

Sharing with Writers

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



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

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

www.howtodoitfrugally.com

September 2017: Archive http://HowToDoltFrugally.com/newsletter_copies.htm

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

Regular Features

- Note from Carolyn: Inspiration for Great PR
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- Carolyn's Appearances and Teaching
- NEW! Wordstuff™ Switching to fun quotations from writers!
- Two Q&A a la Ann Landers: #1The silly e-book vs. paperback conundrum #2 Who bookstore buyers buy their books from and why

This issue only

- Feature: Seasonal Book Sales? Too late—or not!



Sharingwithwriters NOTE

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

In the spirit of the advice I give in [The Frugal Editor](#)—to use an extra pair of eyes whenever possible—this newsletter is voluntarily proofread by Mindy Phillips Lawrence. Reach her at

mplcreative1@aol.com and www.mplcreative.com. In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing booboos. We're all human.

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

This newsletter is powered by AuthorsDen.com and designed by Samantha Fernando.



Note from Carolyn

Dear Subscriber:

Today I'm writing a poem about Harvey because of a prompt from an online literary journal in Texas (scroll down to the section on poetry) and their offer to accept submissions with no charge. So, this is a reminder that inspiration needn't be all roses and rainbows. But it is also a reminder that the basic tenets of public relations should be considered in every decision anyone in the publishing industry makes. How would it have looked if they're charged for the privilege of submitting for their Harvey anthology in the face of such disaster? Some may not have noticed, but many would. This way, they found news readers as poets who were inspired to write, drawn to their website (maybe for the first time), and possibly inspired to pass along information on them and their largesse.

Often these opportunities just present themselves. But I believe we must be actively searching for them so that we recognize them when they come along. It doesn't take much to make a friend. (Okay. Call it networking!). A tweet will do it and everyone within the publishing circle benefits. It seems that writers are uniquely positioned to lean against the crappy things happening in our backyards—and in the world.

Happy writing, editing and promoting,
Carolyn Howard-Johnson,

PS If you weren't able to read the full article on making HARO work for you because of link problems, here it is again! <http://sharingwithwriters.blogspot.com/2013/03/getting-smart-about-help-reporter-out.html> My thanks to a few readers who couldn't make theirs work for letting me know.

PPS Thanks again to [Poet Samantha Fernando](#) for the template for this newsletter. I'm having fun learning new ways to make the formatting work! And, yes, I'm still doing it without paid services like MailChimp. They may have their place and you may love yours, but many authors still put off publishing a newsletter because of the expense when it isn't necessary. Some even liked my old do-it-yourself format!

PPPS Please scroll down to helpful events for authors. There are some news ones, one free and both of the others at amazingly low prices! One in Philly, one in Idyllwild, CA (a mountain resort), and one in LA. I'd love to meet some of you in person!



Letters-to-the-Editor

Hi Carolyn,

I recently had the good fortune of working with a Virtual Assistant named Karina Kantas to position my book, *A Turtle's Magical Adventure*, on Amazon to get it to the #1 Best-Seller spot.

I can't tell you the thrill of actually seeing the numbers go down, down, down until finally it said #1! It was truly a dream come true.



Now, it didn't last and I have more work to do but reaching that pinnacle has given me new hope.

She is offering a webinar to help teach authors how to do this for themselves. I've signed up! Maybe your readers would like to as well. You can find her on Facebook at KKantas AuthorAssist.

Other people charge a fortune for this kind of information. Trust me, I've watched a ton of webinars and they are free but don't tell you anything. The real information is given only after you pay hundreds of dollars. It sickens me how people take advantage of authors' hopes and dreams.

But, this webinar is only \$15. You can't beat that to learn how to be the #1 best-seller in your category on Amazon.

And if you'd like to check out *A Turtle's Magical Adventure* where children learn self-acceptance with the help of a sweet turtle named Tad--here's the link <http://myBook.to/TAD>

Wanda Luthman
Children's Author/Freelance Writer



Two Q&As a la Ann Landers

This isn't exactly a question. It's from a writing friend who is publishing her first book after many years of writing, but it posed a typical Q&A a la Ann Landers question:

I'm doing well with my book. I'm waiting for the edits to come back to me.

I'm debating whether to do both an e-version *and* a print version...both through Amazon although I may send it to a small publisher I know and see if they will accept it.

ANSWER: Have you not been reading my harangues? Your book *is* better suited to eBook [it has lots of links], but it costs no more to do both. So why not?

