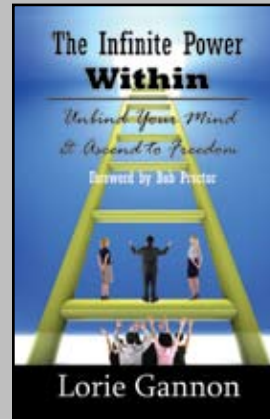


## TAG New Releases



### TAG News

Author School in Phoenix was great! Meeting our authors was long overdue. Thanks for joining us.

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Anyone who couldn't or didn't attend in Arizona, you are invited to the next Author School. It is scheduled for September 8-10 in will take place in Denver. Contact us at [info@tagpublishers.com](mailto:info@tagpublishers.com) for details.

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Congratulations to Dean Philpott, our latest International Bestselling Author!

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## Social Networking Your Way to More Sales

Social Networking via Facebook, Twitter and many other sites is an invaluable tool to promote your book, but its impact isn't always positive. Here are a few things every author should know in order to cash in on social media marketing and avoid some of the pitfalls.

There are many ways to promote your book online. Some of the basic tools we urge authors to utilize are a personal website, Facebook, Twitter, and your own blog. These tips apply to all of these and highlight some common mistakes including:

**Being too passive.** The purpose of any type of social networking or blogging is to connect with your (potential) fans. If you never make mention that you're an author, you have a book for sale, or that you're not just the average Joe posting to your Facebook account, no one will think you're anything special.

If users know that you're an expert who has published their own book, you're more credible than others who might be contributing to the same online community. This is especially true if your online

community is related to the industry that your book is about. Of course, you don't want to mention your book all the time but something as simple as using your cover as your profile picture can convey your expertise without being pushy.

**Being too aggressive.** If you're ending every blog entry or Tweet with the sentence, "I should know, I wrote [insert book title here]," you run the very real risk that others will label you the Jerk Always Pushing His/Her Book. You want to provide value based on your expertise, not just tell everyone how wonderful you are.

A good way to add value is to use links in your post to interesting articles and comment on them. Or you can take a subject that is trending and comment on it. For example, if you have written a book on addiction, you can use something like the recent happenings with Charlie Sheen as an example to comment on the behavior of addicts or how to deal with someone who has those issues.

**Marketing to the wrong crowd.** Many authors spend time on various forums and

## *Publisher's Corner*

# The Right Time to Publish

In the professional world, it's been said that a person maxes out their earning potential when they reach their middle age years. It's that period of their life when experience is blended most favorably with youth – or at least that's the conclusion one can draw based on earnings alone.

The publishing industry offers people who consider themselves “experienced, well worn, and broken-in” a chance to share their knowledge with the world, but often older authors can be intimidated by the process. There are many well-known authors who didn't write their first book until their middle age years or even later. If you are contemplating your first book, don't be intimidated because your experiences are invaluable and can provide much needed instruction and inspiration to many readers.

If you are still a little unsure, maybe the names of the following authors – who didn't hit it big until after they were full of life experience – will change your viewpoint:

Zig Zigler was 49 when his first book hit the market. Has since published nine books the most recent in 2009 at the age of 83.

Napoleon Hill, whose book *Think and Grow Rich* is one of the best selling books of all time, was 54 when that book came out. It was his third having had his first book published at the age of 45.

J.K. Rowling, creator of the world famous Harry Potter books, was 42 when her first book was published.

Laura Ingalls Wilder was inspired by her daughter's writing career and began to write in her 40s. She enjoyed moderate success as a writer, getting a regular column and editorial, but she was in her 60s when fame called thanks to her series *Little House*, on which the popular TV series was based.

Don't wait to add your name to this list. Age is a wonderful asset for an author – use it!

-Liz Ragland

## Social Networking Continued...

chat groups but you must be careful which groups you choose. Spending time in a community unrelated to your book is like spending ad dollars chasing consumers who won't be interested in your product. Women's clothing retailers wouldn't advertise in *Men's Health* magazine and call it wise, and this has to be your mindset.

Anyone worth their retainer fee in the ad industry will tell you to have a target market and to know that target market. A defined target audience will guide when and where your advertising dollars are spent because you want to market to those who are most likely to get you a return on your investment. Social media is the same way, but think of it as spending your time instead of your money.

Even if you do a wonderful job subtly informing hundreds of users that you have a real estate book, it likely won't do you much good if all of those users are contributors to an automotive enthusiast message board. Join groups, blogs, fan pages, and websites that pertain to your industry and become a regular contributor to the discussions to gain a larger, more targeted fan base.

**Abusing direct messages.** Many social networking sites allow you to send direct messages to “friends” in much the same way you address an email to several contacts. If you are repeatedly sending sales pitches to your contacts, you run the risk of being “unfriended” or the more polite, but all-the-same-in-the-end, “hidden,” which means they no longer see your activity.

Offer your contacts helpful tips in a blog or newsletter, which contains a link to your book on sale at Amazon or your website. When readers think you are offering advice as an expert, they are more likely to take action, like reading your newsletter, and thus more likely to see your book.

**Getting too personal.** No one, likely not even your biggest supporters, want to hear about how you have the flu, that you just walked your dog, or that your father-in-law is on his way over, not unless there is something interesting, funny, insightful, or otherwise amusing about the updates.

If you wish to share these details with family and close friends, it would be advisable to set up separate personal and business accounts. The business account, though it should not be solely business-related, should appeal to the broader audience.

