

TAG Bestsellers



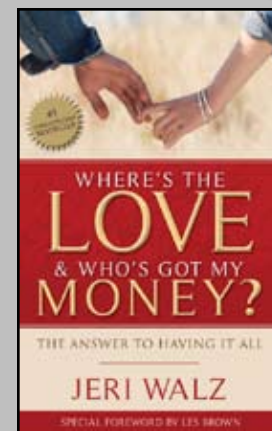
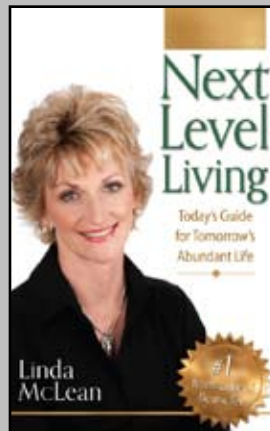
TAG News

Our fall 2012 Author School will be held in Atlanta, Georgia. More information on page 2.

Congratulations to Linda McLean, John Svalina and Jeri Walz, our most recent Amazon.com Bestselling authors!

TAG Publishing will attend the Northeast Texas Writers' Organization Conference April 27 and 28. Learn more about it at www.NETWO.org

Our distributor, Ingram, reached an agreement with independent UK book seller, Foyles. All TAG Publishing titles will now be available in the UK via Foyles.co.uk as well as many other UK book sellers.



Slide into Summer!

We have had a wonderful spring so far and are looking forward to a very fast paced and lively summer! Our authors just finished the March Kindle Promotion of their ebooks and it was very successful. Of course, now that the Department of Justice is suing Apple and a few major publishers for price fixing ebooks, we have been getting a lot of questions about it.

There are many sorted details of the back and forth with charges of price collusion toward legacy publishers and strong arming toward Amazon. But in our minds none of this matters for what we are accomplishing. When markets are in flux, and the big wigs are all suing each other, it offers significant opportunities for authors and small publishers to get ahead of the game. Ebooks are an ever growing part of the business and something we plan to regularly offer promotions on because our authors care about one thing – getting more readers. Even if you offer an ebook for free for a day or two, that's hundreds or even thousands of readers who are being exposed to your material.

For our nonfiction authors, that means more people knowing who you are and what you have to offer in the way of workbooks or other products, or in your business. For fiction authors, it means being able to grow a world-wide fan base in a short fraction of the time it used to take just to grow a local base – and it is much more cost effective!

More than 50 authors' ebooks were promoted during the month of March. They each offered their ebooks for free for 5 days. Here's a quick rundown of some of the highlights:

- Most downloads by a nonfiction author: 9,100
- Average downloads by a nonfiction author: 780

The number of downloads is directly proportional to the type of book. For example, financial books and health/fitness books tend to have more downloads than personal development.

- Most downloads by a fiction author: 25,900
- Average downloads by a fiction author: 2,500

Slide into Summer! Continued...

We actually had two novels that were downloaded more than 25,000 times. Here again, it is largely dependent on the type and category of book. Many Kindle owners use their Kindles for mostly fiction while still preferring to buy most non-fiction in book form.

We feel that ebooks have the potential to be used as a great promotional tool for the print version of a book as well as for future books or products by an author. No matter what lawsuits fly back and forth, we will continue to encourage our authors to take advantage of all the opportunities available to get their name out there and grow their business because that is really what it is all about.

Action Items: Atlanta Author School

Author School was created to teach new and existing authors how to market themselves in the most cost effective way possible. Once your book has been written, the task of getting it out to the market can be daunting, not to mention expensive. This 3-day intense marketing seminar provides a launching point to ensure your book gets the maximum exposure possible.

Author School includes instruction on how to:

- Conduct a Bestseller Campaign
- Create Key Messaging
- Understand the Media Viewpoint
- Write Effective Press Releases
- Use Book Trailers Effectively
- Find Free Media Leads
- Build a Business Around your Book
- Interview like a Pro
- Coordinate Blog Tours
- Use Social Media to Sell Books

We currently offer Author School twice yearly, once in the spring and once in the fall. Spring Author School is always in Scottsdale, AZ but it is held in a different city each fall—this year, it's Atlanta.

It will take place October 11-13 at the Atlanta Marriott Suites Midtown. Remember, this is free for all TAG Authors, and you are encouraged to attend. If you'd like more information, please contact us at info@tagpublishers.com. Space is limited. Get the latest updates on Author School by visiting our Author School page on Facebook.