- Some young readers don't read paperback books! Simple as that! Some readers like both—e-books for travel, paperbacks for a cozy read before bedtime.
- Some readers prefer printed books, even printed how-to book with links. My #HowToDoltFrugally Series of books for writers are a good example. E-books should by all rights make using the links in them easier, but all of them sell more paper titles—two to one.

-
- You can't sell an e-book from the back of a lecture room or a conference.
 - E-books don't make much of a gift to give to writer friends for birthdays, prizes at writers' groups, conferences or donated gift baskets.
 - They can't be signed (Not really! Digital signatures are just ugly fakes!)
 - You can't pretty them up with a bow or a little tie-on like a souvenir pen.

PS: Don't forget to put an ad for your writing-oriented services or future books in your backmatter.

RETORT [FORGIVENESS?]: Your harangues are always needed.

👉Note: I often answer questions in caps and in bits or color so I don't forget anything!. This one is from a client:

Hello Carolyn,

Your recent article on Bookbaby's blog coincided with my reading an article about using both Amazon and either IngramSpark or Bookbaby.

I am glad you read this blog post! It is an excerpt from the frugal book promoter. Did it seem familiar! (-:

I am inclined to do this so that we can get our books into bookstores and libraries more easily.

First of all, when you publish with Createspace (owned by Amazon and free) they have a distribution package (free) that lets bookstores and libraries order directly from other outlets like Ingram and . . .well, you would need to ask them about others. There are quite a few and the Createspace contact number is easily found on their site. [Http://createspace.com](http://createspace.com)

I understand bookstores hate Amazon, understandably so, and will not carry Amazon published book because of Amazonophobia and the uncompetitive wholesale rates.

Bookstores may hate Amazon. Most retailers aren't fond of their competitors and Amazon certainly fits into that category. But as a former retailer, I can tell you that bookstores order from Baker and Taylor almost exclusively because it is cost effective to consolidate all their orders (one check, one place to return books, etc.) and because they accept returns. So, if your book isn't available at B&T, you will have no better luck no matter who you go with--Bookbaby or Smashwords or anyone else. And Amazon/Createspace does use Baker and Taylor as a distribution point.

Further, think you should go back to the Index of [The Frugal Book Promoter](#) (I know you have it) and research my rather strongly worded bit on why I think that in most instances it is an utter waste of good marketing time to go after bookstores, anyway...meaning, if you are published independently (or smaller than Simon and Schuster), you won't get much attention from them. And if you should get lucky a few times, that won't last long. They will return your books per their contract with Baker and Taylor and not order again unless they sell some given percentage (a lot) of your book within a given amount of time. I think time is better spent with other marketing--almost any other marketing--to targets that match your books. (for yours, spiritual titles, that might be independent bookstores that specialize in inspirational/alternative religion books.) In that case, bookstores will probably order from Baker and Taylor no matter who printed them--Createspace, Bookbaby, Ingram or about anyone else.

So, will I go with BookBaby or IngramSpark? What are your thoughts? Since you have an "in" with Bookbaby, maybe you can sell me on them.

You are very adept at formatting and computers so I don't think this is an issue for you, but amateur self-publishers find Ingram a real uphill climb compared to Bookbaby or Createapsce/Amazon.

I would appreciate your help with this. There is so much stuff out there on the web that I don't know who to believe.

Exactly. You just addressed one of my major worries. That is, authors getting inaccurate information. That's why I hope authors looking for reliable information buy full books from authors who have been around the block a few times and worked with micro publishers and self publishers--or better--have done that for themselves rather than taking unvetted advice in bits and pieces from the web. I can't tell you how much misinformation I find on the web every day and hear from new clients who are . . .well, confused! And often don't know it!

I would love to see you at the Bookbaby conference. I think it is still only \$149 and you can still use my "carolyn" code and get an additional discount. No, I don't get credit. I just twisted their arm so I could get this offer for my clients. I will be presenting on Saturday.

I would be happy to spend an hour with you telling you how to get your book into bookstores and libraries the old-fashioned elbow-grease way--the way my husband recently did for his *What Foreigners Need To Know About America From A To Z*. He regularly researches colleges and universities to find academic personnel and departments that would find his book useful and contacts them with their personal or department e-mail addresses and, when possible, fosters relationships with the decision makers. His results have been amazing including one university that recommends his book to their Fulbright scholars.

