

The  
Wow

# e-newsletter

by Ken and Dahlynn McKowen

Principles

Volume 5 No. 5 May 2009

www.PublishingSyndicate.com

## The Name Game

Many times each year, both Ken and I receive requests to provide endorsements for books and products. Because we're lending our names and likenesses to these items, we shy away from products, but we often complete book endorsement requests, especially if we know the author and feel his/her book will offer value to its readers.



Recently, I received a request for a book endorsement from a Chicken Soup contributor. I honored her request after reviewing the book's synopsis, introduction, several sample chapters, and cover. The author's nonfiction book was such a delight that I called her at home with my positive comments then asked her to provide some suggested quotes. My request surprised her, and her unawareness surprised me, too! I explained the way most endorsement requests work in the publishing industry, which was news to her. Upon finishing our conversation, I realized that many of you may be interested in this "insider" information, too, and the topic would be an interesting one for May's e-newsletter.

Regardless whether you're self-publishing or working with a publisher, having solid endorsements is a plus. Yes, we know that some readers gloss through the endorsements and just as many pass them up altogether. But more times than not, a mention by a known person will catch the eye of a prospective book buyer. Endorsements also lend a great deal of credibility to your work.

*Continue on page two*

P . S .

Published by *Publishing Syndicate*

Editor: Ken McKowen

[info@PublishingSyndicate.com](mailto:info@PublishingSyndicate.com)

Copyright 2009

All Rights Reserved

## The Name Game

*Continued from page one*

Following are seven tips to keep in mind when someone has already agreed to endorse your book:

- 1) Ego: You want—*need*—their endorsement, so don't be afraid to play to their ego!
- 2) Easy: These people are busy! Don't send your entire book. A brief synopsis, the introduction, and a few chapters should do. If the endorser wants more, he/she will ask.
- 3) Cover: Sending along a cover image is helpful. Before we give an endorsement, we make this a requirement; we don't want our name, especially if we're using our *Chicken Soup for the Soul* coauthor signature block, to land on a cover with artwork that is not G- or PG-rated.
- 4) Quotes: Offer to supply a selection of "suggested endorsement" quotes for consideration. As the author, no one knows your entire book or your marketing program better than you. By offering suggested quotes, the endorser can simply select one or use them as guidelines for writing their own quote. The beauty of providing the quotes is that you'll have more control over the final products. You'll also avoid issues such as when three of your five endorsers all send in like quotes—imagine asking them to resubmit a different quote!
- 5) Deadlines: If you're on deadline, give the endorser your drop-dead date. Hence, more so the reason to supply quotes (see #4).
- 6) Promises: Don't make them, period. You don't want to find yourself playing referee when it comes to placement, especially if you tell an endorser his or her name will be on the cover, but your publisher's editor or graphic artist thinks otherwise (or a bigger name comes in and you're stuck putting that person inside). Another reason is if you get more submissions than you have space, quotes could be dropped. Let the endorser know you cannot guarantee the submission will be used, and you also can't guarantee placement (unless it's a really big name, like Oprah).
- 7) Back-up Plan: Life happens and sometimes a promised endorsement won't come through. If this should occur, don't throw a fit. Be gracious and understanding...then kindly ask the endorser for a referral to one of their friends or colleagues. Who knows, you might get an even *bigger* name!



*Continue on page three*

## The Name Game

*Continued from page two*

Without a doubt, the publishing world has some unusual insider tenets, but in any business, if you understand the nuances of the industry, you'll find success. You just need to know where to look, who to ask, and when to jump on an opportunity—or a chance to get an once-in-a-lifetime endorsement—when it presents itself.



*--Dahlynn*

---

### WRITING PROMPT: Endorsements

Creating suggested endorsements about your own book, for others to select (see this month's main story), can prove challenging. If you're penning a book right now, or have one tucked away in your brain, try writing a one to two sentence endorsement about it AND about you (you can make up a fictitious person for the signature block). Then send your work to us and we'll post a selection. If we use your submission, you'll receive a half-hour phone call with one of us, where we can discuss your writing goals, publishing questions, or any other related topic!

Send all contest submissions to [Writer@PublishingSyndicate.com](mailto:Writer@PublishingSyndicate.com) no later than June 12<sup>th</sup>. We hit the road soon after for a three-week trip through the Rockies, so next month's e-newsletter will be released on June 15<sup>th</sup>.

Here are two real-life samples for our newest e-book—*The Wow Principles #2: Creating Nonfiction Book Proposals that Wow Publishers!*—provided to us by the actual people below:

*“The McKowens have created yet another comprehensive e-book for nonfiction writers who are ready to “Wow” publishers. With over 500,000 books sold so far in their careers, the information they share is “from the trenches” and will help writers catapult their own writing careers.”* **Sheri McConnell**, Founder and President of the National Association of Women Writers, [www.naww.org](http://www.naww.org)

*“Getting a publisher to even open your envelope or e-mail is hard enough, but in the Wow Principles #2, the McKowens share insightful tips and advice about how to get past that dreaded slush pile. If you're serious about becoming an author, then you need to read this e-book!”* **Jennifer Martin**, Author of *The Huna Warrior: The Magic Begins*, [www.HunaWarrior.com](http://www.HunaWarrior.com)

# The Wow Principles e-newsletter

**HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF!**

Lots of Chicken's books have deadlines fast approaching, so get your stories in immediately!

*A Book of Miracles*: **Deadline: May 30, 2009 HURRY!**

*True Love*: **Deadline: May 31, 2009 HURRY!**

*NASCAR*: **Deadline: June 15, 2009**

*Teacher Tales*: **Deadline: June 30, 2009**

*Endurance Sports*: **Deadline: June 30, 2009**

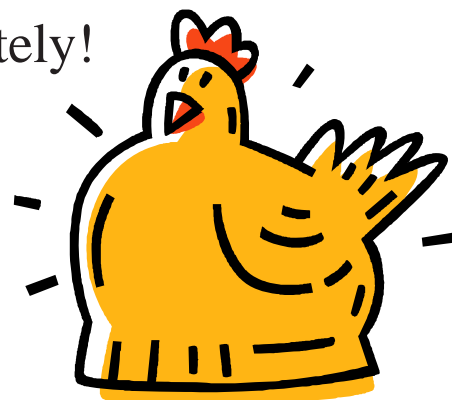
*Not Really Retired*: **Deadline: June 30, 2009**

*All in the Family*: **Deadline: June 30, 2009**

*Dieting and Fitness*: **Deadline: June 30, 2009**

*Thanks Dad*: **Deadline: June 30, 2009**

*Thanks Mom*: **Deadline: June 30, 2009**



*Chicken Soup  
for the Soul*

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

## *Cup of Comfort*

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

*For Mothers*: **Deadline: June 1, 2009**

**DEADLINE EXTENDED!**

**HURRY!**



*For a Better World*: **Deadline: June 15, 2009**

*For Couples*: **Deadline: October 1, 2009**

*For Golfers*: **Deadline: December 15, 2009**



**Go for it! Get published!** 

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

Page 4