

MEDIA KIT for the HowToDoItFrugally Series for Writers  
(including poetry and fiction that qualifies Carolyn to  
advise authors of these so-called hard-to-promote genres)

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**Note: Some information in this kit is duplicated for the cut-and-paste convenience of busy editors so they can select what requires the least editing or no editing at all.**

**“Careers that are not fed die as readily as any living organism given no sustenance”**

## About the Author



Carolyn Howard-Johnson's several careers prepared her for promoting her own and others' books. She was the youngest person ever hired as a staff writer for the *Salt Lake Tribune*—"A Great Pulitzer Prize Winning Newspaper." Writing features for the society page and a column under the name of Debra Paige gave her insight into the needs of editors, the very people authors must work with to get free ink. Being familiar with the way news is handled helps her see how different books fit into different news cycles.

Later, in New York, she was an editorial assistant at *Good Housekeeping Magazine*. She also handled accounts for fashion publicist Eleanor Lambert who instituted the first Ten Best Dressed List. There she wrote media releases (then called press releases) for celebrity designers of the day including Christian Dior, and produced photo shoots for Lambert's clients.

She also worked as columnist, reviewer, and staff writer for *the Pasadena Star-News*, *Home Décor Buyer*, the *Glendale News-Press* (an affiliate of the *LA Times*), Myshelf.com, and others. She learned marketing skills both in college (University of Utah, and University of Southern California) and as founder and operator of a chain of retail stores. That molded her understanding of how authors might best partner with retailers to affect both of their bottom lines.

Carolyn's experience in journalism and as a poet and author of fiction and nonfiction helped the multi award-winning author understand how different genres can be marketed more effectively. She was an instructor for UCLA Extension's renowned Writers' Program for nearly a decade and earned a certificate from that same school's Instructor Development Program (2005). She also studied writing at Cambridge University, United Kingdom; Herzen University in St. Petersburg, Russia; and Charles University in Prague.

She turned her knowledge toward helping other writers with her multi award-winning HowToDoItFrugally series of books for writers, including her flagship book *The Frugal Book Promoter* and her favorite, *How to Get Great Book Reviews Frugally and Ethically*. Her marketing campaign for the second book in that series, [The Frugal Editor](#) won the Next Generation Indie Best Book Award. She also has a multi award-winning series of HowToDoItFrugally books for retailers.

Howard-Johnson was honored as Woman of the Year in Arts and Entertainment by California Legislature members Carol Liu, Dario Frommer, and Jack Scott. She received her community's Character and Ethics award for her work promoting tolerance with her writing and the Diamond Award in Arts and Culture from her community's Library and Arts and Culture Commission. She was named to *Pasadena Weekly's* list of fourteen women of "San Gabriel Valley women who make life happen" and Delta Gamma, a national fraternity of women, honored her with their Oxford Award.

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Carolyn Howard-Johnson, PO Box 1101, LaCanada-Flintridge 91012-1101

Blog: <http://sharingwithwriters.blogspot.com>

E-mail: [HoJoNews@aol.com](mailto:HoJoNews@aol.com) Phone: 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

**"I love your website. It's incredibly interesting.  
I can't wait to spend several hours browsing through all of it."**

~ Laverne H. Bardy, syndicated columnist

<http://HowToDoItFrugally.com>

Carolyn is a popular presenter at tradeshow (retail and writing) and writers' conferences and has lost count of her radio show guest spots. She is a actor and has appeared in TV commercials for the likes of Time-Life CDs, Marlboro, Blue Shield, Apple, and Disney Cruise Lines (Japan).

Born and raised in Utah, Howard-Johnson raised her own family in sunny Southern California.

## Biography and Tagline

### General Bio

Carolyn Howard-Johnson's first novel, *This Is the Place*, won eight awards and her book of creative nonfiction, *Harkening: A Collection of Stories Remembered*, won three. Her fiction, nonfiction and poems have appeared in national magazines, anthologies, and review journals. A chapbook of poetry, *Tracings*, was named to the Compulsive Reader's Ten Best Reads list and was given the Military Writers' Society of America's Award of Excellence. Her poem "Endangered Species" won the Franklin Christoph Prize for poetry. She speaks on Utah's culture, tolerance, book promotion and editing and has appeared on TV and hundreds of radio stations nationwide.

Both [The Frugal Book Promoter](#) and [The Frugal Editor](#) are in their second editions and have awards from names like USA Book News, the Irwin Award, Dan Poynter's Global Ebook Award, Readers' Views Literary Award and Next Generation Indie Book Award. [How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career](#) is the newly released third in the HowToDoItFrugally Series of book for writers.

Howard-Johnson is the recipient of the California Legislature's Woman of the Year in Arts and Entertainment Award, and her community's Character and Ethics award for her work promoting tolerance with her writing. She was also named to *Pasadena Weekly's* list of Fourteen women of "San Gabriel Valley women who make life happen" and was given her community's Diamond Award for Achievement in the Arts. She was an instructor for UCLA Extension's world-renown Writers' Program for nearly a decade.

The author loves to travel. She has visited eighty-nine countries and has studied writing at Cambridge University in the United Kingdom; Herzen University in St. Petersburg, Russia; and Charles University, Prague. She admits to carrying a pen and journal wherever she goes. Her Web site is [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

### Nonfiction Bio

Carolyn Howard-Johnson brings her experience as a publicist, journalist, marketer, and retailer to the advice she gives in her HowToDoItFrugally series of books for writers and the many classes she taught for nearly a decade as instructor for UCLA Extension's world-

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renown Writers' Program. The books in her HowToDoItFrugally Series of books for writers have won multiple awards. That series includes both the first and second editions of [The Frugal Book Promoter](#) and [The Frugal Editor](#) won awards from USA Book News, Readers' Views Literary Award, the marketing award from Next Generation Indie Books and others including the coveted Irwin award. [How To Get Great Book Reviews Frugally and Ethically](#) is the newest book in her HowToDoItFrugally Series of books for writers.

Howard-Johnson is the recipient of the California Legislature's Woman of the Year in Arts and Entertainment Award, and her community's Character and Ethics award for her work promoting tolerance with her writing. She was also named to Pasadena Weekly's list of "Fourteen San Gabriel Valley women who make life happen" and was given her community's Diamond Award for Achievement in the Arts.

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## Tagline

Carolyn Howard-Johnson is a multi award-winning author of fiction, poetry, and nonfiction. Her HowToDoItFrugally series of books has helped writers and retailers worldwide. Learn more at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

## Introduction for Keynotes/Panels/Workshops

Carolyn Howard-Johnson is the author of the multi award-winning series of HowToDoItFrugally books for writers including USA Book News' winner for [The Frugal Book Promoter](#). An instructor for UCLA Extension's renowned Writers Program for nearly a decade, she believes in entering (and winning!) contests and anthologies as an excellent way to separate our writing from the hundreds of thousands of books that get published each year. Two of her favorite awards are Woman of the Year in Arts and Entertainment given by members of the California Legislature and Women Who Make Life Happen, given by the *Pasadena Weekly* newspaper. She is also an award-winning poet and novelist and she loves passing along the tricks of the trade she learned from marketing those so-called hard-to-promote genres.

## Poetry Bio

Accepted for inclusion in *Poets & Writers* prestigious list of published poets, multi award-winning novelist and poet Carolyn Howard-Johnson is widely published in journals and anthologies. She is the recipient of the California Legislature's Woman of the Year in Arts and Entertainment Award, and her community's Character and Ethics award for her work promoting tolerance with her writing. She was also named to *Pasadena Weekly's* list "Fourteen San Gabriel Valley women who make life happen" and was given her community's

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Diamond Award for Achievement in the Arts. One of her poems won the Franklin Christoph poetry prize. She was an instructor for UCLA Extension's world-renown Writers' Program for nearly a decade. Learn more about all her books at <http://bit.ly/CarolynsAmznProfile> or <http://howtodoitfrugally.com>. Her most recent poetry book, *Imperfect Echoes*, is a USA Book News Award finalist and was given the Bronze in Dan Poynter's Global Ebook Awards.

"You name it Carolyn Howard-Johnson covers it in her new edition of *The Frugal Book Promoter: How to get nearly free publicity on your own or by partnering with your publisher*. It includes what she calls the Eighteen Publicity Commandments, a Marketing Umbrella, and media kits. Without them you will not be able to survive promoting your book frugally. It is a must read book to learn all the secrets Carolyn Howard- Johnson has known for decades. And now she wants to share them with you."  
~ Sylvia McClain, editor Scribal Calendar

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~ Laverne H. Bardy, syndicated columnist

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## About Carolyn's Consulting

"YOU are still the best deal in town!"  
~ Jendi Reiter, award-winning poet and novelist,  
commenting on my marketingcoaching program

**It is Carolyn's warm, accepting approach to finding what marketing is best for your personality, your pocketbook, and your product or service (and yes, stores and books are usually both products and services of one kind or another!) that makes her so appreciated by her clients.**

**When a full scale promotion campaign for your book or store is required (and it always is), you hire a professional to help you plot your campaign to help you plot your campaign. One hour with Carolyn Howard-Johnson will:**

- educate you to the need for publicity (publicity is free as compared to advertising which costs money!).
- show you why free is even better than paid.
- give you resources to get you started and keep you going.
- give you the tools to write great query letters and media releases so you can get exposure from radio and TV appearances, feature articles, blogs and other places on the Web.
- equip you to partner with a publicist or marketing person assigned to you by your publisher or the one you hire on your own.
- give you guidelines for hiring the right publicist if you choose to go that route.
- save you thousands of dollars whether you choose to manage your own publicity campaign or hire it done.

### **Carolyn Howard-Johnson Tailors Your Promotion to:**

- your personality.
- your pocketbook.
- your brand.

**She also works to improve the voice in your proposals or other writing, not change it. She helps you cut the time you spend on blogging, tweeting, and other online promotion in half.**

### **Carolyn Howard-Johnson is credible because:**

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<http://HowToDoltFrugally.com>

- she has experienced what her clients need to know in most genres (novel, short stories, poetry and nonfiction and retailing).
- she has published every which way (traditionally, self-published, subsidy-published. She has published trade paperbacks, e-books, and booklets. She has been published in newspapers, magazines and literally hundreds of Web sites and blogs).
- she has worked as a publicist and journalist. That means she knows how to appeal to both sides of the fence in your search for exposure.
- she was a UCLA Extension instructor for nearly a decade.
- she wrote The Frugal Book Promoter, winner of USA Book News Best Professional Book 2004 and the Irwin award as well as several books on marketing for retailers.
- she wrote the multi award-winning Frugal Editor -- and, yes, editing does have something to do with marketing, especially writing effective query letters, proposals, Web site copy, blogs, and more.
- her books won Book Publicists of Southern California's Irwin Award and the New Millennium Award for Marketing and many more.

**Carolyn Howard-Johnson's professional and personal life exemplify the American Dream. Her passion for the worlds of PR and publishing resonates with her clients. They leave sessions emotionally charged and ready to function. She passes on contacts and leads for you to pursue.**

**Carolyn Howard-Johnson customizes her consulting time with you. Reach her by e-mail.**

### **So, why consult rather than hire it done?**

- because you know your product (book, store, service) better than anyone else and a good, content-laden consult is all you need to get you going.
- because you are more passionate about your product than anyone else which means that your efforts will bear more fruit than someone else's.
- because much of what many publicists do for you can easily be done yourself including getting radio, TV, and speaking gigs. And, yes, features with bloggers and media editors, too.
- because you have a Rolodex of your own. Building it for yourself will bode well for every project you undertake from this moment forward. she'll show you how to do this more effectively and use it more effectively.
- because Carolyn consults to save you money, she doesn't try to sell you more than you need.

**Multi award-winning author of the HowToDoltFrugally series of books for writers and the Survive and Thrive series of books for retailers.**

- consults with writers to help them write, shop, and promote their books.
- consults with retailers to help them brand their stores and market frugally.

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## About Carolyn's Books!

**Ta da! The Second Editions of  
The Frugal Book Promoter and The Frugal Editor and Carolyn's  
newest, How to Get Great Book Reviews Frugally and Ethically!**  
(Carolyn's flagship Frugal Books for Writers have been treasured resources for writers since 2004 and 2007 respectively. Both are now in their second editions as both paperbacks and e-books.)

### **The Frugal Book Promoter: How to get nearly free publicity on your own or partnering with your publisher (Second Edition)**

From the HowToDoItFrugally Series of books for writers

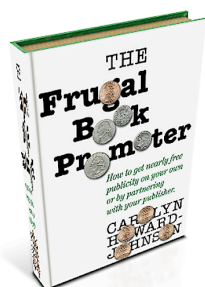
First Edition Awards: Winner USA Book News, coveted Irwin Award

Award for Second Edition: USA Book News winner, silver medal from Military Writers Society of America, honored by Global Ebook Awards

ISBN: 9781463743291

Distributors: Ingram, Baker and Taylor, Createspace

To order paperback or e-book on Amazon: <http://bit.ly/FrugalBookPromo>



For only a few cents a day *The Frugal Book Promoter* assures your book the best possible start in life. Full of nitty-gritty how-tos for getting nearly-free publicity, Carolyn Howard-Johnson, an instructor for UCLA's Writers' Program and former publicist and journalist, shares her professional experience as well as practical tips gleaned from the successes of her own book campaigns. She tells authors how to do what their publishers can't or won't and why authors can often do their own promotion better than a PR professional. The first edition is a multi award winner and the second edition is a USA Book News winner. It is updated and expanded by more than 100 pages.

**A recommendation from BarnesandNobel.com:** Feather Schwartz Foster, an author, September 9, 2004



"Packed with Wonderful Information! For anyone who has written a book of any kind - this is a must-have, and must-keep guide! Every chapter is filled with insights and how-tos and a whole bunch of where-to-finds!"

"[Carolyn Howard-Johnson is] an incessant promoter who develops and shares new approaches for book promotion."