I could also share a story about one indie author who was relatively successful selling to a chain of bookstores in the Midwest, describe her process (at least an hour a day contacting them over a period of several years!). She shouts her success far and wide, but never bothered to say this one chain was the only success she had with bookstores (selling just a couple of books per store each month and accepting returns--many damaged--in order to do that!). And the marketing time she had to give up in order to achieve it.

Your friend,

Brother Simeon
Light of the Spirit Monastery
www.ocoy.org
Light of the Spirit Press
lightofthespiritpress.com
505.281.4888



Facebook: <https://www.facebook.com/light.of.spirit>
Twitter: https://twitter.com/Light_of_Spirit
Linkedin: <https://www.linkedin.com/company/light-of-the-spirit-press>



In the News



Tom Hanks and the late Sam Shepherd are featured in a new documentary *California Typewriter*. According to *Time* magazine, Director Doug Nichol has produced a must-see for “anyone who loves machines, poetry or better yet, the poetry of machines . . .” Some of you know how much I love the machine I learned on and a couple others I have collected since then. See image to the left.



Taking a page from the “business” world—not that writers aren’t in business!—is often a good idea. *Time* magazine shows the evolution of three major brand names. 1. Subway was once called Pete’s Super Submarines. 2. Starbucks was once Starbucks coffee, Tea and Spices. 3.



NOTE

“In the News” is a collection of writer-related tidbits I find when I am out and about. Sorry, journalism is in my blood. I report. That’s what I do. Still, I promise that you can apply many of them to what you do—whatever that may be in this great big world of writing.

Yahoo was once Jerry and David’s Guide to the World Wide Web. The trend for short titles extends to books, too. *Sapiens* (mentioned in the last issue of this SharingwithWriters newsletter) is a good example. Before you go to press, look at your title. Can it be shortened to greater effect?



Artificial Intelligence can now evaluate the content of your book and connect you or your agent with publishers who might be interested in the elements of what it finds there. Check Authors.me, a new submissions management platform. Monica Landers is CEO and co-founder. More in the June issue of IBPA Independent magazine.



An update on the state of publishing from *AARP The Magazine*:

- Self-published books (2015), 700,000
- Traditionally published print (2013), 300,000
- Chance of a book being stocked on a bookstore’s shelves, less than 1% (see the second Q&A a la Ann Landers above!)



Thank You

👉 Thanks to Dr. Bob Rich, prolific author and editor of *Bobbin' Around*, a newsletter and forum for authors and others interested in what is going on in the world for publishing my article on how to avoid #bookbigotry.
<https://bobrich18.wordpress.com/2017/09/01/bobbing-around-volume-17-number-3/>

Special Feature

Seasonal Sales

It May Be Too Late—Or Not!

Have you heard of *The Christmas Box* by Richard Paul Evans?

This bestselling book was originally self-published. Evans believed in himself (and his book) when big publishers didn't. When it did well, "lo and behold," as they say in the Christmas stories, someone saw the light.

The motto here, for writers, is seasonal material can be used effectively no matter what kind of writer you are—even if you confine yourself to your blog. (Nina Amir's [How To Blog A Book](#), tells us posts can become a book—either a promotional book or a book to sell).

Books are especially good for holidays that call for gifts because even the most expensive among them are reasonably priced at \$15 dollars or less. They lend themselves to the inspirational (always high on the list of gifts people like to give). And they lend themselves to great cover and book design including religious, whimsical, cartoons, and on and on. Oh, and books are easily and inexpensively mailed or e-mailed! It may be too late to approach major magazines or publishers with a Christmas idea, but there are other seasons, too.

So, are you using the seasons to build your writing career?

There are all kinds of ways to do it. Magdalena Ball and I are seasonal poetry partners. That is, we have written the Celebration Series of chapbooks. She contributes half the poems, I the other half. And we also share publishing and marketing skills. *Blooming Red: Christmas Poems for the Rational* (<http://bit.ly/BloomingRed>) is the Christmas entry for that series. We also have entries for Mother's Day (<http://bit.ly/MothersDayKind>), Father's Day (<http://bit.ly/Imagining>), Valentine's Day (<http://bit.ly/CherishedPulse>) and even one with a feminist theme (for Women's Day or Women's Equality Day or to celebrate women for—maybe their birthdays (<http://bit.ly/DeeperPond>)). Our full book in the series, *Sublime Planet* (<http://bitly.com/EarthDayKind>) is perfect for environmentalists or to give to a green friend like Kermit on Earth Day. But there are so many other seasonal themes you could use. How about:

