

# The Wow Principles

## e-newsletter

by Ken and Dahlynn McKowen

Volume 10 No. 1 January 2014

### The Journey is the Reward

By Dahlynn McKowen

Even though my bloodline is mixed with contributions from Denmark, England and Norway, I firmly believe I was Asian in a past life. I was also a squirrel and a race-car driver, but let's save that psychoanalysis to contemplate over a glass of wine!



Ken, my teen son Shawn and I live in a ranch-style home in Northern California, located at the base of the Sierra foothills. There is an 1880s Western-style theme town in our backyard (seriously), complete with a country store, outhouse, blacksmith shop, feed and grain store, silo, windmills, hayfork, train, a buckboard and steam donkey and a 1923 Fordson tractor. Eleven exotic chickens free-range on a portion of our one-acre lot, and thanks to many friends, family, our three small businesses and one menopausal dog, our home is a hub of activity all the time.

My sanctuary is our living room. Decorated in an Asian theme, my collection includes antique Japanese and Chinese vases watched over by a slew of intricate dragon wood and stone carvings, majestic painted cranes and a 4-foot-tall Satsuma vase. This room calms me when I am tearing my hair out from a busy day. I am in love with this room.

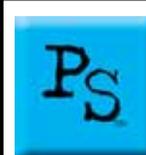
*Continued on page 2*

www.PublishingSyndicate.com



### #99 and Counting!

*On page three, learn about our upcoming 100th issue of the **Wow Principles' Newsletter!** This is your chance to help write this issue!*



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*Publishing Syndicate*

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We want to hear from you!  
Contact Publishing Syndicate at  
[Writer@PublishingSyndicate.com](mailto:Writer@PublishingSyndicate.com)



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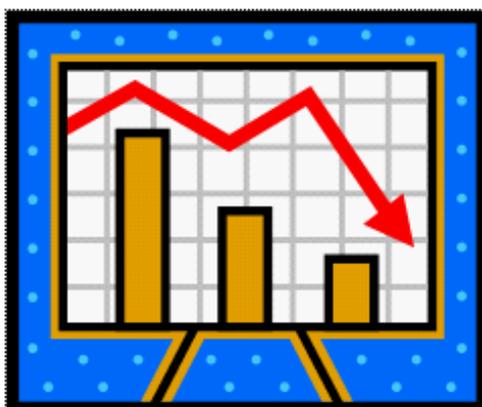
## The Journey is the Reward

As you can see, I enjoy everything Asian, including Chinese proverbs. One saying is perfect for this month's newsletter:

*If you want one year of prosperity, grow grain.  
If you want 10 years of prosperity, grow trees.  
If you want 100 years of prosperity, grow people.*



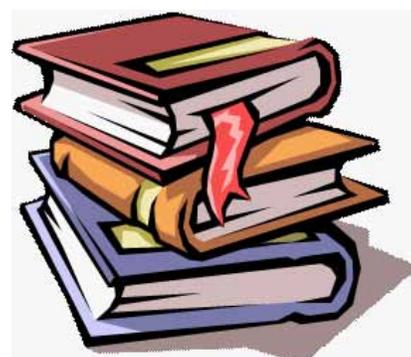
From our very first *Wow* newsletter, which was released in November 2005, our goal at PS has been to help others realize their writing and publishing dreams. Day in and day out, Ken and I—and many of you, as well—have helped fellow writers get their first gig, see their names in bylines and spread the word about becoming a published writer. That's nearly 3,000 days of cheering, inspiring and pushing our readers to reach for the stars.



This brings me to the difficult part of this month's article—the future of our company as it relates to the NYMB series. The publishing business is going through major changes, some even say “extinction” when it comes to traditional publishing. According to book purveyors, 2013 holiday book sales nationwide were down six percent from the year before, which proved to be an equally disappointing sales posting for publishers, as well.

If the big players in the publishing industry are feeling the pinch, imagine what small publishing houses are facing. Publishing Syndicate is one of those little guys. We run just behind the pack when it comes to dedicating marketing dollars and energy for every PS title released, but that money, coupled with our stellar reputation, can only get us so far. Our goal was to sell at least 10,000 books over the last quarter of 2013, but that didn't happen.

Major marketing firms have told us our books are excellent and well done. The anthology co-editors and contributors are amazing. Maybe timing is the issue? Maybe the public has soured on anthologies? Just like movies, book genres swing with the times. Mysteries could be hot one year, fantasy the next. For every bestseller, there are thousands of great books released that receive no recognition whatsoever.



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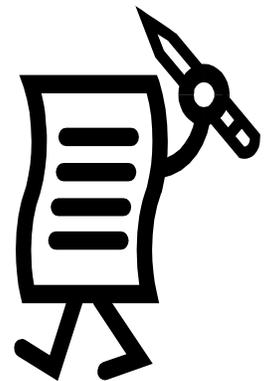
## The Journey is the Reward

The reality is that PS is spending more money to create books than it is getting back in sales. Ken and I have not drawn a salary from the business in more than five years. Because we live in the Golden State, it is apropos to put our bank account on the same level as the California drought. For this reason, and as the CEO of our company, delivering difficult news is my task. Because of the lackluster sales to date, the 2014 production schedule for all books—and remember, PS publishes books other than NYMB books—has been cut in half (see 2014 production schedule on page four). If/when sales increase to a profitable level, we can publish additional NYMB titles this year.

