

The
Wow

e-newsletter

by Ken and Dahlynn McKowen

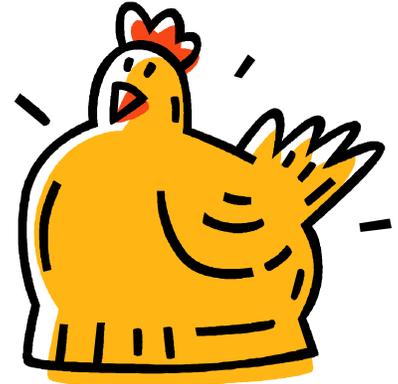
Principles

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www.PublishingSyndicate.com

Taking Stock

We've been receiving many great questions regarding how Chicken Soup decides which stories to use in their books. Trust us, it's a very involved process that requires a ton of work on our end, but the system has proven successful. More than 150 books are in print thus far in 39 different languages, and over 100 million books have been sold.



Below is some copy from our website that talks about story selection. The reason we're sharing this information is because knowledge is key: If you understand the rigorous selection process, then you will understand and appreciate the reasons why it is so important to get your story right the first time. For more tips, go to our website at www.PublishingSyndicate.com and check out our e-book -- "Wow Principles #1: Seven Steps to Wow a Publishers into Purchasing Your Nonfiction Stories." The cost is \$7.95.

For more detailed information about Chicken Soup for the Soul books, we urge you to visit their homepage at www.ChickenSoup.com.

Story Selection

Typically 800 to 1,000 stories are submitted for consideration for each and every Chicken Soup title, with only 10 percent (80 to 100) stories making it to the semi-final selection round. Following is a brief overview of the story selection process:

- 1) When a story is received for consideration, it's read by the coauthor or staff member. If it meets the submission criteria *and* is a good story or one that shows promise (see "Story Guidelines" at www.ChickenSoup.com), the story advances to the next round.
- 2) The story is then evaluated by a group of volunteer readers. This is considered the "semi-final" round, with about 120 stories vying for about 80 slots in a title. At this point, D'ette Corona from Chicken Soup for the Soul Enterprises (CSSE) will ask each contributor **whose story has made the semi-final round** to a complete legal permission form. Even after a contributor completes the permission, there is *no guarantee* his/her story will be ultimately selected.

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3) Once the evaluations are received from the volunteer reader group, the coauthor pulls the title together using approximately 80 stories. The coauthor sequences the stories into a near final manuscript based on chapter headings and other criteria. Sometimes there are too many of the same type of story, so it is not uncommon for a story to be dropped from consideration.

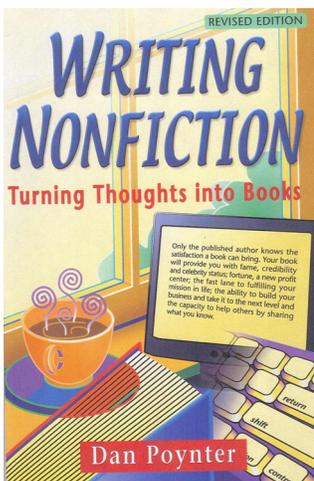


4) The manuscript is sent to CSSE for their evaluation and concurrence, then CSSE forwards the manuscript to the publisher for their evaluation. It is not uncommon for either CSSE and the publisher, or both, to drop stories from consideration.

5) After several months of editing, the manuscript is typeset (how it will appear in the book). Again, if the book runs long on page count, more stories can be dropped from consideration.

6) When the book finally goes to press (typically eight months after the story submission deadline), the finalist contributors will receive a “Congratulations” letter. Payment for their story will occur within 30 days of the book’s official release. Those remaining semi-finalists who completed the legal documents but did not make the book will also receive a letter, thanking them for their submissions. 

BOOK OF THE MONTH



In February, we featured the book *Damn: Why Didn't I Write That?* by Marc McCutcheon. The response from our readers was amazing, with many of them thanking us for the recommendation. It's been so popular that we're going to keep the book up on our site for orders.

This month, we're featuring *Writing Nonfiction: Turning Thoughts into Books* by legendary writing and self-publishing guru Dan Poynter. Dan explains how to “build” a book and “repurpose” content into other media (i.e., downloadable books, CDs, ebooks). He also offers valuable research sources and tips and even how to handle interviews once your book hits the big time! Click into our website to order your copy today!

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HOT STUFF! HOT STUFF!

The following Chicken Soup books need stories from you!

IMPORTANT INFORMATION: As much as we like to read your stories, please do not send them to Publishing Syndicate. We are not creating the titles below, only passing along the call-outs. Submit stories for the following books to www.ChickenSoup.com.

Love Stories: Stories about that one special person with whom you share a connection. Deadline: April 30, 2007. Submit to www.ChickenSoup.com.

Divorced Soul: Stories of hope and encouragement for divorced people or people going through divorces to let them know that they are not alone. Deadline: May 31, 2007. Submit to www.ChickenSoup.com.

Adopted Soul: Stories about adoption from the points of view of the birth family, the person who has been adopted and the adopting family. Deadline: June 30, 2007. Submit to www.ChickenSoup.com.

Bedtime Stories: A timeless collection of true stories to delight children everywhere. Deadline: July 30, 2007. Submit to www.ChickenSoup.com.

Father and Son's Soul: Stories that celebrate the special relationship between a father and a son. Deadline: August 31, 2007. Submit to www.ChickenSoup.com.



 **Football Lover's Soul:** Stories of inspiration and resilience from football players and from the fans who love football. Deadline: August 31, 2007. Submit to www.ChickenSoup.com.

 **Twenty-Something Soul:** Stories to warm the hearts of those who are no longer teenagers and who are adjusting to the world of adults. Deadline: September 30, 2007. Submit to www.ChickenSoup.com.

Go for it! Get published! 

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