

# Sharing with Writers

From the Desks of  
**Carolyn Howard-Johnson**  
and #SharingwithWriters Subscribers



**Since 2003 - A newsletter that is also a community. Share your ideas. Learn from theirs!**

Associated with the multi award-winning series of HowToDoltFrugally series of books for writers.

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

December 2017: Archive [http://HowToDoltFrugally.com/newsletter\\_copies.htm](http://HowToDoltFrugally.com/newsletter_copies.htm)

***"Careers that are not fed die as readily as any living organism given no sustenance." ~ CHJ***

## Regular Features

- Note from Carolyn
- Tips and News
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- Accessible Contests
- Word Lovers' Corner
- On Poetry
- Author Successes
- Mindy Lawrence's Itty Bitty Column: On Free Speech, Press
- Carolyn's Appearances and Teaching
- NEW! Wordstuff™ Switching to fun quotations from writers!
- Q&A a la Ann Landers: Getting Blurbs the Easy Way

## This issue only

- Feature on Speaking: Hecklers



### Sharingwithwriters NOTE

A curated collection of news, opinions, articles and how-tos on the subjects of writing, publishing, editing, marketing, and keeping your eye on the ball.

In the spirit of the advice I give in [The Frugal Editor](#)—to use an extra pair of eyes whenever possible—this newsletter is voluntarily proofread by Mindy Phillips Lawrence. Reach her at [mpcreative1@aol.com](mailto:mpcreative1@aol.com). In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing boobos. We're all human.

This newsletter is issued as often as my writing schedule allows. It's usually long, but I promise you will find something new that will help propel your book to stardom or some reminder to do something for your writing career.

This newsletter is powered by [AuthorsDen.com](http://AuthorsDen.com) and designed by Samanthi Fernando. Reach her on Instagram @poetsamanthifernando.



## Note from Carolyn

Dear Subscriber:

I love *The New Yorker*. My son Trenton sent a subscription to me for Christmas for a couple years, but I told him not to do it anymore because I always felt guilty when I couldn't read it from cover to cover.



Recently I reconnected with my cousin who had gone AWOL for a while and she sent me a link to a lovely essay on dying (and living!) written by a well-known memoirist, Cory Taylor. I love how that memoirist wove the pleasures of writing into the other joys of her life. It made me think of the publisher who told my agent that he loved my memoir, but couldn't publish it because it was just too sad. It also made me think of fires—what I have come to think of as California's Christmas fires. I have been affected only slightly (breathing smoke and getting less done because of time taken to help fire refugees), but the misery is everywhere. The sky, the freeways, the news.

It seems to me a memoir has no value without the sad parts that make us grateful for life's delights. So, the upsides and downsides, the yin and yang of *The New Yorker*? Hard to believe there is too much of a good thing! And the fires? Well, maybe we have had enough of those!

You may already subscribe or decide to subscribe to *The New Yorker* after reading this. (You may be better at picking and choosing from an overabundance of readable material than I!) Even if *The New Yorker* has never been your cup of tea, you will want to read this essay. To absorb the author's wisdom now, when gratitude is such a big part of the holiday season or take a lesson from this author's writing style. I am sure that it will renew your appreciation of your chosen career.

The essay is "[Questions for Me About Dying](#)" by [Cory Taylor](#). An interesting title, but one that in no way does justice to what is contained therein.

**Happy Holidays—Kwanzaa, Hanukkah (I'm late!), Brights, and Christmas**  
**Happy writing, editing and promoting,**  
**Carolyn Howard-Johnson,**  
<http://HowToDoltFrugally.com>

## Letters to the Editor

A Letter to your subscribers, Carolyn:

I've been a #SharingwithWriters subscriber and contributor for almost 10 years, and I am very happy to give back to the wonderful [Carolyn Howard-Johnson](#) and the Author community by designing this new look for the [Newsletter](#). I enjoyed creating this with your website branding colors and here's what I think about the significance of gold and green

Carolyn truly is the gold standard for curating and sharing "How To" content. She never misses an opportunity to ask "How did you do that?" followed by "Would you like to share?". If you read this newsletter, you'll see it is packed with valuable insights and great tips for writing, editing, publishing, and promoting. She's all about doing things frugally and always shares information about what is FREE. So green and all the shades of it, must be a reminder to authors about saving money by doing things the frugal way.

It is fun to work with colors, and I hope more writers will find gold and green in Carolyn's wisdom.

