

# The Wow Principles

## e-newsletter

by Ken and Dahlynn McKowen

Volume 9 No. 4 April 2013

www.PublishingSyndicate.com

## If You Haven't Tried, Then You've Failed

By Dahlynn McKowen

Ken came up with the title for this month's article. When he said it, I stopped in my tracks. He was right, which doesn't happen too often. The wife and CEO is always right, but every once in a while, the husband and president of the company has a light-bulb moment!

I'm not being mean, just silly. Our desks are less than four feet apart from one another and we are together 24/7. We live and breathe writing and publishing. That is, when we are not passed out at 10 P.M. on the couch watching network TV on our small 35-year-old set after a 14-hour day in the office. We're so busy, we don't even have cable. But think of the money we've saved!

Ahh, it all comes down to the "spin." In this instance, even though we don't have cable, we've saved a ton of money (12 full years: 144 months x \$150 = \$21,600). Having been a successful publicist in a previous life, I've learned to look at the glass half full all of the time. And I'm one to keep my options open—I personally invite change and challenges into my life whenever possible. Most of the time, things turn out great...other times, not so great. It all depends on that spin, how I position the change or challenge in my mindset and how I convince others to see that glass the same way I do.

Which leads us to this thought: Launching a publishing company in one of the worse economic downturns in this nation's history is scary. Some might say it's downright foolish. **Spin:** "While others may feel our establishing a publishing house was a gamble, we are not afraid to roll the dice. We believe in ourselves, our abilities, our drive and our perseverance. Life's a crap shoot and you never know if the time is right unless you're willing to take a chance and try."

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*Publishing Syndicate*

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Contact Publishing Syndicate at  
[Writer@PublishingSyndicate.com](mailto:Writer@PublishingSyndicate.com)



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## If You Haven't Tried...

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That's what we did. And we have no regrets. The only regret we have is trying to do too much with too little time and paid staff. For this reason, sales during the last quarter of 2012 did not meet expectations. But this is all about to change come May, when Publishing Syndicate (PS) makes significant changes to its book marketing and distribution program. These changes are designed to significantly improve our titles' placement in bookstores in both the U.S. and Canada.

The end of March, PS entered into a partnership with one of the largest book sales/distributors in the country—Small Press United (SPU), an arm of the Independent Publishers Group (IPG), the second largest and most technologically sophisticated independent book distributor in the country. SPU has its own sales force, which will be pitching PS titles directly to bookstores, from the biggies (Barnes & Noble) to the smallest independents, as well as to libraries and other retail book outlets throughout North America. SPU only makes money if they sell books. And from this point on, PS will also no longer be considered a POD publisher, which has been an issue for bookstores since many do not order from POD publishers.



We are very excited about this new partnership and we are fortunate and grateful for this opportunity. As PS transitions its titles into SPU's program, there will be an approximate three-week period where PS titles will not be available for sale on any platform, anywhere. This includes both print and e-books. The transition is anticipated to occur this month and into the first week of May. PS must remove all titles—NYMB and other non-anthology titles—from every wholesale and distribution chain we are currently using. SPU will then insert their company as the contact source for all sales. We will not be doing any marketing or media spots during this transition. You may still order books from PS directly via our online bookstore:



<http://www.publishingsyndicate.com/Marketplace/psmarketplace2.html>

Once SPU rolls out the the new sales program in May, they will position our existing books, including the first four NYMB books, as “new releases.” That's because these titles have never been with a formal distributor. The titles are *NYMB Woman*, *NYMB Stupid Kid*, *NYMB Dogs* and *NYMB Travel*. Granted, *Travel* had an official release date of March 26th, but we held the

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## If You Haven't Tried...

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media blast due to the ongoing negotiations with SPU. Once we get a firm May release date (again, depending on the amount of time for SPU to populate information into all of their sales agents' accounts), we will launch a media blast for this newest title.

To accommodate SPU's sales efforts, PS must adjust its publishing schedule. This will impact those of you who have submitted stories for consideration to any of our titles. Our normal turnaround for a NYMB book was three months (Permission Release Forms sent out, initial editing, manuscript submission, copyediting, galleys, galley approval by contributor, books to printer), but with SPU in the mix, that time has doubled. We will now be working on a minimum six-month production turnaround. SPU issues new book catalogs and designs their accompanying sales efforts around that catalog on a bi-monthly basis, thus, they need a longer lead time to prep their sales push.

For those of you with stories under consideration in *NYMB Parenting* and *NYMB Do-It-Yourselfers*: these books are still under production and we have more than enough stories to choose from. You'll find more information in this newsletter. Due to the new schedule—and the need for more current stories, opposed to outdated stories (30 years old or older)—we have reopened/extended the deadlines for the following books:

***NYMB...On Cats***: Deadline extended to June 1, 2013

***NYMB...On Dating***: Deadline extended to July 1, 2013

***NYMB...On Being a Mom***: New deadline of August 1, 2013

***NYMB...On Family***: New deadline of August 1, 2013

Establishing a new anthology series is a crap shoot, to say the least. It takes time for a new brand—be it a new restaurant chain or high-tech gadget—to become engrained into the public's collective mindset. But it can be done. And with the continued support of our amazing co-creators and contributors, we're going to do it. Our cup will runneth over, guaranteed.



