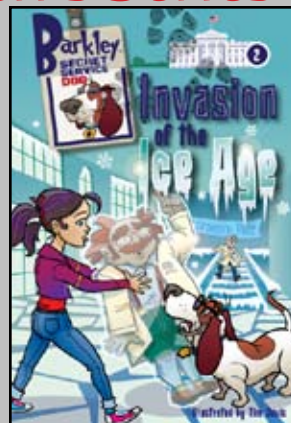
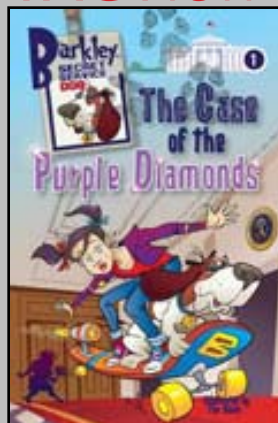


## TAG New Children's Series



### TAG News

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TAG Author School is scheduled for September 8-10 and will take place in Denver. Contact us at [info@tagpublishers.com](mailto:info@tagpublishers.com) for details.

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TAG's E-book Summer Extravaganza is going on now until mid-September with e-books available from \$2.99 on Amazon Kindle and Nook.

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Starting August 1st, TAG will begin taking submissions for the 2011 Great American Novel Contest. Check our website for more details.

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## TAG Summer E-book Extravaganza is Here!

During the hot and sultry summer nothing is better than sitting by the pool with your new e-reader and trying out some great authors. This summer, TAG authors are participating in a summer e-book marketing initiative. All of our authors, who have had books out for at least three months, are now offering their e-book versions via Kindle and Nook for \$2.99! Summer is prime time for electronic books as people travel much more and would rather take an e-reader than lug heavy books around. The convenience of an e-reader combined with the low price point gives them the freedom to try new authors.

It may seem a little counterintuitive to think that digital books actually help print sales but they do, and here's why. Many people will try an author in a digital format because its quick, easy and low cost. If they like the book, they will purchase a hard copy for themselves or as gifts. This is especially true of books in the self-help, fitness, business and financial categories because people like to refer back to these types of books and having to do so via an

e-reader isn't all that user friendly.

Summer is also the time that people love a great beach read so our fiction authors are experiencing tremendous sales during this time as well. One of our newest authors, Holly Patrone, just this week broke the top ten in the humor category for the Kindle version of her book, *Death is a Relative Thing*. She has been actively promoting her book via blogs, reviews, interviews and personal appearances and it's paying off!

One of the great aspects of e-books is that they can be largely promoted via the internet – no travel delays, no lost luggage, no waiting around at a book signing for people to show up. Social media is there to work for you 24/7 and smart authors use it to their advantage. Blog tours and blog reviews also go a long way in getting the word out. See our notes on blog tours in the Take Action section of this newsletter.

Authors these days have tremendous advantages over authors in the past in that they have immediate access to readers around the world on a daily basis – and its FREE!

## *Publisher's Corner*

# A Picture is worth 1,000 Sales!

In the children's book market, the value of illustrations can't be underestimated. We encounter authors frequently who have a children's story but don't really have an illustrator. Normally the publisher connects writer to illustrator but not always. Sometimes it comes along as a package deal but the writer must tread very carefully because art is truly in the eye of the beholder. There are times when illustrations just aren't as professional as they should be and there needs to be flexibility to ensure that the best illustrations accompany your story.

In the case of our newest children's book release, *The Case of the Purple Diamonds* – a Barkley Secret Service Dog book, the authors already had a relationship with the illustrator, Tim Davis. Tim is a very accomplished illustrator and his work is some of the best we have ever seen in the children's market. This has elevated the Barkley project well above other competing titles in its category and great illustrations can do that for a children's book author.

You can see the level of illustration available via sites like [www.guru.com](http://www.guru.com) where there are thousands of freelancers from around the world. You can view samples and contact the artist to ask questions. As publishers, we do this for our children's book authors if they don't already have an existing illustrator and this takes the burden off the author's shoulder so they can concentrate on writing more books!

Finding a good illustrator is not just about getting someone who can draw well, it's about working with a true professional to elevate your work well above the competition. If you have questions about the children's book market or working with an illustrator, you can email us at [info@tagpublishers.com](mailto:info@tagpublishers.com).