*Samanthi Fernando*

Find Samanthi at [www.starsafire.starrayz.com](http://www.starsafire.starrayz.com)



## Q&As a la Ann Landers



### Handling Hecklers When You Speak

Excerpted from *The Frugal Book Promoter's* sections on seminars, book signings, and other events.

Handling hecklers in public is one reason some authors don't care for speaking, but think of it this way. It's better for authors to learn to handle iffy situations at a small public venue than on national TV.

Here are two secret words. Determine. Defensive. You *determine* you will not be *defensive* in advance. We are now public persons and must resist the urge to react. Take a deep breath and decide that these folks are not hecklers. They are probably tactless or ignorant and neither are reasons to be offended.

A fellow author who is subsidy-published e-mailed this question for the column in my newsletter called, Q&A a la Ann Landers:

Author: During my question and answer period at a book signing, a man asked me rather rudely why someone with my credentials should choose to subsidy publish and mentioned that he had found typos in my book. In an earlier interview, I was questioned about Jack Kelley's fabricated stories in *USA Today*, as if I had something to do with them.

My Answer: Try to give people like this a break; assume they just want information and turn the question away from you and to the publishing industry in general. What's considered good about each form of publishing and what isn't. How the publishing industry, just like others, is not perfect. You might be armed with an anecdote of your own so the heckler (if that is, indeed, what he is) is disarmed by your candor. Humor is helpful. On a similar occasion, I told my questioner how *The New York Times* reported that major publishers were inflating their first-run figures for books in order to create buzz in the media and that compared to this kind of an . . . er . . . indiscretion, a typo or two hardly seems like a sin of great proportions. You might then turn the occasion into something positive by mentioning how your book or another published by your subsidy publisher was recently optioned for a movie or received an award.

After an upsetting moment, we might examine our reaction to see what we can learn about ourselves. Did we feel insulted because we lack confidence in our choices? Do we feel our skills are inadequate to address criticism? Is there something deeper at work here we might tackle in the interest of self-improvement?

During a book tour (yep, a real *tour*—meaning several stops in a short period of time to promote one specific book) in Georgia, I was confronted by a woman who asked if I knew the Mormon religion was a cult. In Utah where I was raised I frequently encountered intolerance because I was *not* a Mormon. I handled the situation well enough (but not perfectly!) returning her question with a question about how she would define “cult.” Nevertheless, the experience helped me see how deeply rooted the hurts I experienced as a child and teenager were, that I hadn’t, in fact, “gotten over” them as I thought I had, and that I am offended as much by bigotry aimed at others as at myself. Self-examination helps authors handle encounters of the hard-to-take kind more effectively. It might also enhance your writing skills.

~ CHJ

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My articles are available for reprint. Just ask and I'll provide one with credits, ready for simple copy-and-paste. Feel free to suggest a topic, too. E-mail me at [HoJoNews@aol.com](mailto:HoJoNews@aol.com).



## In the News

The magazine [Archaeology](#) reports on “When the Ancient Greeks Began to Write: Newly discovered inscription help explain how literacy spread” in its May/June 2017 issue. It turns out that at least part of the Greek’s “myth” of Cadmus’s adventures in his failed search for Europa reflects historical reality when it addresses the introduction of the Phoenician alphabet to Greece. That was sometime before 750 BC and their innovations already included signs that represented vowels. That alphabet eventually consisted of 24 characters—both consonants and vowels--and that discovery “played a central role in the cultural development of ancient Greece [and] is the basis for most alphabets in use today.” The adaptation of vowel-sound characters “permits one to capture the sound of speech and reflected poetry’s rhythm—because it was easy to learn. Soon (in time measured by archaeologists!) a scribe or poet was able to transcribe Homer’s oral history (hexameter poetry) to writing and for the first time his works were available in their entirety in about 900 BC. The image of a student writing on a tablet with a stylus at the left is from a Greek cup from the 5<sup>th</sup> century BC.



## Accessible Contests

The Military Writers Society of America (MWSA) will kick off its 2018 review and awards season this coming January 15th. All MWSA members in good standing can submit their books for review and award consideration starting on that date, and the book submission window will stay open until June 15, 2018. Their membership requirements are pretty lax—anyone with a connection to, or affinity for the US military is welcome to join. They normally accept almost all types of books for review and award consideration. For more details, please visit the MWSA website: [Membership](#) | [Review & Awards](#) (Note: Several of my books proudly carry MWSA awards. Those awards even help set some of my chapbooks c poetry apart from the 700,000 new books published each year!)



