

The
Wow

e-newsletter

by Ken and Dahlynn McKowen

Principles

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Timing is Everything... Again!

The beginning of November has found us quite busy with the release of our 13 iPhone winery-destination apps. Entitled "Wine Wherever: [region name]," the apps have the same name as our three upcoming wine books and television show. Yes, we're building that brand and author platform. (To see the apps, go to www.WineWherever.com).

Of course we have a national media campaign in place to announce the apps' release, which includes sending out 15,000 press releases by e-mail and fax. Fortunately, our media blast took place over a very slow news period (the only news at the time was the stranded cruise ship in the Pacific Ocean and the fact that Martha Stewart gets her turkeys drunk before the slaughter), so we received a wonderful response from the media.



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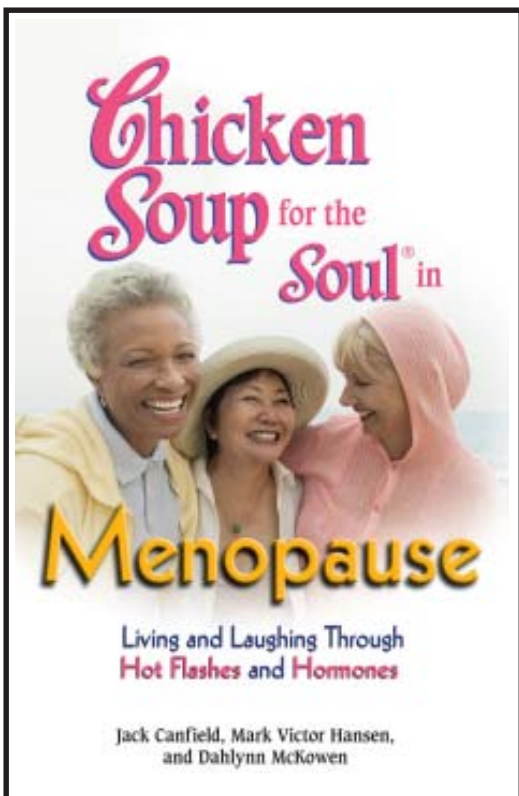
Timing is Everything...Again!

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The great timing of our winery app release got us thinking about a past newsletter and how timing hasn't always worked out for us. So a first of firsts: we're rerunning a past newsletter: it's important to keep in mind that the article was written in May 2007. Enjoy!

In the business of everything media, timing is key. Which station scores the first news scoop, whose story hits the papers with aplomb and which press release receives lots of play often depends on whether it's a slow news day—or not.

News media are ferocious beasts, as they have to come up with thousands of new stories each year. Knowing when to time your press release blast or announce your latest book so the news media pays attention is akin to being able to predict the future. Sometimes you get lucky, sometimes you don't. For the purposes of this article, we're going to share some personal stories regarding timing as it relates to two of our *Chicken Soup for the Soul* books.



Have you ever noticed that most new books, CDs and DVD releases come out on a Tuesday? This is a publishing industry standard so retailers can receive last-minute shipments on Mondays in preparation for the release. But sometimes a publisher will buck the status quo and re-release a book on another day, such as Harry Potter books, which are typically released on a Friday or Saturday.

Harry Potter and the Deathly Hallows, the final book in this series, is due out on Saturday, July 21st. Our newest book—*Chicken Soup for the Soul in Menopause: Living and Laughing Through Hot Flashes and Hormones*—is due out three days later, on Tuesday, July 24th. While no book can compete with the mega-sales of a Harry Potter book, there is a way to take advantage of a phenomenon such as this; if your book is written for a different readership and you're able to get great placement of your book in a store, then schedule your book's release for the same time.

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Timing is Everything...Again!

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For example, the target demographic for *Chicken Soup* books are women ages 24 to 54, which is the typical gender and age range for those purchasing a Harry Potter book. *Soul in Menopause* does not focus on the same readership as a Harry Potter book, but those purchasing that book are our target market. *Chicken Soup for the Soul's* brand name alone will catch the eyes of these buyers, so we're thrilled with the traffic the Potter book will bring into the stores.

