

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

Find back issues at http://HowToDoItFrugally.com/newsletter_copies.htm

August 10, 2015

Sharing with Writers Since 2003

A newsletter that is also a community. Share your ideas. Learn from theirs!
Associated with the multi award-winning series of HowToDoItFrugally series of
books for writers.
www.howtodoitfrugally.com

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

In the spirit of the advice I give in [The Frugal Editor](#)—to use an extra pair of eyes whenever

A curated collection of news,
opinions, articles, and how-tos
on the subjects of writing,
publishing, and marketing.

possible—this newsletter is voluntarily copyedited 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 boobos.
We're all human.

This newsletter is issued as often as my writing
schedule allows. It's usually long, but I promise you S

This newsletter is powered by AuthorsDen.com.

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## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

To subscribe to SharingwithWriters newsletter:

<http://HowToDoItFrugally.com/newsletter> & [blog.htm](http://HowToDoItFrugally.com/blog)

Get your cover images on Pinterest; you pin one of my book cover images and I'll pin

yours: <http://Pinterest.com/chowardjohnson>

**Note: "Expensive" and "rule-laden" aren't necessarily effective ways to distribute a newsletter. I try to avoid the fancy (and less frugal) HTML services and am glad to be offering this letter on my own Indie terms. You can now download the current and recent back issues on my Web site at [http://howtodoitfrugally.com/newsletter\\_copies.htm](http://howtodoitfrugally.com/newsletter_copies.htm) If you can't copy and paste from .pdfs, try updating your Adobe pdf program or send me a note and I'll attach a Word copy for you.**

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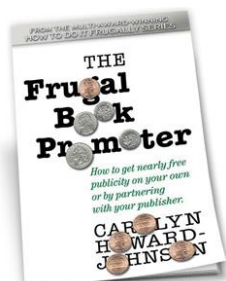
Note from Carolyn

Dear Subscribers:

This month I'm doing something kind of special for my readers. I have partnered with BookBaby.com, online publishers that offers a free track for publishing books and lots of professional help, too. They are [offering the e-book](#) iteration of the second edition of my [The Frugal Book Promoter](#) to their customers free because they believe in it as an aid for their—well, book babies. I figured my SharingwithWriters subscribers should benefit from this promotion, too. If you already have the paperback, you will benefit from having an e-copy because of the ease of using it as a reference by searching important keywords for promotion. If you only have the first edition, this edition has been updated and expanded. If you already have the e-book, why not pass this link along to a friend you have been coaxing to get it: <http://bit.ly/1JVMv8n>. This is one of BookBaby's ads.

Welcome to BookBaby!

**You need to read this book.
So we'll give it to you for free!**



For a limited time BookBaby is offering you a free copy of the second-edition of Carolyn Howard-Johnson's classic, *The Frugal Book Promoter*. <http://bit.ly/1JVMv8n>

Get it at <http://bit.ly/1JVMv8n>

Happy writing, marketing, and editing Carolyn

PS: You know how fast things on the Web change? Well, as hard as I try to use permanent links to resources in my books, sometimes the worst happens. The Bookbaby's e-book offer iteration has been updated just for this promotion. Eventually the updates will take effect in the regular books, too. But until then, you'll have the most recent links.

PPS: And an after-after thought that it also a lesson in asking for what you need as a lesson in great promotion as long as you let your reader know it comes from a place of caring and passion. Won't you please look into Bookbaby's services if you:

1. Have a book that has been with an agent too long.
2. Are considering self-publishing a book and weren't one hundred percent satisfied with the last publisher/printer who published a book for you.
3. Just need a little nudge or some inspiration. This offer of *The Frugal Book Promoter* will cost you nothing; you are certain to get a new tip or whole new idea for marketing your book; and it will be the nicest thank you possible for this newsletter that comes to you with my love every month.