Your Second Book is Waiting

Many people relate the process of writing a book to the process of child birth. It's more work than you can ever imagine, but the rewards are very generous. The last thing on most people's minds immediately after giving birth is giving birth again, but that's exactly what the writer needs to be thinking about immediately after they "give birth" to their first book—producing the second one.

Whether you write fiction or nonfiction, it's imperative that you continue to publish your work to keep your name fresh in the minds of readers. For the fiction writer, writing a new book is essential to growing your fan base.

We recommend one new book per year, but that depends on a number of variables. Those variables include your type of book and target audience among other things. A book a year is what most readers want and even expect of you as a writer. They expect new material from you just as fans of music expect new albums from musicians.

Without that new material generating revenue and interest in you as a writer, your fan base slowly dwindles. A new book will give your previous readers reason to continue to seek you out and attracts new readers at the same time.

For the nonfiction writer, it's especially critical. A new book provides your business with a momentary boost by creating a new product for you to feature.

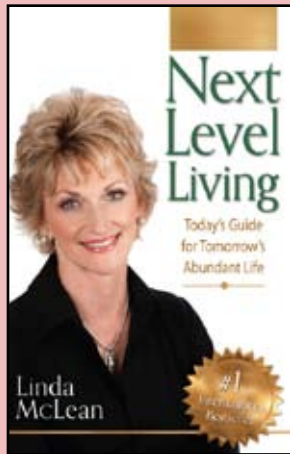
In addition to being a new revenue stream, it continues to solidify you as an expert in your field.

You have already learned all of the nuances of writing and publishing a book, so it will be much easier the next time around.

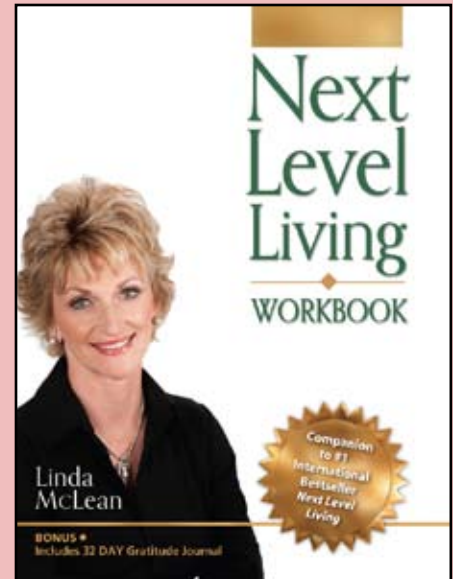
Speaker and coach John Maxwell has mastered the art of regular book production. Even if he doesn't release a wholly new book on a yearly cycle, he releases a new version of a previous book, with some new and updated material every nine to twelve months.

That is how Maxwell has written an astounding 60+ books despite being 65-years-old. He is always building upon earlier work and staying relevant with new and helpful material.

If you are thinking about your next book, we are available to help you brainstorm the possibilities. Please email us at info@tagpublishers.com.



Publisher's Corner: How Companion Workbooks Add Value



The companion workbook by definition is a thin, paperback textbook filled with practice problems and exercises that invite the reader to write directly in the book. They add value and are relatively easy to produce.

Workbooks are great for adding structure and order to what may be very complex ideas, which is a great help to the reader. Beyond that, they make financial sense for authors to produce in conjunction with their standard nonfiction book.

Workbooks are another revenue-generating product to offer. Back-of-room sales are a big part of the return you will get from your book. If you are arranging speaking engagements, like we advise every author to do, then you are already going through the effort of selling books by hand this way. So why not sell two books instead of one?

Apply that same thought to your website, to your Amazon sales, a blog tour, and all other sales outlets. You have the choice to sell one product, or with minimal effort, two products.

Workbooks present the opportunity to offer seminars and classes. Along with back-of-room sales, a workbook will make you the perfect candidate to personally lead a series of seminars based on the content of your book. The activities would be built into the workbook, and you would merely guide your attendees through the workbook explaining in further detail the main ideas.

The amount of work required on the author's part to produce a workbook is minimal. The material is so closely related to what you have already produced, that little more than some further explanation of your main subject matter and providing pertinent questions is all it takes. By combining some questions meant to stoke thought and action, you have added tremendous value to your book while producing something that will generate a financial return.

