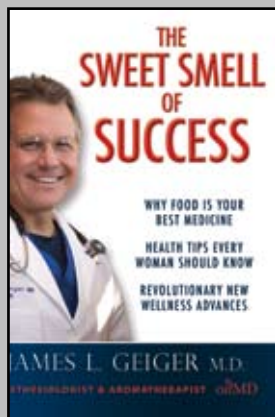


## TAG New Release



### TAG News

Tag Author School is coming LIVE to Scottsdale AZ March 3-5! See page 3 for details.

Tag Publishing recently inked a deal with Gilbert & Taggart Entertainment Properties, LLC to publish a series of three children's books for their Barkley, Secret Service Dog series.

Welcome to new author and winner of the Editor's Choice award in TAG Publishing's Great American Novel contest, Holly Patrone. Her book, *Death is a Relative Thing*, will be slated as an early summer release.

TAG is looking for submissions for its humor, fiction and non-fiction lines. For submission guidelines email [info@tagpublishers.com](mailto:info@tagpublishers.com).

## Winds of Change

We've received a lot of questions these past couple of months as people have heard of the coming demise of Borders and the recent bankruptcy of H.B. Fenn, the biggest book distributor in Canada. Borders is facing bankruptcy, has lost many senior executives and recently received notice that it is in danger of being delisted by the New York Stock Exchange. H.B. Fenn has for thirty years been one of the most trusted names in Canadian book distribution, but no longer can make ends meet. It seems almost every day there is more bad news around physical bookstores and traditional distribution, so what does this mean for the future of publishing?

Well it may not be a popular opinion right now, but I think it is a good thing. The publishing business is changing tremendously and FAST! Just over the last three years electronic books and media have all but taken over and there is no stopping it – and why would you want to? New technology is making it easier than ever for authors to get their books into the hands of the public and that is what

publishing is all about. It is not a charity to keep big time publishers in business – it is to make authors wealthy and allow them to reap the benefits of their work.

What we have called 'traditional publishers' basically try to pick books they think will be runaway bestsellers otherwise they can't afford to take a chance. This means new and developing authors stand almost no chance of ever getting into that system and even if you do, who's to say that five years from now you will even have a book store to sell that book in or that you will ever make much money?

The electronic age fixes a lot of long standing issues that have existed in publishing for over 100 years. There is very little cost to ship a product when it is printed through the print on demand system or delivered electronically. There is no warehousing. No destruction of the 50% or more books that don't sell on the book store shelves. It is an efficient and cost effective way to deliver information as more and more consumers want their books instantly. It also offers a new 'green'

## Action Items

# Tips For Successful Blogs

An established platform always makes your book easier to sell. A platform – be it a radio or TV show, a syndicated newspaper column, a web site, or a blog – is a line of communication with an audience that seeks you out.

Not everyone has a radio show, routinely appears in newspapers, or hosts a TV talk show, but everyone can sign up for a blog and get started with no financial investment because the software is free and all you need is an email address.

With that in mind, here are some tips to create a successful blog that will establish a connection with an audience you can later market to:

- Make your blog attractive. Don't just pick a template and get started. You have one chance to make a first impression, and it needs to be a good one. Think about what your audience will find attractive, but keep functionality in mind too. Some column widths can make reading more difficult and plan for photos and illustrations if you think you will be using them often.

- Network to build an audience. The internet is a two-way street of communication, so build up your profile and take an interest in what others are doing. Don't expect everyone to flock to you. Real world etiquette rules apply online: don't only talk to those who talk to you first and risk looking self-involved.

- Your numbers don't matter. Of course we'd all like 2,000 unique visitors per day, but that takes time to build. If you never provide interesting, insightful, helpful blog posts on a set schedule, you'll never get there. Focus on your content in the early stages. New posts should come at regular intervals and provide the reader with enough quality that they will return to read more.

Keeping up with a blog isn't hard but it does take time. Think of it as your way to build a fan base that will keep coming back for years to come and the best part about it is – it's FREE!



## Winds Continued...

option for consumers who don't want to have to store a large library or get rid of old books.

It still takes some money to get a quality book on the market be it via print or electronic means. The costs are in finding a writer or writing coach to help you produce a quality product, professional quality cover and layout design, and professional editing. These costs are standard but the savings offered by lower delivery and elimination of other costs allows authors to gain a much higher royalty which means more money once costs are recouped.

The opportunities are endless for new authors and now is the time to get your idea out there working for you! Contact us at [info@tagpublishers.com](mailto:info@tagpublishers.com) for more information.

## Publisher's Corner

### Kindle Pricing

Another question price you will sell more that has been asked a couple of times this month is why we price our Kindles at \$9.99. We price all of ours at this rate because Kindle offers two programs for their electronic format, a 70% royalty and a 35% royalty. In order to get the 70%, you must price the Kindle book at \$9.99 or less, if you want to price it any higher then it automatically receives the 35% rate.

There have been several very public arguments between publishers and retailers like Amazon.com over ebook pricing, but I have to say that I agree with the lower pricing. The cost to deliver is very small (usually less than \$.25) and it just doesn't make sense to charge the same price as the print version when no printing or physical delivery is involved.

You can immediately see that in order to get the same back end revenue as the 70% option, you would have to price your Kindle at around \$20 and the truth is that the public just doesn't want to pay that much for an electronic book. At the higher price sales will be low, but at the lower price you will sell more copies. As electronic books take over the market it adds to the revenue that authors currently receive and has the opportunity for their information to be read almost instantly around the world. The lower pricing/higher royalty rate is a win for everyone.

