

The  
Wow

# e-newsletter

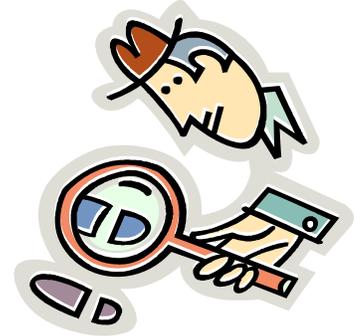
by Ken and Dahlynn McKowen

Principles

Volume 4 No. 9 September 2008

## On a Mission

A few weeks ago, we released our newest e-book, *The Wow Principles #2: Creating Nonfiction Book Proposals that Wow Publishers!* The reviews and response to the e-book has been a huge hit, as lots of you are snapping up the new writing guide like hotcakes!



At 57 pages, *Wow #2* includes seven steps to publishing success. In detail, we share our experience in: 1) conducting market research, 2) developing your mission statement and table of contents, 3) writing your sample chapter, 4) choosing a book title, 5) creating your marketing plan, 6) choosing potential publishers, and 7) putting it all together. We even included our winning book proposal, just as it was submitted to the publisher, for *Chicken Soup for the Fisherman's Soul*.

For September's newsletter, we present an excerpt from *Wow #2*, Step Two:

### Step Two: Developing Your Mission Statement and Table of Contents

Here's where your knowledge of your subject comes into play. In this step, you'll learn how to develop your book's mission statement and table of contents (TOC).

First, you need to create your book's goal—or mission statement—in your proposal. It's important to do this first, because once you have a solid statement, your TOC will fall into place.

Creating a mission statement should be a snap if you took the time to really work on the “why” section in Step One (your justification for why the world needs your book). In this section, you now have the opportunity to show the publisher your writing skills, determination and cleverness, not to mention your ability to convince them that your book has merit and sales potential.

*Continue on page two*



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## On a Mission

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Mission statements can be written in many ways. For example, if your book will fulfill a niche, then your statement might read:

*“This one-of-a-kind book will teach readers how to create and build safe and fun soap-box cars. Color-coded diagrams and easy-to-follow instructions will be presented in an enjoyable format so the parent/child and/or grandparent/grandchild can build the cars together. There will also be a section dedicated to incorporating recyclable materials into the construction, thus placing an environmentally-friendly spin to the book.”*

This statement may appear long, but it’s only three sentences. And it tells the publisher a lot. The book is adult-, child- and environmentally-friendly. The topic is intriguing and unique (hence the “one-of-a-kind” mention) and by incorporating the grandparent reference, it appeals to the Baby Boomer generation, many of whom built and raced soap-box cars during their youth.

And if you read more into the statement, you can safely assume it’s a how-to book that promotes families spending time together—doing something constructive and meaningful—thus creating a lifetime of memories.

Three sentences are about the most you want, or need, in your statement. If you have written more than that, then you haven’t focused your thoughts in a succinct manner. For writers, the hardest thing to do is to write short; in this instance, writing a coherent, interesting and intriguing mission statement

will demonstrate your ability to be concise, as well as your creativity, marketing skills and ability to sway an audience (a.k.a., the publishing house) in your favor. You must elicit a strong feeling or response from the publisher, one that is measurable from both a personal level and business level.



*Continue on page three*

## On a Mission

*Continued from page one*

Having difficulty creating a mission statement? Let's break it down to the basics, using the soap-box book to answer the questions:

- 1) What kind of book is it? *Non-fiction, how-to*
- 2) What is your topic? *Soap-box car construction*
- 3) What is unique/different from other books? *Not many like books on market*
- 4) Who is your primary audience? *Parents and grandparents*
- 5) Is there a secondary audience? *Children*
- 6) Are there any special features? *Recyclable material substitutions for some products, easy instructions and color-coded diagrams*

Now take your topic and answer the questions above. These are your key points you must incorporate into your mission statement. From there, develop your mission statement and remember not to exceed three sentences. If you do, revisit the questions above, shorten your answers then rework your copy. You can do it, so don't give up!

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There you have it, an excerpt from our latest e-book, *The Wow Principles #2: Creating Nonfiction Book Proposals that Wow Publishers!* It's now available for purchase for a mere \$12.95! That's right, it's only \$12.95! For a limited time, if you purchase *Wow Principles #2: Creating Nonfiction Book Proposals that Wow Publishers!*, for an additional \$77—just \$89.95 total—we will provide you with two hours of our editing time to personally review your completed nonfiction book proposal BEFORE you send it to a publisher. (This is a minimum a \$250 value.) Visit our website to learn more: [www.PublishingSyndicate.com](http://www.PublishingSyndicate.com).