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~ Marilyn Ross, founder Small Publishers of North America and coauthor of *The Complete Guide to Self-Publishing*

“ . . . until now I didn’t have many other staples to recommend to new authors looking for publicity.”

~ Jenna Glatzer, author of *Make a Real Living as a Freelance Author* (Writer’s Digest)

“At last—a solid, sensible, systematic guide to the ins and outs of promotion and publicity. Written by a writer, *for* writers—Carolyn Howard-Johnson proves that she’s not only an accomplished poet, essayist, and novelist, but also a marketing maestro!”

~ JayCe Crawford, *Cup of Comfort* author, copyright professional

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**The Frugal Editor:  
Put Your Best Book Forward to Avoid Humiliation and Ensure Success  
Second Edition Subtitle:  
Do-it-yourself editing secrets for authors: From your query letter to final  
manuscript to the marketing of your new bestseller**

From the HowToDoItFrugally Series of books for writers

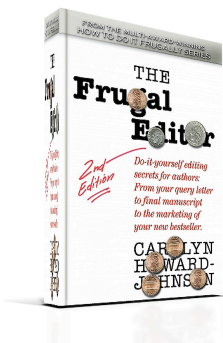
Awards: Winner USA Book News, Reader Views Literary Award, Next Generation Marketing Award. The e-book is a Next Generation Indie Book Award finalist and was given an Honorable Mention by Dan Poynter's Global EBook Award, 2014.

ISBN: 9780978515874

Distributors: Ingram, Baker and Taylor, Createspace

To order the new second edition as a paperback or e-book on Amazon: <http://bit.ly/FrugalEditor>

“Language is a fluid lifeform. To assume that because we once learned grammar one way, that way will always be accepted is fallacious. To neglect researching the language we write in when we so assiduously research the facts for what we write is folly.” ~ Quote from *The Frugal Editor*



There are gremlins out there determined to keep your work from being published, your book from being promoted. Resolved to embarrass you before the gatekeepers who can turn the key of success for you, they lurk in your subconscious and the depths of your computer programs. Whether you are a new or experienced author, [The Frugal Editor](#) will help you present whistle-clean copy (from a one-page cover letter to your entire manuscript) to those who have the power to say “yea” or “nay.”

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"*The Frugal Editor: Do-It-Yourself Editing Secrets for Authors* is a complete course of instruction under one cover." ~ Midwest Book Review

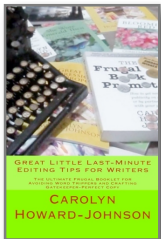
"Absolutely essential for beginning writers and a necessary reminder for the more advanced. The mentor you've been looking for. This book won't collect dust!" ~ Christina Francine, review for *Fjords Review*

"Using the basic computer and editing tricks from *The Frugal Editor*, authors can prevent headaches and save themselves time—and even money—during the editing process. It's well worth your effort to learn them." ~ Barbara McNichol, Barbara McNichol Editorial

"Writers and editors have a true friend in Carolyn Howard-Johnson. Her word smarts, her publishing savvy, and her sincere commitment to authors and editors make *The Frugal Editor* a must-have resource." ~ June Casagrande, author of *The Best Punctuation Book, Period* and *Grammar Snobs Are Great Big Meanies* (Penguin) and syndicated grammar columnist

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## **Booklets in the Multi Award-Winning HowToDoItFrugally Series of Books for Writers**



### **Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy**

From the HowToDoItFrugally Series of books for writers

ISBN-13: 9781450507653

Kindle Edition: ASIN: B0042JT1UA

To order paperback or e-book on Amazon: <http://bit.ly/Last-MinuteEditing>

Carolyn Howard-Johnson picks the trip-you-up words that her clients struggle with and puts them in a booklet light enough and small enough to be used as an inexpensive greeting card for writers that the recipient can tuck into a glove compartment or purse to keep their homonym skills fresh. It is also free for writers who subscribe to her SharingwithWriters newsletter at [http://howtodoitfrugally.com/newsletter\\_copies.htm](http://howtodoitfrugally.com/newsletter_copies.htm).

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~ Laverne H. Bardy, syndicated columnist

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"Carolyn Howard-Johnson has created something of unmatched value: usage advice that cuts through the contentious world of grammar to offer real help. Writers polishing their manuscripts and query letters will find Howard-Johnson's guide more useful than Strunk and White." ~ June Casagrande, author of *Grammar Snobs Are Great Big Meanies* (Penguin) and syndicated grammar columnist guru

**This little booklet is carry-with-you protection against grammar gremlins and the frugal price of \$6.95 includes a free e-book using Kindle's Matchbook program.**

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## **The Great First Impression Book Proposal: Everything You Need To Know To Sell Your Book in 30 Minutes or Less**

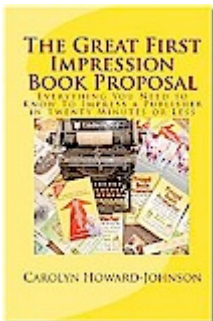
From the HowToDoItFrugally Series of books for writers

ISBN: 1453690956

ISBN-13: 9781453690956

Kindle Edition ASIN: B0042JT1TG

To order paperback or e-book on Amazon: <http://bit.ly/BookProposals>



The perfect learning experience for those who want to learn how to wow an editor in no time flat with only \$6.95 out-of-pocket and 30 minutes out of a busy schedule.

This booklet is the result of multi award-winning author Carolyn Howard-Johnson's extensive work with clients who hate writing book proposals and hate *learning* how to write them even more. She found herself coaching them through the process rather than doing it for them, for who could possibly recreate the passion an author feels for his or her own book better than the author? In doing so, she found she had written a booklet—not a tome—that took her clients only about thirty minutes to absorb. Voila! *The Great First Impression Book Proposal* was born.

"When I first reviewed Carolyn Howard-Johnson's small book here in 2010, little did I realize how dog-eared my paperback copy would get over time. I've been through it and bookmarked it so many times that it's tattered beyond belief, but I cannot get rid of it. It appears that Ms. Howard-Johnson has also released it in an updated edition, and that's why my review predates this one. And please note that now The Great First Impression Book Proposal is available as a Kindle edition. As a Prime member I could have borrowed it for free, but since I know already how many highlights there will be, it was worth buying again in the Kindle edition. If you're an aspiring writer in any genre, it's well worth it." ~John Williamson, Top 1000 Amazon Vine Reviewer

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**This little booklet—discounted on Amazon—is part of Kindle’s Matchbook program. When you buy the paperback on Amazon, you get a free e-copy, too! Maybe one could be a gift for a writing friend.**

### **Unsolicited Endorsements for *The Great First Impression Book Proposal***

“I just finished reading *The Great First Impression Book Proposal*. I like your style and encouragement. I was a bit intimidated about finishing my book proposal. I was thinking it had to be stiff and boring. I even have dialogue in it. I thought I’d have to cut it out. Now, I’ll probably leave it in.”

~Wanza Leftwich, author, blogger

“This is a really smart proposal,’ was one comment from an agent who went on to sell my nonfiction book to a publisher. The ‘smartest’ thing about it? I used Carolyn's guide to write it!”

~ Treacy Colbert, medical writer and author of *End Your Menopause Misery*

“I love [*Great First Impression Book Proposal*]! My husband was amazed at all the info crammed into this short book. You could have charged a lot more. I just re-vamped my proposal to follow the guidelines in it for my latest book.”

~ Myrna Lou, palmist, psychic, and author

“Marketing is never easy . . . . Well, it might be if you follow the easy steps Carolyn Howard-Johnson offers up in *The Great First Impression Book Proposal: Everything You Need to Know About Selling Your Book in Thirty Minutes or Less*. Howard-Johnson’s bulleted lists are superior. They are easy to understand, easy to implement, and even easier to read. (She means it when she says thirty minutes or less). She gives us even more: A list of other resources on book proposals. I will recommend this book to all of our authors and potential authors at LadybugPress.”

~ Georgia Jones, Editor in Chief, LadybugPress and NewVoices, Inc.

**This little booklet, discounted by Amazon, is part of Kindle’s Matchbook program, too. When you buy the paperback on Amazon, you get a free e-copy! Maybe one could be a gift for a writing friend.**

-∞-

## **IT’S HERE! ALL NEW! 340 PAGES OF REVIEW SECRETS**

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Carolyn Howard-Johnson, PO Box 1101, LaCanada-Flintridge 91012-1101

Blog: <http://sharingwithwriters.blogspot.com>

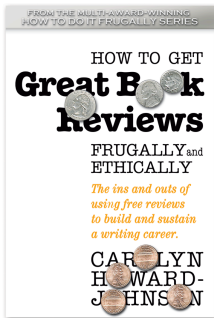
E-mail: [HoJoNews@aol.com](mailto:HoJoNews@aol.com) Phone: 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

**“I love your website. It’s incredibly interesting.  
I can’t wait to spend several hours browsing through all of it.”**

~ Laverne H. Bardy, syndicated columnist

<http://HowToDoltFrugally.com>



## **How To Get Great Book Reviews Frugally and Ethically** **Subtitle: The ins and outs of using free reviews to build and sustain a writing career**

**Third in Multi Award-Winning series of books for writers**  
Third in the multi award-winning HowToDoItFrugally Series of books for writers

ISBN-13: 978-1536948370

ISBN-10: 1536948373

ASIN: BOIMQCKRF5

BISAC: LAN00400, BUS058010

Distributors: Ingram, Baker and Taylor, Createspace

For more advance information: <http://bit.ly/HowToGetReviews>

To order as a paperback: <http://bit.ly/GreatBkReviews>

How to Get Great Book Reviews Frugally and Ethically is the culmination of a nearly two decades Carolyn Howard-Johnson spent helping writers avoid pitfalls, misconceptions, and out-and-out scams perpetrated on unsuspecting authors . . . and helping them reach their dreams of great reviews, great book tours, and great launches. It turns out that How to Get Great Book Reviews is the essence for a successful marketing campaign that includes all those things and—more importantly—for building the readership necessary for a prosperous writing career.

### BLURBS

The most comprehensive book on getting book reviews I've ever come across. In her usual warm and easy-to-follow manner, Howard-Johnson outlines everything you need to know to maximise your book's chances . . . an excellent resource that both beginning and seasoned authors can return to again and again  
~ Magdalena Ball, owner of the prestigious review site, CompulsiveReader.com

"*Getting Great Book Reviews* is another HowToDoItFrugally winner! Both new authors and seasoned veterans will get a lot out of this book! I put several of Carolyn Howard-Johnson's tips into practice while I was reading and with great results.  
~ L. Diane Wolfe, author, speaker, and owner of Dancing Lemur Press, L.L.C.

"Carolyn Howard-Johnson has written the most comprehensive and modern guide to getting book reviews that I've ever come across. In her usual warm and easy-to-follow manner, Howard-Johnson outlines everything you need to know to maximise your chances of multiple reviews, from writing review query letters, creating reviewer lists, creating and sending ARCs and galleys, making the most of Amazon, making the most of every review, and even how to write your own (for other people's books) and

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~ Laverne H. Bardy, syndicated columnist

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why you should. This is an excellent resource that both beginning and seasoned authors can return to again and again.” ~ Magdalena Ball, owner of the online book review site and newsletter, <http://compulsivereader.com>

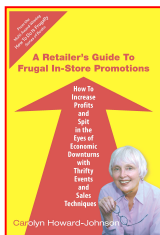
“Getting well-written and fair reviews is the single biggest block to independent authors and small presses. Carolyn Howard-Johnson takes on the problem head-on in this easy-to-use recipe for book review success. To paraphrase the late great Dan Poynter, your book is your business card so the single best marketing tool you have is to send out copies for review.” ~ Victor Volkman, publisher LHPress

-∞-

## About Carolyn’s Series of How-To Books for *Retailers*

“Having paid thousands in tuition to learn what you have provided in your HowToDoItFrugally series of books for retailers, I can tell you right now, they are priceless! Great work!”  
~Anne L. Holmes, Boomer in Chief, National Association of Baby Boomer Women

### A Retailer’s Guide To Frugal In-Store Promotions: How to Beat Out Competitors to Make Your Store the Go-To Place in Your Community



Publisher: HowToDoItFrugally

Cover by John Quinn of Design Solution 360: <http://designsolution360.com>

ISBN: 9781441467249

Awards: USA Book News finalist, Military Writers Society of America Gold Medal

To order paperback or e-book on Amazon: <http://bit.ly/RetailersGuide>

Retailers need more than crossed fingers to get and keep customers. In-store promotion—everything from in-store branding to events—is the most effective and economical way to do that. This book gives retailers the benefit of Carolyn Howard-Johnson’s nearly three decades experience as founder and manager of her own chain of stores, a stint as a New York publicist and as a retail consultant and journalist. It is the first in the Survive and Thrive Series for retailers in her USA Book News award-winning HowToDoItFrugally.com books.

“ . . . Carolyn’s no-nonsense approach to retailing and her easy-to-read writing styles [for *Home Décor Buyer*] made her a coach to thousands of retailers.” ~Jim Carper, founding editor of *Home Décor Buyer*

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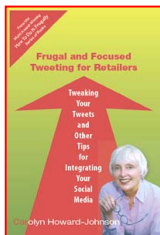
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~ Laverne H. Bardy, syndicated columnist

<http://HowToDoItFrugally.com>

## **Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media**



Publisher: HowToDoItFrugally Publishing  
Cover by John Quinn of Design Solution 360: <http://designsolution360.com>  
Awards: USA Book News finalist, Gold Medal Winner from Military Writers Society of America  
ISBN: 9781451546149  
Sponsored by Gift Shop Magazine: <http://giftshopmag.com>  
To order paperback or e-book on Amazon: <http://bit.ly/RetailersTweet>

Twitter has become the Web phenomenon of the decade even though many say they “don’t get it,” and even those who think they do “get it” appear to be missing something. *Frugal and Focused Tweeting for Retailers* will help those with businesses—large or small, online or off—use Twitter in ways they never imagined by “doing it right” and integrating their efforts with all the other marketing they do. It gives retailers the benefit of Carolyn Howard-Johnson’s nearly three decades experience as founder and manager of her own chain of stores, a stint as a New York publicist, retail consultant and journalist and a veteran Tweeter (if there can be such a thing as a veteran of such a new concept!). It is the second in the Survive and Thrive Series for retailers in her USA Book News award-winning HowToDoItFrugally.com books.