-Dee Burks

## *E-Book Extravaganza Continued...*

There are industry people who constantly keep touting the idea that digital books will kill print books, but that just isn't the case. The same chatter was heard when music videos came out – many people thought video would kill the radio star – but that didn't happen either. People like both formats and they will continue co-exist in the marketplace.

The market for e-books delivered via e-readers continues to climb growing more than 200% in 2010 alone. In 2002 ebooks did a mere \$2,000,000 in sales. Last year it was over \$900,000,000 with more than 90,000,000 ebooks purchased which doesn't include all the free electronic public domain ebooks that were shared among readers. Amazon is by far the biggest driver of the ebook industry with their Kindle e-reader and has more than 76% of the ebook market. The next closest is Barnes & Noble with their Nook device. The iPad is a distant third. Estimates are that 1 in 12 Americans currently own an Amazon Kindle so it is important to keep this in mind when marketing e-books.

It is helpful for an author to look at their ebook like a wonderful marketing tool. It gives you access to new readers instantly and opens the door to a world of lifelong followers and fans. While some 'old school' authors are a little unsure where the digital revolution fits in to their game plan, we feel that it is your ticket to more readers over the long term and more readers is what it is all about.

The TAG Summer Ebook Extravaganza runs from July 1 through Mid-September and with the first week under our belts, we have sold more ebooks in 7 days than we normally do in a month! This is due in large part to the cooperation and participation of all our wonderful authors! Thanks to you all!



## Action Items: Blog Tours

Since our article on social media in our last issue, we've received a lot of questions specifically about blog tours. Most people know how to blog, but when you do blog tour, you are offering to be a guest blogger on someone else's blog. This is a great way to reach thousands of people with your message in a very short period of time.

A blog tour is much like a traditional book tour in which the author would go from town to town meeting readers and making connections. But with a blog tour, the authors now go from blog to blog reaching out to that blog's followers and hopefully introducing the author and their book to readers they might not reach otherwise.

The toughest thing about a blog tour is finding the blogs you want to be on. You can search for blogs by subject matter via a Google search, then you can narrow results by visiting the blog and determining if your book might fit in with the other things they discuss. You also need to determine how many followers a blog has and only choose those that have at least 200 followers. The smaller blogs are easier to get on, but the larger ones obviously give you more

exposure so try to have a mix of blog sizes.

Another way to find good blogs to approach is if you notice another author doing a blog tour. Look and see what blogs they are guest blogging on as that might give you a short list of blogs to approach.

Once you find a few blogs that you are interested in, then you can email them. Let them know who you are and that you have a book, and are willing to do a guest blog. We advise authors to have a sample blog ready to send along if they want to see what you can do.

Some important tips for a successful blog tour are: mirror the tone and style of each individual for which you are submitting content. While the message you are offering may be similar, change it up a little for each one. Stick to your key message and resist the urge to ramble. Get your content in to the administrator well in advance – no one appreciates having to scramble at the last minute. Once your guest blog is up, come back every few days to add comments as their followers post responses. Last but not least, always thank your host and let them know you're available to blog again at any time.



## Author Interview: Dean Philpott

TAG Interview with Dean Philpott, International Bestselling Author of *Stop Wishing, Start Winning*.

**TAG:** How has writing the book changed your life?

**Philpott:** I had no idea the number of people who would walk up to me and say, "Dean, my life is changing because you didn't leave your music inside of you." Just today a guy pulled me to the side at McDonalds and said, "Dean, I've been reading your book and I'm looking at my life so differently now." I had no idea that my story was going to help so many people. Every day there's someone will call, email or just see me on the

street and stop and say, "Oh my God, I heard about your book, thank you, and I'm buying a copy for my children." I have so many parents over the age of 45 coming back and saying they want a copy for their teens and young adult children because the content of the book is so powerful. So it's just really wild. That's how it's changed my life. The amount of fulfillment I got from hearing that man this morning say to me how his life is changing gave me cold shivers. I keep asking the universe, "How may I serve thee," and I just believe that I'm giving back in the best way I possibly can.

