

The
Wow

e-newsletter

by Ken and Dahlynn McKowen

Principles

Volume 8 No. 1 January 2012

www.PublishingSyndicate.com

You Now Have an **OPTION**

As we teased in December's newsletter, this month we proudly announce the debut of Publishing Syndicate's new **OPTION 1** hybrid publishing partnership program. Now you—as an author—have another option for getting your work published!

There are many wonderful qualities about this one-of-a-kind publishing program. The most efficient way to explain this program is to send you directly to our website (www.PublishingSyndicate.com). The site includes book proposal guidelines, a very thorough FAQ section that talks about **OPTION 1** and the pros and cons of publishing in general, and the required book proposal submission form. For purposes of being brief within this article, we'll list a few of the highlights:

Publishing Syndicate (PS):

- will review all book proposals received, at no charge
- will only take on books PS feels will sell well
- will issue book publishing contract to author
- will oversee all preproduction including editing, layout, cover creation and assigning an ISBN
- will post book on all major e-book distribution sites
- will make print books available to bookstores through Ingram
- will assist with marketing

Continued on page two



	Published monthly by <i>Publishing Syndicate</i>
	All Rights Reserved Copyright 2012
We want to hear from you! 	
Contact Publishing Syndicate at Writer@PublishingSyndicate.com	

Now You Have an OPTION

Continued from page one

Author:

- will submit book proposal including solid marketing plan and first 20 pages of a well-edited and completed manuscript
- will provide completed manuscript for review when requested by PS
- will pay \$597 to PS upon execution of contract; this fee will cover a small portion of preproduction costs
- will work with PS in a professional publisher/author partnership
- will receive a royalty on every print and e-book sold
- will receive a royalty BONUS of \$597 when 2,500 print or e-books (or combination thereof) are sold



Publishing Syndicate makes its profit by *selling your book*, not by charging you a thousand dollars or more to simply publish your book, as do vanity presses and POD publishing houses, with no regard to the professional quality of the work. PS' goal is to partner with you in selling 2,500 copies of your book. At that point, you earn back your initial investment. From there, both you and PS will continue making money as the book continues to sell, but how much money depends on you marketing your book. And don't forget, you will receive a royalty on every print and e-book sold.

And here's a special for our *Wow Principles* family: receive a **\$50 discount** if you send us your book proposal by March 1, 2012. Remember: payment is not due until PS accepts your book proposal and a book publishing contract is executed between both parties. 

Charles Dickens and Terri Elders...

Next month, guest editor Terri Elders will provide some tips about how to write like The Dickens. Yes, that's *The Dickens*! Since 2012 is the Dickens Bicentennial, Terri's traveling to Philadelphia for his 200th birthday celebration on February 7, and to London in June to visit some of his favorite haunts. Though Dickens liked to call himself "The Inimitable," Terri believes we can copy some of his methods when we write about our lives for anthologies.

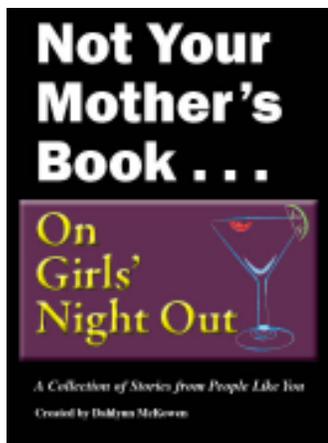


The Wow Principles e-newsletter



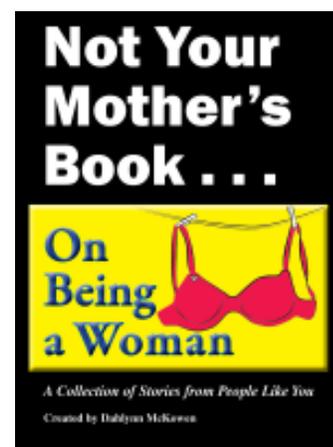
“I want to submit a story for your **Not Your Mother’s Book** series, but it was published by *Chicken Soup for the Soul* in 1999. It hasn’t been published since. Can I still submit it?”