Dr. Bob Rich shares The Life Award for books with an environmental theme with SharingwithWriters subscribers: <http://bobswriting.com/life.html> You may want to check it out for your book. It is free to enter. And if you want access to the Life Award to choose a book to give the greenies on your list, go to <https://thenewbookreview.blogspot.com/2017/12/aussie-author-dr-bob-rich-reviews-power.html>

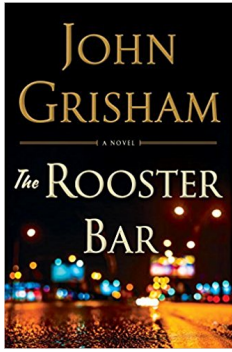


### TIP

I recently heard from a friend who very nearly missed the wonderful news that her children’s book had won a contest because the contest administrators didn’t notify her. When she discovered it, she also discovered that they publicly announced that they don’t notify. That’s just plain rude—and cheap! And they miss an opportunity to spread the good news for the winners and get great exposure for themselves. That’s just plain stupid. Contests are important for marketing our books, but it behooves us to be ultra careful about which ones we enter.



## Fave Author Promo of the Month



👉 As you probably already know, I am big on “borrowing” (legally stealing!) ideas from other industries, but I’m especially fond of absconding with ideas from writers who have made it big, mostly on their own initiative. John Grisham falls into that category. Many of us have heard how he kept copies of his first books in his trunk of his car so he could sell them whenever the occasion arose. It helped him become famous—maybe back in the 80s? And his legal thrillers became famous for the way he sets up scenes within his chapters. Because of the latter, I thought it was time to revisit one of his books to study his technique and then along came an announcement that he has a new book out; even with his fame it came with an offer to sign up for his newsletter. I signed because I wanted to know how an author of his stature (This book is published by Doubleday!) would handle a “newsletter.” Well, it wasn’t as personal as I hoped, but the very first one offered to let me read the first four chapters of his new [The Rooster Bar](#), a story about the shady goings-on in the private college industry. He didn’t offer a stingy first chapter, but a full four chapters. I was elated and devoured them. It became apparent that it would take four chapters to hook me—make me curious about the legal conundrum he posits in this book but also to fall in love with characters who are definitely not thin like the kind I once heard called “cookie-cutter characters.” I thought that if an author like Grisham is willing to share four free chapters to hook a reader, it is a technique that those of us who are still working at building our careers might emulate.

And here’s the kicker. He (or Doubleday) also offers the first full chapter on [his Amazon buy page](#). And many of you are aware of how I keep poking at you to make sure that your buy page on Amazon does the job it’s intended to do—that is, sell books.

By the way, though the early reviews on Grisham’s buy page aren’t stellar, he is still a master at scene setting and it isn’t difficult to see how you can use his detail-oriented skills to do the same thing. First lesson learned: One free chapter may not be enough to do the job—that is, sell your book. But, I think we have a new rule. Never less than one!



## Fave Tech Resource of the Month

👉 If anyone is tired of having no website page or tired of depending on someone else to update it, this page, [https://dgtl.link/website\\_builders](https://dgtl.link/website_builders), may help you do something even seasoned website designers don’t do. It passes accessibility tests for those with visual impairments (or just old eyes?). Karla Weis says, having access to a review/comparison page on our sites will be invaluable. Poke around on her site to see if she can give you more help. Find other valuable recommendations and aids in the Writers Resources section of my website including this one: [http://www.howtodoitfrugally.com/writer\\_services.htm](http://www.howtodoitfrugally.com/writer_services.htm)



## Poetry

🌹 You can get an individual poetry page on the web by using very frugal Twitter advertising with AskDavid.com. It is a little like having a website dedicated to a single book. One of my Celebration Series chapbook pages looks like this: <http://askdavid.com/reviews/book/poetry/14653>. And after you get started, you can get free advertising ad infinitum if you tweet often enough. I’ve also made some poet friends who are interesting—and good retweeters. You can reach many thousands of poets and poetry readers this way either frugally or at no cost. AskDavid also tweets your KDP e-book freebie promotions at no cost.