- The spring and fall equinoxes.
- Easter
- Fourth of July
- The Signs of the Zodiac—both Western and Chinese. I count a series of 12 books here! No?
- Chanukah
- Passover
- Kwanzaa
- New Year's
- St. Patrick's Day. Think of all the Irish, all the beer drinkers.
- State holidays like the 24th of July in Utah. Something local could have a surprisingly big fan base.
- Patriotic books that would work for Labor Day and Veteran's Day
- Thanksgiving
- Halloween

Gordon Kirkland is a humorist (Canadian, bless his little soul!). He has written a couple of very funny (and extremely giftable!) books including [Holly Jolly Frivolity](#) and [The Plight Before Christmas](#). I met him when we both spoke at a writers' conference and I know he believes in marketing almost as much as he loves writing.

And that brings me to using seasons, holidays and themes to market any of your work. Here are some ideas for doing that, even if you don't have an entry in the seasonal category (Yet!)

- Plan well ahead. Print magazines often work four to six months out. You may be late for Christmas or Thanksgiving this year so put it on your calendar for 2018. You're not too late to offer, say first chapters, to bloggers who need seasonal material, too.
- Write articles (like this one?), using your own themes related to your books or whatever else strikes you. They can be used as guest posts on others' blogs or on your own blog or website.

- Offer a discount on a book to be used as a greeting card or casual gift. See how Magdalena and I suggested using our *Blooming Red* as a Christmas greeting card at http://www.howtodoitfrugally.com/more_on_blooming_red.htm. Of course, most who send Christmas cards buy them by the box of 25 or so!
- Cross promote with a fellow author on a book in your genre. People who read cozy mysteries likely read more than one a year. And they often love to give them as gifts. Both authors' contact lists should be full of people who read cozy mysteries so offer them all a two-fer-one special—a new one for themselves and another for a gift.
- Share a list of holiday (or Easter or Valentine's) gift book ideas. Post it on your blog. Put it in your newsletter. As an example, see Karen Cioffi Ventrice's list at <http://www.writersonthemove.com/2011/11/writers-on-moves-authors-books-for.html>. A list like this is Zen. It helps your book. It helps other writers. It is an ideal way to build a lasting network of authors both willing and able to cross promote. It is also a way to benefit the publishing industry.
- There is even a way to make the idea into a seasonal catalog and produce it as an income-producing venture in the new edition of my award-winning *Frugal Book Promoter* (<http://bit.ly/FrugalBookPromo>) on page 340 (check the index for other ideas for using catalogs, too).
- Write a little seasonal poem, story, or article to include with your holiday letter or greeting card. Always include a credit line that lists one of your books and a link to a buy page for it.
- Send your poem to the editors of newsletters, blogs, print magazines both large and small and especially your local newspaper. Eleanor Gamarsh just had a nostalgic article she wrote on gifts vs. gift cards on the front page of her local newspapers. Everyone loves to have something seasonal to pretty up an issue at any given time of the year.
- Consider putting your book into commercial catalogs. There are resources for online book catalogs in [The Frugal Book Promoter](#), too, as well as information on how to sell almost any book—even ones that aren't holiday themed like the ones you receive in your mail box. You'll find ideas your junk mail delivered by USPS, in your e-mail box, and in the pocket in front of your seat when you fly. Think, how can I pitch the idea of my book in a way that will fit with the catalog's theme or their audience? And remember: These catalogs pay the freight on books (bookstores do not). They also don't return books as bookstores do. And they tend to buy a lot of books to cover their orders.

Do you have ideas I haven't covered? Please send a tip to me at HoJoNews@AOL.com (with your e-mail address) and I'll add them to this newsletter.

You have heard of Charles Dickens. Do you know Scrooge—in person or as a character in *A Christmas Carol*? If so, how can you argue with what writing for the season can do for you?



Accessible Contests



🏆 The Insecure Writer's Support Group Anthology Contest offers a royalty-paying anthology to be published Spring 2018.
 Genre – Mystery/Crime/Thriller
 Theme – Tick Tock
 Deadline – November 1, 2017
 Open to all IWSG blog, Facebook, or Goodreads members.
 For details go to [Insecure Writers Support Group](#).



TIP

Get your book in front of 1,800+ legitimate book reviewers and bloggers. Keyword here: legitimate! A new service from SPAWN. Your book must have been released this year.