## **Your Blog, Your Business: A Retailer’s Frugal Guide to Getting Customer Loyalty and Sales—Both In-Store and Online**

Publisher: HowToDoItFrugally Publishing  
Cover by Chaz DeSimone: <http://DeSimoneDesign.com>  
Sponsored by Gift Shop Magazine: <http://giftshopmag.com>  
ISBN: 9781451591040  
To order paperback or e-book on Amazon: <http://bit.ly/RetailersBlog>

Ahhh, the beauty of blogging! It is open to so many styles, so many approaches. Retailers can tailor their blogs to fit their branding and then connect them to everything else they’re doing with their Web sites and their social media from Facebook to LinkedIn to Twitter. A blog—done right—is promotion magic.

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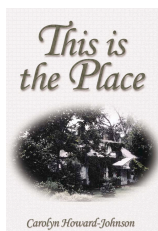
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~ Laverne H. Bardy, syndicated columnist

<http://HowToDoItFrugally.com>

## About Carolyn's Books of Fiction, Creative Nonfiction, and Poetry

"Carolyn Howard-Johnson is like three poets plus two writers all wrapped into one." ~Suzanne Lummis, poetry instructor for UCLA Extension Writers' Program and honored LA poet.



### **This is the Place**

Published by AmErica House

Awards: eight awards

Out of print, but available using Amazon's New and Used feature

ISBN: 1588513521

To order used in paperback: <http://bit.ly/ThisIsThePlace>

*"When you live amidst beauty sometimes you don't recognize discrimination and, if you do, you prefer not to acknowledge it."*

A young journalist realizes that because she is half Mormon and half Protestant she is not suitable material for love. She delves into her Mormon heritage and journals her way through prejudice into redemption. She learns to mend her own life when she finds she cannot mend her world. This novel, set in Salt Lake City in the 50s, reveals not only complexities of the heart but the secrets of what some consider a mysterious place and culture. *This Is the Place* has won eight awards including the Critics' Choice award.

"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

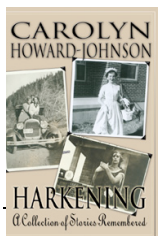
"It is interesting to learn how others live especially when you are reading a well written book."

~Connie Martinson, TV Host of "Connie Martinson Talks Books"

-∞-

## **Harkening:**

### **A Collection of Stories Remembered**



Published by AmErica House

Awards: three awards

Out of print, but available using Amazon's New and Used feature

ISBN: 1591295505

To order used paperback: <http://bit.ly/TrueShortStories>

---

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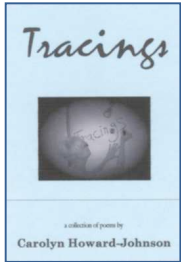
~ Laverne H. Bardy, syndicated columnist

<http://HowToDoltFrugally.com>



*Harkening* explores the little white lies and solemn truths that one charming, idiosyncratic family loves to repeat. Each story is stitched to the next to become a saga of their sojourn from Michigan through a vanishing railroad town in New Mexico, then into Utah, and finally (and happily), to a place where individuality can thrive. *Harkening*, a book of creative nonfiction, has won three awards including Word Thunder's Excellence in Writing award.

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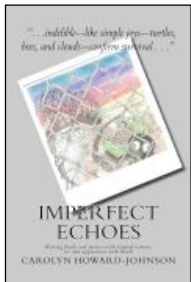


**Tracings:  
A Chapbook of Poetry**

Published by Finishing Line Press  
Awards: Award of Excellence from Military Writers Society of America, Compulsive Readers Ten Best Reads  
ISBN: 1-59924-017-3  
To order paperback or e-book: <http://bit.ly/CarolynsTracings>

Tracings touches chords—both major and minor—for readers interested in nostalgia, tolerance, culture, and aging. The author traces her life's experiences and for her it feels like "a movie reel running backwards."

-∞-



**Imperfect Echoes:  
Writing Truth and Justice with Capital Letters, lie and  
oppression with Small**

Self-Published in the fine tradition of poets everywhere  
Awards: Writer's Digest Honorable Mention | USA Book News finalist | Dan Poynter's Global Ebook Award Bronze  
ISBN 13: 9781515232490  
ISBN 10: 1515232492  
To order paperback or e-book: <http://bit.ly/ImperfectEchoes>

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."

"[Howard-Johnson's] recollections may tear at your heart and mind until you come to 'The Story of My Missed Connection in Minneola.' I burst out laughing. This was pure comic relief amidst pathos."

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~ Laverne H. Bardy, syndicated columnist

<http://HowToDoltFrugally.com>

~ Eleanor F. J. Garmarsh, author

“Carolyn Howard-Johnson is articulate, gifted, insightful, iconoclastic, and a truly impressive literary talent. *Imperfect Echoes: Writing Truth and Justice with Capital Letters, lie and oppression with Small* is an inherently fascinating, thoughtful, and thought-provoking read that is very highly recommended for community and academic library Contemporary Poetry collections . . .”

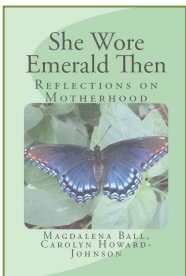
~Jim Cox, Editor-In-Chief of Midwest Book Reviews

“Such a beautiful collection. You really touched the peacenik in me.”

~ Darcia Helle, Quiet Fury Books blog

“Every time I read the Preface, I get chills of joy.” ~ Marlan Warren, publicist and author

-∞-



### **She Wore Emerald Then: Reflections on Motherhood**

Coauthored by Carolyn Howard-Johnson and Magdalena Ball

Self-Published in the fine tradition of poets everywhere

Awards: USA Book News finalist for poetry, Military Writers Society of America honorable mention

ISBN: 1438263791

ISBN 13: 978-1438263793

ASIN: B00BXPW2XO

To order paperback or e-book on Amazon: <http://bit.ly/MothersChapbook>

International Link: <http://bookShow.me/1438263791>

Celebration Series fan page on Facebook: <https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

“[Both] poets continue to write poems that don’t sound either like banal Hallmark cards or the bitter-at-dysfunctional-family jeremiads that habitually torture MFA writing workshop participants.”

~Kristin Johnson, screenwriter and founder of the Warrior Poets Project

*She Wore Emerald Then* is collaboration on the subject of motherhood by award-winning poets Magdalena Ball and Carolyn Howard-Johnson, both of them mothers and daughters. They worked together on a book of love poetry called *Cherished Pulse* to the acclaim of reviewers. *She Wore Emerald Then* is available as both an e-chapbook and paperback and is illustrated with tender photographs by May Lattanzio. As it happens, it was released the week of the death of Carolyn’s mother—a fitting tribute.

-∞-

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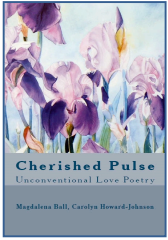
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~ Laverne H. Bardy, syndicated columnist

<http://HowToDoItFrugally.com>



**Cherished Pulse:  
A Chapbook of Unsyrupy Love Poetry**

Coauthored by Carolyn Howard-Johnson and Magdalena Ball

Artwork by Vicki Thomas

Self-Published in the fine tradition of poets everywhere

Awards: USA Book News finalist for poetry

ISBN: 1438263791

ISBN 13: 978-1438263793

To order paperback or e-book on Amazon: <http://bit.ly/CherishedPulse>

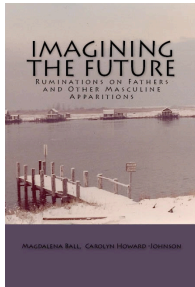
Celebration Series fan page on Facebook: <https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

"I absolutely loved this collection of poems. The two of you blow me away with your talent!" ~ Darcia Helle for Goodreads

Carolyn calls this unsyrupy love poetry. It is part of the Celebration Series she and Magdalena Ball offer poetry lovers in place of traditional greeting cards—for about the same price.

". . . snapshots of love by two gifted poets."  
~Willie Elliott For MyShelf.com

-∞-



**Imagining the Future:  
Ruminations on Fathers and Other Masculine Apparitions**

Coauthored by Carolyn Howard-Johnson and Magdalena Ball

Self-Published in the fine tradition of poets everywhere

ISBN: 144997774X

To order paperback or e-book on Amazon: <http://bit.ly/Imagining>

Celebration Series fan page on Facebook:

<https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

"[Both poets] have an incredible gift with literary imagery."  
~ Darcia Helle

Part of the Celebration series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with the literate man in mind, a lovely tuck-in gift that goes beyond the typical greeting card. Also available as an e-book to be used as an e-greeting card.

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~ Laverne H. Bardy, syndicated columnist

<http://HowToDoltFrugally.com>

## **Blooming Red: Christmas Poetry for the Rational**

Coauthored by Carolyn Howard-Johnson and Magdalena Ball

Artwork by Vicki Thomas

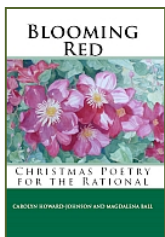
Self-Published in the fine tradition of poets everywhere

Awards: USA Book News finalist, Silver Award from Military Writers' Society of America

ISBN: 9781449948245

To order paperback or e-book on Amazon: <http://bit.ly/BloomingRed>

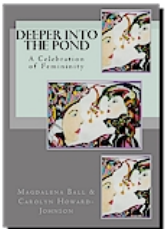
Celebration Series fan page on Facebook: <https://www.facebook.com/CelebrationSeriesPoetryChapbooks>



Part of the Celebration Series by Carolyn Howard-Johnson, 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](mailto:HoJoNews@aol.com).

-∞-

## **Deeper into the Pond: A Celebration of Femininity**



Coauthored by Carolyn Howard-Johnson and Magdalena Ball

Artwork by Jacquie Schmall

Award: Bronze medal from Military Writers' Society of America

Self-Published in the fine tradition of poets everywhere

ISBN: 978146115934

To order paperback or e-book on Amazon: <http://bit.ly/DeeperPond>

Celebration Series fan page on Facebook:

<https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

This little chapbook, part of The Celebration Series by Magdalena Ball (an Aussie) and Carolyn Howard-Johnson (a Californian), features poetry designed to warm the hearts of those who believe in equality for all--men and women alike. The series includes chapbooks for Mothers' Day, Fathers' Day, Christmas, Earth Day, Valentine's, and this one for . . . ahem . . . Women's Day! A perfect little frugal gift to tuck into the backpack of a woman who goes a' marching or to meetings or just signs online petitions like crazy, it is available as an e-book, but is slender enough to slip into an envelope like a greeting card--and about the same price.

"Whatever your age these poems will speak to you of times to look forward to or to remember. These are not poems to be read once. They will stay with you forever."

~ Nancy Famolari, poet

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~ Laverne H. Bardy, syndicated columnist

<http://HowToDoItFrugally.com>

"Narcissus knows her own  
reflection well. She forgets  
to peer under burkas, in our jails,  
in the beds of the abused  
deeper, deeper into the pond  
beneath where some  
still suffocate."

~Excerpt from the theme poem in Deeper into the Pond ©

-∞-

## **Sublime Planet** **Honoring Earth Day for the World and Universe**

**As Featured in the Earth Day Issue of *The Pasadena Weekly***

Coauthored by Carolyn Howard-Johnson and Magdalena Ball

Photography by Ann Howley

Awards: finalist USA Book News 2013

ISBN: 9781482054705

ASIN: B000BRLF5GA

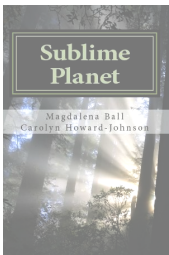
To order paperback or e-book on Amazon: <http://amzn.to/SublimePlanet>

To hear Magdalena read the title poem: <http://magdalenaball.com/wordpress/wp-content/uploads/2013/03/SublimePlanet.mp3>

Celebration Series fan page on Facebook: <https://www.facebook.com/CelebrationSeriesPoetryChapbooks>

**Proceeds from *Sublime Planet* go to World Wildlife Fund**

"Lucid and erudite." ~ Midwest Book Review



This collection of ecologically oriented poems traverses a wide terrain, moving from the loss of species to the beauty of the natural world, from drought to the exploration of alternative planets. It's an exhilarating collection that breaks boundaries and leads the reader deep into the personal heart of perception. Released by award winning poets Carolyn Howard-Johnson and Magdalena Ball to celebrate Earth Day, this is a collection of poetry that weaves the personal with the universal.

"*Sublime Planet* begins with Carolyn Howard Johnson's love poems to the living world, rapturous poems, expansive in spirit yet precise in detail: 'An impossible moth,/dark eye at its center, opaque/helicopter blades buzz and blur... .' In Magdalena Ball's darker meditations, hurt and thirst have entered the world facilitated, in part, by the machinations of civilization. While Howard-Johnson's poems praise, Ball's seem to sound a low warning. I recommend *Sublime Planet* particularly to those individuals who reside on the planet."

~ Suzanne Lummis, UCLA poetry instructor and LA's unique contribution to the poetry world

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~ Laverne H. Bardy, syndicated columnist

<http://HowToDoltFrugally.com>

"The [environment] is a hard one--not to get didactic or preachy, remembering to be a poet first, and both you [and Magdalena] succeeded. Congratulations and the best of luck with *Sublime Planet*."

~Rochelle Jewel Shapiro, author of *Kaylee's Ghost*

". . . a breath-taking book of poetry . . . "

~ Joyce A Kovelman, Ph.D., author

-∞-

## Forthcoming Books

### Here's How I Don't Cook: A Memoir

Being shopped by Agent Terrie Wolf, [www.akalm.net](http://www.akalm.net)

Webpage on Carolyn's site: [http://howtodoitfrugally.com/heres\\_how\\_i\\_dont\\_cook.htm](http://howtodoitfrugally.com/heres_how_i_dont_cook.htm)

Finalist Writer Advice's Flash Memoir contest, 2017.