Linda McLean's workbook is a shining example of how book content can be used to create a professional and profitable workbook. Her workbook cover is carefully coordinated with her

book cover as you can see above. Likewise, the interior matches, with many of the same illustrations, fonts, and general layout cues.

Here's what Linda had to say about producing her companion workbook:

"Like so many other authors writing in the personal development genre, ACTION is at the core of my book's message. Therefore, when I published my book, it was clear to me that a companion workbook would be the perfect addition to the reader's 32-day journey to simplifying success in all areas of their life. Reading about how to create the life of their dreams is a wonderful thing. But when you give your readers the gift of action using a companion workbook, and transform those words on the page into the real life achievement of their goals each day - you are crafting a truly special experience for them. Creating a companion workbook was one of the best decisions I made as an author. I highly recommend it as a way of adding value to your next book!"

Interview: #1 International Bestselling Author John Svalina

TAG Interview with John Svalina, #1 International Bestselling Author of *Set For Life*.

TAG: How does it feel to be a #1 International Bestselling Author?

John: It's a feeling of satisfaction and accomplishment. It's something that nobody can ever take away from me.

TAG: What was the response of local media, family and friends once you achieved this milestone?

John: Response from media was very strong and inviting. After I sent out a news release, I had three TV stations (one local and one national), four newspaper and magazine publications and two morning radio shows call me within two days. Right now, I'm preparing to appear on a prime-time national personal finance show on CTV.

My family and friends are very excited and happy for me, and I've also noticed that some

of my colleagues and clients look at me somewhat differently now, perhaps in a more dynamic perspective.

Many of my existing clients who are already strong advocates have sent me cards and gifts to congratulate me.

TAG: What do you think contributed to this level of success?

John: Having Dee Burks at TAG Publishing as my coach and mentor was of fundamental importance. Also, attending Author School was great in helping develop a plan of action. The structure of having an outline and timeline, and scheduling time each week consistently for writing helped tremendously. In addition, having a strong marketing and Bestseller Campaign strategy, and enjoying the journey all played a role.

TAG: What would you say to an author contemplating attending Author School?

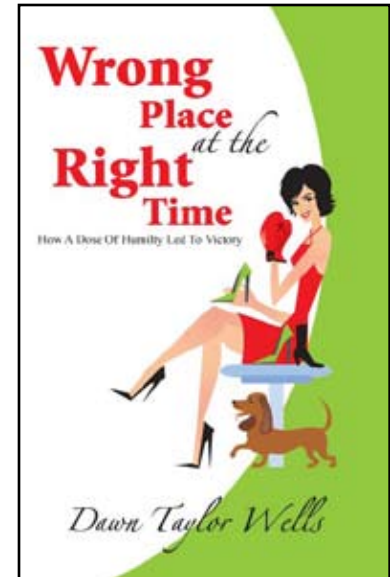
John: I think it's a non-negotiable must-do. The insight it provided was invaluable, and it was a strong catalyst to accomplishing my goal.

TAG: How do you feel about your relationship with TAG Publishing?

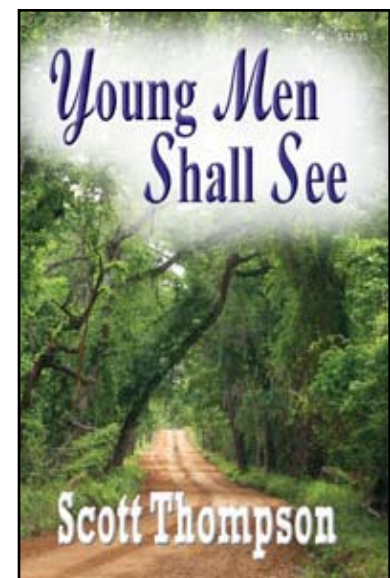
John: Dee and her team are true professionals. They're trustworthy, very competent, reliable, diligent and engaging.

Working with Dee was an absolute pleasure. She cares a lot and made what most would think is an overwhelming challenge a manageable, meaningful and enjoyable journey.

Author News



TAG is proud to announce the release of Dawn Taylor Wells' debut book *Wrong Place at the Right Time: How a Dose of Humility Led to Victory*.



Scott Thompson's debut novel *Young Men Shall See* is now available at all major retailers. This Southern Gothic coming-of-age tale is a must read.