When we launched the NYMB series, we projected that by the third year, contributors would receive a straight cash payment if their stories were published (\$200-\$300). We have pushed this expectation out another two years and have dropped the royalty option for all new NYMB and OMG books (also on page four). We will also be raising the United States' cover price of all new NYMB books by \$2 (to \$18.95). The new Canadian cover price will be \$22.95, per new requirements from our distributor.

This brings us back to the proverb: “If you want one year of prosperity, grow grain. If you want 10 years of prosperity, grow trees. If you want 100 years of prosperity, grow people.” We have planted the seeds and are watching the trees grow slowly, but it is the people we choose to focus on—YOU! Your published words have the potential to change the world. We are honored to help you tell your stories and know that you will help others who follow in your footsteps do the same.

My other favorite Chinese proverb states, “The journey is the reward.” All of us at PS hope you will continue this lifetime adventure with us. Thank you.



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## #99 and Counting!

Next month marks the 100th issue of the *Wow Principles' Newsletter*. For the last 99 months, PS has not missed posting an issue. Thanks to many of you—including great guest columnists—the bar has been set and we look forward to the next 100 issues.

To celebrate this milestone, we invite you—our loyal readers—to be part of the February *Wow* newsletter. What have you learned over the years reading *Wow*? How have you become inspired? What writing/publishing goals have you set for yourself? Have you met those goals? In 50 words or less, send us a lesson learned/goal as it relates to one of the topics from the past 99 issues. We will include your name, city/state where you live, and if you want, an email and website address. But please, only one email and website. Send in the text of your email to [Ken@PublishingSyndicate.com](mailto:Ken@PublishingSyndicate.com), no attachments. Deadline: February 17, 2014



# The Wow Principles e-newsletter

## The Journey is the Reward: Referenced Information

### 2014 PRODUCTION SCHEDULE FOR NYMB

Projected Release Dates (subject to change):

April: *NYMB...On Being a Mom*

June: *NYMB...On Family*

Fall: *NYMB...On Pets* and *NYMB...On Cats*

TBA: *NYMB...On Holidays* (if sales pick up, this book will be added to the schedule)

Remember that PS publishes more than just NYMB books—at this time, three non-NYMB books are on the schedule for 2014 summer/fall release.

**NOTE:** If you completed a PRF for *On Family*, *On Being a Mom* or *On Holidays*, you will receive an email next week that will contain detailed information on the new production schedule.

### COMPENSATION FOR FUTURE NYMB TITLES

Effective January 27, 2014, Publishing Syndicate's new compensation model for those NYMB stories selected for publication will be as follows:

Compensation: Each contributor will be sent 10 copies of the title in which his/her story appears and have access to online press materials within 60 days after the Title's publication date (set by PS). Should the contributor have more than one story in the title, he/she will receive an additional five copies of the title for each additional story (i.e., two stories = 15 copies). Contributors may also purchase copies of the title directly from PS at 50-percent off the cover price until the title is discontinued or goes out-of-print.

This compensation verbiage will apply to all new PRFs (for new titles), even if the contributor lives outside of the United States. The international PRF will no longer be used.



Under the adage, "It never hurts to ask," Publishing Syndicate is entertaining the idea of bringing in a publishing partner or partners specifically for the NYMB series. If you are interested and have the financial resources to do so, please contact Dahlynn at [Dahlynn@PublishingSyndicate.com](mailto:Dahlynn@PublishingSyndicate.com).

## SEND IN YOUR STORIES!

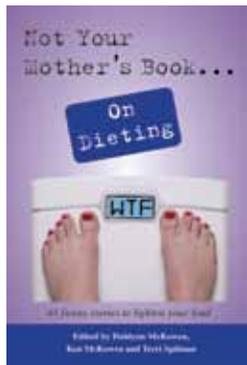
Updated 1/30/13

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

## A new anthology for a new century!

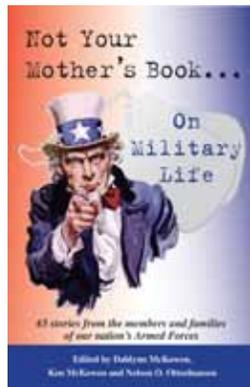
Stories needed for 30+ new books. Must be written by people age 18 and older. Details and submission guidelines are on the PS website.

### **UPCOMING DEADLINES:**



*On Dieting:*  
May 1, 2014

*On Military Life:*  
June 1, 2014



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

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

## Time to get published!

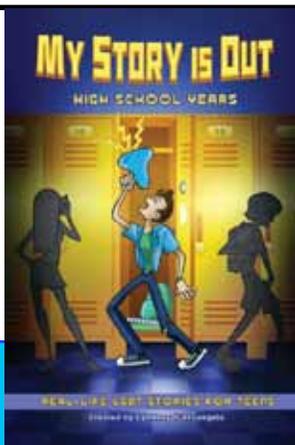
We are accepting stories for three *OMG! My Reality!* titles: *Kids*; *Preteens*; and *Teens*. Stories must be written by those age 25 and younger. Please share this information with everyone. Thanks!



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!

[www.PublishingSyndicate.com](http://www.PublishingSyndicate.com)

*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!*

We are looking for humorous, heart-warming, wistful and inspiring stories written by straight, lesbian, gay, bisexual and transgender individuals **of all ages** about high school life. More info at [www.MyStoryIsOut.com](http://www.MyStoryIsOut.com).