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Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out [Cherished Pulse](#) (\$6.95) for someone you love. Try [Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions](#) for the men in your life. Sure, they like fusses made over them, too! (\$6.95). [She Wore Emerald Then](#) (\$12.95), for mothers and other women; [Deeper in the Pond](#), for the feminists in your life— both men and women (\$6.95); and [Blooming Red](#), to use as Christmas cards or incidental holiday gifts. Plan next Christmas early. And ask about my special price on chapbook/cards purchased in bulk at HoJoNews@AOL.com. All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me. You also will find an entry intended to please the tree-huggers in your social circle. [Sublime Planet](#) celebrates the universe and Earth Day. Proceeds go to World Wild Life Fund.

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Letters to the Editor:

Carolyn:

"How do I get the book posted on Amazon.com? My other books just magically appeared there."

I get this question in one form another from my newsletter subscribers, my clients, and my blog visitors but almost never from those who have (and read!)

my *The Frugal Book Promoter*. That's because I believe in the power of Amazon so thoroughly that I included an entire section of the magical things that Amazon.com does for books and authors. Still, I don't mind answering the question many times:

Dear Rebecca:

One of the beauties of having a publisher is that one doesn't have to worry about this--publishers, including subsidy publishers--do this for you. However, I happen to know the secret. I learned it by joining e-groups and talking to fellow authors. It is my belief that the more any author knows about publishing, the better off she is--the better partner she makes for her editor, publisher, or going it on her own (sort of the best partner you can be for yourself). Also know that when your book starts selling well on Amazon, other online bookstores begin to pick it up without you doing a thing.

But right now, in this minute, you can get help by going to the AuthorConnect program on Amazon and/or the Advantage program and use the contact links to get help directly from Amazon. When you Google "Amazon" you get a list of links that take you to specific places. One of the above is sure to be right for your particular needs.

At one point the first edition of *The Frugal Book Promoter* was on Harvard University's online bookstore! Yep, just like magic. But there is a whole list of things you can do to help get that kind of exposure on Amazon and I share those secrets in second edition of *The Frugal Book Promoter* (<http://bit.ly/FrugalBookPromo>) and share the new things they do (like Kindle's new pre-sale program) on my blog and in my newsletter as they are introduced. And here's the best thing: Those resources are all free for starving (or frugal!) authors.

Best,

Carolyn Howard-Johnson

Multi award-winning novelist, poet, and author's advocate.

<http://howtodoitfrugally.com>

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If you need a speaker or panelist at your authors group, I'd love to be there. I believe authors are made a little like teachers; we love to share. Learn more about my speaking (and acting) at http://howtodoitfrugally.com/speaking_&_judging1.htm.

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Accessible Contests

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## **Autry Museum Sponsors Native American Contest for Playwrights**

### **Call for Scripts for the 5th Annual Short Play Festival: *We Are Family***

Submissions due August 14, 2015!

**Disclaimer: The Autry Museum in LA was the site of the book launch for my *This Is the Place* in 2001 (it's set in part in the West and in part is about polygamy and pioneers) and my husband, a Western history buff, was a docent there for nearly a decade. Please support their programs when you can.**

**Native Voices** seeks short plays that address the many ways a Native American family forms and functions. Plays may be a celebration of family life or an examination of complexities and issues in Native families. Alternately, plays may dramatize traditional family stories or family histories. Short plays that are related to the family theme will be evaluated by a reading panel of nationally recognized theatre artists and community members. Selected plays will be presented as staged readings on November 8, 2015, as part of the Autry's annual **American Indian Arts Marketplace**. A panel of celebrity judges will select the 2015 Von Marie Atchley Award for Excellence in Playwriting, a \$1,000 cash prize.

For more information and submission details, visit **[TheAutry.org/NativeVoices](http://TheAutry.org/NativeVoices)**.

**Native Voices at the Autry** is the only Equity theatre company devoted exclusively to developing and producing new works for the stage by Native American, Alaska Native, and First Nations playwrights

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I love grammar guru June Casagrande's new book [The best punctuation book. Period.](http://bit.ly/PunctuationBook) (<http://bit.ly/PunctuationBook>) because it covers a little about style choices, too. I also like it because it covers some things rarely addressed like slashes and backslashes we're seeing more of these days and single quotation marks (which are often misused). It makes a fine companion to my [The Frugal Editor](#) that tackles punctuation along with formatting, the editing process, choosing a great editor, and even formatting directions for uploading an e- book to Kindle found in the Appendix.

