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

October 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
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- Author Successes
- Mindy Lawrence's Itty Bitty Column: Using Psychology in Characters
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- NEW! Wordstuff ™ Switching to fun quotations from writers!
- Q&A a la Ann Landers: Getting Blurbs the Easy Way

This issue only

Feature: Borrowing Green Formatting from the Greats



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 <u>The Frugal Editor</u>—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 <u>AuthorsDen.com</u> and designed by Samanthi Fernando.



Note from Carolyn

Dear Subscriber:

Busy. Besides trying to get this newsletter out, I'm trying to prepare for my trip to Philadelphia for the Bookbaby Conference. (Scroll down to see details for registration under Carolyn's Appearances and Events). It seems the more I do to save time, the more time gets eaten up. I know most of us suffer from the same affliction, but somehow it doesn't seem to help much.

Just writing this forced me to self-evaluate. I know what's taking up time. It's the news. I can't seem to drag myself away from it. I worked at avoiding soap operas for many years, but this is far worse. Politics, guns, and terror are keeping me awake at night, too.



So . . . here's my October resolution. After Philadelphia, my husband and I are taking a cruise. I am taking books I want to read and I am leaving the TV off. I'm sure sh^t will happen without me. So, the picture on the left-- of me on one of our prior cruises--is an affirmation of the way I want to feel again.

Also, I am taking a #SharingwithWriters newsletter vacation in November. Keep sending me your successes and tips, but don't expect to get another newsletter in your e-mail box until December.

Happy writing, editing and promoting, Carolyn Howard-Johnson, http://HowToDoltFrugally.com

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 Happy Halloween. It's nearly Halloween, one of my favorite holidays. My husband says I should have been born a witch. I prefer pumpkins.



Getting Blurbs the Easy Way

QUESTION: Carolyn, frankly I am afraid to ask for blurbs (endorsements) for my book. And even more frankly, I don't want to waste my time when I feel sure all I'll hear is "No."

ANSWER: My best results for getting blurbs for all genres—poetry to how-to nonfiction books—has been cribbing quotes from what some call fan letters; I call them communication with my readers. It also saves huge amounts of time. People seem to be more effusive when they are writing e-mail or letters they have no idea might be reprinted. To put it another way, the idea of someone's words being published seems to make their prose stiff and less readable or memorable. Authors are not immune to this form of writers' block, so maybe we could call it "blurb block."

To counteract this tendency, I copy and paste the part of a communication (or fan letter! Ahem!) I'd like to use as a blurb back to them and ask permission to use it. Then I ask how they'd prefer to be credited. The last part of that question is important because it lets my possible blurb-benefactor know that providing the quote can help their exposure to the public, too.

The downside to this method is that an author doesn't get fan mail until after she or he is published, so—though sometimes an e-mail or letter compliments the author in more general terms—the blurb-getting processes must often be conducted with the tried-and-true method of asking folks for them, maybe even folks like movie stars who don't know the author. The author will need at least enough blurbs for the book's cover *before* the publication date. And that needs to be done *well* before.

The way to do that is a slightly different topic that I cover in my own Frugal Book Promoter (http://bit.ly/FrugalBookPromo) and far more extensively in the third in the multi award-winning HowToDoltFrugally Series for writers, How to Get Great Book Reviews Frugally and Ethically (http://bit.ly/GreakBkReviews).

There is a frugal way to do it--frugal of time. Short on headaches. The short answer is to know how to write a killer query letter that includes a sample blurb that your contact can choose to use if he or she wishes. But do know that you can do it and do it effectively without paying someone to do it for you. Once you've learned, you can adapt that skill to benefit your book over and over again.

And about that fear thing: The most important part of the blurb-getting process is to get brave enough to ask. It is worth the trouble and you may find it's lots easier than you hear from fellow authors when you're surfing the web. Author Lance Johnson, author of *What Foreigners Need To Know About America From A To Z* (http://amzn.to/ForeignersAmericaUS) asked the US ambassador to China and the Chinese ambassador to the US on his first try for blurbs and neither said no. Zip! Done!

Generally people are happy to say something nice if you ask and you make it easy for them to understand the process as explained above. Of course, you thoroughly research those you are asking so you know that they will be sympathetic to the subject of your book.

This technique works for fiction writers almost as easily as nonfiction authors. The author may need to reread his or her book with his marketing cap on looking at the theme of the book (Tolerance? Feminist issues? Politics?) and then contact people interested in those topics. They should also look at other aspects of the book like the setting (New York? Malaysia?) or the professions of the characters. Even a specific animal or pet. The list is endless and any one of them can endear a book to someone—even a famous someone—enough to get them to enthusiastically say yes.

