is naturally what any publishing house will present as its sales' pitch to lure you, but don't believe it. It won't happen unless many other supplementary actions and extra efforts are done along with the

publication. The latter actually means often just to make your book physically available for orders. But the orders are not generated automatically. They need much labor and astute whereabouts to be achieved, progressively and steadily; so, be patient!

Self-publishing

If you don't want to spend money at the starting point, you can self-publish your book. It's true that this is a pre-disadvantaged strategy, but it will save you several hundreds or thousands of dollars before you go through a process that will be anyway hard, slow and long.

Today, with all available offers on the market, you have many possibilities to self-publish efficaciously. The first advantage is that you can pay nothing for having the e-version of your book. The e-book can be generated for free and put at the disposition of the potential readers without any cost as well. So, you make available your e-book for zero dollar charge. You just need a few dollars to buy an ISBN number

online that will identify your book among millions of others.

As for the hard copy of your book, you can have a limited number for yourself at a low cost, and then you could use a lot of available ‘on-demand printing’ services to print as many copies of your book for your effective customers who ordered it. So, you will have the minimum cost for the printing part.

Then comes the question of publishing and promoting your book. Here are some ways that can be either free to use or with a very low cost:

Some online bookstores will be happy to integrate your book in their catalogs and then make it available for coming orders. Among them:

- Barnes & Noble
- Amazon
- Abebooks
- Bookdeal

As our objective is to be exposed as much as possible, we recommend you to catalog your book on the highest number of online bookstores given that it’s

free. They will make your book available to their specific audience and customers. So you touch many different audiences if you go through several bookstores. Don't be indolent to think putting your book on a giant platform like Amazon is sufficient. This is a big mistake since your book is one of the millions of items on this website as well, whereas on a specialized online bookstore yours has more chance to be seen and ordered.

Book promotion

Once your book is installed on the catalogs, you should go through its marketing and promotion. In this field, you will find hundreds of different offers and, of course, all of them promise you the best sales imaginable. They are not lying, but they know that this will only be just a lottery chance. So, instead of letting yourself be lured by what they say, take your time to get some knowledge on this market beforehand.

There are many free sources of information and education on this subject on the Internet. Put one or two weeks only to read articles, pamphlets, and websites attentively, or watch videos about it and take notes when you find clues and tips that you don't want to forget later. Educate yourself and get acquainted with this topic before you decide to take any marketing actions for promoting your book.

The book marketing strategy is very tricky and sensitive. While it may look easy and accessible, the results of actions are often really miniscule and even nil. So, don't be dreaming on this point since you are not promoting something easy to use like food, clothes or electronic devices. You want to sell a product whose consumption requires what Henry Ford calls "the hardest work": thinking.

So, be reasonable and patient when you are promoting your book while you know that:

- The public are unfortunately reading less and less in general.

- People would like to read something that doesn't require too much cerebral energy to make it up, like romance novels.
- You are presenting an idea that is not very usual, and could look weird or strange to majority of people. It's not very welcoming, is it?
- Those who would be interested in your subject don't know your name or who you are, and would prefer to read something from a recognized figure in this area.
- You are new on the book market and people take their time to acquaint with you and your talents.

All of these realities invite us to be realistic and patient, but resilient and consistent. Nothing can help us more than remaining realistic in all the steps of this long process.

For the promotion of your book, I recommend that you start with something basic and either free or with a low cost. The online libraries on which you can

catalog your book for free all have some promotional paid mechanisms as well. You can use them if they are worthwhile. But there are many other techniques as well. For instance, you could send a promotional email to the people randomly if you have an email address database. These lists are also sold on some network. The more targeted your list is, the more you have a chance of getting feedback; otherwise you will be more likely seen as a spammer. Some companies offer as well a bulk email sending system as the targeted clean email address list.