🌹 One of my short stories was a *Ruminate* journal finalist this year, but they publish poetry, too. And they get my prize for being the most beautiful literary journal around (weight and quality of paper, artwork, selected literary works, and accessibility!). So, why not a subscription for your most literate poet-friend? After all, experts say you should read (and support) the journals you submit to, right?). *Ruminate* editors say, “If you know someone who would love to take a deep breath and dive into the words and art we publish, [give them a gift subscription](#) today. Or if that someone is you, [renew](#) or [order your subscription](#) today. We so appreciate your support!”



## Opportunities

🔑 Finding the right word among those that can trip you up just got easier with Word Trippers Tips. What's a Word Tripper? A comparison between a confusing pairing such as effect and affect, number and amount—and dozens more—in an easy-to-understand format. Get a mini-version of this resource for free. Just go to [www.WordTrippers.com](http://www.WordTrippers.com) and download *Word Trippers: The Ultimate Source for Choosing the Perfect Word When It Matters Most*, created by editing expert Barbara McNichol. Quick and easy—that's what writing resources should be!

🔑 One of my favorite (prestigious) literary journals calls for blog entries! They say, "We'd love to share your insights on [our blog](#)! We post short essays (c. 500-1,000 words) on anything and everything to do with writing, reading, the creative process, the books and poems and plays and stories you love, the publishing world, or the intersection of writing and politics. If you have a blog post you'd like us to consider, please **send it directly to AGNI blog editor David Ebenbach** at [davidebenbach@gmail.com](mailto:davidebenbach@gmail.com). . . We look forward to hearing from you!" There is a catch. You must be a subscriber.

🔑 Here are the columns that accept freelance columns at the [review website](#) I write a column for. Contributing is a way for new authors to gather clips for your platform and for published authors to get mentions of their books and links pointing to their websites. It's also about networking with reviewers—reviewers who may some day want to review your new book. Columns need to be about Reading, Writing, Authors, Interviews, etc. Send your submission to Brenda Weeaks at [br\\_we@sbcglobal.net](mailto:br_we@sbcglobal.net). Tell her I sent you.

Columns available:

[Babe to Teen](#) - *Children*

[Before the Title](#) - *Nonfiction*

[Behind the Fiction](#) - *Fiction*

[Beneath the Covers](#) - *Romance*

[Between the Pages](#) - *Mystery*



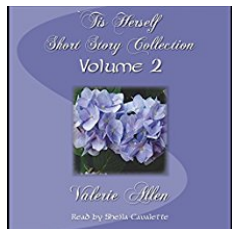
## Author Successes

🌟 Vicki D. Thomas, author and artist, has written the first book in a seven-book fantasy series for young adults titled *The Long Dark Cloak* published by [www.hbepublishing.com](http://www.hbepublishing.com). The story is about thirteen-year-old Ivan who searches for his older brother in a mystical forest. He encounters dangerous creatures and forces that hinder his progress to find his brother and to save the life of a revered Kingwood oak tree. When war is declared, Ivan becomes a reluctant hero, fighting to save the forest as well as his own life. Will Ivan leave the forest alive? Vicki will promote her book with a number of presentations and book signings over the next couple of months. To learn more about her book or to order, please go to: <http://www.vickithomasauthor.com/>  
<https://www.barnesandnoble.com/w/relics-vicki-d-thomas/1125463487?ean=9781943050536>  
<https://www.amazon.com/Relics-Long-Cloak-Vicki-Thomas/dp/1943050538>  
<http://vickithomasauthor.com/blog>

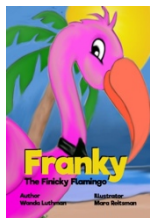


The author is also an artist, who painted her own cover in watercolor and the cover of the chapbook in Magdalena Ball's and my [Blooming Red](#), the holiday entry in our Celebration Series. Her artist website is: <http://www.vickithomasartist.com>

🌟 Valerie Allen has had great success publishing her books as audios. Her newest Audible venture is *'Tis Herself: Short Story Collection Volume Two*, available on Amazon, iTunes, and Audible. She is offering a code for a FR^^ download on Audible to my SharingwithWriters subscribers. Contact her at [VAllenWriter@gmail.com](mailto:VAllenWriter@gmail.com). Her other titles include *The Prodigal Son*; *Amazing Grace*; *Sins of the Father*; *Suffer the Little Children*; *'Tis Herself: Short Story Volume One*; *Summer School for Smarties*; *Bad Hair, Good Hat, New Friends*; *Write, Publish, Sell! 2 ed*; *Beyond the Inkblots: Confusion to Harmony*. Learn more about her at [Amazon.com/author/valerieallen](http://Amazon.com/author/valerieallen)

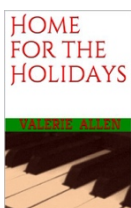






☀ Here's a fun last-minute e-gift for the picky eater in your life courtesy of Wanda Luthman. Franky Discovers the food that is right for him. It's available delivered to your favorite reading device on Amazon for \$2.99.

