



## TAG News

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Mark your calendar for TAG Publishing's Writes of Spring Barbeque Bash April 10th.

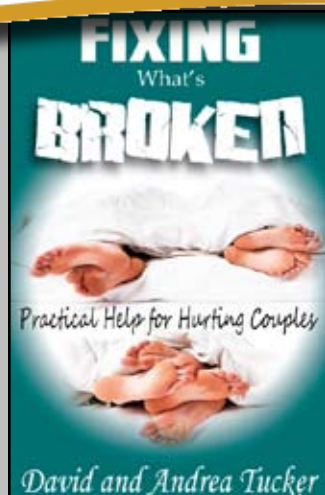
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TAG is looking for submissions for its humor and non-fiction lines. For submission guidelines email guidelines@TAGPublishers.com.

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TAG Publishing was recently featured in AM New York's January 20 edition.

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## New TAG Releases

Out Soon

Andrea & David Tucker

### Fixing What's Broken

Help for Couples in Crisis - Authors David and Andrea Tucker have been through the difficult trials of marriage. They know that good relationships aren't about ball gowns and glass slippers but are about dirty diapers, financial crises and unpredictable emotions. Fixing What's Broken is the culmination of years of counseling couples on the brink of divorce to a peaceful and happy existence.

## With a Book You Are the Expert

*If you have made the decision to expand your business and get your message out to people, here are some tips from TAG Publishing to get you moving in the right direction.*

Before we get to the how-to's, let's talk about the how-not-to's. Did you make this same decision last year and have little to no success? Have you started off this year doing basically the same thing? STOP! The only way to really move forward and get different results is to change what you are doing.

Writing your own book will provide your business legitimacy, set you up as an expert in your field, and increase the opportunities for name

recognition with potential customers regardless of the industry you're in. By having a marketable accomplishment like having written your own book, you are a more desirable interview to those in the media.

Of course the first obstacle for most people is the idea that they don't have anything to say – but is that reality? Often, we are so close to our business that we think no one would be interested in what we do but that is not true. If you are a business or personal consultant, what do you think people pay you for? Your opinion! A book only enhances the value of that opinion. But what if you're a plumber – or contractor? Does it still work?

We would tell you to look at some of the shows on HGTV and Discovery. How many deal with home remodeling or rebuilding? People want information that you have, even if you don't think your business is all that glamorous and when they want to hire someone who do you think they will call? No name Joe Plumber or the guy that wrote the book?

The same is true for real estate agents, speakers, personal trainers, parents, financial wizards, and those who have coped with serious illness. The list is really endless. If you want to be the leader in your field locally or even nationally, a book can make that happen – and fast!

## *Publisher's Corner*

### Print on Demand Explained

Print On Demand (POD) publishing has taken huge strides forward in recent years. It is basically a service that prints your book only when an order is placed. Only enough are printed to fill the order. This means you don't pay up front for hundreds of books that you must then warehouse as is the case with more traditional publishing. That means no stepping over boxes of books in your garage or watching as your books yellow or get eaten by rodents and bugs in a warehouse that costs you big bucks. It can also mean that the book becomes available worldwide through online outlets such as Amazon.com. This makes your book available to literally millions of online shoppers and gives you the credibility that goes along with being a legitimate author. POD has gotten a bad rap in the past because the quality was poor but this is no longer the case. Technology in the last three years has progressed to the point that POD is almost indistinguishable from traditional printing. Take advantage of this system to get your book shoulder to shoulder with the 'big' names.

– Liz Ragland

## *Action Items*

### It Just Takes One Thing

A lot of people ask us how we get so much done. I have used a technique for years that I highly recommend called "One Thing Every Day." Years ago, I dreamed of writing my own book. I set my goals and then I committed to do one thing each day to accomplish them. That led me to article writing, then to ghostwriting, then to my own books, and finally owning a publishing company - in less than three years. One thing a day sounds

insignificant, yet it grows exponentially. It's like that old idea, if you take a penny and double it every day, you have over a million dollars in less than a month. I often wonder, "Wow. What if I'd done TWO things every day?!"

The path to your dreams doesn't have to be hard, you just have to decide to do it. Make your "One Thing Every Day" list right now to begin living your dreams.

– Dee Burks

## *Expert Continued...*

When meeting new customers or clients, it's far more impactful to hand that person a copy of your own book than it is to hand them a business card. The card will likely go in the first available trashcan the moment you're safely out of sight. The book will probably go on a shelf that will be kept for years or given to someone else to read. From that point forward, they will forever associate your name and face with the industry in which you work. A book is the ultimate branding tool.

You may be thinking, "But I'm not a writer. How in the world can I write a book when I don't know how and when I'm constantly busy working in my business?" The good news is that few people who write non-fiction business books actually do it all themselves. Most use a ghostwriter. Now that doesn't mean they are cheating or that the books aren't theirs.

Ghostwriters are professional collaborators that take your ideas and stories and put them together in a coherent way that will serve your target market. They act as your book coach and you still get all the credit as author. What's so great about TAG is that we have a whole slew of professional ghostwriters

that are available to help our authors say what they really want to say in the most professional manner possible – and that's really the whole point. What makes your book different from any others out there is your personal experience and personal stories. While you may be writing a basic real estate book, your experience in the market and working with clients is what makes your book unique and it allows clients to get to know you as a person.

Using a ghostwriter allows you to complete a book and get it on the market in just a few months. This is the way big-name celebrities get books which makes sense when you think about it. Their schedules demand too much of their time and energy, they just aren't available to write every word personally. Do you really think that Donald Trump sits down and writes out his books on his computer in the wee hours of the night? No, and you don't have to either.

You can create a book that presents you as smart, professional, and an expert in your field. Why wait until next year to move your business to the next level? Do it now and by 2011 you could see your book listed among the greats on Amazon.com.