

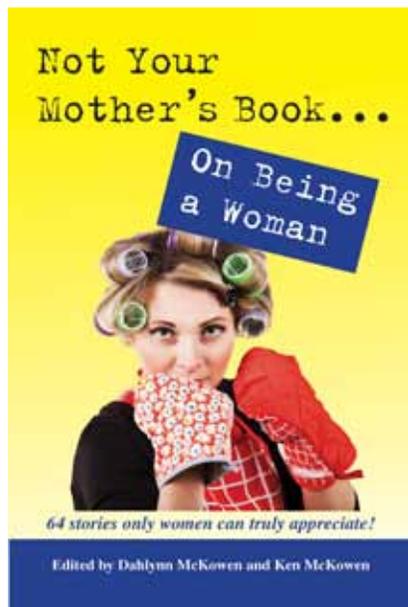
No Guarantees

Yup, we did it again. And again. And again. We are relaunching the entire NYMB series with a new look, feel and covers.

Why? Sales, plain and simple. In the publishing industry, book buyers rule the kingdom. They can either make you or break you. And they didn't care for the black covers because black has a tendency to show smudges. They weren't going to order.

We are so fortunate to now have Small Press United as our sales force. They

are very wise people. On the evening of Thursday, June 13th, we heard from our contact at SPU and he broke the news. They needed all new covers immediately. Throwing caution to the wind, we quickly came up with a new NYMB Woman cover and sent it to SPU. THEY LOVED IT! And they wanted all the book covers to be the same, to establish a look and a feel.



This is the cover sent to SPU. And it's now the official cover of our first NYMB book.

Our fate was sealed. And the reason I say that is because we had several books at the printer, actually on the press. We double-timed our graphic design efforts for a complete cover overhaul to get the new covers to the printer. If not, the new books—with the old covers—would be worthless and we would be out tens of thousands of dollars. So we redid the covers in 24 hours.

Continued on page two

In July's issue, we will talk about creating transitions in your stories. Example: A woman goes to the mall to buy a gift, and then, all of a sudden, is laughing at the party. How did she get there? When did she get there? Did she teleport, *Star Trek* style? Don't forget your transitions! And don't miss the next issue.



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We want to hear from you!
Contact Publishing Syndicate at
Writer@PublishingSyndicate.com



The Wow Principles e-newsletter

No Guarantees

Continued from page one

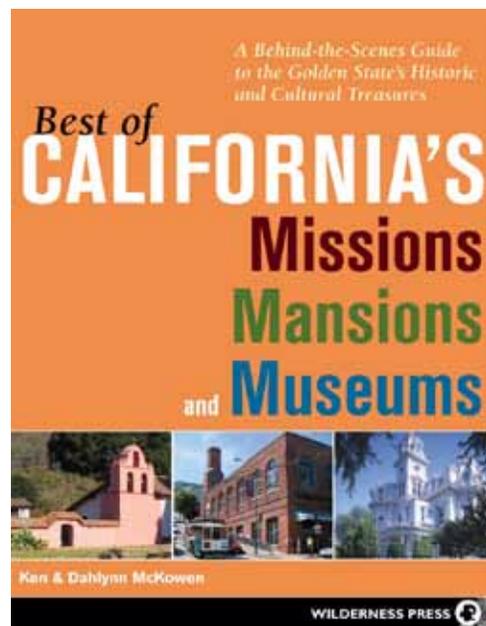
No, we're not complaining, but using this episode hopefully as a teaching moment. The publishing industry really doesn't know what it wants or what it likes. It's fickle. And it's cut-throat. What industry allows a customer (aka, bookstore) to return product up to two years later and get a complete refund, even if the product is damaged? The publishing industry. Hence, the trickle-down theory is put into motion:

1. The bookstore returns the product to the distributor (sales force)
2. The distributor refunds the bookstore the amount owing for the returned product
3. The distributor returns the product to the publisher, along with an invoice
4. The publisher pays the distributor the amount owed
5. The publisher takes the percentage of the return and debits it against the author's royalty statement, many times leaving the author with a negative royalty amount
6. The author will not receive a royalty until any new books sold bring the royalty statement out of the red

[Note: In most book contracts, publishers will hold back 25 percent of a royalty payment and put it into a holding fund to counteract returns. After a year, whatever is left in the fund is then paid to the author.]