☀ A longtime subscriber sent me a link to a Twitter-size review from A&U Magazine. The review for her book *Two Natures* is a success in and of itself (you know how important I think reviews are!), but her idea of using links to flattering tweets put out by a reviewer is brilliant. They become mini endorsements you can use in all your marketing! You may benefit from introducing yourself to A&U Magazine (Twitter moniker @A&U). Or, here is the link directly to Jendi Reiter's review: [https://twitter.com/au\\_magazine/status/926019644686815232](https://twitter.com/au_magazine/status/926019644686815232). See the book trailer for *Two Natures* at <http://bit.ly/twonaturestrailer>.



☀ Valerie Allen's *Home for the Holidays* is #three on Kindle and she thanks her readers. My readers may or may not know her, but it isn't too late to learn at [Amazon.com/dp/B00H25P4MK](https://www.amazon.com/dp/B00H25P4MK)



## Carolyn's Appearances and Teaching

**Note:** I will not present again until 2018, but my calendar is open for the year. Please let your conference director or other publishing industry professional know that I love to do workshops and seminars, but keep my schedule limited to keep a certain amount of writing time on my books.



## Tips

✓ Grace Allison shares that IngramSpark has published "[Pocket Guide to Publishing: 100 Things Authors Should Know](#)" and it's very frugal—that is, it's free. Grace is the author of *Do You Have a Dream Workbook*. Find her on Twitter @gracethemystic

✓ Self-publishing resources page at WinningWriters.com is here:  
<https://winningwriters.com/resources/category/self-publishing-resources>

✓ My husband and I travel a lot and use VacationsToGo because they are so frugal. We have often thought we'd do a cruise retreat, but haven't done it. Here is a link on the ins and outs of planning one, though:  
[http://vacationstogo.com/meetings\\_at\\_sea.cfm](http://vacationstogo.com/meetings_at_sea.cfm). And if you would rather let someone else do the work while you just enjoy, Contact Judith Briles at [Judith@Briles.com](mailto:Judith@Briles.com) and check out the website, [www.PublishingAtSea.com](http://www.PublishingAtSea.com) to make plans for 2018.

✓ MyShelf.com, the review site I write a column for, is accepting display ads again. Check the reasonable prices at <http://myshef.com/aboutus/advertise.htm>.

✓ One of my posts at my Frugal, Smart, and Tuned-In Editor was resurrected by a comment from a reader a tad confuse about contractions—the ol' gray mare, in this case! I thought you might find it interesting if you missed it—or if you didn't. Ha! It's also a lesson in how permalinks keep your blog posts viable forever!  
<http://thefrugaeditor.blogspot.com/2009/09/grammar-question-ol-or-ole-gray-mare.html>



## Itty-Bitty Column

## Writing and the First Amendment

### *BILL OF RIGHTS: Amendment One*

*Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof, or abridging the freedom of speech or of the press, or the right of the people peaceably to assemble and to petition the government for a redress of grievances.*

It the United States, we have the right to freedom of speech and freedom of the press. For years, we've been a sanctuary for writers from other nations who were denied this ability and, in some cases, jailed and executed. They've been able to come to America and write, sharing the freedoms we've enjoyed since the original Bill of Rights was enacted in 1791. As writers of books, plays, poetry, news articles and memoirs, we can include information that may offend some people. We continue to write the best truth we can find through our research. We can make political statements out loud and in print without being arrested—so far.

Recently, there has been an attempt to weaken these liberties. Press from certain news services have been barred from reporting due to their political bent. Some have not been allowed to speak, or bullied if they do. What do writers do when they see the possibility of having their words deemed unacceptable because of a weakening of the First Amendment?

We've been a fresh start for writers coming to us to write in safety. Where do we go if we become unsafe in our own country?