Finalist: Writer Advice's Flash Memoir Contest, 2017.

At first glance, you might be tempted to think *Here's How I Don't Cook* is a book of recipes, some that no gourmet cook worth their natural sea salt would want to try. It is, but it is *more*. Recipes are accompanied by stories of events (or vice versa) that kept a foodie from cooking. Some are stories of one woman's rebellion against what she considered the repression of women, some about her own submission to the requirements of dealing with a family illness, and some about how her unusual family background sculpted a modern woman against all odds. Slowly it evolves into a story about loyalty, love, and what marriage really means.

"[After rereading] once again I've decided *Here's How I Don't Cook* is my favorite memoir. I know the impact is certain. I have this notion that the same people who shop Crate & Barrel, World Market, and Home Store might get a kick out of your downhome 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 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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Carolyn Howard-Johnson, PO Box 1101, LaCanada-Flintridge 91012-1101

Blog: <http://sharingwithwriters.blogspot.com>

E-mail: [HoJoNews@aol.com](mailto:HoJoNews@aol.com) Phone: 818-790-0502

Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

**"I love your website. It's incredibly interesting.  
I can't wait to spend several hours browsing through all of it."**

~ Laverne H. Bardy, syndicated columnist

<http://HowToDoItFrugally.com>

## This Land Divided

Being shopped by Agent Terrie Wolf, [www.akalm.net](http://www.akalm.net)

The great Mormon-American novel.

### ADVANCE PRAISE FOR THIS LAND DIVIDED

This Land Divide won first place for fiction in WriterAdvice.com's Scintillating Starts Contest in 2016.

"Thanks so much for sharing [the first 1,000 words of] *This Land Divided* 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.

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."

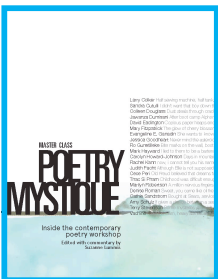
~ Lynne Goode, Writer Advice Managing Editor [www.writeradvice.com](http://www.writeradvice.com)

"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

-∞-

## TEXTS



### Master Class Poetry Mystique: Inside the Contemporary Poetry Workshop

Edited and commentary by Suzanne Lummis, ©2014.

A text on the writing process

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Featuring poems by Suzanne's students.

Available in paperback on Amazon: <http://bit.ly/SuzanneLummis>

**An Excerpt from  
Utah Child Borrows Her Song from the South**

Mama (tired of trying to effect  
his noise) skipped the part  
where B'rer Rabbit, went  
*lippity-clippity,*  
*clippity lippity,*  
only she didn't fool me. I knew  
its breath. How clever those B'rrers!  
Because

*B'rer Fox,  
he juz lay low*

and B'rer Rabbit,  
that moment  
familiar,  
when he knocks  
that tar baby silly  
'cause she didn't behave  
properly as he'd like.

UNSOLICITED PRAISE FOR THE FRUGAL EDITOR:

"There's probably a book on editing "For Dummies" but this book, like all your books is the "Not for Dummies" series." ~ Marlan Warren, Roadmap Communications, Book Publicity by Marlan, and Bookbuzz blog: <http://roadmapgirlsbookbuzz.blogspot.com/>

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## Why a Second Edition of The Frugal Book Promoter?

We all know that book promotion (and life!) has changed since [The Frugal Book Promoter](#) was first published in 2004—particularly in ways that have to do with the Web, but in other ways, too. As an example, the publishing world in general is more open to indie publishing now than it was then. So, this update includes lots of information on ways to promote that were not around or were in their infancy a few short years ago. So here is what is new:

- The Second Edition has been reorganized.
- The Second Edition is almost twice as fat—read that “twice as chock full of promotions you can use.”
- The Second Edition still includes the basics that make you into an on-your-own publicist or a great partner for a professional publicist. That includes everything you need to know to put together the best, most effective media releases, query letters, and media kits possible. And how to utilize what you love to do most—write—to get the word out about what you love most—your book. If you loved the chapters like the ones on writers’ conferences, getting reviews, and book fairs or tradeshow, you’ll love the updated ones even more.
- You’ll love the chapters on what I call the game changers. These *really are* game changers! There’s information on using online bookstores to your benefit. And how to make your blog actually work for you. And how to save time with your blogging! And ideas for blog posts—even if you write fiction or poetry.
- You’ll find it loaded with resources you can use, but they’re all updated. There is new information that answers questions like these:
  - What is Carolyn’s simplified method for making social networks actually work—without spending too much time away from my writing?
  - How can I avoid falling into scam-traps for authors?
  - How can I get my book into one of those big tradeshow like BEA?
  - What are the best “old-fashioned” ways to promote—the ones I shouldn’t give up on entirely?
  - How do I go about writing (and publishing) an award-worthy book.
  - How can I use the fancy little, flowery QR codes I’m seeing everywhere to promote my book to mobile users? And to others?
  - What are the pitfalls of using the Web and how can I avoid them?
  - What are the backdoor methods of getting reviews—even long after my book has been published?

**Note: Carolyn frequently updates links and resources and fine tunes her how-to books to keep them pertinent for her readers, but her second edition updates of both *The Frugal Book Promoter* and *The Frugal Editor* are more expansive and often include new covers for the purposes of branding.**

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## Why a Second Edition of The Frugal Editor?

It surprises people when they learn that grammar rules change over time. Or that what they learned in high school or advanced grammar classes in college is either passé or may not apply to fiction. It also surprises them to learn that a perfectly edited book is never perfect because there are always so many disagreements among experts about style choices. And even experts are often misinformed. The worlds of grammar and style choices are filled with myths and misinformation like, "Never use contractions in your writing" and "Never use fragments." Further, as my client base grew, I kept running into common misconceptions and outright annoying style choices that would never fly in the publishing world. Thus, a new edition of [The Frugal Editor](#) was a must! So here is what is new:

- The Second Edition has been reorganized.
- The Second Edition is 1/3 again as fat—read that "1/3 again as chock full of editing helps."
- The Second Edition still includes the basics that make you into an on-your-own editor when you must be. Few writers other than Stephen King can afford to hire an editor for every query letter, every media release, every media kit, every blog post. So until you career is so star-studded you can afford a publicist and editor on a retainer basis, writers need to know both the basics of editing and the little-known secrets. Authors will love the all new sections including that pretty (but questionable) ampersand.
- The second edition is still loaded with resources you can use, but they're all updated.
- Authors who loved the first edition will love the second even more!
- There is new information that will dispel myths like these:
  - Agents are a cantankerous lot. (Nope! In *The Frugal Editor* twenty of the nation's best tell you their pet peeves and they do it in the best of spirits.)
  - If your English teacher told you something is OK, it is. (No! Language rules have changed since you were a Sophomore.)
  - If a manuscript or query is grammar-perfect, you'll be fine. (No! Lots of things that are absolutely grammatically correct will annoy publishers.)
  - Always use your Spell and Grammar Checker. (No! Some suggest you don't use it at all but *The Frugal Editor* will help you make it your partner instead of your enemy.)
  - It's easy to avoid agent and editor scams. Just ask around. (The Frugal Editor gives you a complete list to help you avoid being taken.)
  - Your publisher will assign a top-flight editor. (Maybe, but don't count on it. Besides you can be a better partner for an editor if you know something about the process.)
  - Formatters and editors will take care of the hyphens, ellipses, and all the other grungy little punctuation marks that English teachers avoided teaching because they didn't know how to use them either. (Chances are, you'll catch even great formatters and editors in an error or two if you know your stuff!)

**Note: Carolyn frequently updates links and resources and fine tunes her how-to books to keep them pertinent for her readers, but her second edition updates of both *The Frugal Book Promoter* and *The Frugal Editor* are more expansive and include new covers for the purposes of branding.**

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## Praise and Recommendations for The Frugal Book Promoter?

"If you're going to read only one book to get other people to read your book, it should be *The Frugal Book Promoter*."

~ Tim Bete, director of Dayton University's Erma Bombeck Writers' Workshop

"*The Frugal Book Promoter* offers practical advice the author has gleaned from personal experience. Unlike other books and articles on the subject, this one is detailed—and it's chock full of ideas that even seasoned book promoters will not have tried."

~ Dallas Hodder Franklin, editor of SellWritingOnline.com

"Great book! My copy [of *The Frugal Book Promoter*] looks like a porcupine, so many pages are flagged with great tips to try."

~ Karin Ireland, author, motivational speaker

"Howard-Johnson has the comforting tone of a mentor and writes with the precision of a surgeon."

~ Francine Silverman, author and editor of Book Promotion Newsletter

"I'm thrilled with all the helpful info and I like the way you've clearly defined the various parts. Makes it much easier to use as a reference."

~ Vicki Malone, publicist, Red Engine Press

"Carolyn Howard-Johnson's advice in *Frugal* is like having your own private tutor, writing coach, PR person, English teacher, salesman of the year, marketing agent and, once you've talked to her, cheerleader, all rolled into one. They ought to bottle her energy and sell it. I'll take ten bottles. Uh ... Make that twenty."

~ Queen Jaw Jaw, humorist

"At last—a solid, sensible, systematic guide to the ins and outs of promotion and publicity. Written by a writer, *for* writers—Carolyn Howard-Johnson proves that she's not only an accomplished poet, essayist, and novelist, but also a marketing maestro!"

~ JayCe Crawford, *Cup of Comfort* author, copyright professional

". . . until now I didn't have many other staples to recommend to new authors looking for publicity."

~ Jenna Glatzer, author of *Make a Real Living as a Freelance Author* (Writer's Digest)

"[Carolyn Howard-Johnson is] an incessant promoter who develops and shares new approaches for book promotion."

~ Marilyn Ross, founder Small Publishers of North America

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"*The Frugal Book Promoter!* I love it. Most authors don't have deep pockets for publicity, promotion, and marketing. The chapter on perks offered by Amazon is a perfect example of the kind of practical advice offered—the kind that took me months to discover."

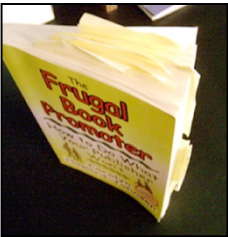
~ Rolf Gompertz, author, veteran publicist for NBC, and UCLA instructor

"*The Frugal Book Promoter* is excellent. . . . It has given me ideas that would never have occurred to me and has changed the way I think about book promotion."

~ Mark Logie, award-winning poet and short-story writer

"Interesting, informative, readable. Easy to follow quotes and technique mixed together wonderfully. This is an A-one job. I'm going to have to put it under my pillow."

~ Leora Krygier, author of *First the Raven* and *When She Sleeps*



"While brainstorming marketing ideas with one of my authors, she informed me she had just purchased the book *How To Do What Your Publisher Won't*. My immediate reaction was an internal "oh no." Then I clicked to Amazon to order it and read up on what it was I wasn't going to be doing! When the neon yellow [first edition] arrived, I devoured it. I was hooked from the first line in Carolyn's acknowledgement: 'Oh, to remember all those who have been instrumental in the birth of a book!'

By the time I was done there was as much neon-highlighter yellow inside

as outside, and, as a fan of Post-its, I made the book look like a yellow-feathered peacock! Carolyn Howard-Johnson has 'been there, done that' in marketing her own books and she packed all her hard-earned wisdom into this Frugal Book series."

~ Nancy Cleary, publisher

~ Photo by Nancy Cleary

Thanks so much for all the information you shared at the Oklahoma Writers Federation conference, in your "Frugal" books, on your website <http://www.howtodoitfrugally.com>, your Facebook page, in your SharingwithWriters blog, in your Tweets and in your "Sharing with Writers" newsletters. I have shuffled papers and been a professional writer more years than I care to say, and teach workshops on writing and researching. I recommend your resources to my students and writing friends, and when they compliment me on some marketing technique, I tell them "I learned most of what I know about marketing from Carolyn Howard-Johnson." ~ Carolyn Leonard, writing professional (CarolynBLEonard.com).

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## Publicity, Appearances, and Acting (Partial)

Carolyn has appeared on hundreds of TV programs, radio stations—both national and local—expos, book fairs, panels and more. Here is a partial list.

