



Build Your Writer Brand

By Debra Ayers Brown of Your Write Platform

Are you missing a chance for brand awareness? Enhance your visibility to readers and potential customers with an email signature, thus launching your brand to the forefront in your day-to-day transactions.

Every email you send offers an opportunity to showcase your brand. You can add an email signature file whether you're sending your email on your laptop, your phone or other mobile device. By utilizing an email signature, you are showing readers you're a professional in every communication. If you skip it, you're invisible.

Set up your email signature file via the email system you use, as well as in your phone if it is a different platform. Include the following:

- Your name
- Your title (writer, author, blogger, columnist, novelist, etc.)
 - If applicable, your company name
 - Your phone number (for calls or texts)
 - Social networking links (I use About.Me as one link to all of my sites, or sometimes I spotlight a favorite site)
 - A link to your latest book (or video clip you are featured in, current book giveaway or contest, white paper you authored, blog post, Slideshare you created, downloadable PDF)

TIP: Make sure your correspondence is “mobile-friendly.” Use a sans serif font in 11- to 14-point for easier readability. If you use a photo, put text behind it so the recipient won't see a blank box

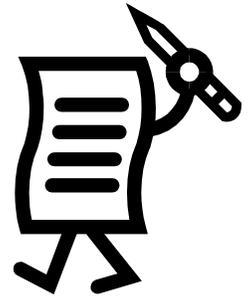


(Clay formation artwork by CamiloTorres/Shutterstock.com)

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if their email provider blocks the image. And less is more. Go wide, instead of long, by using slants or pipes (|) with two spaces on each side to separate the components.

It would be crazy not to use the free advertising space at the bottom of your email to showcase your brand and share your contact information. The bottom line: It's easy to be visible, but it's up to you to make that happen.



Connect with Debra Ayers Brown for training and networking tips to explode your business!

www.Facebook.com/YourWritePlatform

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Never miss an issue of *The Wow Principles!* More than 110 back issues can be found on the PS website. Sign up today at www.PublishingSyndicate.com.



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www.Facebook.com/PublishingSyndicate

www.LaughUntilYouPee.com: Terrific stories from the NYMB series. Go to the bathroom first...

Do you Tweet? Follow the fun and we'll follow back:
[@PublishingSynd](https://twitter.com/PublishingSynd)

Pat Nelson (see photo), the co-creator of *NYMB...On Being a Parent* and *NYMB...On Working for a Living*, sent this email to Publishing Syndicate today and we had to share it with you. Pat *never* misses a chance to make a book sale:

“I sold three NYMB books **at a funeral** today: *On Working for a Living*, *On Being a Stupid Kid* and *On SEX*. Wow, I'm glad I carry them everywhere with me. A friend from water aerobics—who was at the funeral—had seen my Facebook posts about our NYMB books and asked me about them. She wondered if I had any with me, and I said, “Come on out to my showroom (my car).” The lady who passed away would love knowing I sold books at her funeral, especially the SEX book. So funny.”

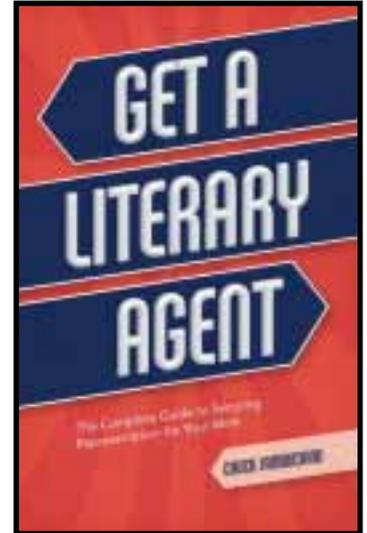


Where is the strangest place you have sold a book? Share: Dahlynn@PublishingSyndicate.com

Literary Agent Sound Off: Query Letter Basics

By Chuck Sambuchino

EDITOR'S NOTE: Following Debra's expert advice, creating a terrific email signature is also important when sending query letters to literary agents. Below, Chuck Sambuchino of Writer's Digest Books shares with us an excerpt from his new book, *Get a Literary Agent: The Complete Guide to Securing Representation for Your Work* (Writer's Digest Books, January 2015).



Chuck says: “This book compiles all the best knowledge I’ve learned over my eight years as the editor of the *Guide to Literary Agents*. It’s a single, comprehensive guide that will tell you everything you need to know about securing a rep—how to find them and build your list, how to contact them with a query letter, how to write a synopsis or proposal, how to protect yourself, how to find out if you and your dream agent are really 100% compatible, and much more. The book also features quotes and valuable advice from more than 100 literary agents.”

To purchase the book: <http://www.writersdigestshop.com/get-a-literary-agent-grouped>
Chuck's GLA newsletter: <http://www.writersdigest.com/editor-blogs/guide-to-literary-agents>

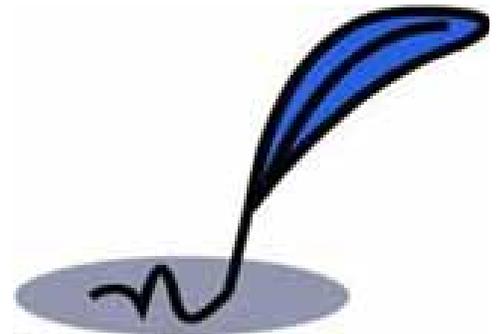
This post is excerpted from my new writing guide *Get a Literary Agent: The Complete Guide to Securing Representation for Your Work*. Following is a collection of helpful quotes from literary agents regarding how to write and submit a query letter:

“Queries are business letters. Agenting is business. Publishing is business. I try to be nice and friendly and funny and all, but the bottom line is that I expect those with whom I work to be professional and take what they’re doing seriously.”

—Linda Epstein (Jennifer De Chiara Literary)

“I’m sure it has been said before, but the best queries are the ones that are pitched to agents who share your sensibilities. Don’t pitch an agent who specializes in science fiction a book about financial markets, and vice versa. Also, avoid the term ‘fiction novel.’”

—Melissa Flashman (Trident Media Group)



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“I love a query that reads like the back of a book cover. Also, I do encourage all writers to treat their query as a job interview. Be professional. Be concise.”

—Nicole Resciniti (The Seymour Agency)

“Being able to really articulate what you want to say in a short query is difficult yet extremely important. We need to see something that jumps out at us as different, passionate, and expressive. On a daily basis, our team reads and considers several submissions, so it is those ideas that promise change and innovation that catch our eye.”

—Jan Miller (Dupree/Miller & Associates)



“Query letters do need a voice. Some voice. Your voice. You can tell when a writer is a natural, and can convey simple ideas and plot summary without being boring or giving away too much.”

—Elana Roth (Red Tree Literary)”

“Ever since I started taking electronic submissions, I’ve found that many people don’t put the care into query letters that they would have in a hardcopy submission. It’s as if they see an electronic query letter more as another random e-mail than a professional introduction to their work. So I’m seeing the disturbing, ‘Hey, I’ve got this manuscript I think is right up your alley. Can I send it?’ sort of letters. Writers should think of the query as they would a cover letter that goes along with a résumé. You wouldn’t dash that off carelessly (or CC it to everyone in the field, another common mistake), so don’t do it with query letters.”

—Lucienne Diver (The Knight Agency)

“Avoid a sentence such as ‘This is my third (or fourth, or fifth, or sixth) unpublished novel, so I am clearly very dedicated and hardworking...’”

—Alex Glass (Glass Literary)

“Watch those typos, folks! We do notice.”

—Peter McGuigan (Foundry Literary + Media)



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