

The  
Wow

e-newsletter

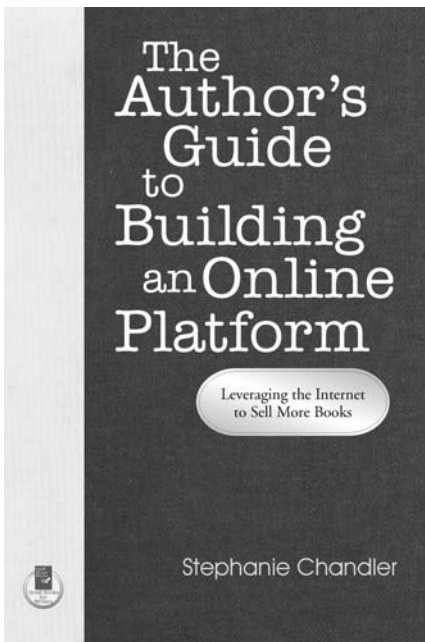
by Ken and Dahlynn McKowen

Principles

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www.PublishingSyndicate.com

## What's Your Platform?



Stephanie Chandler is one of the nation's leading experts on helping small businesses and entrepreneurs develop a successful online presence. As an accomplished author, speaker, and founder of California-based Pro Publishing Services, Stephanie's newest book—*The Author's Guide to Building an Online Platform*—is a must for authors serious about promoting themselves and selling their books.

In her latest title, Stephanie discusses how to create effective online marketing strategies that can take your publishing success to a whole new level. Per Stephanie, just about every agent and editor will ask that inevitable question, "What's your platform?" Stephanie decided to answer this question by building her platform online, and now she shares the lessons she has learned along

the way along with insight from the many authors and experts she interviewed for her book.

What's a platform? It's your soap box, in a way. By developing a platform, you are creating a niche for yourself, making yourself a recognizable expert in that given field. Most beginning authors will release their books and hope they sell; by creating a name for themselves *first* via an online presence and/or speaking engagements and creating a residual fan base, their books will fly off the shelves. Sell yourself first and your books will become secondary income.

Stephanie's book will help you create that presence. Topics include developing an online platform that impresses editors and agents, creating an effective website that reaches a global audience, mastering the art of promoting your books on Amazon, and building a longterm career as an author.

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## What's Your Platform?

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On a personal note, we don't normally endorse or dedicate this much space in our newsletters to individuals. But we feel that Stephanie's expertise in this field and her book are so intune with what authors need to do today to be successful that we just had to share her with you! Stephanie didn't begin her career as an author; her start-up story, which was featured in *Chicken Soup for the Entrepreneur's Soul*, is one of determination and perserverance. Stuck in a great paying, but stressful, corporate America job, she decided to make that leap of faith and follow her dreams of becoming an author. And she has done just that, and you can, too!

To order Stephanie's book, which is due out in early May, or any of her other successful titles including *Marketing Your Business Online* or *From Entrepreneur to Infopreneur*, visit her website at [www.BusinessInfoGuide.com](http://www.BusinessInfoGuide.com). You can also order the book via our website; you'll find it on our home page.

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## Changes on the Horizon

Publishing Syndicate will have several big announcements come the May newsletter; we want to make sure we get all of our ducks in a row and our new website up beforehand. But the news is great for you, our favorite freelancers! Get ready to write!



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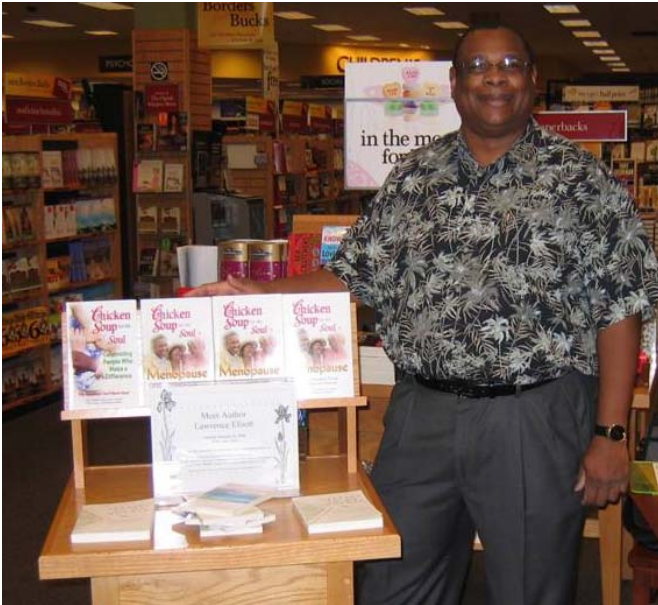
## Call for Submissions:

