

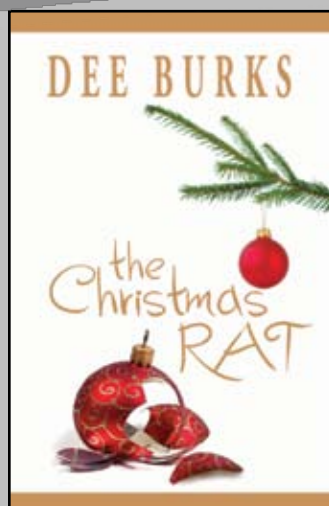


TAG News

Jennifer Busch's *All In My Mind?* became an Amazon.com bestseller on July 16, 2010, reaching #1 in 3 categories and #12 on the Top 100 list.

TAG Publishing will soon release *The Christmas Rat* as the second in their new line of fiction.

Jennifer Busch's *All In My Mind?* has received translation inquiries for the Korean and Turkish markets. Congratulations Jen!



The Christmas Rat by Dee Burks

Can the death of one rodent bring a family together? *The Christmas Rat* is a holiday novel that mixes humor, family, and the quest to rekindle a dying flame for a husband and wife. It is a humorous and heartwarming story of a family coming together to overcome hurt and learn to love again.

The Business of Books

Most people don't consider books a product with an expiration date on rented shelf space much like a loaf of bread, but you may be surprised to find that your favorite book has a lot more in common with groceries than you thought.

Just like your grocery store's produce can only sit on the shelves for so long, books can't last forever in your local Barnes & Noble or favorite retailer. Books obviously won't spoil, but if one languishes on the shelves, bookstores will remove it in favor of another that they hope will sell better. Most retailers want a certain amount of profit per square footage in their stores and books stores are no different so they must have product that sells.

Publishers have the option to rent space within a store to showcase their bestsellers or books they hope to be bestsellers. This gives them the optimum chance to sell large numbers and keep their books on the shelves a while longer.

Books that don't have strong sales get nixed, and usually quite fast. It starts to happen in as little as six weeks. Since the vast majority of these books are on consignment, the book store is given credit for any that don't sell. The unsold books

are then 'returned' to the publisher.

What's unfortunate about this, however, is that it's usually more expensive to return the books than it is to simply destroy them – and that's what happens to a vast number of books – they are shredded. When you walk into a book store and realize that anywhere from 30%-50% of what you see on the shelves will be shredded, it's a sobering thought.

What's great about our business is that we reject this sort of wasteful business practice. With the help of print-on-demand publishing, or POD for short, books are printed on a per-order basis, meaning a book isn't printed unless it has already found a buyer. That means no waste.

With electronic publishing poised to take off in the coming years, there will be additional help in eliminating more of the unfortunate waste currently in the industry. Products like the Kindle, Nook, iPad, and others don't rely on a printed product at all to put a book into the hands of readers.

One of the most common questions people ask us, is how books actually get put on sale at retailers. It's really very simple. Books go from publisher to distributor to retailer.

Business Continued...

The books you see in stores – or at online retailers like Amazon.com - get there because a distributor put them there. A few major distributors account for the vast majority of the books you find on shelves in your local bookstore and around the world.

The distributor is a wholesaler. They buy the books from the publisher at a big discount and then offer them to the retailers. This is no different than selling furniture, clothes, or cars to a retail outlet with enough room for all parties to profit.

The publisher sells books to a distributor at a discount, usually 20%-55% off the cover price. The distributor

then offers the books to bookstores who choose how much they want to discount the book. The author gets paid based on the price the distributor paid for the book so when you see a book discounted on Amazon or anywhere else, it doesn't affect the amount the author gets paid at all.

Once you really grasp the idea that books are products it becomes very clear why marketing is so important. Because literally tens of thousands of books are produced each year you must get your product (book) to stand out from the crowd and give it the best chance possible to hit that bestseller list.

Publisher's Corner: **Foreign Rights Explained**

After watching Jennifer Busch's *All In My Mind?* become such a hit on Amazon that she has received requests to purchase her rights for reprint from two countries (so far), I thought it might be a good time to explain just exactly what foreign rights are.

When a book is a strong seller and makes its way up a bestseller list, publishers in other countries take notice. It's one of the reasons we urge all of our clients to utilize our Bestseller Campaign because it can give your book that additional boost to get noticed.

Foreign rights are actually Foreign Translation Rights. They allow another publisher to translate, print, and sell your book in a foreign country.

The financial gain is typically not that great, usually amounting to a few hundred dollars per country back to the author, but it's satisfying to see your book translated to many different languages and sold all over the world. The Russian, Turkish, or Japanese version of your book is a special souvenir.

Rights have to be sold to different countries on an individual basis because when you use a US publisher, your book is only distributed to certain countries that have a large English language audience. This would include Canada, UK, and European Union countries. In order for the book to appear in another language, a publisher must purchase the language rights such as Turkish, Korean, or Spanish.

-Dee Burks

Action Items: Get Familiar With Your Key Message

When it comes time for you to do media interviews, first and foremost you should be sharing your key message. What exactly is your key message?

For all authors, your key message often includes the reason you decided to write the book. Usually the idea for a book comes from a personal experience or is the result of a vast amount of personal knowledge and insight on a subject. Included in your key message should be one to three key points that you want your readers to take away from your book.

For example, an author who has just released a book on overcoming debt may have written the book because they were once overwhelmed with debt themselves and want to help others who have the same issue. The points that the author wants readers to take away from the book might include 1) it's never too late to get out of debt 2) you have control over your own future and 3) that multiple sources of income will help you regain your financial flexibility.

For every author the key message will be different, but whatever it may be, it should be at the forefront of your thoughts when giving an interview. Without it being clear to viewers or listeners why the book is important to them, they will not act. This means they won't make a purchase, they won't read it, and your book will go nowhere.

TAG's Author School will help you refine your key messaging as well as train you how to best share this during the interview process to make the most of any and all attention you receive as an author.