**TAG:** What does it feel like to be a bestselling author?

**Philpott:** It's still surreal. It almost feels weird, I don't know these feelings, what is it supposed to feel like? I'm very humble about it, I don't go around shouting I'm a bestselling author, but I'm very grateful to all the people supporting me. I'm confident and proud, but not proud in a bad way. I feel like, wow, it really is possible to go out and create. Everything is so possible. It's that whole thing that I teach: we are infinite beings with infinite intellect and when we use it we really step up to the plate and call on our own potential because we all know we can do it. This is the reward. It's an incredible feeling. I went to dinner last night with my kids and a lady walked up and asked if I was Dean Philpott and she said, "I'm just reading your book now and wow!" That's all she said, "Wow." It was really cool for my kids to see this and be able to say to them, listen guys, you can do whatever you want with your life.

**TAG:** What has really surprised you the most?

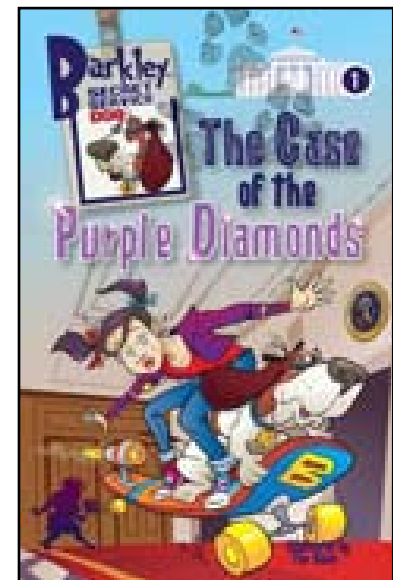
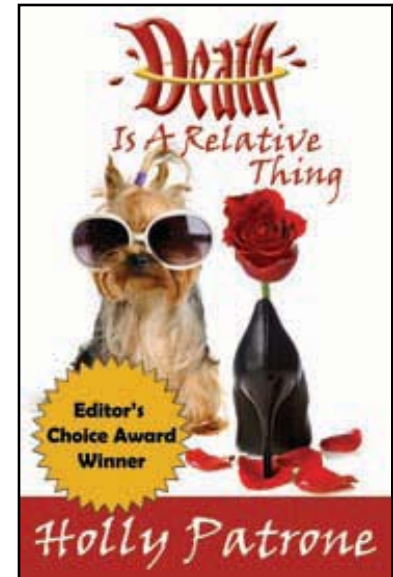
**Philpott:** I wanted to make sure this book was helpful to lots of different kinds of people. I don't think my subconscious really understood how I was going to help them. Of course, when you have people walk up to you and tell you how much they got from your words, now that's a surprise. I'm amazed by the number of people a person can touch with a book. It's just my story, my humble story, yet it has turned into a story that's helping people. I'd been sitting on this material for 10 years thinking, yeah whatever its not that big a deal, but it's totally changing the way my life is going. The other portion of the book that has surprised me is how many doors its opening. I've been invited to speak at the 2012 Western Canada Remax Conference in Victoria. I'm going to be doing some breakout sessions. If that goes well, they want to fly me to Vegas the next month to speak again.

**TAG:** What would you tell anyone who is right now thinking of writing their own book?

**Philpott:** I'd say, hey, listen, why don't you look at yourself in the mirror and ask what is stopping you? You have to make this happen. Anyone who's successful in this life is doing what they love to be doing. I think getting out and serving people is ultimately what we all want to do – it is absolutely what I want to do. You've already started the book because you made the decision, now you have to act. That's the paradigm thing where they think that maybe their story is too ordinary. That's when they need to call people like me. I'm just a totally average guy, but my experience is touching people's live and yours can too. It easy to discount what you have been through in your life, but it can help a lot of people. The average person has the same energy flowing through them as any well know author. I believe there's a story in every person but you've really got to look at yourself in the mirror and ask what you want to give. I think it's all about helping people. That's what books are about. I didn't realize that before this book. It's all about service to other people. Now my creative juices are flowing. I've started another book and it's very spiritual and I feel there are so many people who will be able to relate to it as well.

# Author News

Congratulations to Holly Patrone, author of *Death is a Relative Thing*. She recently cracked Amazon Kindle's top ten sales for humor. Way to go, Holly!



*Barkley Secret Service Dog: The Case of the Purple Diamonds* will be featured in Tots to Teens magazine this fall.