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### **Mini Feature**

## **Three Neglected E-Book Considerations**

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A Web site owner was asked what the "three most important components are for publishing a professionally produced e-book" and he referred the question to me. As long as I was figuring out the answer to this all-important question, I figured I'd pass it along to you but the question was just too hard to answer in its original form. I took the liberty of qualifying it and here it is.

Because a self-publisher must be a jack of all publishing trades and because many readers are still not comfortable with e-books, I believe the three most important components are:

1. The cover. Visuals are powerful tools. A great book cover may be even more important for an e-book (even though it's virtual) than for a paper book. It will

probably be the only visual a reader will have to connect the reader to the author's (and publisher's) credibility.

2. Great editing. Too many authors and e-book publishers think that great editing is merely the process of eradicating typos, but it's a lot more. It's grammar. It's the conventions of writing (like punctuating dialogue correctly). It's even the formatting.

3. Formatting. I list this last because most e-book services like Amazon, Createspace, BookBaby etc make it clear that it is essential and provide guidelines for getting it right. I provided expanded step-by-step instructions for publishing on Kindle in the Appendix of my multi award-winning book on editing, *The Frugal Editor* (<http://bit.ly/FrugalEditor>).

PS: Regarding #3: Don't forget to read the letter in this newsletter from me to you subscribers that will help you with the fourth most important component for publishing any book, and that's marketing. No book is truly published until it has been marketed. It's part of the publisher's job no matter how it is published or who the publisher is. And right now that information is free because Bookbaby is giving it away as part of their valuable service to authors everywhere. They know how important marketing is! Time is limited so just go to <http://bit.ly/1JVMv8n> to grab your own copy. It is a true bargain for it is discounted on Amazon right now for \$14.57 and is regularly \$17.95 and the free offer is only available for a limited time.

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Here is the link for the page on my Web Site that lists some of my favorite accessible contests, an article on using contests, and more. <http://howtodoitfrugally.com/contests.htm>.

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Tip: I promised you I'd share my favorite newsletters with you and I'm making up for it in this issue. What I like best about Magdalena Ball's The Compulsive Reader is her LITERARY NEWS, that she always has a few books to give away, and that this issue that includes both [an interview](#) and review of *The Frugal Editor*. Ahem! But I've always loved it for book news seldom covered by anyone other than the *New York Times*. Subscribe at <http://www.CompulsiveReader.com>.

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My review blog is my gift to authors. It's a place for you to honor authors and books you've loved with a review. It's a place to recycle the review of your own book, the one you love most. It's free. Submission guidelines are in the left column at www.TheNewBookReview.blogspot.com.

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[A Professional Shares PR Resources](#)

Scott Lorenz Loves Listopia

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### How Authors Can Use Listopia to Promote Their Book

By Scott Lorenz  
[Westwind Communications](#)



As a book publicist I am always on the lookout for effective inexpensive ways to reach book buyers. One way is to tap into the power of Goodreads by using Listopia lists. How?

Listopia is a free tool through Goodreads for authors to see how people rank/rate your book and for readers to see all the riveting published work on the site. It is ideal for authors to list their own book on their list along with other books in the same genre to gain from their popularity and association. For example if you have a book similar to *Gone Girl*, list that book along with your book and other similar books. Your book can benefit as it may show up on Google, Bing and Amazon searches.

#### Here's how to create a Listopia list on [Goodreads](#):

Click the "Create a List" button on the top right-hand corner of the page.

Sign in or Sign up to create a Listopia account.

After you Create or Sign in to your account, Click on the Explore drop down menu and hit the Listopia tab.

Click the "Create a List" link.

Provide the requested information for your list and click the Preview button to review your list and Publish list when you are finished.

