



TAG News

TAG Publishing will be releasing *Canaan's Oothoon*, a wonderful literary novel by author Donna Walker-Nixon in late October.

TAG Author Suzanne Pantazis is profiled in an article for Woman's Day. See it here: <http://www.womansday.com/Articles/Health/Diet-Nutrition/Real-Weight-Loss-Stories-I-Kept-the-Pounds-Off.html>

TAG Author Barbara Bowes announced that her book was just listed as a bestseller in her province of Manitoba, Canada.



Canaan's Oothoon by Donna Walker-Nixon

Canaan Watson is brash and daring. He believes himself to be the reincarnation of poet William Blake and that he is destined to find his perfect mate – his Oothoon – to create his new world order. As the women of Allard's Crossing, Texas are slowly drawn into his web, Bonnie, a tough grandma who's seen the likes of Canaan before, tries to protect her land, her friends and even her own granddaughter from his evil schemes, but is it already too late?

Publishing Industry In Flux

Self Publish? A Small Entrepreneurial Publisher? Not one of the Big Six Publishers? Eeewww – not for my book!!! How many of you have said or thought that? Now may be the time to step back and rethink those old attitudes and ideas.

New York Times bestseller, marketing guru, and author of the highly successful *Purple Cow*, Seth Godin vowed recently to never again publish a book traditionally. Godin stated in an interview with Media Bistro, "I like the people, but I can't abide the long wait, the filters, the big push at launch... I really don't think the process is worth the effort it takes to make it work."

Godin went on to say that he can reach as many as 50 times more readers through electronic distribution, but was not sure what form his writing would take. Godin has previously authored 11 books.

The move is a significant one that signals a changing landscape in the publishing industry. While traditional publishing was once the way in which you made money as an author, it has become a limiting factor in the careers of some authors like Godin.

Many authors described by big publishers as "midlist" have a history of selling well and could easily carry that success over to

self publishing where they can leverage larger cuts of back-end sales without dealing with the delays and other headaches associated with traditional publishing.

But self publishing isn't just for the highly successful writer. More often, it's a great way to increase your visibility and jump start your professional success.

One of those for whom self publishing was absolutely the right move to make is cookbook queen Paula Deen. And her story is an interesting one.

Paula Deen published her first cookbook, *The Lady & Sons Savannah Country Cooking*. She paid \$20,000 to publish it and sell it in her restaurant. It was an old fashioned book with a simple, plastic comb binding.

Despite what some would rightfully call a "plain" and unspectacular book in terms of presentation, it caught the eye of a Random House editor visiting from New York. The editor took Deen's recipe book back to New York and later offered Deen her first publishing contract.

The contract with Random House, a very well known traditional publisher, was the foundation of her success and one of the things that propelled her to host three Food

Publishing Continued...

Network shows: *Paula's Home Cooking*, *Paula's Party*, and *Paula's Best Dishes*. Now, Paula's media empire includes a magazine, three TV shows, numerous books, and guest appearances on many other shows, making her a household name.

Though these two authors may hold different views of traditional publishing, it stands to reason that they can agree on one thing: an alternative method of publishing was the right thing to do to help their careers.

Whether you are Godin hoping to expand your success beyond traditional publishing or Deen who has self publishing to thank, in part, for starting her career,

you should realize that alternative, non-traditional publishing can have tremendous rewards.

Ideas of what the publishing industry has to offer authors are getting muddier every day. More publishers are becoming a mix of traditional and self publishing that offer creative options. This has resulted in authors receiving generous royalty percentages and more control. It also allows an unknown author the opportunity to build an audience. Don't assume that there is just one way to get your book published and launch yourself into a big time writing career. Check out all the paths available and keep your options open.

Publisher's Corner: **Used Book Sales**

We're asked quite often by authors, both ours and those of other publishers, why their book is for sale 'used' online so quickly after its official release. This is an important question because authors do not receive royalties on used book sales.

In truth, many of those used book sellers on Amazon and other online retailers aren't actually selling what we think of as 'used' books. Most people assume 'used' means previously owned by a reader. But many of these sellers are actually retail stores buying a discounted new copy of your book and then reselling it 'used'. Before you scream 'unfair', you have to understand that on these discounted new copies, the author still gets a royalty so in reality you were paid when the original was purchased - but after than it may change hands many times.

The used book market consists of many types of 'used' books from heavily discounted books that are not previously owned, to excess inventory that was bulk purchased to advanced reader copies someone wants to get rid of and even to the 'used' book on your shelf that you have lovingly read a thousand times.

Used books are just part of the game and not a threat to authors because the whole idea is for people to read your books and become a fan and just one fan is worth their weight in gold as they will buy future 'new' books from you for years.

-Dee Burks

Action Items:

Ready Your Manuscript

TAG Publishing is asking that all aspiring writers dig out those manuscripts, polish them up, and enter them in the Great American Novel Contest 2010.

Contest guidelines state the work must be unpublished fiction with a synopsis of 750 words and the first few chapters not to exceed 7,500 words. TAG is accepting manuscripts in each of seven categories: literary, mainstream, young adult, science fiction/fantasy, romance, suspense/thriller, and historical.

One grand prize winner will be selected and awarded \$300, while first, second, and third place winners will be selected for each category and awarded \$75, \$50, and \$35 respectively. All category winners will also receive a written critique from the editors at TAG Publishing.

Upon completion of the contest and after all prizes are awarded, full manuscripts may be requested by TAG Publishing from some or all finalists. Based on the merits of each book requested, a publishing contract may be extended by TAG Publishing to the most outstanding authors.

Enter before October 15, 2010 to take advantage of the early bird \$25 entry fee. Contest deadline is October 31, 2010. For more information, visit our website at www.TAGPublishers.com.

-Liz Ragland