



TAG News

TAG's latest Author School was a success. The next Author School is in the works and will be announced by the end of May.

TAG's Author School Facebook page is online. You can find it by simply searching "author school." Friend it for all the latest news.

TAG author Warren McClenagan recently appeared on *Southwest Outdoors* with Mel Phillips, the #1 outdoor radio show in Texas.



New TAG Release

Coming Soon!

Charles Whyte

Blue Jean Millionaire

No one's life is predetermined, and no one is forced into a life they don't want to live. Author Charles Whyte in his book, *Blue Jean Millionaire*, wants everyone to know that it's all about choices. Don't assume that your only option is giving up or accepting your circumstances. You can choose positive options and make change.

Ghostwriter Versus Writing Coach

As a full-service entrepreneurial publisher, we offer our clients a choice: ghostwriter or writing coach. But just what does each one do for you?

There are differences, and they are important. They do have some similarities as well. The most important of these is that they both act as assurance that you are not alone in your quest to become a published author.

One of the biggest issues for would-be authors is that to write your book, you pretty much go it alone. It is very hard to stare at a blank page and try to figure out what to start with, or which concept should go where. A writing coach or ghostwriter assures that you have the help of a professional as you produce your book. They can show

you how to get started, which information to put where and how to really reach the target audience that you are after. This means a better product, which means greater success and personal gain for you down the road.

Because the main difference between a ghostwriter and writing coach is the amount of work they take off your shoulders, understanding your comfort level and writing ability is key in determining which option is best for you.

A ghostwriter, with your input through interviews or other materials you already have, will write the draft for you. They use your concepts, personal stories and background information then do all the research and add other pertinent information. You

review the draft and make suggestions or deletions, and then they clean up the final version. It's quick and painless; ideal for a client who is pressed for time or not comfortable with the idea of trying to write a book on their own. This is why it is so often used by celebrities or business leaders with large companies to run.

A writing coach is exactly what it sounds like. They coach usually through weekly conference calls, offering advice, tips, and even taking over portions of the writing for you if need be.

The writing coach is ideal for someone who has done some writing in the past. If you ever freelanced as a journalist or copywriter, written for a newspaper, handled your company's newsletter or have written

Publisher's Corner:

Author School Success

Our first author school came and went since our last newsletter, and we're happy to announce that it was a complete success.

Seventeen authors made the trip to Texas and learned what was needed to turn their book into a success story.

The three days of intensive training taught authors how to run their own bestseller campaign, how to present themselves to media, and how to interview successfully.

All in attendance got to see a bestseller campaign in action the very next week as Bill & Geraldine Teggelove (Melbourne, Australia) used our techniques to help their book, *Beyond Broke*, soar to #1 on Amazon

the very first day of the campaign.

Our author schools are just another reason our authors succeed.

We stay by your side throughout the entire publishing process from content creation to print and beyond.

If you are thinking of publishing your first book, you must be prepared for the tremendous learning curve that comes with understanding marketing and promotion. Our experience gives you the edge you need.

There is nothing better than someone who has real experience who will walk you through the process to make your book a success.

- Liz Ragland

Ghostwriter Continued...

professionally in your career, then a writing coach may be the best option for you. They can create the proper structure throughout the manuscript, provide you the unbiased voice of an outsider and, perhaps most importantly, empower you to finish the project.

The cost does vary between the two options. A ghostwriter, because they take the majority of the workload, is more costly than a writing coach. Whichever option you choose, you will have the peace of mind of knowing that a professional is helping you to complete your project. They will work with you on a routine basis keeping you on track, on deadline, and on your way to producing a professional grade book.

Whether you prefer

phone calls, conference calls, emails, faxes, or even snail mail, your writing coach or ghostwriter will work with you to finish your manuscript. As long as your book is in production, these professionals will stay in contact offering an open line of communication as your project nears completion.

Our company has a team of more than 20 ghostwriters and writing coaches who have written a total of over 180 books including four Amazon.com #1 bestsellers. Our team has advanced degrees and experience across numerous fields providing the depth of knowledge and experience that will ensure you walk away with a truly professional book – and maybe even a bestseller.

Action Items: Get Your Name Out There

In the second edition of our newsletter, we invited you to join a service called Help a Reporter Out (www.HARO.com). This service provides you daily email queries from journalists across the country seeking experts in many varying fields to act as sources for their assigned stories. Here are 3 quick tips you can use to do to increase your chances of getting the attention of these reporters

when you respond to their queries.

1. Choose your queries wisely. Don't limit yourself to those that only deal with the topic of your book. Think broadly. You have experience in many areas so answer those queries looking for personal stories in the areas of parenting, careers and even travel. The idea is to get your name out there in any way possible.

2. Create interest. If

you can offer something slightly funny, interesting or out of the norm you have a much better chance. Reporters don't want the old standard answers, they can get those anywhere.

Dee Burks answered a query about great jobs a few months ago and sent back a short email that included the fact that her bulldog sleeps under her desk. The reporter liked it and that line appeared in the article for Bankrate.

com last December.

3. Keep it short. They are reading a lot of queries so just give them what they ask for and then include your contact info. If you have done these three things you will get responses.

Remember that media is a numbers game so there will be many who do not respond. But over time it can still be a great way to get your name in front of millions of people.