“In the days when Chicken Soup accepted book title ideas from the general public, Ken and Dahlynn always, without exception, submitted the strongest, most complete proposals. Their broad knowledge of the book publishing industry, coupled with their ability to identify and create solid, marketable book titles, allows them to work successfully with a number of publishers. I strongly recommend to those who desire a book contract to value and heed their advice; they know what they're doing.” -- **D'ette Corona**, Associate Publisher, Chicken Soup for the Soul Publishing, LLC

NOTE: Hardcopies of any of our e-books are available for an extra charge to cover printing, binding, shipping and handling. If you want to order a hardcopy, e-mail [order@PublishingSyndicate.com](mailto:order@PublishingSyndicate.com). Be sure to list “Hardcopy Book Request” in the subject line. We'll work out all payment details via e-mail, so do not order online. Thanks.



## P.S. Profiles: Writers and Authors

### Caroleah Johnson from Northern California

"I dabbled with my writing interest for years until I attended a major writer's conference in 2006. After returning home from the conference, one of the first things I did was to download an e-copy of the WOW Principles (*Wow Principles #1: Seven Steps to Wow Publishers into Purchasing Your Nonfiction Stories*) from Publishing Syndicate. I followed the advice in that booklet, submitted a Chicken Soup story, and requested the free critique offered.



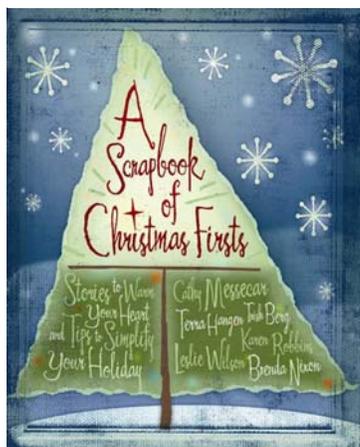
*Dahlynn and Caroleah*

Dahlynn was very gracious with her comments and encouraged me to continue writing. To date, I have published four Chicken Soup stories and a number of devotions in *Upper Room Magazine*. For the past two years my short story entries in the Annual Writer's Digest Writing Competition have received honorable mentions.

I started a local writer's group in my area and have been able to pass on some of the knowledge I've gleaned from my limited "writing career." I take online writing classes continually to study and perfect the craft of writing. My goal is to complete a novel and perhaps branch out into my own freelance editing business. I've already been able to help several college students polish their personal statements for admission into post graduate programs.

In August of this year, Dahlynn invited me sit with her in the California State Fair's Author Booth and sign Chicken Soup books. This invite helped confirm my belief that if you work at something long enough and hard enough, you can achieve your dreams. Thank you, Dahlynn!"

### And meet another P.S. family member: Brenda Nixon from Ohio!



As a writer for eight years, Brenda has authored two parenting books including *The Birth to Five Book* (Revell), co-authored the holiday title, *A Scrapbook of Christmas Firsts* (Leafwood), freelances for family publications and is also a contributing author to 23 books, including four to the *Chicken Soup for the Soul* series. Her articles has been featured in print and online publications including *Mothering Magazine*, *Christian Women Today*, *CBN.com*, and *iParenting*. To learn more about this prolific writer, visit [www.BrendaNixon.com](http://www.BrendaNixon.com). Way to go, Brenda!



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



## *Literary Cottage*

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

Susan sent us an e-mail this week and said that while she appreciates all the wonderful response and story submissions from our P.S. family, she wants to remind everyone to study the submission guidelines. Stories are not being submitted as required, which is driving her crazy! In order to become a successful writer, it's imperative you follow the posted submission guidelines for any and all anthology series and/or publishers! She also shared that more *Hero* titles should be going up soon, so be sure to check the website.

*My Dog is My Hero (Adams Media)*: Stories about a remarkable dog in your life. Only about dogs, not cats or other pets. **HURRY! Deadline: September 30, 2008**

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## *A Cup of Comfort*

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

The publisher of this series recently sent an e-mail noting that they are once again accepting submissions for *A Cup of Comfort for Fathers* (original deadline was August 31, 2008). The new deadline is March 1, 2009. Please visit their website to review submission guidelines.

*Parents of Children with Special Needs*:  
**HURRY! Deadline: September 30, 2008**

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

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## *Chicken Soup for the Soul*

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



*Twins and Multiples*: **HURRY! Deadline: October 15, 2008**

*The Golf Book*: **HURRY! Deadline: October 15, 2008**

*Extraordinary Teens*: **Deadline: December 31, 2008**

*College Campus Chronicles*: **Deadline: December 31, 2008**



**Go for it! Get published!** 

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