### Print Media



#### NEWSPAPERS

- **Glendale News-Press (LA Times Affiliate)**, front page, feature story with color image and followup in the Community Forum, March 2001. For publication of *This Is the Place*. See left.
- **LA Daily News**, with picture. Subject: Quasi memoir. "Never Too Late to Follow a Dream"
- **Pasadena Star News and Associated Papers**, Arts and Entertainment
- **Ventura County Star**, interview by Lisa Osborne
- **The Pasadena Weekly**

#### MAGAZINES

- **The Desert Woman**, print
- **Nevada Woman**, interview by Jon Bastian with picture
- **UCLA Writers Quarterly**, several issues
- **The Robesonian (North Carolina)**, front page article by p.m. terrell

#### Print Reviews and Interviews

- **Library Journal**
- **Midwest Review**
- **The Book Reporter**
- **Nevada Woman**
- **Sormag**
- **The Jamaican Review** and more than 100 Web reviews and interviews

#### Cable and Network TV

- **Coffee Break**, WLTZ-NBC, interview by Kathy Anderson
- **Connie Martinson Talks Books**, nationally syndicated TV
- **CBS2 Nightly News**, Palm Springs, CA. Interview by Peter Kulevich
- **Edna Talks**, local cable
- **National Armenian TV**, poetry reading

#### Radio (Air)

- **Connie Gotsch's KSJE Write On Four Corners**, several appearances over the years
- **Joe Mazza Show**, syndicated 430 stations, six appearances
- **Jane Prince-Jones Show**, KFZO, Lubbock, TX, and several return engagements
- **The Don Russell Show**. WSTC/WNLK, Norwalk, CT
- **Book Crazy**, KCTK960, Phoenix, AZ, Debbie Neckle reviewer
- **KDSL Talk Radio**, Salt Lake City, UT, Lyle Morris, interviewer
- **Chuck Baker Show**, Hottalk1460, Colorado Springs, CO
- **The John Taylor and Jay Bailey Early Morning Show**, WORC1310, Worcester, MA
- **The Nick D and Garry Lee Show**, WGN, Chicago, IL
- **The Jim Robey Show**, WCBC, Cumberland, MD
- **The Evie Ybarra Show**, KVTA Ventura, Ca. four appearances
- **The Demitri Vassilaras Show**, WWVA, West VA
- **Prime Time Drive** with Steve Bowers, News-Talk 101.5 FM, Jackson, TN

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- **Talk with John Quintaine**, WJCW 910AM, Jonesborough, TN
- **Lee Mirabal Show**, WSRadio
- **News Talk with Harrell Carter**, WNWs 101.5 FM, Jackson, TN
- **Lubbock in the AM**, KFYO, multiple appearances
- **Beyond Words** with Fran Halpern at NPR affiliated 88.3, Ventura County and 102.3 in Santa Barbara County
- **KPFK**, Poet's Café hosted by Lois P. Jones
- And more than 100 Web streamed shows like **The Maxine Thompson Show**, **Voice of America**, and **Business Dialogue**, with Barry Allen, KFNX 1100

#### Teaching/Seminars/Presentations/Keynotes/Panels

- **UCLA Extension's Writers Program**, instructor from 2004 to 2014
- **Great Salt Lake Book Fair**, presenter, booth
- **UCLA Extension's Instructor Development Program** certificate March, 2005
- **Founder/facilitator of Glendale Library Critique Group**, three years
- **Sinclair Lewis Writers' Conference**, Sauk Centre, WI, presenter on editing
- **Erma Bombeck Writers Workshop, Dayton University**, two years
- **Workshops and Panels** at bookstores like Vroman's in Pasadena
- **Audioclass Series** for Double Dragon Press and Tri-Studio
- **Seminars for Pen USA Fellows**, Antioch University, two years
- **Guest lecturer for UCLA instructors**, Eve Caram, Pam Kelly
- **UCLA Career Day** panelist, two years
- **Wisconsin Regional Writers' Conference**, presenter
- **Crime Writers Conference**, presenter
- **Greater Los Angeles Writers Society**, presenter
- **LA Writers Conference**, presenter, two years
- **Big Story Writers Conference**, presenter, "The Secrets of Great Dialogue"
- **Southern Utah Festival of Books**, keynote, auspices of Utah Humanities Council
- **PALA (a subsidiary of Independent Book Publishers of America)**, panel on marketing (two yers)

#### Expos, Book Fairs, Libraries

- **Small Publishers of North America College (SPAN)**, featured speaker
- **California Marketing Center**, speaker
- **Call to Arts Expo**, panel moderator, Pasadena Convention Center
- **Dayton University's Erma Bombeck Writers' Conference**, presenter, two years
- **San Diego State University's Writers' Conference**, presenter
- **West Hollywood Book Fair**, presenter, two years
- **Duarte Book Fair**, presenter, keynote, two years
- **Diamond Bar Book Fair**, presenter
- **Vroman's Bookstore**, panelist
- **Publishers and Writers of San Diego**, presenter
- **Pen & Paper Symposium**, presenter, memoir, Dayton, OH
- **Southern Book Fair**, presenter, Nashville, TN
- **California Writers Club, Sierra Branch**, speaker, Ridgecrest, CA
- **LA Times/UCLA Book Festival**, coordinated Author Coalition booth for several years
- **National Stationery Show**, presenter
- **San Bernardino Book Fair**, presenter
- **The California Gift Show**, speaker, several years
- **The LA Mart**, speaker, several years
- **UCLA Extension Writer's Program Fall Book Faire**, panelist
- **Romance Writers of America**, speaker, Orange County and San Diego Chapters
- **Authors and Arts Series**, speaker, Glendale City Public Library
- **The Monrovia City Library Speaker Series**, speaker

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- **American Women in Business**, speaker
- **Book Publicists of Southern California**, speaker, four years
- **American Board of Hypnotists Conference**, workshop
- **Nevada's Writer's Conference**, presenter, two seminars
- **Crime Writers of Southern California**, presenter
- **Greater Los Angeles Writers Society's Speaker Series**, presenter
- **IWOSC and SPAWN Speaker Series**, speaker.

#### Signings and Featured Readings

Carolyn is the embodiment of enthusiasm and creative energy! A lyrical and sensitive poet, who is regarded highly by her peers, she also researches and writes on book promotion and marketing, generously sharing her gleaned wisdom with others through her award winning books, newsletter and blog. Her material is always up to the minute, not to be missed. I highly recommend Carolyn's creative and nonfiction output. ~ *J. R. McRae, award-*

- **BEA: Book Expo America Official Signer**, Chicago, IL; New York, back-of-hall signer; **Biblio** booth. **USA Book News** booth, three years
- **Waldenbooks**: Los Angeles (Macy's Plaza), CA; Burbank, CA.; Thousand Oaks, CA; Brea, CA; Downey, CA; Lakewood, CA; Montebello, CA; Palmdale, CA.; Orange, CA; Baldwin Hills, CA; Provo, UT; Murray, UT; Columbus, GA; Norcross, GA; Atlanta, GA; Duluth, GA; San Bernardino, CA; Palm Desert, CA; Moreno Valley, CA
- **Brentano's**, reading and signing, Sherman Oaks, CA; Atlanta, GA
- **Glendale Community College Bookstore** and dozens of other bookstores, readings
- **Autry Museum of Western Heritage**, book launch, Griffith Park, LA
- **Vroman's**, reading and signing, Pasadena, CA
- **Frugal Frigate**, reading and signing, Redlands, CA
- **Penelope's Book Café Gallery**, workshop, LaCanada-Flintridge, CA
- **Inland Empire Bookfest**, reading, San Bernardino, CA
- **The Desert Woman Newspaper**, annual Book Lovers Luncheon, Palm Desert, CA, several years
- **Wal-Mart and Sam's Club**, reading for Literacy Day, Palm Springs and Cathedral City, CA
- **Glendale Coalition for Human Equality** and **Friends of the Glendale Library**, Three Faces of Tolerance presentation.

#### Acting

- **Apple Computers**, print
- **Time-Life CDs**, national TV infomercial
- **Lenscrafters**, national TV commercial
- **Cierra Digital Photo Frames**, national TV and Web
- **Senior Services**, regional TV
- **Blue Shield California**, California TV
- **Disney Cruise Lines**, Japan
- **Marlboro**, print ads, Europe
- **Chinet**, TV and other media

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## Recognition and Awards (Partial)

- **Winner Diamond Award for Achievement in the Arts**, sponsored by Glendale Ca's Arts and Culture Commission and the City of Glendale Library
- **Franklin Christoph's Poetry Prize**, first prize of 3,000 entries
- **Reviewers' Choice Award**, *This Is the Place* named first place, Sime-Gen's mainstream category
- **Red Sky Press Award**, judged by Rose A. O. Kleidon, Prof. Emeritus English, Akron University
- **Masters Literary Award**, finalist
- **New Millennium Literary Award**, semifinalist, 1400 entries, June
- **Mille Club**, honored by AmErica House, Baltimore, Md. for sales and promotion
- **Preditors and Editors Readers Poll**, *This Is the Place* named Top 10 Novels for two years. *Harkening* named Top 10 Literary books, one year
- **NUW's Award of Excellence**, editor, Kristie Leigh Maguire
- **MyShelf.com**, Ten Best Reads twice, once for *This Is the Place*, once for *Frugal Book Promoter*
- **Women WritingOnLine Award**, honorable mention, first person essay "Life Begins at 60"
- **Zino.com**, award for outstanding article, "Taking a Dose of What's Good for You"
- **Book Crazy Radio Network**, award celebrating 100 reviews
- **Long Story Short**, poem of the month
- **#1 Best Sellers**, EBookAd.com, *Frugal Book Promoter*. Also #1 bestseller at Starbooks
- **Reviewer's Choice Masterpiece**, selected by reviewer Lori Soard for WordMuseum.com
- **Readers' Award**, For *The Pedestal Magazine* for poem "Olvera Street"
- **Glendale's Character and Ethics Committee**, recognition for work promoting tolerance
- **Irwin Award**, from Book Publicists of Southern California for best cost-effective publicity campaign
- **Pasadena Weekly's** list of "Fourteen San Gabriel Valley's Women Who Make It Happen"
- **The Compulsive Reader**, Ten Best Reads for *Tracings*
- **The Military Writers' Society of America**, Silver Award of Excellence for *Tracings*
- **Publishers and Writers of San Diego**, honorary member, 2007-2008
- **American Business Women's Association (ABWA)**, outstanding woman of the year
- **Top Ten Books** in Amazon's sales categories, *The Frugal Editor*
- **Top 10 Podcast** on AuthorAccess.com, two years
- **Star Publish Top Selling Book**, *The Frugal Book Promoter* first edition, every year until I self-published
- **Reader Views Literary Award**, *The Frugal Editor*, publishing category
- **Next Generation Indie Book Award**, first place for marketing campaign
- **Next Generation Indie Book Award**, finalist, *The Frugal Editor*, how to category
- **USA Book News Best Books**, winner, *The Frugal Book Promoter* in 2004 and *The Frugal Editor* in 2007
- **USA Book News Best Books**, finalist, for *She Wore Emerald Then* and *A Retailer's Guide*
- **#1 Podcast on Reader Views**, three years running
- **Gold Medal Award**, *Frugal and Focused Tweeting*, Military Writers Society of America
- **Honorable Mention for Poetry**, *She Wore Emerald Then*, Military Writers Society of America
- **Delta Gamma Fraternity's Oxford Award** for community service
- **USA Book News**, finalist, *Blooming Red: Christmas Poems for the Rational*
- **USA Book News Winner in Business/Writing category**, *The Frugal Book Promoter*, second edition
- **Military Writers' Society of America Silver Award of Excellence**, *Blooming Red: Christmas Poems for the Rational*
- **Indie Next Generation**, *The Frugal Book Promoter*, second edition, finalist
- **Diamond Award for Achievement in the Arts**, sponsored by Glendale Ca's Arts and Culture Commission and the City of Glendale Library, winner
- **Global E-Book Award**, *The Frugal Book Promoter*, second edition, honorable mention
- **Best New Writing 2013**, Eric Hoffer Awards, finalist
- **Military Writers' Society of America Silver Award**, *Deeper Into the Pond* coauthored with Magdalena Ball

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Carolyn Howard-Johnson, PO Box 1101, LaCanada-Flintridge 91012-1101

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Amazon Profile and Book List: <http://bit.ly/CarolynsAmznProfile>

**"I love your website. It's incredibly interesting.  
I can't wait to spend several hours browsing through all of it."**

~ Laverne H. Bardy, syndicated columnist

<http://HowToDoltFrugally.com>



- **Military Writers Society of America**, *The Frugal Book Promoter*, second edition, silver award
- **USA Book News Awards**, *Sublime Planet*, A book of poetry Celebrating Earth Day and the Universe, finalist
- **Gover Prize**, "Dr. Pena's Lesson on Culture," finalist
- **The Next Generation Book Award**, finalist: *The Frugal Editor*, second edition for e-book
- **Global Ebook Award**, honorable mention, for second edition of *The Frugal Editor*
- **Global Ebook Award, bronze**, for *Imperfect Echoes*
- **USA Book News Awards**, finalist, for *Imperfect Echoes*
- **Writer Advice's Flash Memoir Contest**, finalist 2017. Here's How I Don't Cook (Unpublished)
- **Ruminate Magazine, William Van Dyke Short Story Contest**, "A True Big Bass Story" is about racial prejudice that very rarely goes unnoticed because it is so ubiquitous. It was one of 17 finalists among 345 entries.
- **Writer's Digest Magazine**, honorable mention poetry, *Imperfect Echoes*.