Sometimes it's a wonder that authors make any money at all. Seriously. Once, when we were under contract with a publishing house, a big-box chain ordered 3,000 copies of our national award-winning travel guide on California. Woo hoo! Selling 3,000 books was great, and our royalty check was quite nice. Then the chain returned 2,700 books eight months later. It took us 16 months—and two royalty cycles with no checks issued, even though the books were still experiencing sales—to dig our way out of the red.

Where does it end? Back at Square One: as writers and authors and even publishers, we need book buyers to peddle our words. They have the power. Granted, one can self-publish and do well, but I'm not talking about that. I'm talking about running with the big dogs or playing with the big boys. It's time for Publishing Syndicate to put on our big-girl pants and step up. And we got it covered, literally.

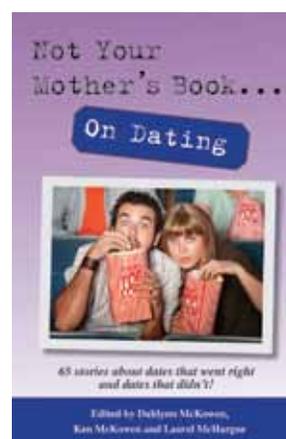
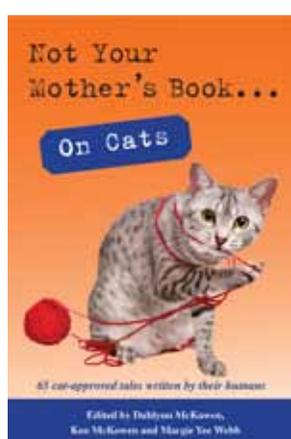
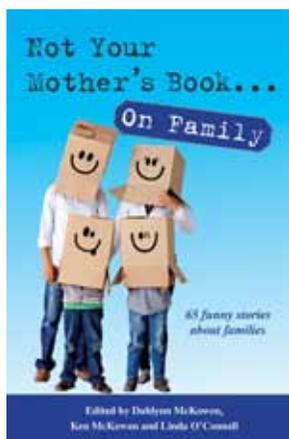
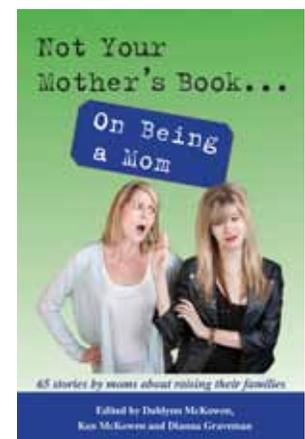
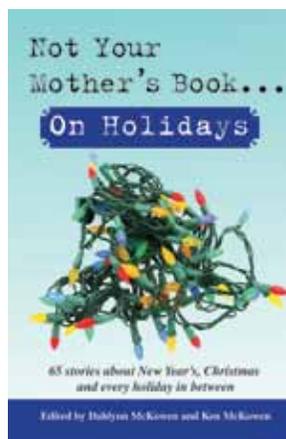
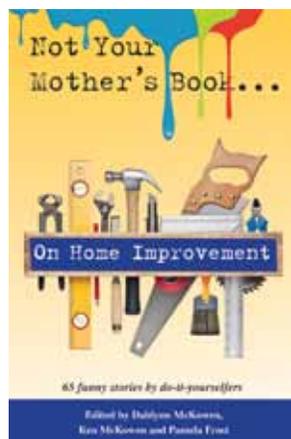
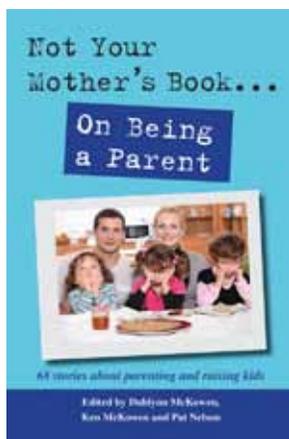
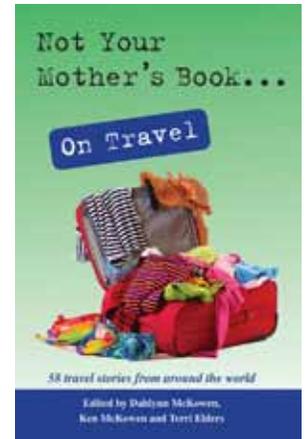
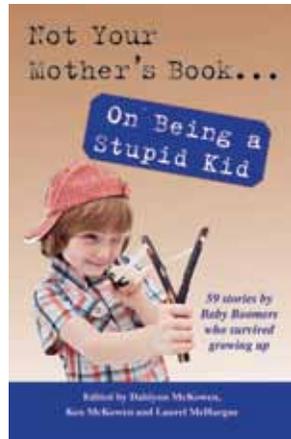
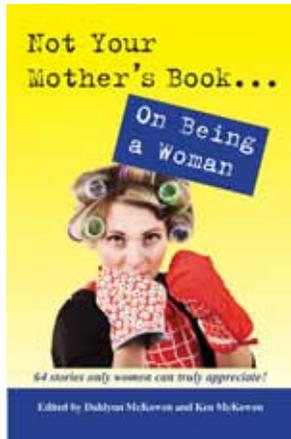