~ CHJ

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

In the News



- Nancy Gibbs, Editor of *Time Magazine* is leaving. In her more than three decades with the magazine she interviewed five American presidents, co-wrote two historical presidential histories and holds the record for writing the most cover articles.
- Fime Magazine reports an expert marketer. Eleven-year-old from Virginia offers to mow the White House grounds to expose his new lawn-mowing business to the locals. No hesitation. Original. If he can bravely face the world of marketing (and business!), so can we! That's a shot of Time's mini article on the left.
- Don't you love it when a study confirms what you knew all along! *Time Magazine* reports a study that confirms writing thank-you notes impacts a friends mood, "can brighten your day and theirs."
- Figure 1. The Nobel committee gave its coveted literature prize to an English writer again. The New York Times says Mr. Kazuo Ishiguro, 62, "is best known for his novels The Remains of the Day, about a butler serving an English lord in the years leading up to World War II, and Never Let Me Go, a melancholy dystopian love story set in a British boarding school. In his seven novels, he has obsessively returned to the same themes, including the fallibility of memory, mortality and the porous nature of time. The secretary of the Swedish academy said, "If you mix Jane Austen and Franz Kafka then you have Kazuo Ishiguro in a nutshell, but you have to add a little bit of Marcel Proust into the mix. Then you stir, but not too much, then you have his writings."

Special Feature



Subscribers to this newsletter probably know how I feel about learning from the greats—in this case *Smithsonian* magazine. You may also have figured out that I'm a greenie.



So, ta da! Introducing a new use for the paragraph icon. You know, the one that looks like a backward "P" with two heavy lines on the right like the image at the left. But instead of using it as an invisible formatting tool, *Smithsonian* magazine editors can obviously see its beauty and made it into a space-saving design element on the opening pages of their feature articles. That means the page has less white space (which costs money in print magazines), but it also may mean a little more space for nifty illustrations.

Smithsonian designers/formatters just stick one of these symbols into the copy anywhere there would normally be a new paragraph or the start of a new block of dialogue. That saves them lines between paragraphs and indent and end of paragraph space.

To make it ever-so-clear that this is intentional, they make the symbols a nice dark gray—a slight departure from the black used in their fonts. Here is information from Word how to make the paragraph symbol—one that can be seen—in your copy. http://www.ehow.com/how 6951039 insert-paragraph-sign-word-document.html.

I think this design element would be especially useful for authors' sell sheets where every fraction of an inch counts. To make your paragraph icons gray, click on your Font Color icon in the ribbon in your Word program.

CHJ



Y Accessible Contests

🏆 If you have a published book, try the 2017 Readers Choice Awards Contest. Learn more about the contest at https://www.tckpublishing.com/2017-readers-choice-awards/ and check out our approved entries and voting here.

🏆 Agni, one of the finest literary journals around (for forty-five years!), is calling for authors to share their insights on writing and publishing by submitting short essays, 500-1,000 words for their blog. A recent post was titled, "Ranting Like Chekhov," and is about as literary-political as one can get with a strong dose of inspiration! Send yours to Agni blog editor David Ebenbach at davidebenbach@gmail.com or to agni@bu.edu.



Awards, even awards that seem not to be particularly prestigious, are a great way to set your book apart from the more than 700,000 books published each year. Even runners-up labels count among avid readers looking for something fresh and new and may not be enamored by the literary choices of Nobel.



Fave Tech Resource of the Month

My ComputerGuyLA says, "if you don't recognize the sender of an e-mail, don't open it or click anything in it [and] open or download programs only from sites you trust." He recommends Malwarebytes to guard against Trojan horses and malicious software. He also likes the program built into Windows 10 that is free.



Poetry

🍍 The Poetry Market says, "please send us your poetry news such as poem publications, poetry contests, poetry awards, etc. News must be writing related. We will include them as space permits. Please do not send us Press Releases or actual poems as we don't publish those. Please email your poetry news items to: thepoetrymarket@yahoo.com."

▼Thanks to poet Carol Smallwood for one of my favorite reviews at my *The New Book Review* blog. Probably all poets accomplished or beginners—could benefit from the books she chose to review on writing poetry. Find it here. Read the submission guidelines in the left column and send me your favorite review—poetry or otherwise. It's a free service.