**NEXT MONTH**, guest columnist Pat Nelson will teach you how to write with style! She will share her favorite tips from Publishing Syndicate's in-house style guide. Besides being the co-creator of *NYMB Parenting*, *NYMB Grandparenting* and *NYMB Working for a Living*, Pat is also a PS editor and proofreader. By understanding the PS style guide, your story submissions will require far less editing work for PS staffers. You do not want to miss this issue!

## The Latest from John Kremer

Our buddy John Kremer, book marketing guru/genius and author of *1001 Ways to Market Your Books* (a must for your bookshelf!), posted the list below in his weekly newsletter. We asked nicely and he said we could share his list with our *Wow Principles*' family.

If you don't receive John's book marketing tip of the week already, sign up via this link:  
<http://www.bookmarketingbestsellers.com>

### 13 blog posts that should help you sell more books and e-books

- 1) Pinterest Infographic: How to Promote Your Products on Pinterest  
<http://infographicaday.com/pinterest-infographic-how-to-promote-your-products-on-pinterest>
- 2) Six Steps for Getting National Media Coverage  
<http://bit.ly/171dwG2>
- 3) Motivational Bookmark: Follow Your Dreams  
<http://infographicaday.com/motivational-bookmark-follow-your-dreams>
- 4) Are Ebook Sales Declining? How to Boost Your Ebook Sales  
<http://bookmarketingbestsellers.com/are-ebook-sales-declining>
- 5) All I Need to Know I Learned from the Easter Bunny  
<http://infographicaday.com/happy-easter-all-i-need-to-know-i-learned-from-the-easter-bunny>
- 6) Pinterest Infographic: Why You Should Be Interested in Pinterest  
<http://bit.ly/ZoAMM2>
- 7) 31 Ways to Promote Your Facebook Page  
<http://bookmarketingbestsellers.com/facebook-tips-31-ways-to-promote-your-facebook-page>
- 8) John Kremer on Helping Others  
<http://bookmarketingbestsellers.com/john-kremer-on-helping-others>



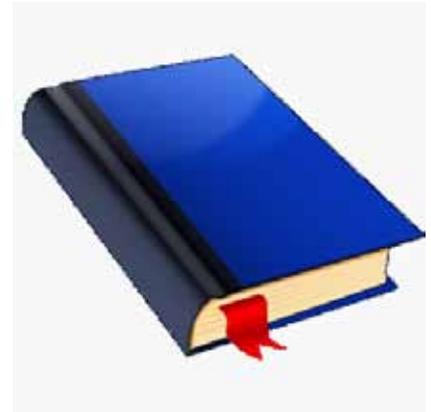
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## 9) Book Publicity Is Not a Two-Week Event

<http://bookmarketingbestsellers.com/book-publicity-is-not-a-two-week-event>

## 10) How to Make Your Book Dreams Come True

<http://bookmarketingbestsellers.com/how-to-make-your-book-dreams-come-true>



11) Infographic: 10 Strategic Ways to Optimize Your Pinterest Page  
<http://infographicaday.com/?s=10+strategic+ways+pinterest>

12) The Top 4 Book Marketing Tactics in Today's World  
<http://blog.bookmarket.com/2011/10/top-4-book-marketing-tactics-in-todays.html>

13) Real Friends Are the Best!

<http://myincrediblewebsite.com/real-friends-are-the-best>

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**Did you know...** using song lyrics in your story is very problematic for Publishing Syndicate or any other publisher?

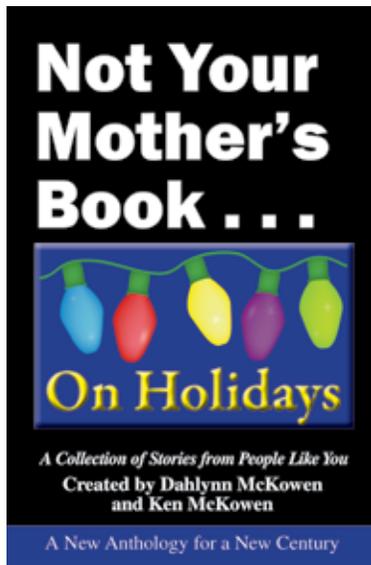
**Explanation:** If you use a string of lyrics—more than five words in a row—Publishing Syndicate must pay royalties to the songwriter through his/her publisher. For this reason, we will sometimes pass on a story when the song lyrics are an integral part of that story.

**Exception:** If the song is in the public domain, lyrics can be used. Examples include *Oh! Susanna* and *The Star-Spangled Banner*. A good rule of thumb is if the song is more than 100 years old, it should be OK to reference. But there is still no guarantee, and a smart book publisher will make the final determination. To save your prospective publisher valuable time and grief, stick to using five words or less.



