



New TAG Release

Coming in April!

Jennifer Busch

All In My Mind?

Author Jennifer Busch has experienced adrenal fatigue and now exposes the truth through her own journey of pain and triumph over this devastating syndrome. The search for solutions can be long and lonely but Jennifer encourages patients to preserve and take back their lives from these haunting and elusive ailments.

TAG News

Looking forward to Author School in April.

More than a dozen authors will be flying in from around the world to attend.

TAG author Warren McClenagan, interviewed by Jon Mark Beilue, will appear in the Sunday, March 28th edition of the Amarillo Globe-News.

See our recent media interviews in our "TAG in the NEWS" page of our website located at www.TAGPublishers.com

Freebie Marketing 101

"Out of sight, out of mind." Some authors can feel that way after their books arrive. What's next? If you aren't using the Internet and your website to increase your book's exposure, you're leaving money on the table.

There are many ways that you can harness the Internet's power to make people aware of what you do and make them customers. It's common knowledge, whether you are a plastic surgeon, bestselling author or a consultant, that customer acquisition is far more expensive than customer retention. Newsletters are a great way to keep your book, products and services on your customers' minds. When we say 'newsletter' we are referring to an electronic rendition and

includes what some people refer to as small 'ezines' so don't let the terminology confuse you. They are both about consistent contact and information flow to your database.

It's important to understand that reminders of your existence aren't just for past customers. A newsletter will help with new customer acquisition as well. E-newsletters can be passed along in seconds, and act as viral marketing and word-of-mouth advertising among your clients and fans. When they arrive in an email inbox, it takes just a few clicks of the mouse to forward the newsletter, or the URL to it, on to a friend who could potentially be a new customer. This is much more effective than advertising because it is delivering quality content

and allowing the customer to become familiar with who you are and what you can offer.

An advertisement is gone in seconds and is typically viewed skeptically by the general public. Most people feel advertising is biased and unreliable, whereas your newsletter is full of quality facts and helpful information. It's more detailed and leans more toward journalism than sales copy and that is key.

Blogs are another inexpensive, but effective, marketing tool that can result in a sales boom for your book. In just minutes, any author can post a blog of just a few hundred words on a topic of interest that attracts readers and boosts your exposure in the process. Blogging as

Publisher's Corner Nonprofit Promo

Nonprofit organizations are faced with the difficult task of soliciting funds from the general public. This is a challenge not only because they are asking for charitable donations, but also because the marketing for this task can be expensive and intimidating.

Every nonprofit has to promote themselves in order to increase the organization's exposure and chances of reaching potential donors with the message of their cause, but they often don't have the funds to blanket the media with advertising. That means they must make the most of the dollars they do have for maximum gain.

In this respect, a book can reach hundreds

of thousands for just a fraction of what it would cost for one national primetime TV ad. And that book can get the organization profiled on national talk shows, interviewed on national media and given free exposure in a thousand different ways that the organization could never afford.

When a wider audience of potential donors becomes aware of your organization and what your goals are, the odds of gaining larger donations rise. Producing a book that explains what you do and why, can tug at the heartstrings and open the pockets of donors around the world.

-Dee Burks

Freebie Marketing 101 Continued...

the expert in your field will allow readers to see that's precisely what you are. Done right, you will develop a long list of readers who will be long term customers.

Blogs by their very nature are casual conversations and allow you to build a relationship with the public without doing so on an individual basis. Your blog will allow you to forge relationships with hundreds, even thousands of people, all at once.

Both newsletters and blogs boast amazing measurability. Since both can be posted to your web site, exact statistics on page hits can be counted, individual visitors tracked, and even the length of time spent reading the page can tell you how

effective these tools are for you. Blogging software is free and can even support advertising and other revenue generating opportunities that add to your bottom line.

A newsletter can be simple text laid out in a cost effective program like Microsoft Publisher and distributed at no cost through the use of your email client. They may also be posted on your web site creating a virtual library of information for your customers. Authors can benefit tremendously from these tools as a way to promote themselves to a whole new market for FREE - so don't overlook them.



Action Items: Give Your Book Purpose!

The absolute first step when writing your book is to clearly define what it is you want that book to accomplish. Do you own a business that you want to grow? Do you want to leave your current job and create a new line of work? Do you want to achieve major media exposure and get a radio show or television show? Do you want to become a guru and hold seminars across the country? Many

would-be authors set out to write their book without knowing what they want to get from the project other than sharing information, telling their story, and other vague goals.

The time and financial demands of writing your own book should net you some kind of profit in the end. Those may be from ancillary sales or even a lifestyle change, but there should be something

positive that comes from the process. Non-fiction books should always have a purpose for the author beyond a story.

This may mean that you plan for your book to direct readers to programs, services, or courses you offer based on the concepts in the book. It may mean you write to touch on a particular segment of the market that will boost your ability to get on the speaking circuit. Or you

may wish to use the book to discuss high profile controversial issues to gain media attention that will result in increased exposure for you or your company.

Whatever your final goal, it should be clear, achievable, and serve to produce a profit.

-Liz Ragland