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# Write Your Way to Wealth!

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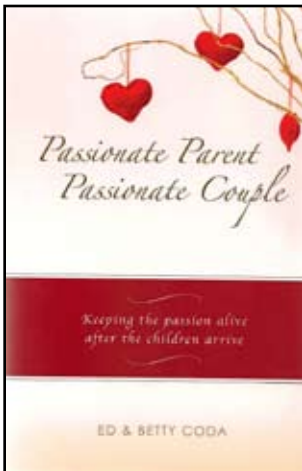


TAG Author School is offering you the opportunity to attend their live event in Scottsdale, AZ March 3-5, 2011 at the Scottsdale Old Town Marriott!

An interactive, action filled, 3 day workshop, TAG Author School gives you the tools and techniques that are vital to promoting yourself and your business. If you have a book you are working on or even if you have only thought about writing a book, this workshop is for YOU!

Listen to what other authors are saying about TAG Author School:

*"We never imagined that we could be #1 Bestselling Authors. But with the TAG Bestseller campaign, it became a reality. In only six hours we saw our book skyrocket to #1 in Parenting/Childcare and #1 on the Movers and Shakers list on Amazon.com. Now we can honestly say with integrity that we are #1 Bestselling Authors!" – Ed & Betty Coda #1 Bestselling Authors of *Passionate Parent, Passionate Couple**

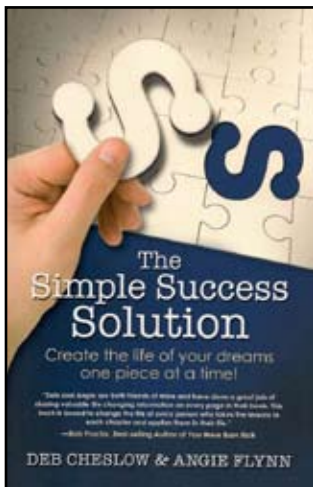


At TAG Author School we teach you:

- How to unlock the secret keys to unlimited media
- How to use our proprietary bestseller campaign to reach bestseller status
- How to implement key messaging techniques the pros use
- How to write an effective press release that gets noticed
- How to build a business around a book that will earn money
- How to use professional interview strategies and handle difficult interviews
- How to use professional speaker videos and book trailers
- How to get the most from Blog tours and social media promotion

Taught by experts in the field of media and publishing, TAG Author School is an opportunity that can't be missed. Regularly \$2995, this wonderful information packed seminar is being offered at the special rate of only \$499. Seating is limited at this price.

*"Attending Author School was one of the best investments we have made to date! We discovered how to use a variety of invaluable tools and techniques which allowed us to tap into the mindset of being bestselling authors. Additionally, we gained a wealth of practical information to assist us in promoting our book. Author School was a fantastic experience and we enthusiastically recommend it to all new authors!!!" - Deb Cheslow and Angie Flynn, Authors of the Bestselling Book, *The Simple Success Solution**



Whether you have thought about writing a book or already have one, TAG Author School will teach you what you need to know to manifest your ideas and create a new successful reality. You can reserve your spot today by going to our website at [www.tagpublishers.com](http://www.tagpublishers.com).

Now is your opportunity to Write and Grow Rich!

If you have questions please email us at [info@tagpublishers.com](mailto:info@tagpublishers.com)

[info@tagpublishers.com](mailto:info@tagpublishers.com)

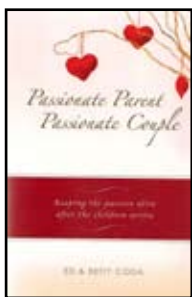
# Author News

January was a busy month and several of our authors hit the bestseller lists.



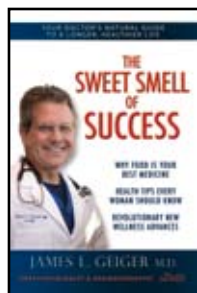
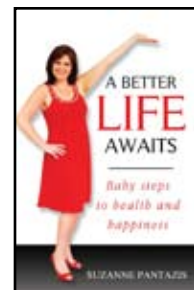
Deb Cheslow and Angie Flynn hit the top ten in their category on Amazon.com with their book, *The Simple Success Solution*. AS business consultants, their book helps people dig down and discover what they really want then takes them through the steps to incredible achievement. Congratulations ladies!

Charlotte Hankins-Martin spent some time on the bestseller list with her book, *Alphabetical Change*. Designed as a full color creativity journal, Charlotte uses 26 different mental cues to get users started creating their goals. Congratulations!



The stars for January were Ed & Betty Coda and their book, *Passionate Parent, Passionate Couple*. This book is HOT! As it shows couples how to be better parents while still keeping that spark alive as a couple! Ed & Betty zoomed to the top of the childcare category on Amazon.com in only a few hours during their bestseller campaign. We've only had their kindle version up for a few days and they are already seeing swift sales in that arena as well! Congratulations to our newest #1 bestselling authors!

Suzanne Pantazis, Bestselling Author of *A Better Life Awaits*, was the keynote speaker at the Rocky Mountain Health & Wellness Expo! Way to go!



Dr. James (Tad) Geiger was interviewed on the Balancing Act on Lifetime Television January 17th, 2011. It was an awesome interview!!

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