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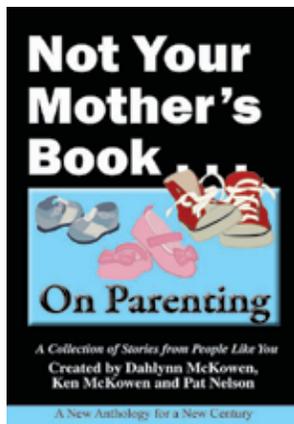
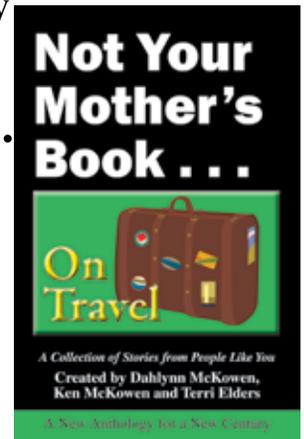
## Book Updates...



*Not Your Mother's Book...On Holidays* will be released September 10, 2013. This book has been under production for a while, mainly because we received so many Christmas stories, too many, in fact. Thus, we held off on releasing this title until we received enough great non-Christmas stories. We're happy to report that you came through with plenty of other holiday selections, enough that we will begin sending Permission Release Forms next week!

The deadline to submit stories for this title is May 1, 2013. If you have a very funny or edgy story about Father's Day, President's Day, New Year's Eve, Groundhog Day or Saint Patrick's Day, submit it before the deadline. Of course you can submit any holiday story you'd like, but these four holidays would be our preference. Thanks for your help!

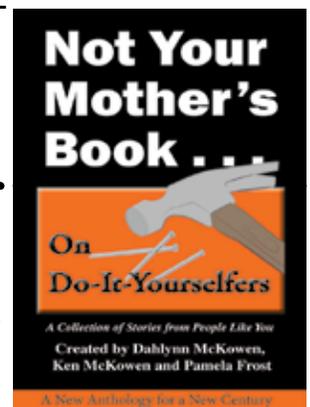
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*Not Your Mother's Book...On Travel:* As mentioned in this month's main article, the official release for *NYMB Travel* has been pushed to May. Thank you to those contributors who have been waiting to receive their complimentary books—the truck is scheduled to deliver books at PS the week of April 15th. All comp copies, royalty copies and orders will be mailed the same week. This book will be officially released next month.



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*Not Your Mother's Book...On Parenting*

The release date for this book has been pushed to September 10, 2013. It is still in copyediting, and Permission Release Agreements have been sent to those whose stories made the first-round selection. Galleys will be going out for review to contributors in mid May.

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*Not Your Mother's Book...On Do-It-Yourselfers:* This book will go into copyediting as soon as *Parenting* is completed. Being true DIYers, we need to fill in a few holes in the manuscript, so some more Permission Release Forms may be issued. New release date: September 10, 2013



## SEND IN YOUR STORIES!

Updated 4/16/13

### *Not Your Mother's Book . . .*

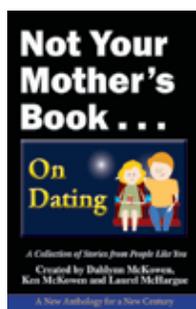
## A new anthology for a new century!

Stories needed for 30+ new books. Must be written by people age 18 and up. Details and submission guidelines on the PS website.

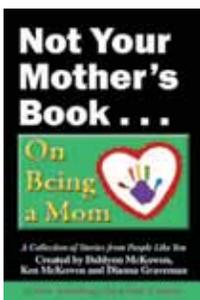
### **NEW DEADLINES!!!!!!!!!!!!!!!!!!!!**



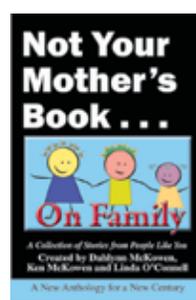
*On Cats:*  
June 1, 2013



*On Dating:*  
July 1, 2013



*On Being a Mom:*  
Aug. 1, 2013



*On Family:*  
Aug. 1, 2013

Submission guidelines at  
[www.PublishingSyndicate.com](http://www.PublishingSyndicate.com)

### *OMG! My Reality! Youth Series*

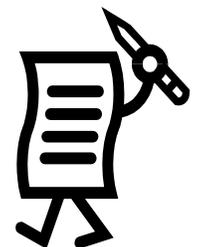
## Time to get published!

We are accepting stories for four *OMG! My Reality!* titles: *Kids*; *Preteens*; and *Teens*. Stories must be written by those age 25 and younger. Please share this information with everyone. Thanks!



Do you know a teenager who loves to write? Tell him/her to submit stories to the upcoming *OMG! My Reality! For Teens*. **Being a published author is great for college and job applications.** With the fall 2013 release of *Stand Up!*, an anthology with stories from 75 of the nation's and world's most amazing young activists, we'll be swamped with even more submissions. So don't delay! Send now!

*Help young people become published authors!*



## *My Story is Out: High School Years*

Created by Lyndsey D'Arcangelo

*The nation's newest anthology for LGBT teens!*

**Permission release forms going out in early April!** But we are looking for a few more stories to round out the manuscript. Must be penned by those age 25 and younger. Send now! [www.MyStoryIsOut.com](http://www.MyStoryIsOut.com)