In the end, authors should not shy away from social networking or online promotion out of fear they will do or say something wrong. Just keep these few tips in

# Action Items: The Perfect Book

Through the years we've written and published many books at TAG Publishing. It is a joy to help authors get into print, and we wish we could boast a 100% completion rate for all books, but sometimes the projects never make it that far due to an unlikely obstacle – the author!

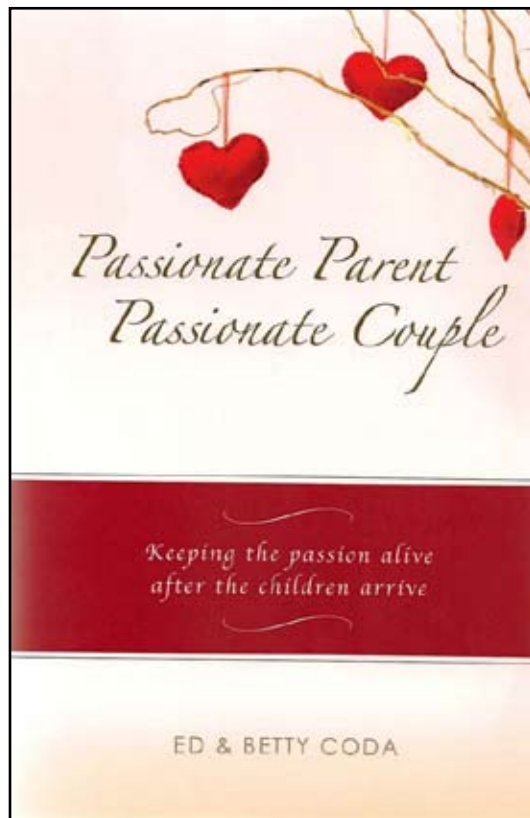
Some of our authors, a limited few, will reject full drafts again and again, continually want to incorporate new ideas and lessons into their book, and have us revise and edit and revise again. This can go on for years and, in some cases, has gone on for years.

We have enough experience to know that this has nothing to do with the quality or content of the material in their book. Often the real issue is that they are afraid to put the book out there and that can manifest itself as a perfectionist mindset. There

are many reasons this can happen and those reasons are unique to each author, but for these few, the end result is the same: the project enters an endless cycle of write, revise, repeat.

Getting past this fear can seem insurmountable, but it's not. You have to realize that your book is a reflection of where you are as an author right now. Yes there will always be books that are more perfect than yours, or that sell better than yours, or that contain different concepts than yours but they won't overshadow what you have accomplished by having the courage to write your book and release it. Don't let yourself fall into this 'perfection mindset'! Write that book, kick it out of the nest and let it fly!

-Dee Burks



Ed and Betty Coda, authors of *Passionate Parent, Passionate Couple: Keeping the Passion Alive After the Children Arrive*, took part in an author interview to discuss the experience of writing a book and becoming bestselling authors.

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## Author Interview: Ed and Betty Coda

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

Betty: Writing the book has given me confidence, improved my self-image, and made me believe that I have something worthwhile to give the world. It also got Ed and I to dialogue again after a long time of not communicating on such an intimate level. It strengthened our relationship and we are more in love than ever.

Ed: When I think of our book being out there I still can't totally believe it. But when I hear comments from people about parts they liked or how it made them laugh and cry, I get a surge of "Oh my God, we did it!" I feel a certain air of confidence because of the credibility that being a bestselling author gives me. It is still not automatic however, so I don't yet see myself as being "changed" although I know I am when reminded!

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

Betty: It is thrilling, heart-bursting, and heart-

# Author News

pounding. It makes me stand up straight, proud, and confident. Author School taught us how to speak in difficult situations when we have to think on our feet. I feel like I'm floating on a white, fluffy cloud.

Ed: For our type of book which is very self revealing I feel almost naked when people say they have read it. It's actually a little scary because it's almost like they don't like you if they don't like the book. However, everyone has told us they like the book! That aside however, when I realize we are bestselling authors I feel security, a sense of accomplishment, amazement and a sense of credibility all at once. People perk up and take us seriously and it is really fun to talk about our book and amazing to see their reactions.

**TAG: What were the biggest surprises about becoming a bestselling author?**

Betty: The biggest surprise was that becoming a bestselling author was in our hands and the hands of our friends. There is a concrete formula for making it happen. It was still a miracle to watch it unfold. It is actually fun to watch where it is ranked each day.

Ed: It has been amazing to see how people are attracted to you. Even people we have known for a long time seem to put you on a pedestal. It has made me more conscious of being at my best with Betty and knowing that I have to get out of the "blah's" more quickly because we are sort of living in a glass house. I know I have to live what I preach and now it is in stone!

**TAG: What would you tell anyone considering writing their own book?**

Betty: Contact TAG Publishing – services like full media kit, amazing cover design, marketing help, and ghostwriting totally make everything possible.

Ed: Do it. Make it happen for you and do whatever it takes for you to get it done. We talked about writing a book for almost 20 years but until we made the commitment to hire a ghost writer it just never happened. I really regret that it has taken us so long. If you are self motivated and want to write, edit, publish and promote it yourself more power to you, but ask yourself why you have not done it yet? If you are like us then make the commitment by making yourself accountable to someone else to push, prod and poke you through the process! When you see your book listed #1 it is mind boggling. It is so exciting and you rapidly forget all the work that goes into it because it all becomes fun!



Dean Philpott, author of *Stop Wishing, Start Winning: The Average Person's Ultimate Guide to Creating an Extraordinary Life* is our latest Amazon International Bestselling Author.



Danny Lyon, author of *The Colour of my Undewear is... BLUE! Exposing Yourself for Success*, recently became an Amazon.ca bestselling author.