Only space for five more books.

Contact Kathleen@KathleenKaiser.com



Fave Promo Resource of the Month

👉 I love askdavid.com for occasional free promotion of my e-books and there is even a way to get some freebies for paper book promos, too. David gives me beautiful buy pages of my books as I submit them (I am almost caught up my back catalog), too. This one, the flagship book in my #HowToDoltFrugally Series of books for retailers, is the most recent and here is the link so you can see what David does: <http://askdavid.com/reviews/book/in-store-promotions/15234>. I thought you'd like to explore this service for your own books. It works for services, too. Find authors and books that use his service at http://twitter.com/book_tribe. If you see one of my books there, please retweet. And do the same thing for other books there—but only the ones that are related in some way to your twitter stream.



Poetry

🌹 You know I believe that if poets are going to enter contests, they should enter contests that give something back! So, Tim Green's *Rattle* is my pick of the week. He says, "While most chapbook contests offer maybe \$500 and 25 copies of your chapbook, we're going to give one poet something special. Every year, the winner will receive:



\$2,000.
500 copies.

Distribution to *Rattle*'s 7,000+ subscribers.

"In a world where a bestselling full-length poetry book means 1,000 copies sold, the winner will reach an audience seven times as large on the first day alone—an audience that includes hundreds of other literary magazines, presses, and well-known poets. This will be a chapbook to launch a career.

"And maybe the best part is this: Every *Rattle* subscriber receives a copy of the winning chapbook without the subscription costing them an extra dime. Subscriptions rates aren't going to be rising, but, beginning in 2016, subscribers—including everyone who enters this contest—receive at least one award-winning chapbook each year as a bonus.

"We can only promise to publish one each year, but in 2017 we're publishing three chapbooks, with selection shipped along with the fall, winter, and spring issues of *Rattle*." Go to <http://Rattle.com> and enter. There are several other opportunities that don't cost anything! And, he says he needs more poems that use rhyme (verse).

🌹 Harvey to Gulf Coast Journal is asking for your Harvey poems.

<https://gulfcoastajournalofliteratureandfinearts.submittable.com/submit>. It is associated with the University of Houston and their offer is about as frugal as you can get—free!



Opportunities

👉 Looking for more Speaking opportunities to help introduce people to your book? SpeakerTunity™ Transformational Speaker Leads Tip Sheets will make it easy to find them. Speakertunity™ gives you the exclusive inside scoop on direct contacts to book your own transformational speaking opportunities. The hard work is done for you, so that you'll focus on what you do best - speaking and working with your new tribe. Twice every month, you'll receive the most up to date information about venues, events and organizations that are looking for authors like you! This includes ALL of the hot regions in both the U.S. and Canada; top book tour promotion sites; local chapters of national organizations; upcoming multi-speaker events and expos; leading Unity and Centers for Spiritual Living; wellness events and presentation locations, yoga centers, women's organizations, national conferences; civic, fraternal, and health organizations; resort and retreat centers, and many more. You get more than 60 leads per month! Plus a private Facebook Group with HOT! timely new leads, too! Only \$35/month. www.SpeakerTunityLeads.com or learn more at my #SharingwithWriters blog at <https://sharingwithwriters.blogspot.com/2017/08/speaking-gigs-jackies-third-great-money.html>



👉 *Meet the Authors' Book Fair* in conjunction with the *ArtsWorks Festival* features a display for authors unable to attend in person for the frugal price of \$5. I have participated for years. They always send me a shot of the display they set up and I have found many wonderful networking partners in the process. The fair is November 18 and 19, 2017, from 9:00 AM to 5:00 PM, at the Eau Gallie Civic Center, 1551 Highland Ave, Melbourne, FL 32935. FREE and open to the public.

Thousands let their muse run wild and attend this annual even in warm and sunny Florida! And if you can be there, you are welcome in person, of course! Learn more at <http://AuthorsForAuthors.com>. Or contact Valerie Allen for more information or help with registration: Vallenwriter@gmail.com.



- Cost: \$5.00 per book (cash only)
- Enclose book, business cards, and payment in zip lock bag with your contact information
- If you want your book returned, please enclose a SASE
- All must be delivered or mailed to: Valerie Allen, 101 E. New Haven Av, Melbourne, FL 32901 (or put in drop box in back door) on or before 11/01/17.

