

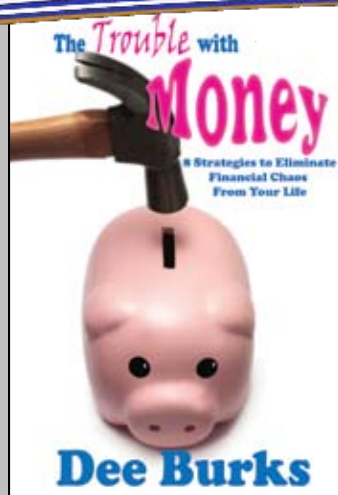


TAG News

TAG is looking for submissions for its humor and non-fiction lines. For submission guidelines email guidelines@TAGPublishers.com.

TAG is currently planning media strategies for books coming out in the first quarter of 2010.

TAGPublishers.com will soon feature a blog with contributions from TAG publishers and writers.



New TAG Releases

Out Soon

Dee Burks

The Trouble with Money

In her new book, *The Trouble With Money*, Dee Burks explains that money isn't the problem – but how you think about money is. We are each an accumulation of the ideas and beliefs of those around us and this includes what we think and feel about money. Dee walks readers through the step by step process from being broke to living a happy and financially secure life.

A Winning Non-Fiction Formula

As the holiday season approaches, many would-be authors dream of writing their book with the extra time off from work. It might be easy to think that you can sit down and whip out a rough first draft in a week or two, and that's not as far fetched as you might imagine.

I've literally written a full book in a week (or less) BUT I have extensive experience writing books and know that you can only do this kind of volume if you are well prepared and don't sleep much.

Since I was, and still am, a ghostwriter for

many people from all backgrounds I know that there is a perception that a good book can't be written in a short period of time. However, it's been my experience that idea is total fiction.

We've had several bestsellers and invariably the ones that sell the best are those that were written in a very short (less than ten day) period of time. This is because if you have something very important to say, and are very focused on that alone, then it flows very smoothly and directly to the reader.

Of course you can take as long as you wish to write

your book, but if you want something in your hand that says "I'm a writer" by the New Year, then I have some tips and techniques that will help you along the way. The first step is to stop and think.

In order for you to get anything on paper, you must get your thoughts organized.

The first step is to define the concept of your book. Most all nonfiction self help type books have a specific structure. If you pull the latest Dr. Phil, pop psychology or financial book off the shelf it will be structured something like this:

Publisher's Corner

Seasons for Higher Sales

We are frequently asked what the best time of year is to release a book, if there is one. The answer is yes, depending on your objectives. First you have to look at what type of book you are producing. Financial and weight loss books tend to sell better in January as people start New Year's resolutions. But in general there are certain times of year that book sales are the best from a numbers standpoint.

Fall (October through December) is the best time as the holiday gift season produces huge volume in book sales. The second best is spring

(March through May) as people buy books to take on vacation and to give as graduation, Mother's day and other gifts.

It is important not to look at just those times of year. This is because not only is the volume of books large, the number of books introduced during these times is also very large. This means your chance of hitting a bestseller list is much smaller during fall and spring. For a new author it can be more beneficial to have a book released in the 'off' season as there will be less competition.

– Liz Ragland

Action Items

Be the Expert for Media

In our last newsletter we gave some tips on how to best utilize social network marketing. While it's a great (and fast) way to reach out to your audience, media attention is still necessary. Authors want to get their names and faces in the media through print, radio and television – but how do they accomplish this?

While large media conferences and networking opportunities can produce big benefits, they are infrequent and

expensive. While waiting to go to such a conference, it can be beneficial to offer your help as an expert. We encourage our authors to join the group, Help a Reporter Out (www.helpareporter.com), which sends out emails from media looking for experts on certain subjects. This is a great way to start making personal contacts with various media outlets while getting some promotion for your book.

Winning Continued...

1. An introduction that explains who the author is and why they wrote the book. The introduction will give the reader a brief overview of what they will learn and how that information will benefit them.

2. The next two chapters will talk about the issues or problems. For example, if it is a financial book it may discuss the inability of the average person to get ahead and how frustrated and unhappy that person has become. This is the author's opportunity to connect with the reader so they think, "Hey, this is exactly how I feel" and they keep reading.

3. In the third chapter (roughly), the author conveys that they have a solution to these problems and gives a brief idea of what that solution would entail.

4. The next four or five chapters offer step by step guidelines for making change in their lives. So if this were a relationship book, there might be a chapter on overcoming past hurt or techniques for open communication.

5. In the next to last chapter, I usually encourage people to include a chapter about what to do when things go

wrong. For example, if the book is on weight loss you would want to explain what happens when you fall off the diet wagon and how to get back on task and not give in to failure.

6. The last chapter of any nonfiction book should be an encouraging, uplifting call to action. This chapter should charge the reader to put these techniques to work in their own life right now and talk about the benefits they will reap if they do.

The most important aspect of writing a book is to understand that the book is not about you. It's about helping others understand, educate themselves, or feel uplifted and inspired. While the text may contain stories from your experience, the best books teach people how to improve some aspect of their lives with concepts and steps they can implement.

In our next newsletter, we will detail the steps to get your ideas into this format so you can get down to the business of writing your bestseller.

– Dee Burks