### LINKS

#### **Asylum Cities for Writers**

<https://www.voanews.com/a/asylum-cities-offer-exiled-writers-security-freedom-to-create/3704821.html>

#### **Why are Famous Writers Attending the World's Most Important Security Conference?**

<http://liithub.com/why-are-famous-writers-attending-the-worlds-most-important-security-conference/>

#### **Poet Who Left Iraq for Freedom to Write**

<http://www.springfieldnewssun.com/news/local-education/poet-who-left-iraq-for-freedom-write-speak-springfield/hNOZ0cdPw9I6vszEIR6jHP/>

#### **Denial of Access**

<https://www.rcfp.org/first-amendment-handbook/what-do-if-you-are-denied-access-civil-remedy-denials-access>

#### **Politico Reporter Denied Access**

<https://www.politico.com/blogs/on-media/2016/03/ben-schreckinger-denied-access-donald-trump-220836>

#### **White House Barring Reporters**

<https://www.nytimes.com/2017/02/28/us/politics/white-house-barring-reporters-from-briefings.html>

#### **Media Outlet Ban**

<http://money.cnn.com/2016/06/14/media/donald-trump-media-blacklist/index.html>

#### **10 Influential Authors Who Came to the US as Immigrants**

<https://www.csmonitor.com/Books/2013/0329/10-influential-authors-who-came-to-the-US-as-immigrants/Khaled-Hosseini>

**Editors' Note:** "Free speech is the whole thing, the whole ball game. Free speech is life itself." ~ Salman Rushdie



### **Something to Make Writers Smile**

These quotations were submitted by subscriber [Author Grace Allison](#). She borrowed some from <http://www.funny-jokes-quotes-sayings.com> and I know you'll find a few that make you laugh. So, scroll down every issue to check it out!

If at first you don't succeed, try, try again. Then give up. There's no sense being a damn fool about it.

- W. C. Fields

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## Essential Book and Record Keeping

This is the place to share with others and learn from others. Although I do attempt to verify information used within this newsletter's pages, *Sharing with Writers* does not guarantee entities or information. Subscribers should research resources.

To submit information articles, tips or other information, e-mail Carolyn at [HoJoNews@AOL.com](mailto:HoJoNews@AOL.com) Please put "Submission: Sharing with Writers" in the subject line.

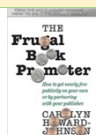
If you do not care to receive this newsletter, send an e-mail to [HoJoNews@AOL.com](mailto:HoJoNews@AOL.com) with "Unsubscribe" in the subject line, but please, please don't tell me you've given up writing or promoting! It makes me sad.

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Please pass this newsletter to friends or e-groups. It needn't be pasted in its complete form, but please credit this newsletter, and the individual contributors with anything you snip and paste.



## Carolyn's HowToDoItFrugally Books



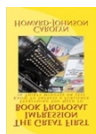
The Frugal Book Promoter, 2nd Edition. First in the multi award-winning HowToDoItFrugally Series of books for writers. To order paperback, and all e-formats: <http://bit.ly/FrugalBookPromo> Cover by Chaz DeSimone <http://DeSimoneDesign.com>



The Frugal Editor, 2nd Edition. The award-winningest book in the HowToDoItFrugally Series of books for writers. <http://bit.ly/FrugalEditor>. Cover by Chaz DeSimone, <http://DeSimoneDesign.com>



How to Get Great Book Reviews Frugally and Ethically. Acclaimed newest book in the HowToDoItFrugally Series of books for writers. <http://bit.ly/GreatBkReviews> Cover by Chaz DeSimone, <http://DesmoneDesign.com>.



The Great First Impression Book Proposal: Everything You Need to Know About Selling Your Book in 30 Minutes or Less. A booklet in the HowToDoItFrugally Series for writers. To order paperback, and all e-formats: <http://bit.ly/BookProposals>



Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy. A booklet the HowToDoItFrugally Series for writers. To order paperback, and all e-formats: <http://bit.ly/Last-MinuteEditing>



A Retailer's Guide to Frugal In-Store Promotions: How to Increase Profits and Spit in the Eyes of Economic Downturns with Thrifty Events and Sales Techniques. The multi award-winning HowToDoItFrugally Series of books for retailers. To order paperback, and all e-formats: <http://bit.ly/RetailersGuide>



Your Blog, Your Business: A Retailer's Frugal Guide to Getting Customer Loyalty and Sales—Both In-Store and Online. The multi award-winning HowToDoItFrugally Series of books for retailers. To order paperback, and all e-formats: <http://bit.ly/RetailersBlog> Sponsored by Gift Shop Magazine,




Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media. The multi award-winning HowToDoItFrugally Series of books for retailers. To order paperback, and all e-formats: <http://bit.ly/RetailersTweet>