— Carol from Oregon

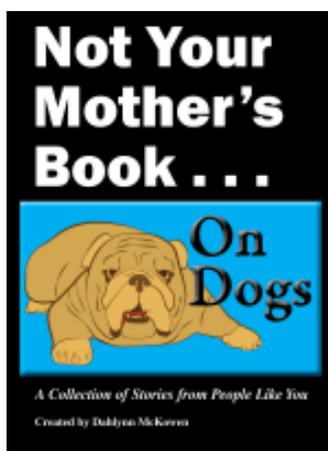


Carol: Yes, please submit it! We would love to consider it for one of our 28 NYMB subtitles (a few covers are shown here).

Regarding rights, *Chicken Soup for the Soul* only takes non-exclusive rights to stories. This means that they have the right to use the specific story in their books and any related marketing. As the author, you still retain all rights to your story and can use it in any way you want, even the final edited version they published.



For those of you new to the *Wow Principles*, the reason we know this about Chicken is because we coauthored and ghost-created books for the company for a decade (on a consultant/contractual basis), having been involved in pre- and post-production of many books. And Dahlynn has read more than 100,000 Chicken Soup story submissions. When Jack Canfield and Mark Victor Hansen sold their company in 2008, and the new company moved the operation from Jack’s home in Santa Barbara to the East Coast, we amicably ended our relationship with the “new” Chicken.



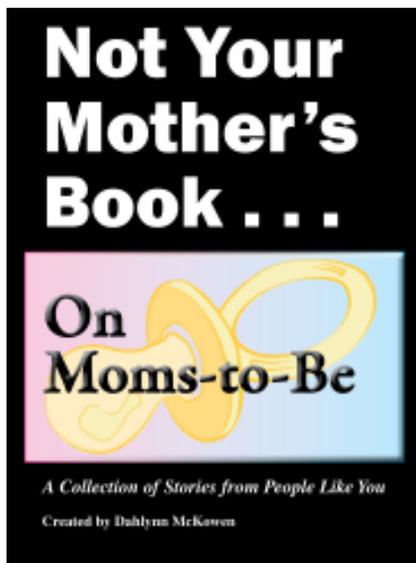
Flash forward to today: Publishing Syndicate is actively accepting stories for three new anthology series: *Not Your Mother’s Books*, *OMG! My Reality!* and *My Story is Out: High School Years*. We have received stories published in both Chicken Soup and other anthologies and are considering using them. Don’t forget: published stories = royalties!

ATTENTION ANTHOLOGY WRITERS! It’s time to take down your dusty complimentary books off your bookshelves, dig through your paper and computer files, and send us your previously published stories. It might be necessary to tweak them to fit our new titles, so be sure to read the submission guidelines for all three series before submitting. **Thanks!**

The Wow Principles e-newsletter

HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF!

As of January 22, 2012



ANTHOLOGY STORY CALL-OUTS!

Not Your Mother's Book & *OMG! My Reality!*

We need stories for our two anthology series: *Not Your Mother's Book* and *OMG! My Reality!* Consideration will be paid by way of royalties. More information at our website, along with a listing of 28 *NYMB* titles and three *OMG!* titles that need stories. Check it out!

www.PublishingSyndicate.com

My Story is Out: High School Years by Lyndsey D'Arcangelo



Lyndsey

The nation's newest anthology series for the LGBT community!

Attention LGBT teens and college-aged kids! Lyndsey needs stories for her book. And contributors who make the book will be paid! Learn more at www.MyStoryIsOut.com.

HOT STUFF! Lyndsey has a new book coming out through Publishing Syndicate: *The Trouble with Emily Dickenson*. A young adult LGBT novel, we're excited about this upcoming release. More next month, including a debut of the cover, which was just shot last week.

Dream
of
ThingsSM

Dream of Things has a great line-up of anthology books. On the website, click on the "Workshop" tab for a listing of books.

www.DreamofThings.com

Dream
of
ThingsSM

Go for it! Get published! 