Your book(s) and business cards are placed face out on display table (no sales involved) for two days. The book fair is run by Valerie Allen ~ Marshall Frank ~ Holly Fox Vellekoop Registration Deadline: 11/01/17.



Great News!

Gold Members can now add up to 3 books into the [AuthorsDen Book Review Program](#).

The [AuthorsDen Book Review Program](#)

is a win-win for Authors, Readers, Book Clubs, Bloggers and the Media by getting the word out about your books through honest book reviews.

Review Requests

In just 2 weeks authors have received over 70 requests from Reviewer to read and review their books, and some books have received multiple review requests.

How it works:

- 1) Add your book into the [Book Review Program](#).
- 2) Reviewer/Reader requests to read and review your ebook or paperback.
- 3) YOU qualify the Reviewer by “accepting” or “declining” the request.
- 4) If accepted we securely provide the ebook. If paperback is requested, you mail at your expense.
- 5) Reviewer reads and provides you a detailed book review.
- 6) We will email you a link to your review when its ready.

[Please log into your Den](#) and click the Book Review Program link to learn more.

Also read the FAQ Page in your Den to find many detailed answers to questions, and know that we will be launching <http://ReadersDen.com> for readers, reviewers, their profiles, reviews, recommendations, and reader followers.

Your Friends at AuthorsDen.com

<http://www.AuthorsDen.com>

Matt at the AuthorsDen Support Team says they are “putting a great deal of effort in marketing to and personally inviting book reviewers. AD authors can use the program to review other authors books, but of the 70 review requests to date only about 20 are from authors. The rest have no author profile page on AuthorsDen but are reviewers contacted through our efforts.



Author Successes

★ My husband's book, [What Foreigners Need to Know About America from A To Z: How to Understand Crazy American Culture, People, Government, Business, Language and More](#) was named first runner up in the 2017 Eric Hoffer Legacy award. It's one of the contests that I recommend—especially the Legacy because it gives authors who missed getting an award when their book was new a new chance for exposure. It “honors the memory of the great American philosopher Eric Hoffer by highlighting salient writing.” And, though not brand new, this book certainly is current. US Review of Books' says, “This enlightening book advises immigrants (and international students, tourists and those who do business in the US) on what they need to know about getting along in American society. The author addresses misconceptions Americans and immigrants often harbor about one another, then makes the case that differences are often minor and can

easily be put aside. The remainder of the book focuses on specific aspects of American society: government, religion, education, the arts, business, and so on. In each case, the author provides an explanation of the American way, then offers tips on how visitors can blend in. Sometimes, the advice is practical; for example, the author provides information on how to apply to American colleges—a key concern for young people from immigrant families. In other cases, the advice is light-hearted—lists of top American movies are provided, evidently for use during those key conversations around the office water cooler after the Academy Award nominations are announced.”

As you know, I believe in awards as a way to set books apart from others. So, with my . . nudging. . . Lance’s book has also won the gold medal winner at the Miami Book Fair--first place among 82 entries in education category and the silver Global Ebook Award. It has been endorsed by the US Ambassador to China, China Ambassador to US, Singapore Ambassador to UN and US, worldwide educators and editors, resides in libraries and 300 university International Student & Scholar Offices and is used in university Fulbright Scholar programs and was seen in *Publishers Weekly*.



Contact: wenxinxin0906@163.com



RECENT PUBLICATION (Ukraine)

Osnovy Publishing
Darwin str. 10, office 25A
Kyiv, Ukraine 01004
Publisher: danapavlychko@gmail.com


UPCOMING PUBLICATION (Simplified Chinese)

Tianjin People's Publishing House,
Room 514, No. 35 Xikang Road,

Heping District, Tianjin, 300051, P.R. China




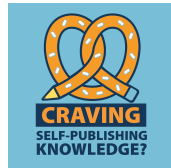
Carolyn's Appearances and Teaching

 **NEW! FREE! Saturday**, September 23, 2017, from 2-5 pm at the Palms Rancho-Park Library, 2920 Overland Ave, Los Angeles, CA 90064, United States. I will be speaking at a “Secrets of Successful Self-Published Authors.” We will talk about:

- The most important thing an author can do to successfully self-publish?
- The most frequent mistakes made self-published authors like spending money where it isn't needed and not spending it where it is, falling for costly scams, and participating in unethical marketing schemes.
- Avoiding #bookbigotry and Amazon secrets.