But our timing hasn't been so key for another one of our books, *Chicken Soup for the Fisherman's Soul*. Two of our celebrity contributors were Presidents Jimmy Carter and George H. Bush (senior), and their fishing stories were wonderful and funny. But it was Presidents Ronald Reagan, Richard Nixon and Bill Clinton who squashed sales of our title, and there was no way to predict two of those three "squashes."

Fisherman's Soul came out on May 18, 2004, and the main sales blast focused on June 20th, Father's Day. We were creating tons of media buzz around the title, especially with Carter and Bush and retired General H. Norman Schwarzkopf as guest contributors. Then June 5th came, and so did the passing of President Reagan. All of a sudden, the frenzy to buy Reagan books for Father's Day gifts was the rage. We couldn't get anywhere with the media. To top it off, President Clinton released his hardcover book "My Life" on June 22nd, two days after Father's Day. While we had predicted a sales drop because of Clinton's book, Reagan's passing was something we had a hard time recovering from.

So the following year, the publisher agreed to another media blast for *Fisherman's Soul*, again focused on Father's Day sales. Then in early June, a 91-one-year old man by the name of Mark Felt came out of the shadows and announced he was "Deep Throat." Books about Watergate and the Nixon presidency flew off the shelves. It's fun telling this story about five presidents now, even though we had the wrong two presidents in our title.

Again, timing is everything. While we can never predict the future by the past, at least we have learned some lessons along the way, lessons we hope will help you in your success as a writer and author.





Cup of Comfort Contest!

This in from *Cup of Comfort*:

“*Cup of Comfort* is pleased to announce the **Favorite Holiday Memories Story Contest!** From **November 5th** through **December 5th**, we will be accepting stories (ranging from 1,000 to 2,000 words) that detail a cherished holiday memory. The grand prize winning story will receive \$100 and the complete *Cup of Comfort* library. The two runners up will receive the complete *Cup of Comfort* library. All 3 stories will be run on CupofComfort.com from December 15 through January 1st.” www.cupofcomfort.com/story-submission/call-for-submissions

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On Thanksgiving...

“We’re having something a little different this year for Thanksgiving. Instead of a turkey, we’re having a swan. You get more stuffing.”

– *George Carlin*

HAPPY TURKEY DAY!

Two More Writing Contests!

Writer’s Digest 11th Annual Short Short
Story Writing Competition

Deadline: December 1, 2010

www.writersdigest.com/short

Writer’s Digest 6th Annual Poetry
Awards

Deadline: December 15, 2010

www.writersdigest.com/poetryawards

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

Chicken Soup for the Soul

www.ChickenSoup.com

Teens: Deadline: December 31, 2010

Young at Heart: Deadline: December 31, 2010

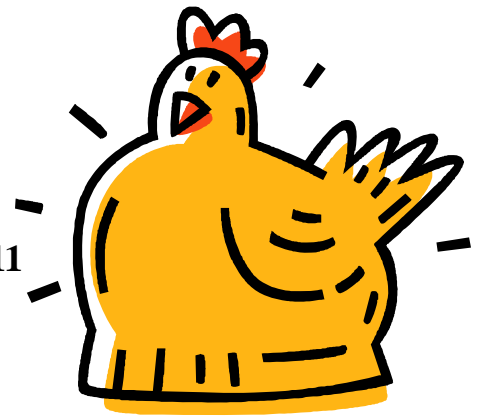
Mothers and Daughters: Deadline: December 31, 2010

Canada: Deadline: January 30, 2011

Devotional Stories for Times of Trouble: Deadline: Feb. 28, 2011

Brides and Weddings: Deadline: April 30, 2011

Marriage and Married Life: Deadline: May 30, 2011



Dream of Things

www.DreamofThings.com

Stories that Exemplify Leadership

Awe-inspiring Travel Stories

Coffee Shop Stories

Great Customer Service Stories

Stories of Forgiveness

Internet Dating Stories

Stories that Exemplify Teamwork

Stories about Great Teachers

Humorous Travel Stories

Advice You'd Like to Pass On to Others

Cubicle Stories: Life in the Modern Workplace

It's Only a Game: Lessons Learned from Playing/Coaching Sports

Making Waves: Stories about Role Models and People Who Inspire and Motivate Us

All *Dream of Things* anthology call-outs are open until there are enough stories to fill a book. So don't wait, as you might miss out on your chance!

Go for it! Get published! 