Opportunities

One of the attendees at the last conference I presented at is offering to review my SharingwithWriters subscribers' books. All you need to do is send him one of your famous HowToDoltFrugally guery letters. He says, "My preferred genres in descending order are; historical fiction, spies and espionage, war and military, history, action and adventure, and biography. I will read other genres if the topic appeals to me. I do not want to read vampires, zombies, Christian lit, or romance. A book with a romantic theme may interest me if it falls into one of my preferred categories. If you care to check my reviewing style, there are some here: https://scottskipperblog.com/. There are only a few because I recently had to move from Blogger to Wordpress. Find Scott Skipper at:

Official Author's Website www.ScottSkipper.com Facebook.com/Scott Skipper @SSkipperAuthor

PDo you want to be on more radio shows and podcasts so people will discover your book? SpeakerTunity Radio Insider™ provides at least a dozen transformational radio shows and podcasts every two weeks (25+ connections per month), complete with contact information for the host or producer. These are shows with a proven track record for memoirs, personal growth, wellness and other compelling information for listeners. You'll get leads for broadcast, satellite, podcast and internet radio shows across North America. Only \$35/month. www.SpeakerTunityRadio.com or learn more at my series of posts about this authors' advocate and resource at #SharingwithWriters blog: https://sharingwithwriters.blogspot.com/2017/08/speaking-gigs-jackies-third-great-money.html

Author Successes

岸 The Players Follies 2017 announced its play-reading festival winner. SharingwithWriters husband and sometimes editor's 10-minute play Taming the Male Chauvinist was a winner. Members of the group will read it Nov. 18 at 8 pm and Nov. 19 at 2 pm.

The Players Follies is a 50-plus performing troupe from The Players Theater at 838 N. Tamiami Trail/U.S. 41, Sarasota, FL 34236 bringing live entertainment to those who cannot travel to theaters. It is open to new members. It mainstage of the



theatre as a seasoned wing of the arts organization with several staged productions. The Follies also serves as an outreach performing troupe to bring live entertainment to those who cannot travel to theatres.

Montgomery Clift made his acting debut on The Players stage during the 1932-1933 season. Teenager Jayne Meadows performed on The Players stage and went on to stardom.

Lance Johnson is also the author of the multi award-winning What Foreigners Need to Know About America from A to Z.

If you are interested in joining, attending, or submitting short plays call 942 365 2494.

Tickets to see table readings of the winners are \$12.

Winners announced:

https://www.theplayers.org/players/follies-2017-play-fest-winners/

This tells about the theater; reading will be Nov 18 and 19: http://www.yourobserver.com/article/players-follies-presents-new-plays

Carolyn's Appearances and Teaching

III will present at Bookbaby.com's #IndieAuthorsCon. It is their first-ever writers' conference to be held in in the heart of Philadelphia November 3rd to 5th at the Sonesta Hotel. 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.

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



🗸 A win-win for Authors, Reviewers and Media! Try the new Request to Read and Review feature at AuthorsDen.com, the site that powers this newsletter is now available free. Their motto is "Getting the word out about books through honest book reviews." How it works: Reviewers (that could be you!) can request a copy of a book (that could be your 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/ Read the article on reviews I wrote to help AuthorsDen.com celebrate their new book review program—honest, fair reviews! http://www.authorsden.com/visit/viewarticle.asp?id=77315

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Itty-Bitty Column

Using Psychology in Characters

By Mindy Phillips Lawrence

One of the first writers I fell in love with was Edgar Allan Poe. His gothic horror latched on to my mind. I could see where the stories were headed but was powerless to save anyone from going over the precipice. He not only got into the heads of his characters but also into the heads of his readers.

Using psychological information to reach out and grab readers can create unforgettable characters that burrow into the psyche. Questions you can answer to create memorable protagonists and antagonists include:

What are my characters afraid of?

What do my characters hate and why?

What are my characters' oddities and what caused them?

What backstory affected my characters?

Is there any salvation for my character(s) or is the story doomed to follow the path it takes?

Enjoy your Halloween and take some time to dig into the minds of your creations.

LINKS

What Really Drives your Characters?

https://www.psychologytoday.com/blog/psychology-writers/201109/what-really-drives-your-characters

The Psychology of Character

http://theeditorsblog.net/2011/02/17/the-psychology-of-character/

How to Diagnose your Character

https://www.amazon.com/How-Diagnose-Your-Character-Depth-ebook/dp/B00CH3WERA

How to Craft Characters Scene by Scene

http://www.writersdigest.com/online-editor/how-to-craft-characters-scene-by-scene



Something to Make Writers Smile

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

I wrote a few children's books. Not on purpose.

- Steven Wright



Essential Book and Record Keeping

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

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

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

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Carolyn's Poetry, Fiction, and Creative Nonfiction



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.

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 Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions. Coauthored with Magdalena Ball. From the multi award-winning Celebration Series of chapbooks. IMAGINING THE FUTURE To order paperback, and all e-formats: http://bit.ly/Imagining 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. 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. 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 Tracings, a chapbook of poetry (Finishing Line Press). Out of print. Tracingo http://bit.ly/CarolynsTracings 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." 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 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 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.





This Land Divided The great Mormon-American novel.(-: Being shopped by Agent Terrie Wolf, www.akalm.net

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 wwwwriteradvice.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."



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.

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 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.

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

Contact Information



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Websites

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