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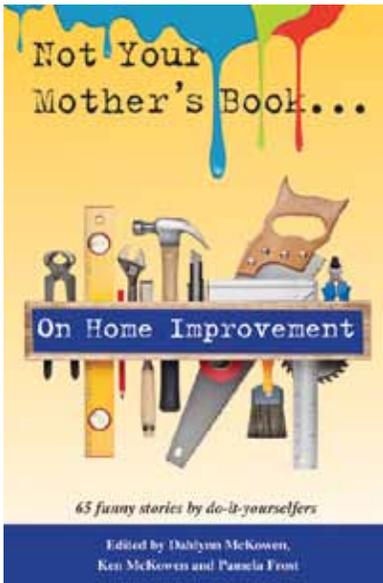
The Wow Principles e-newsletter

The new NYMB covers...



...with more being created this summer!

The Wow Principles e-newsletter



Results of Special DIY Call-Out

On June 7th, Publishing Syndicate issued a special story call-out for *Not Your Mother's Book... On Do-It-Yourselfers*, renamed *Not Your Mother's Book... On Home Improvement*.

This last-minute blast, which was sent to all subscribers on this newsletter's database, was to fill some holes in the manuscript. We needed just a few stories to round out some chapters.

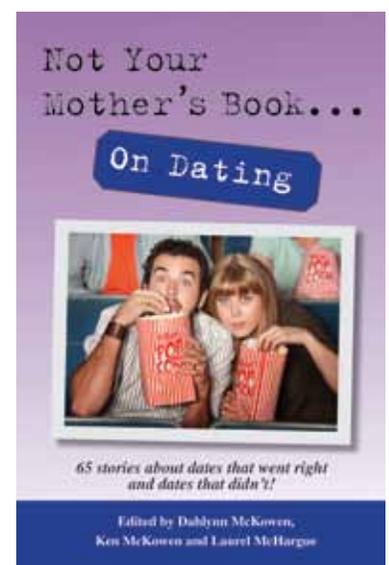
The response was overwhelming. There were nearly 650 opens of that call-out (yes, we can see who is opening our mailings!) and more than 60 stories submitted. In the end, only six stories were picked up for publication, with four of those six authors being first-time contributors to the NYMB series.

Having created anthologies since the late 1990s, we were surprised by the response—we had never seen anything like it. And all of us here at Publishing Syndicate had the same question: Why weren't these great stories submitted before the book's established deadline? Of the 60, at least 25 were good enough to be picked up for consideration during our normal first-round selection process.

Here are a few tips when submitting to our anthology:

1. Don't wait until the deadline to submit your stories. Typically, by the time the deadline rolls around, the co-creator is nearly done making his/her first-round story selections. Do you think we actually wait until the deadline to start a book? No! The book is in production at least three months before an established deadline.
2. Read this newsletter every month for announcements and updates
3. "Like" Publishing Syndicate on Facebook to be one of the first to get up-to-the-minute announcements and "scoops" as to last-minute story needs (plus, you'll have a blast—we have the best Facebook fans, and they're all writers like you!)
4. Check the Publishing Syndicate website often for new titles,

