

The
Wow

e-newsletter

by Ken and Dahlynn McKowen

Principles

Volume 4 No. 7 July 2008

The Dog Days of Summer

The dog days of summer are upon us here in Northern California. Add to the century-degree heat a whole lot of smoke from all our wild fires, and our air quality could give Beijing a run for its money!

What exactly are the “dog days of summer” anyway? This phrase, according to the Columbia Encyclopedia, was “...named in early times by observers in countries bordering the Mediterranean, the period was reckoned as extending from 20 days before to 20 days after the conjunction of Sirius (the dog star) and the sun.” The time span of the dog days of summer occurs about July 3rd through August 11th.

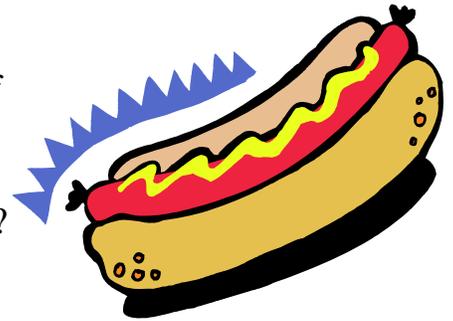
I located this answer at a fun website called www.FactMonster.com. You can find just about anything you want there, from the origins of names to quizzes to instant access to research materials such as a thesaurus. Did you know that the state name of Minnesota came from a Native American word meaning “sky-tinted waters,” and Florida’s name means “feast of flowers” and is derived from the Spanish words *Pascua Florida*. I learned this at FactMonster.com.

When I first started writing, the Internet was in its infancy (and for Ken, who just turned 59 this week, computers weren’t even a passing fancy!). Back in the old days, when we had to do research for a book or article, we would check out the encyclopedia, visit the destination, conduct research at a public library via microfiche, and rely on past recollections of others.

But writers today have it easy, as you can find just about anything you want or need for a writing project in a heartbeat. So with the dog days of summer—and the heat and “yuck” outside—it’s a great time to do your research inside, sipping ice cold refreshments in the luxury of your air-conditioned home. And go play under “word wise” at FactMonster.com...you’ll have a ball and you might come across an idea for your next writing project!



-- Dahlynn



www.PublishingSyndicate.com

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The Wow Principles e-newsletter

Pardon our abbreviated e-newsletter for this month; we've been traveling the Pacific Northwest on business, and have also had some big writing deadlines here at home. Thus, we're keeping this issue short, so you have more time to "play" this summer, and we can, too!



What's happening at Publishing Syndicate

1) Publishing Syndicate will begin accepting stories for its new anthology series on August 1st. Go to www.PublishingSyndicate.com and **READ** and **FOLLOW** the story guidelines, as they are different than that of other anthology series. Then submit your story via the story submission form.

As a recap for those just joining us, Publishing Syndicate is launching an exciting new book series! It will be an anthology series (with stories from you!) combined with interviews from experts, inspiration on par with that found in books such as *The Secret*, and how-to tips and advice, similar to the *Dummies* series. These books will allow our readers to "see, identify, and do" and become an active participant. Once we have the publishing contract in place, we will release the title of this series.

2) Our new on-line venture—*Places to Discover* (P2D)—will make its debut in September, not August as originally planned. The travel industry has been greatly impacted by the shrinking economy and high gas prices, so we've delayed posting the new site for now. Thanks for your patience!

3) *The Wow Principles #2: Creating Nonfiction Book Proposals that Wow Publishers!* is going through its final rewrite. We were surprised at how long it turned out...boy, do we know our stuff! And we have a wonderful offer to go along with the e-book's release, but you'll have to stay tuned!

4) California State Fair Author Booth: For the fifth year in a row, we will be the featured authors at the California State Fair Author Booth, located in the Building A/B (county display area). We will be selling and signing our books, posing for photos, and giving media interviews over Labor Day weekend. We would love for you to stop by!

Hours: Friday, August 29th, 10 a.m. to 4 p.m.; Saturday, August 30th, 4 p.m. to 10 p.m.; Sunday, August 31st, 10 a.m. to 4 p.m.; Monday, September 1st, 10 a.m. to 4 p.m.

HOT STUFF! HOT STUFF! HOT STUFF!



Publishing Syndicate needs stories!

Titles include “for Expectant Moms, for Actors, for Animal Lovers, for Brides, for Teens, for Kids, for Writers, for Food Lovers, in Surviving Cancer, in Business, in Wine Making, in Music, in Weight Loss, in Home Improvement, in Traveling, in Overcoming Addiction...” The list goes on and on! For more info, jump to page two and read section one. **WE NEED YOUR STORIES, SO SEND THEM IN STARTING AUGUST 1ST!**

Publishing Syndicate Contest!

Next month we’ll be talking about pen names, you know, pseudo names writers use to hide their identities. For example, George Orwell’s real name was Eric Arthur Blair. If you had to create a pen name, what would it be? That’s our contest; we’re looking for the most creative name. E-mail (questions@publishingsyndicate.com) your real name, your pen name, the genre you would write for (i.e., children’s books, science fiction, romance), and the reason you created that name to fit that specific genre. The prize will be our newest e-book *The Wow Principles #2* (more info on page two). Deadline for submissions is August 18th. This is a friendly competition and you’re welcome to send in as many entries as you want (and they can all be in the same e-mail).

Usual Anthologies, New Titles!



A Cup of Comfort

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

For more info:
www.CupofComfort.com

Chicken Soup for the Soul

Golf: Deadline 9/30/08
Twins and Multiples: Deadline 10/15/08

For more info:
www.ChickenSoup.com



Go for it! Get published! 