#### AWARDS FOR BLOGS

- **Writers' Digest's 101 Best Web sites**, [SharingwithWriters.blogspot.com](http://SharingwithWriters.blogspot.com)
- **Blog of the Day**, [SharingwithWriters.blogspot.com](http://SharingwithWriters.blogspot.com)
- **Brilliant WeBlog Precio 2008**, [SharingwithWriters.blogspot.com](http://SharingwithWriters.blogspot.com) and [TheNewBookReview.blogspot.com](http://TheNewBookReview.blogspot.com)
- **101 Book Blogs You Need to Read** from [Online Universities.com](http://OnlineUniversities.com) for my [TheNewBookReview](http://TheNewBookReview.blogspot.com) blog

#### AUTHOR-OF-THE-MONTH, FEATURED AUTHOR AND BOOK-OF-THE-MONTH

- **Tomrbooks**, Calley Moore, editor
- **Aspiring Authors**, Diana Redman, editor
- **Word Thunder**, Sarah Mankowski, editor
- **My Shelf**, Brenda Weeaks, editor
- **Authors' Cove**, first featured writer of the month, Erika Michell, editor
- **Poems for You**, featured book of poetry; editor, Kristin Johnson
- **Speechless The Magazine**, featured poet, poems from *Tracings*, editor Suzanne Lummis
- **Tri-Studio**, first featured poet, editor Kathe Gogolewski
- **Queen Jaw Jaw**, featured author, Georgia Richardson, editor
- **MichelleDunn.com**, *Frugal Book Promoter* is her Writers' Resource Book-of-the-Month
- **Writing News**, honored *SharingwithWriters* newsletter. Editor, Belinda Hughes

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## Publications (Partial)

### PUBLICATIONS

- **Copperfield Review**, excerpt This Is the Place, summer, 2002; poem 2003
- **Penumbra, Calif. State Univ. Stanislaus**, literary journal, short story, "Helper"
- **The Banyan Review**: Short story .Grandfather Rock, July, 2003
- **Sparks Magazine**, poem "Woman's Day"
- **Subtle Tea**, poem "Woman's Day "
- **The Feminist Journal**, poem "Woman's Day"
- **Yarrow Brook Review**, poem "Where I Am"
- **Flash Fiction**, essay, "Remembering Joe"
- **Poetic Voices**, villanelle "Adaptation"
- **Lunarosity**, poem, "Pleading for Sylvia"
- **Mochila Review**: poem "Big Screen Snack"
- **Long Story Short**, poems, "Bon Sai;" "Woman's Day;" "Shopping on Robertson;" "Children Today Don't Have Enough Leisure Time;" "Musing Over a New Calendar;" "New Year." Short story, "A Not-So-Stupid-Crook Story"
- **Apollo's Lyre**, poem, "Deciphering Sound"
- **The Pedestal Magazine**, poem, "Olvera Street Tutorial"
- **The Literary Mama**, short story, "Finding the Way"
- **The Journal of the Image Warehouse**, poems, "The Dangerous Lizard of Gabon," "Poetry Be Damned," and "Perfectly Flawed"
- **Re)verb**, poem, "Faith in LA"
- **Mindprints**, Allan Hancock College, Santa Maria, CA., poem "Bon Sai"
- **Edifice Wrecked**, literary journal, poem "Shelf Life"
- **Top 7 Business**, tip list, edited by Christopher M. Knight
- **Sunspinner Magazine**, poem, "Olvera Street Tutorial"
- **The Beat** literary magazine, *Harkening* excerpt, "Neighbors"
- **Mary**, Mt. St. Mary's College, literary journal
- **Niederngasse**, an international journal "Eavesdropping at the "Writers' Faire"
- **Penwomanship**, poem, "Antigua's Hope"
- **Barricade**, edited by John Newmark, "Upon Safety," "Illusion," and a "New Way to Think"
- **Travelers' Tales**, excerpt, "Ever Heard of Terezin?"
- **A-pos-tro-phe**, poem "The Lecture: Incomplete Considerately Abridged"
- **Riley Dog**: excerpt from a poem "The Lecture: Incomplete and Considerately Abridged"
- **Subtle Tea**, edited by D. Herrle. Poems, "Learning About Sex When All Else Fails" and "Another Day"
- **Under the Roc**, poem, "Shelf-Life"
- **Lunarosity**, short short story, "Artemis"
- **Muscadine Lines: A Southern Journal**, poem, "Dandelions in Autumn"
- **Romance Writers Report**, nonfiction, "Query Letter No-Nos"
- **Coffee Press Journal**, poem, "The Fragile Art of Warfare"
- **Life in the USA**, short story, "A Not-So-Stupid-Crook Story"
- **Fiction Flyer**, flash fiction, "Trying to Love Artemis"
- **Pear Noir**, poetry journal, "Death by Ferris Wheel"
- **Montana, Writings from the River.** associated with Montana State University, poem "Clarion Call"
- **Dash**, poetry journal of the Creative Writing Club and Department of English, Comparative Literature and Linguistics at California State University, Fullerton. "Long Before They Closed Down the Napster"
- **Long Range Literary Journal**, associated with Montana State University, short story "Grandfather Rock"
- **Manzanita Literary Journal**, associated with Calaveras Arts Council, poem, "Sacred Stories of the Sierras"
- **Solo Novo 2011, Wall Scrawls** published by Solo Press, poem, "Inevitably Walls"
- **Cyclamens and Swords**, "Looking forward", "Asthma", "Agonal," and "Realizing Expectations on My Own Postpartum Schedule"
- **Voices Israel**, poem, "Sympathizing with Tantalus"
- **Cyclamens and Swords**, poem, "This Grave at Ypres"
- **Muddy River Poetry Review**, poems, "Déjà Vu," "The Faulklands' Town Crier"
- **Cyclamen and Swords**, poem, "The Romantic 40s." Johnmichael Simons, editor
- **Cyclamen and Swords**, poem, "The Vintage Corvette and Its Man"

Cont'd

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- **Cyclamen and Swords**, poems "Spent" and "The Unexpected"
- **Cyclamen and Swords**, short story "Emperor's New Clothes"
- **Voices Israel**, "Working at Love" and "Snapshots from Ocean Princess' Maiden Suez Voyage"
- **Cyclamen and Swords**, poem, "Touching One Another"
- **Cyclamen and Swords**, "Pausing for Poetry in an UNESCO's Ancient Village of Japan Shirakagawa Gokayama"

## ANTHOLOGIES

- **On the Wings of Pink Angels**, edited by Dawn Colclasure
- **Best New Writing 2013**, short story
- **Best New Writing 2014**, Gover Prize finalist
- **Best New Writing 2015**, Gover Prize finalist
- **Voices 2014**, "Wanting a Bit of the Tie-Dye Man" and "The Unexpected"
- **Wine, Cheese and Chocolate: A Taste of Literary Elegance**, poem "Big Screen Snack," published by Manzanita Press, edited by Monika Rose
- **Musings: Authors Do It Write!**, collection of essays from twelve international writers
- **Poetry Mystique**, edited by Suzanne Lummis
- **Voices of Israel**, Poetry: "Here and Then, Now and Then" edited by Dina Yehuda

## COLUMNIST

- **MyShelf.com**
- **Book Review Café.com**
- **Sell Writing Online.com**
- **Home Décor Buyer**, print
- **Pasadena Star News**
- **Salt Lake Tribune**
- **Authors Almanac**
- **Writers' Journal**, print
- **ApplosLyre.com**, online literary

- **SellWritingOnline.com**

## CONTRIBUTOR

- **Effort and Surrender** by Eric Dinyer, Andrews McMeel, publishers; introduction
- **Support Our Troops** by Eric Dinyer, introduction. Published by Andrews McMeel
- **Cooking by the Book**, promotional e-book intended to feed readers' appetites for books as well as their tummies

## BOOK CLUBS

- **NUW's Selection**, *This Is the Place*, 2002; *Harkening*, 2003

## PROFESSIONAL

- **UCLA Extension Writers Program**, instructor
- **Founder, Facilitator Critique Group**, Glendale Library System
- **Yarrow Brook Literary Review**, editorial
- **G.A.P.**, publisher, advisory board
- **Maguire-Gisby Associates**, publicists, advisory board
- **Poets & Writers**, listed in Directory of American Poets and Fiction Writers

## OTHER

- **Glendale News-Press**, book, movie and theater reviews

## RETAIL FREELANCE

- **Giftbeat**, print newsletter for retail trade
- **Home Décor Buyer**, trade magazine
- **Gift and Decorative Accessories**, trade magazine
- **CBC** advertising insert in trade magazines

## CONSULTANT/EDITOR

Private clients for whom I have edited, critiqued, and advised. Both writing and book marketing

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## Section II

### Making Life Easy for Editors, Producers, and Conference Directors

#### Suggestions for Carolyn's Seminars, Workshops, and Presentation Topics

Carolyn Howard-Johnson has nearly three decades experience planning and implementing trade show seminars. She has appeared on more than 300 radio and TV programs. She speaks on subjects aligned with poetry, *This Is the Place*, *Harkening: A Collection of Stories Remembered*, *The Frugal Book Promoter: How to Do What Your Publisher Won't* and *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*.

#### **Savvy Marketing for Authors: It's Never Too Late—or Early—to Hone Your Promotion**

**Skills** Because they don't face the realities of today's publishing world well before their books are released, even authors with superbly written books and prestigious publishers may find themselves facing unpleasant marketing surprises. This seminar helps writers brand themselves rather than "sell books." Carolyn Howard-Johnson shares her experience as a former public relations professional and as the primary promoter of her own books in several genres. You'll construct the marketing framework for your own book's success. This plan can help you land an agent and publisher and may be used later by you—the author—your publisher or the PR professional you hire to coax an editor or producer to give you free exposure. Even seasoned authors will learn practical approaches to book promotion they never knew existed.

**Bring the Dead Back to Life Using Your Genealogy and New Publishing Technology** Now you've done the research, what next? Carolyn gives ten quick and easy ways that anyone can turn family history into bedtime reading for kids from 1 to 100.

**Bringing The Dead Back To Life (Finding Memoir Material Under the Rug)** So, OK. If you are a journaler, a scrapbooker, an iPhone camera user, or keep your family's genealogy you are already a fledgling memoirist and we need to talk! As the author of an award-winning novel (now out of print) and an award-winning book of creative nonfiction short stories (also now out of print), I am the one to help you find your story and inspire you to write it. If you aren't one of those things and have been toying with writing a memoir, but feeling hopeless, I have a few ideas for you, too.

**Fighting Cultural Division with a Pen** The most recent census made "cultural division" the newest buzzword. Carolyn talks about her life's passion, fighting subtle prejudice before it explodes into news-making destruction.

**Danger Ahead: Losing Women's Rights in the New Millennium** California voted to rescind their affirmative action statutes. US foreign aid was withdrawn from countries that offer family planning services to their underprivileged. Recent studies show that the gap between salaries for men and women has improved little since the 50s. Carolyn reminisces about what it was like to nurture a career against political and cultural odds, and shares her concern that women under 30 may forget women's history and let their new rights disintegrate.

**What You Always Wanted to Ask about Mormons But Were Afraid to Ask** There is widespread misunderstanding about Mormons and the state of Utah because people hesitate to ask. Carolyn lovingly shares questions she has been asked about her home state and takes questions from the audience.

**Polishing A Novel Involves More than Removing the Blemishes** Carolyn shares nifty little tricks of the trade for tweaking a novel that come from articles she has written like "How to Make Leaden Adverbs into Metaphorical Gold" for SPAN's national newsletter and her multi award-winning book now in its second edition, *The Frugal Editor*.

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**Use Your Writing Skills to get Free Publicity** Carolyn was a publicist for Eleanor Lambert Agency in New York and did publicity for her own retail chain of stores. She is the author of *The Frugal Book Promoter* and has written articles on publicity for *Home Décor Buyer* and others. She'll share secrets about how authors can use their own writing to garner publicity.

Cont'd

**Toward Writing Poetry Editors Will Want to Publish: 10 Tips that Work** Many writers are intrigued by poetry but never learn the secrets for making it work for them.

**Jump-start Your Credibility: Publish a Book!** Entrepreneurs and professionals are finding it harder to get the exposure they need to grow their businesses. Ta Da!! Enter the world of publishing. It is easier and more important than ever before to use the prestige that accompanies being an author as an entree to *free* print space and air time. Carolyn Howard-Johnson will convince you that you must publish, put you on the road to making intelligent choices for your book, and help you assure its success and that of your practice/business with new approaches to *frugal* promotion.

**Put Your Best Book Forward: On-Your-Own Editing to Impress Gatekeepers** Carolyn shares tips for editing all the documents a writer must do on their own and quickly—when they have no time or money for professional editors.

**Workshops and dramatic readings are also available.**

"I wanted to tell you how your workshops, reading your newsletter, and just chatting with you has been a great help to me. I have a background in marketing from the fashion world and even though it has helped me get my foot in the door, I honestly have to say that after getting to know you, reading your books, and everything else I just said has truly helped me put *Stories for Children Magazine* on the map. ~ VS Grenier, Founder and Editor-in-Chief [Stories for Children Magazine](http://storiesforchildrenmagazine.org).  
<http://storiesforchildrenmagazine.org>.

*I've been trying to get Carolyn Howard-Johnson to speak in Ventura County since 2009. Her book, **The Frugal Book Promoter**, was one of the first I bought. It helped me understand the new world of publishing back in 2007 when I had a novel ready to go. She's updated her book, written others and is a generous source of information. You will walk away with IDEAS! ~ Kathleen Kaiser Sexton, IWOSC and SPAWN*

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## Unsolicited Praise for Carolyn's Seminars

"Yours was simply the most informative workshop I've ever been to. And your book is going to be, as Gordon Kirkland promised, tattered in short order." ~ Jennifer Brown, attendee at Dayton University's Erma Bombeck Writer's Workshop

"You provided step-by-step information that I can use right away to advance my career. Your workshop was AWESOME!"

~ Dorothea Helms, author of *The Writing Fairy* and attendee Erma Bombeck Writers' Workshop

"It was a delight to attend your workshop at the Erma Bombeck Conference this past weekend. I'm just about to launch my Web site and e-newsletter, so your branding information came just in the nick of time. I'll be making some changes to my site with the information you shared."

~ Karen Bryant, author of *Journeys: 50,000 Miles of Wise Women*

Carolyn is the embodiment of enthusiasm and creative energy! A lyrical and sensitive poet, who is regarded highly by her peers, she also researches and writes on book Promotion and Marketing, generously sharing her gleaned wisdom with others through her award winning books, newsletter, and blog. Her material is always up to the minute, not to be missed. I highly recommend Carolyn's creative and nonfiction output. ~ J. R. McRae, award-winning Australian poet

"You are what I describe as an energy-giver. So many people today are energy-drainers."

~ Dorothea Helms, Dayton University workshop attendee

For more information and endorsements for Carolyn's speaking go to  
[http://www.HowToDoItFrugally.com/speaking\\_&\\_judging1.htm](http://www.HowToDoItFrugally.com/speaking_&_judging1.htm)

"You made a potentially mind-boggling subject very accessible . . . . You can tell by the audience reaction that your contribution to the evening really hit home".