Come early for easy parking. <http://www.glaws.org/events/monthlyeventcalendar.html>

 I will present at Bookbaby.com's #IndieAuthorsCon. It is their first-ever writers' conference to be held in the heart of Philadelphia November 3rd to 5th at the [Sonesta Hotel](#). Start saving the career-boosting pennies in your budget for this. This three-day conference is reasonably priced minus my special discount using “Carolyn” as a code. I'd love to see you in historic Philadelphia. Don't forget this is a business expense and tax deductible! Learn more and register using this special discount code here: www.bookbaby.com/conference2017



After you register you will also get the code for Indie Authors Conference's Sonesta Hotel group rate (\$189/night for November 3rd and 4th).

You might also want to check the Index of your [The Frugal Book Promoter](#) copy under “conferences/writer conferences” where I tell you why I believe in conferences for writers, give you ideas for how to make the most of them, and help you choose conferences that will work best for you.

 **NEW!** September 30, 2017: I'll be conducting a hands-on seminar on media releases and query letters at a One-Day Writers Retreat in California's beautiful Idyllwild mountain resort where USC and other famous educational organizations hold their conferences.


09:45 a.m.-3:45 p.m.
Idyllwild Town Hall Recreation Center
25925 Cedar St, Idyllwild, CA 92549
\$20 CWC non-members


Jeri Westerson will also give Ten tips for Sci-Fi and Fantasy Writing and Jodi Rizzotto will conduct a First Page Critique. RSVP a Yes email for the latter segment to Jodi at jrizzotto@rusd.k12.ca.us by 9/23/17


Free for IECWC members, \$10 CWC branch members, \$20 nonmembers (morning coffee and snacks, lunch included) Pay ahead on Paypal at iecaliforniawritersclub@gmail.com. Or pay at the door by check or cash only.



Tips

 A win-win for Authors, Reviewers & Media! ~ Request to Read and Review at AuthorsDen.com, the site that powers this newsletter! Their motto is “Getting the word out about books through honest book reviews.” How it works: Reviewers can request a copy of a book to read and review, in exchange for providing an honest detailed book review. Go to see the books offered there right now! <http://www.authorsden.com/bookreviewprogram/>

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 Karina Fabian writes “fiction, faith, and fun” and also a blog with neat tips. I love this one on how to turn your treadmill into one of the expensive desks where your walking time becomes writing time! Here's the link! <http://karinafabian.com/2017/07/diy-treadmill-desk-for-under-100/>. Learn more about Karina at <http://fabianspace.com>



Itty-Bitty Column

By Mindy Phillips Lawrence

Writing in a Cemetery

At the end of the road where I live is the Hazelwood Cemetery. It will be 150 years old in October 2017. I sometimes drive through the acres of graves, read the tombstones, and take photos of the mausoleums. It's a quiet place. I get a sense of history around me and of the families who have loved ones planted there. It's also a great place to write.

The obvious writing lesson is to describe the cemetery itself. What does it look like in the daytime? What does it look like after dark? What lighting is there? Does it have a gate that closes at a certain time of day? Are the tombstones level on the ground or are they different heights and different sizes? Are some ornate?

As Halloween rolls around each year, cemeteries become dark places with secrets to tell. Maybe your local cemetery brings you a heightened awareness of the senses—tasting, feeling, smelling, seeing, and hearing. Maybe your local cemetery brings out dark stories to tell, perhaps the story of a black raven flying over a mausoleum of an old family thought to be involved in the supernatural.

The Hazelwood Cemetery has 150 years of history to cover making it an excellent spot to get a topic for an essay or a family history. Reading off some of the names and quotes can bring back memories of national and regional events.

I find cemeteries to be peaceful places to wander. Try out your local graveyard to get a lesson in description, history, and use of the senses. Take a notepad and write on a bench there. Let me know what you discover.

LINKS

3 Spooky Writing Tips from a Cemetery Workshop

<http://airshipdaily.com/blog/spooky-writing-tips>

Written in Stone—History Detectives

<http://www.pbs.org/opb/historydetectives/educators/technique-guide/written-in-stone/>

Writers Who Find Inspiration for Writing Near a Cemetery

<https://mumbaimirror.indiatimes.com/entertainment/books/writer-who-finds-inspiration-for-writing-near-a-cemetery/articleshow/59248625.cms>

Bellefontaine Cemetery, St. Louis, Missouri

http://www.umsi.edu/services/gwp/Teachers%20as%20Writers/GWP_Cemetery_Writing_Marathon_Flier.pdf

The Joy of Cemeteries

<https://www.spectator.co.uk/2013/11/grave-pleasures/>

Mindy Phillips Lawrence is a writer and artist based in Springfield, Missouri. She worked for the State of Missouri for over twenty-four years and has retired to her sumptuous home office where she's writing, doing calligraphy, and assembling a book based on the best of her Itty-Bitty columns that first appeared in this SharingwithWriters newsletter.