## Carolyn's Poetry, Fiction, and Creative Nonfiction



	<p>Cherished Pulse: Unconventional Love Poetry. Coauthored with Magdalena Ball Order as an e-book or in print to be used as a greeting card or booklet. From the multi award-winning Celebration Series of chapbooks. To order paperback, and all e-formats: <a href="http://bit.ly/CherishedPulse">http://bit.ly/CherishedPulse</a>. Cover art by Vicki Thomas.</p>
	<p>She Wore Emerald Then: Reflections on Motherhood, a chapbook of poetry. Coauthored with Magdalena Ball. From the multi award-winning Celebration Series of chapbooks. To order paperback, and all e-formats: <a href="http://bit.ly/MothersDayKind">http://bit.ly/MothersDayKind</a> Photographs by May Lattanzio</p>
	<p>Imagining the Future: Ruminations on Fathers and Other Masculine Apparition Coauthored with Magdalena Ball. From the multi award-winning Celebration Series of chapbooks. To order paperback, and all e-formats: <a href="http://bit.ly/Imagining">http://bit.ly/Imagining</a></p>
	<p>Deeper into the Pond: A Celebration of Femininity, Co- Authored with Magdalena Ball. From the multi award-winning Celebration Series of chapbooks. To order paperback, and all e-formats: <a href="http://bit.ly/DeeperPond">http://bit.ly/DeeperPond</a> Artwork by Jacquie Schmall.</p>
	<p>Blooming Red: Christmas Poetry for the Rational. Coauthored with Magdalena Ball. USA Book News finalist, Silver Award from Military Writers' Society of America. To order paperback, and all e-formats: <a href="http://bit.ly/BloomingRed">http://bit.ly/BloomingRed</a> Artwork by Vicki Thomas.</p> <p>Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the typical greeting card and is available in quantity discounts to use as a holiday greeting by contacting the authors at HoJoNews@aol.com.</p>
	<p>Sublime Planet, a full book of poetry celebrating Earth Day.Coauthored with Magdalena Ball. Photography by Ann Howley. To order paperback, and all e-formats: <a href="http://bit.ly/SublimePlanet">http://bit.ly/SublimePlanet</a> Proceeds go to the World Wildlife Fund</p>
	<p>Tracings, a chapbook of poetry (Finishing Line Press). Out of print. <a href="http://bit.ly/CarolynsTracings">http://bit.ly/CarolynsTracings</a></p>
	<p>Imperfect Echoes: Writing Truth and Justice with Capital Letters, lie and oppression with Small To order paperback, and all e-formats: <a href="http://bit.ly/ImperfectEchoes">http://bit.ly/ImperfectEchoes</a> Artwork by Richard Conway Jackson now serving 25 years to life for receivein stolen property in the California penal system.</p> <p>Inspired by Nobel Prize winner Czeslaw Milosz's poem "Incantation" that lauds the power of human reason over the reoccurring and seemingly insane political realities, Howard-Johnson holds out hope but is not persuaded by trends that seem worse now than they were in Milosz's time. A student of Suzanne Lummis, UCLA poetry instructor and the Fresno School of Poetry fronted by US poet laureate Philip Levine, she touches on the isms of the world-racism, ageism, even what might be termed "wallism" but was once referred to as xenophobia. In her poem "Crying Walls," she sounds a low warning reminiscent of Robert Frost: "Chains linked, / Wire barbed, / Krylon smeared. Feeble, / useless, unholy billboards, / anything but mending walls."</p>
	<p>This is the Place. A multi award-winning novel, published by AmErica House Out of print, but available using Amazon's New and Used feature To order paperback: <a href="http://bit.ly/ThisIsThePlace">http://bit.ly/ThisIsThePlace</a></p> <p>"When you live amidst beauty sometimes you don't recognize discrimination and, if you do, you prefer not to acknowledge it."</p> <p>A young journalist realizes that because she is half Mormon and half Protesta she is not suitable material for love. She delves into her Mormon heritage a journals her way through prejudice into redemption. She learns to mend her o life when she finds she cannot mend her world. This novel, set in Salt La City in the 50s, reveals not only complexities of the heart but the secrets what some consider a mysterious place and culture. This Is the Place has w eight awards including the Critics' Choice award.</p>