~ Gary Young, President, Publishers Association of Los Angeles  
([www.pa-la.org](http://www.pa-la.org))

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## Fellow Experts List

### On the Subject of Utah and Tolerance

- Jim Ure, author of *Leaving the Fold*
- Natalie Collins, author of *Wives and Sisters* (St. Martin's Press)
- Janet Lee Jenkins, author of *Don't You Marry the Mormon Boys*

### On the Subject of Promotion

- Jenna Glatzer, author of *Make a Real Living as a Freelance Writer* (Writer's Digest) and other books on writing and promotion.
- Bruce Holland Rogers, (Invisible Cities Press) author of *Word Works*

**I have also worked with marketers Joan Stewart, Penny Sansevieri, Shelly Hitz, Judith Briles and others.**

### On the Subject of Publishing

**These authors were a perfect mix on a panel that explored different publishing choices at the Call to Arts Expo moderated by Carolyn Howard-Johnson.**

- Leora G. Krygier, author of *When She Sleeps* (Toby Press), a traditional press that uses print on demand technology
- Robert Stone, nonfiction author, small traditional press
- Alexis Powers, self-published nonfiction author
- Carolyn Howard-Johnson, author who has published just about every way possible—traditionally, digitally, subsidy, and e-books

### On the Subject of Poetry

- Kristin Johnson, poetry advocate
- Kim McMillon, poetry radio show host
- Suzanne Lummis, multi award-winning poet and instructor for UCLA Extension Writers' Program
- Lois P. Jones, poet and KPFK Radio Host

Thanks so much for all the information you shared at the Oklahoma Writers Federation conference, in your "Frugal" books, on your website (<http://www.howtodoitfrugally.com>), your Facebook page, in your SharingwithWriters blog, in your Tweets and in your "Sharing with Writers" newsletters. I have shuffled papers and been a professional writer more years than I care to say, and teach workshops on writing and researching. I recommend your resources to my students and writing friends, and when they compliment me on some marketing technique, I tell them "I learned most of what I know about marketing from Carolyn Howard-Johnson." ~ Carolyn Leonard, writing professional (CarolynBLeonard.com).

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## Sample Review

Permission granted by Magdalena Ball to print this review at no charge. The reviewer requests that the article not be abridged and be credited in full.

### A Must-Have for Any Author

## The Best Promotional Money You'll Ever Spend

Reviewed by Magdalena Ball for *Compulsive Reader*

*The Frugal Book Promoter*, second edition

How to get nearly free publicity on your own or by partnering with your publisher

By Carolyn Howard-Johnson

ISBN: 978146273219`

416 pages

I can't think of a better book promoter than Carolyn Howard-Johnson. She really practices what she preaches, sending out ceaseless media releases, making every word she writes count, branding herself through the judicious and regular use of the byline, and networking in a kind, and effective way that extends way beyond the boundaries of her immediate location. If you think that this kind of promotion is an incidental part of your new book's life, think again. As Howard-Johnson knows better than anyone, it simply isn't enough to rely on a publisher to publicize your book. Small publishers can't afford to, and large ones will only spend big dollars on famous names. As with all of Howard-Johnson's work, *The Frugal Book Promoter* is written in clear, down to earth prose which makes you feel as though you've known the author all your life. The book is full of handy, easy to remember tips and ideas which can be as simple as pulling out an old piece of work, reworking it, and sending it off to a new market, or as complex as managing an entire book launch, or putting together a media kit.

How does this writing and publishing help you promote your book? It's all about something called branding (see Chapter Two). Every time your byline appears, you are making editors, agents, webmasters, and other writers aware of you and what you do. Every time you are published, for pay or not, your tagline appears complete with a link to your Web site, your e-mail address or a bookseller's site. Every time you are published, that achievement becomes part of your résumé, part of your media kit, part of the confidence you need to promote with your chin up and a brave smile on your face.

*The Frugal Book Promoter* covers things like the nature of public relations, the all-important concept of self-branding, taglines, pulling together a pitch, a step-by-step guide to building a media kit, building credentials, using other forms of writing to sell your book, creating a newsletter, using writer's conferences, networking, setting up a Web site, creating mailing lists, working with contracts, whether you should hire a publicist, how to design a good book cover, using blurbs, getting a professional photo, using promotional items, how to capture the publicity editor's attention, using postcards, obtaining and using book reviews, getting media interviews, television and radio, book expos, reading groups, book signings, using free e-books, and lots more.

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Throughout the book are quotes and suggestions from well known self-publicists and experts in the publicity field, along with a wealth of anecdotal information from Howard-Johnson's own considerable experience. There are lots of examples, as well as some practical templates that readers can modify to suit their own needs, along with checklists, and tons of hyperlinks to other sources, some well known and some fairly secret.

There aren't many books on this topic on the market, and Howard-Johnson's is a very practical and easy to use guide which every new author should have. Don't wait until your book is on the market before you get hold of *The Frugal Book Promoter*. Howard-Johnson makes the point that it is never too early to begin branding yourself and working the media, and suggests putting your media kit together before you finish your book. Nor do you need to spend a fortune to get your name and book out in the public eye. The low cost, and even fun suggestions in this book are worth media gold.

"I now have everything at my finger tips to move my publicity campaign to a new and higher level." ~ Margie Gosa Shivers, author

"I started on *FRUGAL* and I went, 'Whoa....damn good book!' It is so PROFESSIONAL!"  
~ Dorothy Thompson, editor of The Writers Life

"This book might be nicknamed The Frugal Promo Bible."  
~ David Herrle, editor SubtleTea.com

Endorsement for Carolyn's Consulting:  
"You're worth much more than we pay you, Carolyn!"  
~Jendi Reiter, coowner of WinningWriters.com and author of Two Natures.

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## Sample Short Review

Permission granted by Maryanne Raphael to print this review at no charge. The reviewer requests that the article not be abridged and be credited in full.

### Review by Maryanne Raphael for *Writing World*

*The Frugal Book Promoter*, second edition  
How to get nearly free publicity on your own or by partnering with your publisher  
By Carolyn Howard-Johnson  
ISBN: 978146273219; 416 pages

*The Frugal Book Promoter* is a fun-to-read, easy-to follow book with step by step instructions on how to promote your book easily and inexpensively. Carolyn Howard-Johnson, a professional publicist and award-winning author, shares her expertise. She tells how to get the most from this book, "Consider everything offered as if you were testing desserts at a smorgasbord; then select what suits your book, your personality and your pocketbook." Indeed, there is good advice here for every author.

"Publicity is a matter of style," according to the author. Her style is original, exciting and humorous, as she gives us most of the essentials about promotion, publicity and public relations

"Traditional marketers count dollars; guerrilla marketers count relationships," she says while giving details on how to get an editor's attention, and how to build relationships with the media, editors, readers, and librarians.

She says the most powerful promotion tool today is the Internet. She teaches us how to set up and use a Web site, how to use search engines, e-groups and chat rooms. She explains how to use Amazon.com to publicize and sell your book and gives authors a quick path to this knowledge. She summarizes: "The best way to get that publicity is to know your book, know your audience and know what's happening in the world." I would recommend *The Frugal Book Promoter* to any author who ever hopes to have a book to promote.

Maryanne Raphael [www.authorsden.com/maryanneraphael](http://www.authorsden.com/maryanneraphael)  
"No matter what I'm doing right now, I would rather be writing."

"I appreciate all the wisdom & pep you've collected in this book!"  
~ Rebecca Brown, editor and publisher RebeccasReads

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

Carolyn Howard-Johnson

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## Tip Sheet

Permission is given to print this tip sheet in its entirety, including byline and tagline. No charge will be incurred by the publisher, though notification and a link is appreciated.

### One Dozen Publicity No-Nos or How to Avoid Being a PR Numbskull

Excerpted from [The Frugal Book Promoter](#)

1. Don't assume your publisher will publicize for you.
2. Don't publicize your book; instead *brand* yourself.
3. Don't ask an editor, producer, or host for "publicity." They are not in business to do favors for you.
4. Don't send a publicity or a news release. It's a "media release."
5. Don't send material to media professionals who have been dead for over a year or were fired for showing preferential treatment to friends.
6. Don't avoid all controversy. It may be your prescription for getting noticed.
7. Don't discard the word "ethics" from your campaign.
8. Don't pretend those who visit your Web site are only there to purchase your book.
9. Don't depend only on e-mails and faxes to get the word out to editors and booksellers.
10. Don't toss your books on marketing into your circular file once your book has been launched.
11. Don't treat your book sales like a hobby.
12. Don't believe everything about publicizing books (or writing them!) that you read on the Web. Consider the source. Check credentials.

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Carolyn Howard-Johnson is the award-winning author of [This is the Place](#), [Harkening: A Collection of Stories Remembered](#), and [Tracings](#), a chapbook of poetry. She is also the author of [The Frugal Book Promoter: How to get nearly free publicity on your own or partnering with your publisher](#) and [The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success](#), both multi award-winners and in their second editions. This tip sheet is one of many she uses to share her publicity secrets with fellow authors. Learn more at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

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## First Person Essay

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No charge will be incurred by the publisher.  
Shorter versions of this essay are available.  
Some versions focused on cancer recovery and other topics are also available.  
Contact the author at [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

Beating Time at Its Own Game

### Life Begins at 60

By Carolyn Howard-Johnson

Sometimes the big barriers in life aren't abject poverty, dreaded disease, or death. Sometimes it's the subtle ones set upon us by time and place. The ones that can't be seen and can't be acknowledged because we don't know they are there. They creep up silently on padded feet and, if we sense them at all, we choose not to turn and face them.

The decade of the 50s was a time when these kinds of barriers faced those with dark skin, those who lived in closed religious communities, and those who were female.

When I applied for a job as a writer at Hearst Corporation in New York in 1961 I was required to take a typing test. I was piqued because I wasn't applying for the typing pool; I was applying for a post as an editorial assistant.

I was told, "No typing test, no interview." I took the test and was offered a job in the ranks of those who could whip out seventy-words-a-minute. I had to insist upon the interview I had been promised. I was only twenty and had no real skills in assertiveness. Today I am amazed I had the wherewithal to do that.

The essentials of this anecdote lie in the fact that I was upset for the wrong reasons. My irritation was a reflection of hubris. However, that pride was probably what goaded me into speaking up; pride is not always a bad thing to have.

It never occurred to me that this requirement was one that applied only to women, much less that I should be angry for the sake of my entire gender. Prejudice is sometimes like traveling on well-worn treads; you have no idea you're in danger. It also feeds on the ignorance of its victims who benignly accept their lot because they know no better.

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Something similar was at work when I married and had children. I happily took a new direction to accommodate my husband's career and the life the winds of the times presented to me. I left my writing with hardly a backward look. Back then, in the days before women had been made aware, the possibilities were not an open book to be denied or accepted. I just did what was expected by my culture.

Things are so much better now. I don't think women younger than their mid-fifties have any idea or how ignorant most women were to their own possibilities. That there was a time when we didn't even know we had choices is not fiction. Most women were full time mothers and often didn't drive or have their own transportation.

I had always wanted to sit in a forest or an office or a newsroom with a pencil in hand. I dreamed writing, lived writing, and loved writing. I wanted to write the next *Gone with the Wind*, only about Utah instead of the South. I had a plan that was, itself, gone with the wind.

It was the 1950s and women in that time, and especially in that place, had no notion of who they should be, could be. It was difficult to think independently; most everyone around them had difficulty seeing the difference between society's expectations and their own.

"You can't be a nurse," my mother said, "Your ankles aren't sturdy enough." I also was told I couldn't be a doctor because that wasn't a woman's vocation.

"Be a teacher because you can be home the same hours as your children, but learn to type because every woman should be able to make a living somehow if her husband dies."

Writing was not a consideration. It didn't fit any of the requirements for women or for making a solid living. So when I gave it up, it didn't feel like I was giving up much.

When I began to put myself through college I took the sound advice and studied education so I'd have a profession. I made 75 cents an hour (this was, after all, the 50s!) working as a staff writer at the *Salt Lake Tribune*. That I was making a living writing didn't occur to me. I met a handsome young man and we were married. His career took precedence; that was simply how it was done. Then there were two children, carefully planned, because I had seen many women in my home state bear children beyond what they could afford and their bodies could withstand. I was learning. By the 70s we both yearned

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for a career with autonomy, one where we could spend time with our children and be in command of our own lives.

My dream was a victim of the status quo. It never occurred to me to just strike out in my own direction when my husband and children needed me. The pain was there. I just didn't recognize it so I could hardly address it and fix it.

My husband and I built a business. We raised a lawyer and a sociologist, grew in joy with a grandson, lived through floods and moves, enjoyed travel. For forty years I didn't write and, during that time, there were changes. Women had more choices and they had become more aware. The equipment—the gears and pulleys—were in place for a different view on life. In midlife I became aware that there was an empty hole where my children had been but also that the hole was more vast than the space vacated by them. I knew I not only would be able to write, I would *need* to write.

Then I learned that, if those who live until they are fifty in these times may very likely see their hundredth year. That meant that I might have another entire lifetime before me—plenty of time to do whatever I wanted. In fact, it's my belief that women in their 50s might have more time for their second life than they did for the first because they won't have to spend the first twenty years preparing for adulthood.

One day I sat down and began to write the "Great Utah Novel." I thought it would be a lot easier than it was. I had majored in English Literature. Writing a novel should be pretty much second nature.

It wasn't long before I realized it wasn't as easy as writing the news stories or the media releases I had written as a young woman. There were certain skills I didn't have. It was a discouraging time. I might not have to learn speech and motor skills and the ABCs, but there sure was a lot I didn't know about writing.

Somewhere after writing about 400 pages (easily a year's work), I knew something major was wrong.

I took classes at UCLA in writing. I attended writers' conferences. I read up on marketing. I updated computer skills that had been honed in the days of the Apple II. And all the while I wrote and revised and listened and revised again. *This Is the Place* finally emerged.

It is about a young woman, Skylar Eccles, who is a half-breed. In Utah where she was born and raised, that meant she was half Mormon and half any other religion. Skylar considers marrying a Mormon man in spite of her own internal longing for a career. By confronting her own history—several generations of

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women who entered into mixed marriages—and by experiencing a series of devastating events, she comes to see she must make her own way in the world, follow her own true north.

Much of what I wrote about is my own story. If my novel were a tapestry, the warp would be real but the woof would be the stuff of imagination—real fiction.

I think I bring a unique vision to my work. Utah has a beauty and wonder of its own. The Mormons are a mystery to many. I tell a story about Utah in the 50s that could only be told by someone who lived in that time and place and who was a part of the two cultures—the Mormon and non-Mormon—that make it whole.