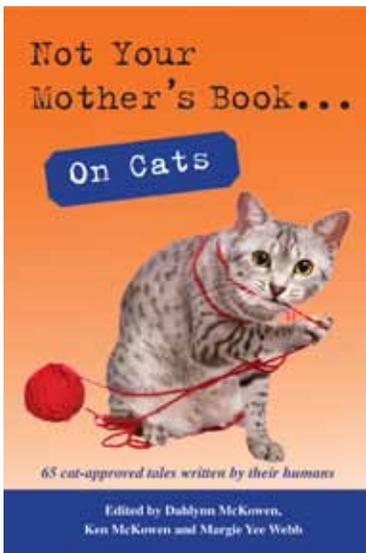
Scoop! NYMB On Dating deadline extended! See the last page of this newsletter for the new date, and don't wait to submit!



The Wow Principles e-newsletter

Book Updates...

[Not Your Mother's Book...On Cats](#)



The story submission deadline has passed for this title. The book's co-creator—Margie Yee Webb—is now making the first-round selection of stories and will start the overall manuscript.

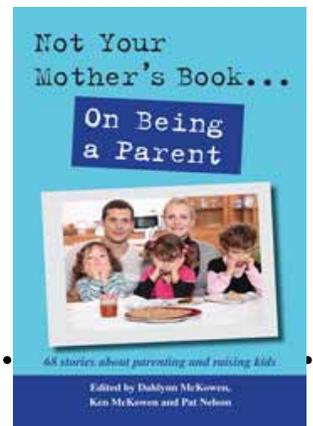
If you missed the deadline, still submit; we may find a hole here and there in the manuscript, one that may need a specific story. In many cases, we'll look to the database to fill that hole or even issue a special story call-out, like we just did for the DIY book. And you can also submit a story to the upcoming *NYMB...On Pets* book!



Margie

Not Your Mother's Book...On Parenting: This book is completed and now at the printer. Thanks to everyone who submitted stories for consideration. We had one heck of a time making the final selections. The book will be released on September 10th and you can preorder at Amazon.com.

If you missed the submission deadline, submit your parenting story to *NYMB...On Being a Mom*. See the last page of this newsletter for info.



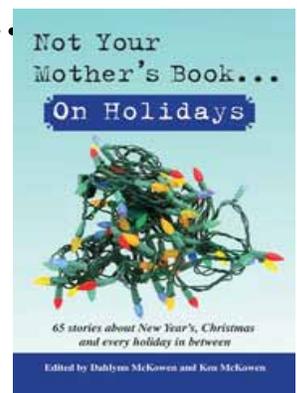
Not Your Mother's Book...On Home Improvement

The manuscript is in layout/galleys for one last review by contributors this week. The book is slated for the printer on Monday, July 1st. Preorder at Amazon.com. Release: September 10, 2013



Not Your Mother's Book...Holidays: This book will go into editorial production July 1st. As of right now, all legal PRF documents have been issued to those authors who stories we are considering. The roadblock we face

now is that there are too many great Christmas stories in the first-round selection; for those of you who have completed a PRF for a Christmas story, keep your fingers crossed, as we will be making some difficult decisions over the next three weeks. Release: October 1, 2013



SEND IN YOUR STORIES!

Updated 6/26/13

Not Your Mother's Book . . .

A new anthology for a new century!

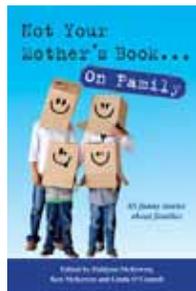
Stories needed for 30+ new books. Must be written by people age 18 and up. Details and submission guidelines on the PS website.

HURRY! HURRY! HURRY!



On Being a Mom:

Aug. 1, 2013



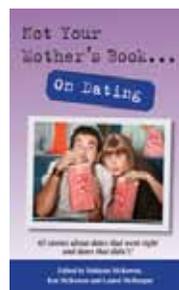
On Family:

Aug. 1, 2013

New deadline:

On Dating:

October 1, 2013



Submission guidelines at
www.PublishingSyndicate.com

OMG! My Reality! Youth Series

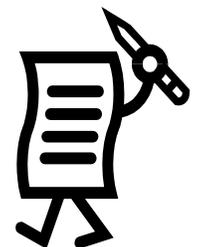
Time to get published!

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!

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