#### Here's the information you'll be asked to enter:

**Title of Your List:** Make it searchable by keywords, other bestselling authors' names or book titles

**Description:** Create a summary of what your list contains.

**Add tags:** This allows you to add keywords that help others discover your list.

**Add Your Book:** This is the core of your list. You can add anything from the book listings on Goodreads; (you can add books from your Amazon account too)

"I added my book *Fireflies* to a bunch of lists on Goodreads, and I was fortunate

enough to have it voted as the number one spot on the Indie Fantasy List," said P.S. Bartlett, author of *Fireflies* and *The Blue Diamond*.

"A review is worthless unless you say what you really think," said Neina Campbell, author and reviewer on Goodreads. She went on to say, "I think the best reviews come close to capturing the 'qualia' of reading a book, and portraying what it meant to you."

"I never knew about Listopia and have now added my book (*Chocolatour*) to an existing list about Chocolate books and have created a new list," said Doreen Pendgracs, author of *Chocolatour*.

According to Lisa Ruefenacht, writer at PCmag.com, "Goodreads expands your literary community, it's easy to use, and the recommendations come from your friends not from an automated database."

Most authors are unaware of this inexpensive and valuable promotional service but should become familiar with it. By creating a list, and adding their own book, the author should also add their competition to the list. It is ideal for the author to create a list with his or her book listed along with the genre competition before someone else creates a similar list without that particular author's book listed.

"If you're a big reader with a circle of friends who are too—or if you're looking for a like-minded community—you owe it to yourself to check out Goodreads," adds Ruefenacht.

Interesting details to note about Listopia lists are as follows: First, the lists are public, everyone can vote on them so it is important to create a generalized title rather than a personalized one. For example, instead of "Denise's Favorite Cook Books," title it as "Delicious Cook Books." Second, if a list already exists, they will be eventually merged together. Third, capitalize all list titles. Last, the Goodreads user can only create one list per day.

Whether you are a well-known author or self-publishing your first book, Listopia is an economical way for you to promote your book.

**The Bottom Line:** Listopia gives authors free exposure leading to more sales and recognition. Make a Listopia list TODAY! If you don't want to do it, ask your friends to create a list and include your book.

### **[About Book Publicist Scott Lorenz](#)**

Book publicist Scott Lorenz is President of Westwind Communications, a public relations and marketing firm that has a special knack for working with authors to help them get all the publicity they deserve and more. Lorenz works with bestselling authors and self-published authors promoting all types of books, whether it's their first book or their 15th book. He's handled publicity for books by CEOs, CIA Officers, Navy SEALs, Homemakers, Fitness Gurus, Doctors, Lawyers and Adventurers. His clients have been featured by Good Morning America, FOX & Friends, CNN, ABC News, New York Times, Nightline, TIME, PBS,



LA Times, USA Today, Washington Post, Woman's World, & Howard Stern to name a few.

Learn more about Westwind Communications' [book marketing](#) approach at <http://www.Book-Marketing-Expert.com> or contact Lorenz at [scottlorenz@westwindcos.com](mailto:scottlorenz@westwindcos.com) or by phone at 734-667-2090. Follow Lorenz on Twitter [@aBookPublicist](#)

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Please paste this little blurb—perhaps with a little endorsement—in your newsletter or Web site: "To subscribe to Sharing with Writers send an e-mail with SUBSCRIBE in the subject line to [HoJoNews@aol.com](mailto:HoJoNews@aol.com) or go to [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com) for an auto subscribe box." Let me know you did and tell me what I can do for you in a Resources for Readers section of my Web site. [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

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**Tip:** Do you use earbuds to listen to music as you write? Or to listen to podcasts on publishing as you work in the yard? The *LA Times* rated earbuds that cost under \$40 and picked [Brainwavz Delta](#) as "the only headphones under \$25 that doesn't sound like cheap headphones." In fact, they call them "fantastic." Listening to their description of the sound, frugal me is tempted to buy a new pair even though I don't need them!

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This is Here is the only site I know that can help novelists, screenwriters, and playwrights get noticed by directors and producers. It's BooksToFilm and it's run by iFOGO's Gene Cartwright. It isn't as frugal as I'd like, but there are times it pays to spend a little to give our work a chance at the bigtime. [http://www.ifogo.com/buy/order\\_chj.html](http://www.ifogo.com/buy/order_chj.html).

