

TAG Publishing LLC

www.TAGPublishers.com



TAG News

The next TAG Author School is tentatively scheduled for September 17-19 in Scottsdale, AZ.

Palo Duro by Eric Corbyn is nearing completion and is TAG Publishing's first foray into fiction. We are actively seeking fiction manuscripts for consideration.
submit@tagpublishers.com

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



Congratulations Warren!

Warren McClenagan's *Reel Livin'* reached number one on Amazon just before Father's Day. It took only five hours for the TAG Best Seller campaign to boost Warren to the top of the sports humor category outselling Patrick F. McManus, a well known outdoorsman/writer who inspired Warren's own journey to become a published author.

Self Publishing: A Step Child No More!

J.A. Konrath, a midlist crime novelist, recently signed on with AmazonEncore to publish his next book, Shaken.

Konrath has chosen to move away from his long term relationship with traditional publishing and enjoy more of the flexibility and income that can be attained through self publishing. This signals an underlying shift in the mindset of authors.

This fact isn't lost on big publishers, several of whom have opened their own self publishing arms in recent years. Some call Konrath's deal with AmazonEncore a "game changer," because Konrath is an author with respectable traditional sales numbers who was drawn to the 70% royalties offered on Kindle sales. Going direct to market allows the author more control and a faster publication process.

AmazonEncore and custom publishing companies like TAG Publishing fill a void in the marketplace for aspiring authors – those who want a professional product without enduring a two-year run around from traditional publishers who will likely tell you that, for all your trouble, they aren't interested in doing business with you.

Under the traditional model, the demands of print distribution limit an author's

ability to reach their market. But now, with electronic distribution poised to take off thanks to products like the Kindle and iPad, authors who previously had a market too sparse to reach efficiently can get their books in the hands of people who will pay for them.

When you factor in print on demand publishing and online retailers' ability to reach such a large audience, this means authors are less dependent on big publishers to make money. Authors are now able to take a look at the publishing industry and really evaluate which option is best for them.

An author who might only sell 5,000 books would likely not be accepted by a traditional publisher because the financial risk is just too great. And since more than 97% of books fall into this category, that leaves a lot of authors out in the cold. However, 5,000 books to this new breed of publisher would be welcomed and still allow the author to make some money and start to build their audience.

Authors must understand that not everyone who contacts these publishing houses with a manuscript will get into print, and there are no advances paid out.

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Action Items: Keep It Simple

Every summer for the past 11 years, J.P. Morgan Private Bank has sent out a reading list of 10 books to its richest clients. It has created a sort of billionaires' book club complete with a list of the best nonfiction must-read titles out there for this summer season.

The books that make the list meet the criteria of, "capturing the essence of our clients' personal and professional lives." In short, it's a list of books that will resonate with the best, brightest, most successful entrepreneurs that J.P. Morgan Private Bank calls

clients.

This summer's top book is *On the Brink: Inside the Race to Stop the Collapse of the Global Financial System* by Henry M. Paulson Jr., and it's worth taking note of for one reason that we can all use — simple writing.

Amazon reviews of the book call it, "Easy," "Straightforward," "Direct," and "Conversational." This is despite Paulson's incredible depth of knowledge in global financial systems, the complexity them, and writing to a well educated audience that is likely familiar with the topic.

Paulson writes to a level that doesn't test his readers' IQ or knowledge of global finances, but instead makes his book an easy read for CEOs and secretaries all the same. This means his readers don't put the book down frustrated by the jargon, and his "easy read" has potential for a much larger audience.

When you write your book, keep in mind an easy, conversational writing style to open your book up to more readers.

Publisher's Corner:

Snail's Pace Publishing

Publisher's Weekly recently announced that Lisa Pulitzer's book on the disappearance of Natalee Holloway was put on an "accelerated schedule." St. Martin's Press, Pulitzer's publisher, signed the book deal five years ago, showing traditional publishing to be what we've told clients all along – slow!

Anyone holding out hope of going the traditional route in publishing should be made aware of the delay they're almost assured they will endure. People can wait years just to have their book proposal shot down by a major publisher.

There's no reason the publishing industry has to move at the speed of smell, and if you're considering producing your own book in the future, we'd like you to know that not all of it does.

Entrepreneurial publishers like TAG Publishing know the importance that time plays in an author's success. A timely book will sell much better and get much more media attention than one that completely misses its window of opportunity.

A book can be full of great information, well written, produced to the highest of standards and still fall flat if the public's interest on the book's topic has waned. People tire of subjects, people, and events, so books must be published in a timely manner to capitalize on the market.

If you are considering your own book, take into account the time factor. If you have a book idea and need help deciding between traditional and entrepreneurial publishing, contact us at info@tagpublishers.com.

-Dee Burks

Self Publishing Continued...

But you are fully supported throughout the process, and won't be flatly rejected because your manuscript needs some work.

The most important aspect of making a book successful is marketing and as budgets at big publishing houses tighten, marketing for aspiring authors has all but disappeared. But the new breed of publishers understand this and many of them, including TAG, will offer press releases, bestseller campaigns, and other marketing materials. TAG even offers professional help with the bigger tasks like interview coaching and how to approach the media.

TAG's support system is an intensive 2-3 day training program called TAG Author School. TAG Author School was designed to prepare authors for life after the book writing process. In the past, authors' books often aged and yellowed in storage while they tried to figure out how to sell them. Because TAG considers authors their partners in making a book successful, they have a vested interest in helping authors expand their audience and build a loyal fan base.