We received the following from *Writer's Market*, 4/25/08:

The 2009 edition of *Songwriter's Market* is accepting pitch submissions for articles geared toward the music industry. Articles will help aspiring songwriters achieve their goals of getting their songs heard by artists, agents and publishers in the music field. Especially wanted are "Insider Information" articles that take the reader into the process of submitting demos to music companies, with comments from decision-makers. Articles should be 1,500-2,500 words. Pays on acceptance. Pitches only to Greg Hatfield, editor, at [greg.hatfield@fwpubs.com](mailto:greg.hatfield@fwpubs.com).

Publishing Syndicate has a subscription to *Writer's Market*, and hence, received the above call for submissions. To learn more and sign up yourself, go to [www.writersmarket.com](http://www.writersmarket.com).

# The Wow Principles e-newsletter



## An E-mail from Lawrence

As a nationally accomplished author and one of Chicken Soup's most prolific *male* contributors (most are female), Lawrence Elliott is king when it comes to promoting himself! He sent the following e-mail to us in February, and it made us smile!

To learn more about Lawrence and his work, visit his website at [www.lawrenceelliott.com](http://www.lawrenceelliott.com).



Hi Dahlynn!

I hope all is going well. I just wanted to let you know I attended a Community Day Event at the Borders Books & Music in Chino, California (near my home). It was my third event for that store and it featured most of the books I've been fortunate enough to be included in. Of course, *Chicken Soup for the Soul in Menopause* was included and was the big seller for the day. It was fun discussing how I—a guy!—wrote a story for a book about menopause. It made the day quite enjoyable and the customers enjoyed it, too.

One young lady, who told me she was too young for menopause, bought a book. What did I say to her? "Well, think of this book as a prep course for what you might face in future...and it'll put a smile on your face, too!"

One guy turned me down flat. I mean, flat! But when I convinced him how nice the [menopause] book was, he bought one for his wife. Ten minutes later, he returned and bought another one for a friend who had invited them to a party that evening! You never know, huh?

Take care!



*Lawrence*

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You, too, can promote yourself and your work just like Lawrence! Check out our March 2007 newsletter; the topic for that month was "To Promote or Not Promote...That is the Question."

**HOT STUFF! HOT STUFF!**

## *A Cup of Comfort needs stories!*

To learn more, go to [www.cupofcomfort.com](http://www.cupofcomfort.com), click on "Share Your Story" in the left-hand margin and you'll find detailed information for the books below.

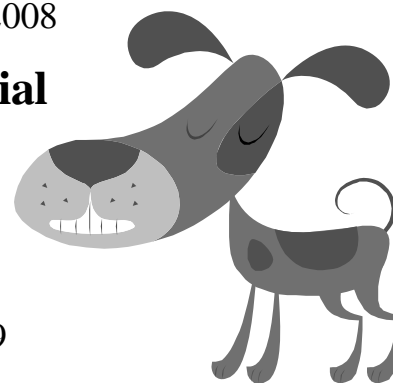


**New Moms** -- Deadline: May 15, 2008

**Adoptive Families** -- Deadline: June 15, 2008

**For Fathers** -- Deadline: August 1, 2008

**Parents of Children with Special Needs** -- Deadline: Aug. 15, 2008



**Dog Lovers II** -- Deadline: December 15, 2008

**For the Grieving Heart** -- Deadline: February 1, 2009

How can you pass up this great list of titles!?! It's okay to multiple submission your work; send your stories to as many anthology series as possible! All freelancers do this, and so should you!

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*And Chicken Soup for the Soul also need stories from you!*

**Submit your stories directly to [www.ChickenSoup.com](http://www.ChickenSoup.com).**

**Stories about High School** -- Deadline: June 30, 2008

**Stories about Middle School** -- Deadline: June 30, 2008

**Stories about Resolutions** -- Deadline: August 31, 2008

*Go for it! Get published!* 