Something to Make Writers Smile

Most everyone knows this particular quote, but I have a whole list submitted to me by [Author Grace Allison](#). She borrowed some from <http://www.funny-jokes-quotes-sayings.com/> and I know you'll find a few that make you laugh. So, scroll down every issue to check it out!

The idea that ending a sentence with a preposition is errant pedantry up with which I will not put.- *Winston Churchill*



Essential Book and Record Keeping

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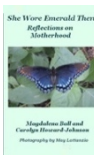



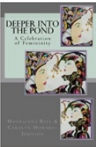



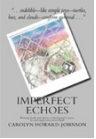
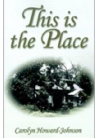
Carolyn's HowToDoItFrugally Books

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

	<p>Cherished Pulse: Unconventional Love Poetry. Coauthored with Magdalena Ball Order as an e-book or in print to be used as a greeting card or booklet. From the multi award-winning Celebration Series of chapbooks. To order paperback, and all e-formats: http://bit.ly/CherishedPulse. Cover art by Vicki Thomas.</p>
	<p>She Wore Emerald Then: Reflections on Motherhood, a chapbook of poetry. Coauthored with Magdalena Ball. From the multi award-winning Celebration Series of chapbooks. To order paperback, and all e-formats: http://bit.ly/MothersDayKind Photographs by May Lattanzio</p>

	<p>Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions. Coauthored with Magdalena Ball. From the multi award-winning Celebration Series of chapbooks. To order paperback, and all e-formats: http://bit.ly/Imagining</p>
	<p>Deeper into the Pond: A Celebration of Femininity, Co- Authored with Magdalena Ball. From the multi award-winning Celebration Series of chapbooks. To order paperback, and all e-formats: http://bit.ly/DeeperPond Artwork by Jacquie Schmall.</p>
	<p>Blooming Red: Christmas Poetry for the Rational. Coauthored with Magdalena Ball. USA Book News finalist, Silver Award from Military Writers' Society of America. To order paperback, and all e-formats: http://bit.ly/BloomingRed Artwork by Vicki Thomas. Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the typical greeting card and is available in quantity discounts to use as a holiday greeting by contacting the authors at HoJoNews@aol.com.</p>
	<p>Sublime Planet, a full book of poetry celebrating Earth Day.Coauthored with Magdalena Ball. Photography by Ann Howley. To order paperback, and all e-formats: http://bit.ly/SublimePlanet Proceeds go to the World Wildlife Fund</p>
	<p>Tracings, a chapbook of poetry (Finishing Line Press). Out of print. http://bit.ly/CarolynsTracings</p>
	<p>Imperfect Echoes: Writing Truth and Justice with Capital Letters, lie and oppression with Small To order paperback, and all e-formats: http://bit.ly/ImperfectEchoes Artwork by Richard Conway Jackson now serving 25 years to life for receiving stolen property in the California penal system. Inspired by Nobel Prize winner Czeslaw Milosz's poem "Incantation" that lauds the power of human reason over the reoccurring and seemingly insane political realities, Howard-Johnson holds out hope but is not persuaded by trends that seem worse now than they were in Milosz's time. A student of Suzanne Lummis, UCLA poetry instructor and the Fresno School of Poetry fronted by US poet laureate Philip Levine, she touches on the isms of the world-racism, ageism, even what might be termed "wallism" but was once referred to as xenophobia. In her poem "Crying Walls," she sounds a low warning reminiscent of Robert Frost: "Chains linked. Wire barbed,/ Krylon smeared. Feeble,/ useless, unholy billboards,/ anything but mending walls."</p>
	<p>This is the Place. A multi award-winning novel, published by AmErica House Out of print, but available using Amazon's New and Used feature To order paperback: 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"</p>
	<p>Harkening: A Collection of Stories Remembered A multi award-winning collection of creative nonfiction published by AmErica House Out of print, but available using Amazon's New and Used feature To order paperback: http://bit.ly/TrueShortStories</p>

	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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Carolyn's Forthcoming Books

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



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