

# The Wow Principles



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## Pick One: Seven Social Media Sites for Writers

by Debra Ayers Brown

Social media can be fun and rewarding—just like an active social life. Unfortunately, you may be creating reasons to avoid it.

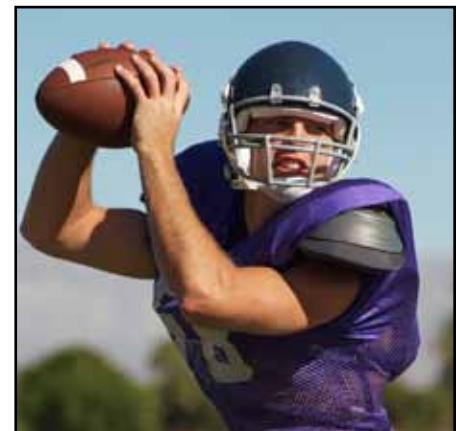
I could relate until 2011 when I considered writing a humor memoir. I took a “pitch to a NY agent” boot camp, where the agent said in her snarkiest tone, “If you don’t have a social media platform to sell your book, I’m not interested in talking to you. End of story.”

Her words stung at a time when I only played around on my personal Facebook page and had 12 Twitter followers. Basically, I didn’t want to *do* social media. I didn’t have time. I didn’t know how. And my teenage daughter Meredith wasn’t around to teach me. The agent’s words led me to an intensive study of social media and how to incorporate it into my professional writing and marketing career.

From my experience, my best advice is to find a social media site you enjoy where you can reach your ideal audience and share the type of information best suited for your target to make the most of the time you have to spend. That’s a wordy way to say “Go long before you go wide.” Stick to one site and grow your followers before you expand to other sites. Complete your profile with photo and keywords. Be yourself, not your book. Never spend more than 20-percent of your posts on sales. Have fun!

Following are my favorite social media sites. Meredith’s favorites will be posted in the December issue of the *Wow Principles*.

**Twitter** is a great place to engage in a two-way conversation where you respond to and engage with others in 140 characters or less. You can keep up with industry news by following publishers, magazines and agents, or see how other authors build relationships with fans. Click links for writing tips, book reviews, blog tours and more. Use it to network with people you



would normally never meet. Learn from tweets by people who know more than you. It's OK to occasionally promote yourself by linking to blog posts, articles, places to buy the book with your stories and more.

**LinkedIn** is the consummate networking site. Think business. Almost 95% of editors and journalists are here, so it makes it easy for writers to connect with them. You can post links to your blog and share exciting news about publications, speaking engagements, etc. Of course, it's perfect to showcase your skills, entire work history and your portfolio. But if you use groups, you take your promotion to the next level to reach a much larger audience by participating in discussions where you solicit advice, share thoughts on topics, ask questions and let your expertise impress others.

**Facebook Author Pages** are the place to establish an intimate community to connect with readers and fans of your work. Unlike your personal page, it is permissible to share business. So, give them a sneak peek into your life, and share contests, book-signing locations, new releases, etc. But, things are always changing. Now, you now need to spend money to get a *guaranteed* reach for your posts. For as little as \$5, your post can reach hundreds or thousands. Always target your audience and include a call to action when you spend money on a post.

**Pinterest** offers the greatest chance for a click-through to a website to make a purchase. This visual site allows you to pin images to your boards. Think of it as a filing system for everything from recipes to articles you want to save. Start with three or four boards in your business Pinterest account like "Books with My Stories," "Favorite Authors," "Writing Tips" and maybe a fun topic like colors, pets, travel, recipes and home design. If you include a price on your pin, it will automatically go into a gift section of Pinterest.

Though I spend less time here, I also like **Google+**, where you can place friends into circles like NYMB writer friends, family and college friends and target posts specifically to them. Plan a book launch party at a Google hangout. Remember, it's *Google*, which means what you post is easier to find.

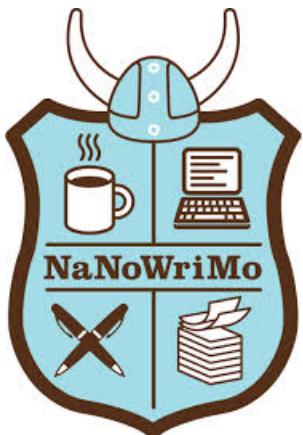


My business partner and daughter Meredith (photo, left) will post her favorite social media sites next month: Instagram, YouTube and Tumblr. Until then!

Contact Debra at [www.DebraAyersBrown.com](http://www.DebraAyersBrown.com)



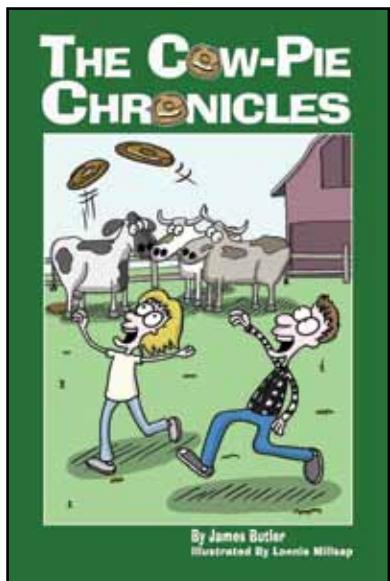
Also in December's issue: Author, blogger and NYMB contributor Nancy Julien Kopp will present her feature article—"Other Things Writers Do."



## Did You Do It? What?! NaNoWriMo!

Just a few days left for all of you NaNoWriMo writers to finish your 50,000-word novel! If you participated, we would love to hear about it. Please send the name of your book and a 50-word description of your writing experience/adventure and we'll include it in December's issue.