If you are on social media, use your personal or professional network to promote your book; of course moderately. You can do it on:

- Facebook
- YouTube
- WhatsApp
- Instagram
- TikTok
- Snapchat
- Reddit
- Pinterest
- Twitter
- LinkedIn

Each of them have their specificity; know them well and adapt your presence accordingly. They can also cross and complete each other to bring your post and content up.

So, regarding the possibilities online and for free, the sky is the limit. But please bear in mind that none of them are supposed to make a marketing miracle for you. Thus, be patient but consistent. Keep going on a regular basis and continuously with new posts, excerpts of your book, any good feedback or review you get, and so one.

Don't forget to be interactive. When someone likes or rates you, thank them, or if there are comments and questions, take care of them one after another respectfully and answer actively.

Make people work for you

Beyond what you can do by yourself you could also use the time and skills of other people in your service.

Nowadays, people are ready to promote your book for as little as only \$5 for a basic action. Some people post your book to thousands or even hundreds of thousands of users online on different social media platforms or forums if you pay them just 5 to 10 bucks. A website such as *Fiverr.com* is dedicated to match the offers and demands for this kind of promotional activities and services among other services like editing, ghostwriting and so on.

Also, you should go ahead with the companies that offer a package of marketing and promotion for your product. They are of course more expensive, but there are all kinds of professional bids with modules and levels adapted to your budget. They have a strategic approach that could be completed by other actions you can individually take in parallel.

I recommend also creating a weblog or why not, a website with a dedicated domain name, where you could put links, the cover and excerpts of your book, but also any additional texts or elements that can help the advertising of the book.

The website then needs to be promoted itself and again all the aforementioned technics, like emailing, could be used to make your website known to the general public. When people come visiting your website, they should find it interesting for its content and its form as well. You have to interact with them in order to keep the visitors interested in further actions you can launch later for the same purpose: Promoting your book and your ideas within.

Other actions

Sometimes you could find the people who are known public figures or the eminent names in the field related to your book's topic. You should try to contact them and suggest mailing them your work to a specific address where you will be sure that your sent package reaches them. Accompany the book with a kind thankful letter without pushing them to yield any feedback. They are usually very busy folks. This action cost money because you have to pay for everything in exchange for no financial returns, but

don't forget that your excellent ideas need to be seen by those who are active in that related field. So, as long as you have the chance to be read by this or that branded scientific or media personality, you should be happy since this is your purpose.

Use any opportunity in the media or elsewhere to send your book in order to make them talk about it; like a known radio station or a TV talk show for instance.

Don't hesitate to send a copy of your book to the academic journals and specialized periodicals in order to incite them to mention your book somewhere in their respective publications, their websites or sometimes, if you are lucky, getting a review of your book, maybe. Also, gift your book to the credible libraries and institutions.

If you can create a heading of your book on the encyclopedic websites like *Wikipedia* or *Wikiversity* or so, don't hesitate to do it. They are almost a lifelong advertisement.

So, you see that there is no limit to what you want to do in order to attract the attention of the three mentioned categories on your book:

- Specialists in the field of your book's topic,
- Potential sponsors and investors,
- General public.

With this regard, don't fix any specific deadline as the final output for what you started doing. This is an ongoing process where you promote your first publication consistently and energetically while you are working on the coming books and articles to underscore and extend what you have already published.

This process should not be stopped unless you are sick on the hospital bed or dead (sorry but it happens!).

Consistency and objective reminding

Don't forget that your goal is to reach a point where you know that the innovative idea or the unusual proposal you are suggesting to solve a serious issue

for humanity is getting viral attention and being followed seriously by some other competent people. So, just know that you remain far from that point for a long time, but also keep in mind that reaching there is feasible and possible.

Now, based on what has been suggested, we will give you a detailed report of our case on the Project of *Ininitism* along with the new discipline *Ininitylogy*. The next chapter's explanation can serve you either as a model or maybe a counter-model; in both cases that could be interesting and even useful.

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