I am proud that I did it. I'm glad that I waited until I was sixty. Forty years brought insight to the story in terms of the obstacles that women faced in those days.

I also like being proof that a new life can start late—or that it is never too late to revive a dream.

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Carolyn Howard-Johnson is the award-winning author of *This is the Place, Harkening: A Collection of Stories Remembered*, and *Tracings*, a chapbook of poetry and several other chapbooks with Magdalena Ball. She is also the author of the multi award-winning *HowToDoItFrugally* series of books for writers and retailers. Learn more about her at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

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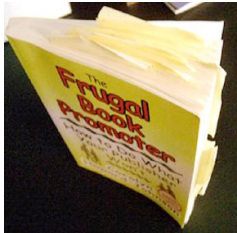
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## Sample Interview: Book Promotion

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Photo by Nancy Cleary, publisher

### Interview by Kelly Klepfer for NovelJourney.blogspot.com

Carolyn Howard-Johnson's first novel, *This Is the Place*, won eight awards. Her second book, *Harkening: A Collection of Stories Remembered*, creative nonfiction, won three. Her chapbook of poetry *Tracings*, was named to the Compulsive Reader's Ten Best Reads list and was given the Military Writers' Society of America's Silver Award of Excellence. An instructor for UCLA Extension world-renown Writers' Program, her book [The Frugal Book Promoter](#) is recommended reading for her classes, and was named USA Book News' "Best Professional Book 2004." It is also an Irwin Award winner. Her second book in the HowToDoItFrugally series is [The Frugal](#)



[Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success](#) is also a USA Book News award-winner as well as the winner of the Reader View's Literary Award in the publishing category. She is the recipient of both the California Legislature's Woman of the Year in Arts and Entertainment Award and the Glendale American Business Women's Association's Woman of the Year award. Her community's Character and Ethics Committee honored her for promoting tolerance with her writing. She was also named to Pasadena Weekly's list of 14 "San Gabriel Valley women who make life happen." She is also a popular speaker and actor. Her Web site is [How to do it Frugally](#).

**Kelly:** What mistakes did you make on your way to marketing geniusness?

**Carolyn:** Oh, I love making up words like you just did! I even mention that and how to handle them in *The Frugal Editor*. I made lots of mistakes. Mistakes are how you learn. But most of the mistakes I made would be classified more as publishing mistakes than marketing ones.

The one I have the most difficulty with now is editing. Once you have a book out about editing ([The Frugal Editor](#)) it is especially humiliating to be caught with your typos down.

Most people don't connect editing with marketing, but the quality of the work you put out there is part of your branding (your image) and that's marketing for sure! I guess I am lucky that the other part of my branding has been the word "frugal" so that I can always cop that I was too chintzy to hire that extra pair of eyes I so strongly recommend.

**Kelly:** As a guru for inexpensive self-promotion, give us a best "bang for your buck" marketing idea.

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**Carolyn:** Web promotion is the Big Bang. There is much there that will only cost you your time and all kinds of ways to do it. Web promotion also appeals to the shy writer. They don't have to get out and speak or teach or do radio or TV to do it. Though I don't recommend anyone hide behind her computer.

**Kelly:** A bit of wisdom from the Frugal Editor, please?

**Carolyn:** Mmmmm. Wisdom. At my age I should have some of that. I'm trying to think of something you haven't seen before. Let's see. On your first contact with publisher, agent, editor or any of the other gatekeepers, go for zero-tolerance editing. Most of them are steeped in tradition and won't be amused by arguments like, "That's the way I like it," or "This is merely a style choice I'm entitled to make." In fact, they won't bother to argue with you. They may just deep six your manuscript before they read the first page. And the only thing you'll ever know is that your gorgeous, beautiful, original novel didn't sell as you hoped it would.

**Kelly:** And one more....wisdom for a first impression....

**Carolyn:** You brush your teeth in the morning and pull the rats' nests out of your hair, right? That's branding. So think about what message you're sending with the color of your blouse, the kind of paper you choose, and the perfection of your query letter.

**Kelly:** What is the worst marketing/promotion mistake a writer might make?

**Carolyn:** Actually the worst one is not to do it. Out of fear. Out of lack of know how. Or because a writer still believes their publisher will do it for them.

**Kelly:** How can we avoid errors that cripple our attempts to promote?

**Carolyn:** Let's be very, very serious for a minute. We learn from errors. The worst error we can make is to fear making them so badly that the fear paralyzes us. Sure, do your homework. Read your books. Take a class. Get a consultant. But also do some diving. You can't make a splash if you don't. Also, most people (the ones with heart) will be accepting of an honest effort and some will even offer some advice if you boobo.

**Kelly:** Describe today's reader based on your observations.

**Carolyn:** Readers (and movie-goers too) like to think they are reading the TRUTH. You know, "based on a true story." I don't know where we'd be without the truths of the likes of fiction writers like Joyce and Dostoevsky so I don't like to hear that. Still, it doesn't hurt to be aware that attitude is out there when you're marketing fiction, too.

**Kelly:** What changes have you noticed in publishing recently? Do you find these changes good or not so good, explain your answer.

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**Carolyn:** What I saw at the last Book Expo America was that the huge New York publishers are borrowing from independent authors and publishers. Things like the use of digital printing, as an example.

**Kelly:** What one or two things could you share with Novel Journey readers that might surprise them regarding book promotion?

**Carolyn:** I think it's important for authors to know they can find some way to promote that suits both their pocketbooks and their personalities. You can promote by writing. There are a few chapters on how to do that in *The Frugal Book Promoter*. One of those ways is by reviewing books by other authors. Another is by writing articles for what some call article banks. You can find a list of those article banks on the Resources for Writers section of my Web site. They're also called content providers. The URL is: [http://www.howtodoitfrugally.com/media\\_release\\_disseminators1.htm](http://www.howtodoitfrugally.com/media_release_disseminators1.htm) .

**Kelly:** If you could say one thing to aspiring authors what would it be?

**Carolyn:** YOU CAN BE IN CONTROL OF YOUR OWN WRITING CAREER. Yes, I am yelling because I really, really want you to hear. You can shoot for a publishing and writing career of your choice but you are not at the mercy of traditional modes of publishing any longer.

**Kelly:** Parting words, words of wisdom, the perfect answer to the question you wished I asked, or random thoughts.....

**Carolyn:** Of course there are always heartfelt thank yous. But another of my favorites (because it was so true for me) is that it is never too late to start writing, to start telling your story. I'd like people to know about the free newsletter I edit. It's full of great promotion and editing tips, stuff on the craft of writing and its interactive (meaning I encourage subscribers to contribute). One can subscribe to *Sharing with Writers* by sending an e-mail with "Subscribe" in the subject line to HoJoNews@aol.com. Oh! And my blogs!

Photo of the first edition of *The Frugal Book Promoter* by Nancy Cleary, publisher

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## Sample Interview: General

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### On Karma, PR, Frugality, and Other Matters

Interview by Kristin J. Johnson for MyShelf.com

**Kristin: Congratulations on your third book, Carolyn. With all the book promotion how-tos out there, this stands out. How did you get the idea?**

**Carolyn:** In [The Frugal Book Promoter](#), I advise writers to recycle. This book is an example of that concept. I looked at my computer—at all the articles I had written on promotion for trade magazines, for Web sites and for the *SPAN Connection* (the newsletter for the Small Publishers Association of America)—and thought, darn! I almost have a book there!

I didn't do anything about it right away but then I kept seeing how fellow authors struggle with the concepts of publicity—in fact with the idea that they have to do their own promotions at all! So I put my novel aside and did it. It was a labor of sharing and love, really.

**Kristin: You're a well-respected columnist on literary trends, such as the Noble Prize for Literature. What do you think of the publishing market today?**

**Carolyn:** I think it is a tough business but every business is tougher than it was three decades ago. Business models are different and there is more competition. Having said that, I am a perennial optimist and I think writers who are motivated, persistent, and do what is necessary to keep whittling at the fine craft of writing and the exciting process of promoting their work will succeed.

**Kristin: Why did you choose Star Publish for THE FRUGAL BOOK PROMOTER?**

**Carolyn:** Kristin, your book is a memoir and my first two are also creative works. I believe traditional publishing suits creative prose better than others. The media views traditional publishing with an unjaded eye and tends to lump anything published another way as amateurish. I don't condone those attitudes and I think they are slowly changing, but I know that they are realities that authors must deal with. AmErica House juries its books and pays an advance to its authors. It is not subsidy or self-publishing and I think my books (and yours!) got a better start in life because of that.

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*The Frugal Book Promoter* is a different bag altogether. It is nonfiction. It is a how-to. Authors of these kinds of books can make more gross profit on each book sold—much more—if they choose a less traditional route. I also needed to release it before my fall classes at UCLA started. I wanted my students to have access to it. Later, when I knew much more about formatting, cover design and other aspects of publishing, I chose to do it all myself. For the control. For the additional profits, frankly.

**Kristin: *This Is the Place* and *Harkening*—which are both excellent—got some ingenious press thanks to your columns, reviewing, and the Olympics in Salt Lake City. I understand that because of the books’ portrayal of the Mormon Church, they are unofficially banned in Utah. Talk more about that.**

**Carolyn:** Some people would disagree with my assessment because, certainly, many people in Utah have read both books. But I mailed a huge number of those copies into the state myself. At first my books were stocked at Walden’s Books but disappeared from the shelves very quickly. When my friends and relatives tried to order them, they were told that they were “out of print.” At the state’s huge Deseret Book store chain (owned by the Mormon Church), they were kindly told they couldn’t be ordered. Then people started calling me with orders of six and twelve for themselves, relatives, and friends. I don’t sell my own books. They are listed with Ingram, Baker and Taylor and other distributors. But I started buying some myself and sending them on. I also started referring everyone to Amazon.com who, apparently, have a better notion of the importance of freedom of the press than many others. I may be paranoid, but what would you think?

By the way, I don’t think either book is controversial. I paint a reasonable picture of subtle prejudices in the entire community. I’m sort of an equal-opportunity finger pointer! After all, none of us is entirely free from prejudice no matter how hard we work at it.

**Kristin: Controversy does sell! How did you get around the Mormon Church?**

**Carolyn:** Actually it was more about how I got around negative publicity among the righteous. You know how I feel about promotion! I got busy and found interviews on more than 300 radio and TV stations. Syndicated. Cable. Network. You name it. Word got out. *This Is the Place* was given the Mille Club award by my publisher. That is an honor awarded for sales and marketing.

**Kristin: I understand that you’re working on a new novel. Have you begun marketing already? What’s the status of the novel?**

**Carolyn:** Its working title is *This Land Divided*. I have been sleeping on it for a while because the *Frugal* series has taken up so much time. It is being

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represented by Terrie Wolf of AKA Literary along with a memoir, *Here's How I Don't Cook*.

**Kristin: What advice do you have beyond the treasure trove in THE FRUGAL BOOK PROMOTER?**

**Carolyn:** Funny you should ask. I sent my fellow writers a note only this week because I found a tip in Joan Stewart's *The Publicity Hound*. I included it in the second edition of *The Frugal Book Promoter*. It seemed that using my rather unofficial, casual newsletter, *Sharing with Writers*, was the second best way to do it.

The reason I'm so intense about sharing this information is that my writing friends are always cautious about overkill when it comes to promotion. This little treasure came from Publicist Jill Lublin and here it is:

"When following up [to a release or query], remember The Rule of Seven. That means you should follow up seven times, using a combination of phone calls and emails (and fax), before you stop contacting journalists."

You can sign up for Joan's newsletter at the Publicity Hound site, <http://publicityhound.com>. If you'd like to get my little . . .OK, l-o-o-n-g . . . newsletter to get lots of resources and tips, send an e-mail to [HoJoNews@aol.com](mailto:HoJoNews@aol.com). Be sure to put Subscribe in the subject line.

**Kristin: Describe some of your more memorable publicity moments. Joyce Spizer once described riding in a police squad car to an author appearance.**

**Carolyn:** I think my most memorable is more nostalgic than sensational and it involves you. It was when I was interviewed on ABC TV by Peter Kulevich. I had just met you and we sat at the bar at The Chart House in Palm Springs with my sweet Mormon friend from Utah (maybe the first time she had ever sat at a bar!) because that was the only place we could find a TV set and eat, too! We got acquainted and watched the little screen up in a corner of the bar. Waiting. Waiting. For the 6 p.m. news. I remember how hard it was to get the bartender to switch the station from a sports station to something as mundane as the nightly news and books so I could watch myself on TV. And how surprised he seemed when we ordered three Perriers!

**Kristin: You are also a gifted poet whose poems, "Olvera Street," for one, have been widely published. Talk more about that.**

**Carolyn:** I simply ache to write poetry. Metaphor and symbols seem to permeate my life. At first I applied them to prose but when I realized how important they were to my soul, lots of my writing went in that direction. It took on a life of its own, though you don't have to worry. Most often it isn't

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noticeable. I hope to have a book of poetry out soon. It will include all of my published poems plus a few others. Again, it is a matter of sharing.

**Kristin: I'd be remiss if I didn't mention Yarrow Brook Press and MyShelf.com, two sources that you have an ongoing relationship with. Talk more about the importance of relationships.**

**Carolyn:** Ahhh! One of the major themes in *Frugal!* It's all about Karma. A book on promotion may seem an odd place to find such information. If we offer service to others, the love cycles back to us. The subject of public relations is widely misunderstood. Put the emphasis on "relations" and we begin to see how our lives—both external and internal—can benefit.

**Kristin: Carolyn, thank you so much.**

**Carolyn:** Thank *you*, Kristin. One of the blessings of writing is finding and nurturing friendships like yours.

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Kristin Johnson, the founder of PoemsForYou and author of *Butterfly Wings: A Love Story*, and *Christmas Cookies Are for Giving*, cowritten with Mimi Cummins. She also ghost writes.

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