

The
Wow

e-newsletter

by Ken and Dahlynn McKowen

Principles

Volume 4 No. 8 August 2008

What's in a Name?

Last month, we posed a question to our e-newsletter family: If you had to create a pen name—a “nom de plume”—what would it be? (To see the winners, check out the rest of the newsletter—they're great!)

A pen name is a fictitious name used by a writer or author to hide his/her identity. Some of the most noted authors in the world have used pen names.

Here's some interesting tidbits about pen names from the fun site www.squidoo.com:

- George Eliot (real name—Mary Ann Evans): The great 19-century Victorian novelist realized that at that time, novels written by men did better than those by women.
- Richard Bachman (real name—Stephen King): Unsure his earlier or non-horror works would be popular, King used the pen name. After Bachman was “discovered,” King killed him off in a press release, stating that the death was from “cancer of the pseudonym.”
- Lewis Carroll (real name—Charles Lutwidge Dodgson): the author of *The Adventures of Alice in Wonderland*, Reverend Dodgson was an English author, mathematician, logician, Anglican clergyman and photographer. His pseudonym was formed from the anglicized (English) version of his real name. “Lewis” was the anglicized form of *Ludovicus*, which is Latin for “Lutwidge,” and “Carroll” was the anglicized version of *Carolus*, which is Latin for “Charles.”

Quiz time! Can you match the pen name with the correct owner?

- | | |
|-------------------|----------------------|
| 1. J.D. Robb | 6. Mary Westmacott |
| 2. Mark Twain | 7. John Swithen |
| 3. Zane Grey | 8. Eric Arthur Blair |
| 4. Isak Dinesen | 9. O. Henry |
| 5. Lemony Snicket | 10. Ann Landers |

(Answers on page two)



Published by *Publishing Syndicate*
Editor: Ken McKowen
info@PublishingSyndicate.com
Copyright 2008
All Rights Reserved

What's in a Name?

Continued from page two

Other authors have used more than one pen name. Two authors of our time—Michael Crichton and Dean Koontz—have used the names below. How many books have you read by these authors, not knowing they were Crichton or Koontz?

- Michael Crichton = Michael Douglas, Jeffrey Hudson and John Lange
- Dean Koontz = David Axton, Leonard Chris, Brian Coffey, Deanna Dwyer, K.R. Dwyer, Leigh Nichols, Arthur North, Richard Page and Owen West

There are many reasons to use a pen name, starting with the obvious of not wanting the public know that it's you! Other reasons include the issues behind being the wrong "gender" (especially in the romance genre), your name is too common, your name is too popular (akin

to that of a celebrity or political figure) or you're an established author breaking into a new genre.

So what's in a name? A lot. Don't be afraid to create one if the need arises; you'll be in great company! 

Answers

1. Nora Roberts
2. Samuel Langhorne Clemens
3. Pearl Grey
4. Karen Blixen
5. Daniel Handler
6. Dame Agatha Christie
7. Stephen King
8. George Orwell
9. William Sydney Porter
10. Esther Pauline Friedman



The Wow Principles e-newsletter

And the Winners Are... Thank you to everyone who entered our pen names contest! An independent panel narrowed the submissions down to four and couldn't agree on a final winner, so all four will receive the prize—our new e-book *Wow Principles #2: Creating Nonfiction Book Proposals that Wow Publishers!* **Congrats to our winners!**

My proposed pen name for writing mysteries is “Chickie Chimeri.” I chose the name because I’m already writing (albeit unpublished) science fiction under my legal name. I think the name has visual appeal, and Chickie was my nickname as a kid. Chimeri is my mother’s maiden name (pronounced Shi-merry). The derivation of the word, however, is chimera (pronounced ki’ mera), which was the name given to an imaginary creature; an illusion, a mystery.

Patricia from California

I had to send this...I know it’s wrong, but...I couldn’t stop myself...

Pen name: I.P. Freely

Genre: Urology, consumer reports on adult diapers, and reports on medications such as Flomax.

Sorry! :-)

Albert from Alabama

If I chose to use a pen name it would be “Lusty Wench,” as I am working on a nonfiction humorous sex book entitled: “Lusty Wench and Stud Muffin.” Of course, at my age of 71.99 plus shipping and handling, I could get away with using my real name too, I think. But then would I be inundated with inappropriate offers? Hey! that could also work in my favor.