	<p>"Howard-Johnson strengthens her novel with behind-the-scenes details of Mormon life and history in a book suitable for all collections, particularly those where . . . Orson Scott Card's religious books are popular." ~ Library Journal</p> <p>"It is interesting to learn how others live especially when you are reading a well written book." ~Connie Martinson, TV Host of "Connie Martinson Talks Books"</p>
	<p>Harkening: A Collection of Stories Remembered A multi award-winning collection of creative nonfiction published by AmEric House Out of print, but available using Amazon's New and Used feature</p> <p>To order paperback: <a href="http://bit.ly/TrueShortStories">http://bit.ly/TrueShortStories</a></p> <p>Harkening explores the little white lies and solemn truths that one charmin idiosyncratic family loves to repeat. Each story is stitched to the next become a saga of their sojourn from Michigan through a vanishing railroad to in New Mexico, then into Utah, and finally (and happily), to a place whe individuality can thrive. Harkening, a book of creative nonfiction, has w three awards including Word Thunder's Excellence in Writing award.</p>



## Carolyn's Forthcoming Books

	<p><b>This Land Divided</b> The great Mormon-American novel. (-: Being shopped by Agent Terrie Wolf, <a href="http://www.akalm.net">www.akalm.net</a></p> <p><b>ADVANCE PRAISE FOR THIS LAND DIVIDED</b></p> <p>This Land Divide won first place for fiction in WriterAdvice.com's Scintillating Starts Contest in 2016.</p> <p>"Thanks so much for sharing [the first 1,000 words of] <i>This Land Divided</i> with Writer Advice's Scintillating Starts Contest. This is an excellent opening. Both the language and the situation drew me in immediately. I want to know why [the protagonist] is separate from the family now, why she's scared, and why she's hiding out with [in her old Buick] now. This includes lots of information revealed about the place, the people, the customs, and Isla's isolation. You picked a good name for Isla. Its sound reminds me of an island, cut off from the mainland of Mormonism. The language is poetic but all the clues you've already laid down indicate that the story will move forward. I can't wait to learn more about their rebellion.</p> <p>If I were an agent I'd be interested in personal freedom, women's fiction and literary fiction, and if my desk were not loaded down with other people's work, I'd ask to see more. Have you sent it to any agents yet? If this sample is any indication of quality, it's probably ready. I feel like I'm preaching to the choir here, but be sure to convince agents that this story will sell and that you are the best person to tell it." ~ Lynne Goode, Writer Advice Managing Editor <a href="http://www.writeradvice.com">www.writeradvice.com</a></p> <p>"I rarely become so caught up in a work that I lose track of time. Without trying to stroke your ego too much, I don't mind telling you that this work casts an eerie spell. It beckons me and I long to share the experience with other readers. Like everything you write, this work seems to have found that sweet spot." ~Unsolicited praise</p>
	<p><b>Here's How I Don't Cook: A Memoir</b> Being shopped by Agent Terrie Wolf, <a href="http://www.akalm.net">www.akalm.net</a> Webpage on Carolyn's site: <a href="http://howtodoitfrugally.com/heres-how-i-dont-cook.htm">http://howtodoitfrugally.com/heres-how-i-dont-cook.htm</a> Finalist Writer Advice's Flash Memoir contest, 2017.</p> <p>Finalist: Writer Advice's Flash Memoir Contest, 2017.</p> <p>At first glance, you might be tempted to think <i>Here's How I Don't Cook</i> is book of recipes, some that no gourmet cook worth their natural sea salt wou want to try. It is, but it is <i>more</i>. Recipes are accompanied by stories events (or vice versa) that kept a foodie from cooking. Some are stories one woman's rebellion against what she considered the repression of wome some about her own submission to the requirements of dealing with a fami illness, and some about how her unusual family background sculpted a mode woman against all odds. Slowly it evolves into a story about loyalty, lov and what marriage really means.</p> <p>"[After rereading] once again I've decided <i>Here's How I Don't Cook</i> is my favorite memoir. I know the impact is certain. I have this notion that the same people who shop Crate &amp; Barrel, World Market, and Home Store might get a kick out of your down home recipes. You connect with simplicity in a way Martha Stewart never dared! Somewhere, about the time I realized I've read this manuscript probably ten times, I was filled with that same sense of awe again, like when I eat kiwi fruit. I know what I'm in for, but there's this underlying sweetness that knocks me off my</p>

feet.” ~ Terrie Wolf, Agent, AKA Literary Management at [www.akalm.net](http://www.akalm.net).

This bittersweet, humorous romp through the kitchen of life will be published soon. Please stay tuned.



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