Email the info to [Writer@PublishingSyndicate.com](mailto:Writer@PublishingSyndicate.com)



## Cow Pies and China!

*The Cow-Pie Chronicles* went to China earlier this month! The book was part of *Foreword Review*'s booth at the China Children's Book Fair, held in Shanghai.

Victoria Sutherland, the publisher of *Foreword Reviews*, shares some valuable info regarding the Chinese book market: "Running from November 20th to 22nd, CCBF provides a one-stop insight into China's buoyant children's publishing sector, including distribution, rights, and sales. Last year, this unique book fair made an immediate impact by attracting over 20,000 book-buying visitors, 5,000 publishing professionals, and 154 exhibitors from 14 countries. Children's book sales in China have enjoyed double-digit growth in the past two years and represent 50 percent of the 100 best-selling titles in the first 6 months of 2014. There is a huge demand for content, fuelled by multi-media opportunities, which is pushing children's books to the top of the best-selling books categories in China. With more than 90 percent of the content imported from overseas, international publishers can be assured of a continued high level of interest at CCBF."

Keep your fingers crossed that James Butler's fabulous children's chapter book gets picked up for foreign rights publication!

Photo: Booth at CCBF. Hard to see, but *The Cow-Pie Chronicles* is on the top shelf on the left, fourth book from the left (green book). The booth won for the best display at CCBF—a big congrats to the *Foreword Reviews* team!



# Two New Books by Publishing Syndicate!

Congratulations to co-creator Pat Nelson and all the contributors with stories in *Not Your Mother's Book...On Working for a Living*.

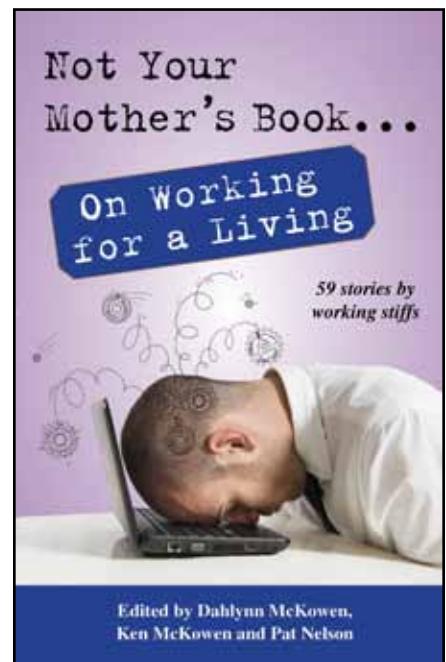
The book, which features 59 stories by working stiffs, was released in mid-November. If you are a working stiff, or have anyone on your holiday list who is, this book is a must-buy; the giftees can read the hilarious stories on their coffee breaks!

Pat, who is also the co-creator of *NYMB...On Being a Parent*, said we can share this with all of you:

"Two ladies in my water aerobics class at the YMCA asked to purchase my new book *Not Your Mother's Book... On Working for a Living*. One had to leave early, so I told her I would get out of the pool in a few minutes to get my book for her. When I exited the shower, she was already dressed and ready to leave, so, wrapped in my towel, I opened my locker and got a book for her. Just then, the other lady walked up in bra and panties to make her purchase. I guess that's fitting, as these entertaining books are full of the bare truth!"

What a great book-signing story. Have you ever autographed and/or sold a book dressed only in a towel?!

Available from your favorite book retailer or via the PS Bookstore: <http://bit.ly/1wwuslV>



The other book to make its debut in November is *Best of the California Coast*.

We (Dahlynn and Ken) are travel writers and photographers, and did this full-time prior to launching the publishing arm of Publishing Syndicate in 2011. When that happened, we were stuck in the office! But we did manage to take quick trips up and down the Golden State's coastline, visiting old haunts and discovering new destinations.

The book, which is 350+ pages and 120,000 words, features more than 300 photographs, drawings, maps and info for 800+ destinations. Even though the big media push for this book will be in the early spring—when most travelers begin making plans—the book is finding its market already, especially overseas. Besides domestic sales, Canada, China, the UK, Mexico, Australia, Japan, Germany, South Korea, France, Scandinavia and India are the target international markets for this title, and sales have been brisk for UK customers.

Order today from your favorite book retailer or via the PS Bookstore: <http://bit.ly/1wwuslV>

Last Page! Last Page! Last Page!

## 100 Humorous Writing Tips by Matt D. Barnes

1. Every sentence should make sense in isolation. Like that one.
2. Excessive hyperbole is literally the kiss of death.
3. ASBMAETP: Acronyms Should Be Memorable And Easy To Pronounce, and SATAN: Select Acronyms That Are Non-offensive.
4. Finish your point on an up-beat note, unless you can't think of one.
5. Don't patronise the reader—he or she might well be intelligent enough to spot it.
6. A writer needs three qualities: creativity, originality, clarity and a good short term memory.
7. Choose your words carefully and incitefully.
8. Avoid unnecessary examples; e.g. this one.
9. Don't use commas, to separate text unnecessarily.
10. It can be shown that you shouldn't miss out too many details.
11. Similes are about as much use as a chocolate teapot.
12. Avoid ugly abr'v'ns.
13. Spellcheckers are not perfect; they can kiss my errs.

For the other 87 tips, visit <http://mattdbarnes.hubpages.com/hub/100-Humorous-Writing-Tips>. They are too funny!



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*Happy  
Thanksgiving!*



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