Thank you for this delightful opportunity to strut my stuff.

Sylvia from Wisconsin

Oddly enough, I feel as if my pen name—Inkfeather—picked me rather than my picking it as a pseudonym. One morning, close to being awakened by the sun coming through my blinds, during the tail end of a dream that I cannot remember except for the last line, “If you want to write successfully, check for ‘Inkfeather’ as a screen name.” That had me up, behind the monitor and tapping in the letters and to my surprise, the name was available.



Later that day while shopping, I found a piece of agate that had the impression of a quill—an Inkfeather. I felt confirmation I was on the right track. I have never given genre much thought. Whatever I write comes from my electronic quill—and from me—Inkfeather.

Rita from New York

The Wow Principles e-newsletter



As professional travel writers for over thirty years, we love sharing our experiences and stories with the world! Check out our new on-line offering: www.PlacesToDiscover.com. The site, which will grow as we continue our travels, will feature destinations from California to all over the world. It's the perfect place to check out before your next trip, and if you're a travel editor, a great place to purchase high-quality stories and photos for your magazine or newspaper. It's also a great source for travel agents, and for real estate/relocation agents, impress your clients with stories about local tourism attractions and destinations.

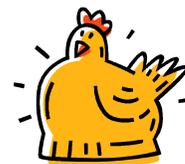
Currently, the only sections with listings are those under: United States/California/Northcoast. Over the next month we will be adding many dozens more pages of destinations as we get our past stories written for the web and our older photos (transparencies) digitized. We are planning to begin accepting our e-newsletter subscribers' travel stories and photos sometime in 2009, as soon as we can work out the submission and compensation details.

Wow Principles #2: Creating Nonfiction Book Proposals that Wow Publishers

Our seven step process for creating the kind of nonfiction book proposals that publishers love to receive is nearing completion. During the past few years we've signed nearly a dozen nonfiction book contracts, and we attribute much of that success to being able to create solid proposals that **Wow!** publishers into saying, "Yes!"

We've condensed our highly successful process down to seven basic steps that simplify creating great book proposals. We'll begin selling Wow #2 on our website as an e-book for \$12.95, a great deal for something that could guide you to publication fame and fortune—or at least great personal satisfaction. And for those of you who would like us to review your completed book proposal, we'll be offering a special deal, so be sure to check it out!

HOT STUFF! HOT STUFF! HOT STUFF!



Chicken Soup for the Soul

Immediate story need for *My Resolution: 101 Heartwarming, Healthful, and Humorous Resolutions...and how they turned out!* **HURRY! The deadline is September 15, 2008.**

For our regular Chicken Soup contributors, D'ette Corona is a coauthor on this title! **IT'S ABOUT TIME!** She wanted us to share with our e-newsletter family that this book just isn't about New Year resolutions, but resolutions in general. She needs stories on going "green," adjusting to the new economic reality (gas and food prices, losing a job), downsizing/simplifying your life, improving your health, getting more organized, changing your behavior, restoring a relationship with someone, spending more time with family and friends, kicking bad habits, realizing that you are just fine the way you are, or any other resolution you have made to yourself.

Submit your stories to D'ette at www.ChickenSoup.com.



Literary Cottage

www.literarycottage.com

Susan Reynolds of Literary Cottage is new to our fold. She is the author of the popular *Hero* series (Adams Media) and we'll be featuring her new call-outs, too.

Woodstock Revisited: She is in need of 50 true stories "written by people who attended the 1969 Woodstock Festival. This anthology will document the event itself, but will also provide a portrait of America as that tumultuous decade came to a close. Stories should be historical within the context of 1969 and yet unique to your experience." **HURRY! Deadline: September 7, 2008**

My Dog is My Hero: She needs 50 total stories on a remarkable dog in your life. "Yes, about dogs and only dogs, not cats, or other pets." **HURRY! Deadline: September 30, 2008**



A Cup of Comfort

www.CupofComfort.com

Parents of Children with Special Needs:
HURRY! Deadline: September 30, 2008

Dog Lovers II: Deadline 12/15/08
Grieving Heart: Deadline 2/1/09

Go for it! Get published!