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**TIP:** You're going to love this resource! It's a newsletter with tons of information you can use for your writing career, and it will put you in contact with hosts of a radio show you might query for an interview! Every issue of the Writers Tricks of the Trade e-Zine is packed with practical advice articles about the craft and business of writing that you can use right away. Written by writers and those in the publishing industry who have "been there, done that." You will also find resources, conference listings, industry news and more. The Life Story feature is always open for submission of a 500-1000 stories about something dramatic, "warm and fuzzy," funny or inspirational. If you want to be on the MailChimp mailing list for the WTT eZine and radio show, go to <http://eepurl.com/PXDjf>. You can also subscribe directly on the e-Zine site.

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If you really want people (like me!) to repin the cover of your book or other of your book-related pins, you should have a board dedicated to your own work. That doesn't mean you can't pin you book cover on your other boards when they fit the theme, but consider the difficulty those who want to help you promote will have finding them if they can't go to a designated board—for either all your work or for pins related to your individual titles. If you need examples of how to do that, check my board at <http://pinterest.com/chowardjohnson>.

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**Tip:** Penny Sansevieri did a Webinar on making Amazon work better for you by using a more competitive category selection:  
Here's an endorsement from one of the attendees: "...I wanted to thank you for the webinar on Monday. I did the steps you showed us and I went from being in the 700,000 ranking to being 473 in just one day. You are amazing and keep doing what you are doing." - Webinar Attendee. You can watch it here: <https://youtu.be/uYXZrDqfdZ4>

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Are you confused about how to credit facts or quotes when you write articles or nonfiction? Check out my *Frugal, Smart and Tuned-In Editor* blog: <http://thefrugaleditor.blogspot.com/2010/10/q-la-ann-landers-academic-accreditation.html> or the new edition of *The Frugal Book Promoter*, [www.bit.ly/FrugalBookPromo](http://www.bit.ly/FrugalBookPromo). Most new writers are under the impression that that they always have to get permission to print a quote. This makes writing an article needlessly onerous. See guidelines in *The Frugal Book Promoter*, too

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## Author Successes

Only subscribers' successes are listed in this section. Thus, I do not pick up news from general media releases for there is usually no way for me to know those releases come from subscribers. If you have an Author Success story, please identify yourself as a subscriber in the subject line of your e-mail. Something like: "MEDIA RELEASE: Subscriber's Success." Do peruse these successes so you'll have an idea of what to submit when you have a big success. In fact, read them in any case because you will find resources for publishers, contents, awards, that can make a difference for your own book. You may even find a book for your own reading pleasure.

## Marc Estes Shares Charity Driven Promotion

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. . . for the release of his new novel:

Do You Know the Secrets of the Vendicatori?



*Now is your chance to get in on the secrets and enjoy the
Award-Winning Vendicatori Series*

*While at the Same Time Helping
[The Trevor Project!](http://www.thetrevorproject.org)*

*From July 1st -September 30th, 50% of the Royalties for ANY Vendicatori
Novel will be Going Directly to this Incredible Organization!*

Go to <http://marcestes.net> for details

Small Press Celebrates Mark Twain's Calaveras Country

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Manzanita Writers Press is launching the first new regional Mark Twain book in decades that focuses on Mark Twain's 88 days in the Mother Lode and how that inspired his literary career with the story of the jumping frog that couldn't jump. Order it at [https://squareup.com/market/calaveras-arts-council-slash-manzanita-writers-press?square\\_lead=button](https://squareup.com/market/calaveras-arts-council-slash-manzanita-writers-press?square_lead=button)

The same press published a book that I contributed to called [A Taste of Elegance: Wine, Cheese and Chocolate](http://www.amazon.com/Taste-Literary-Elegance-Cheese-Chocolate/dp/099080190X/ref=sr_1_1?s=books&ie=UTF8&qid=1439005708&sr=1-1&keywords=Manzanita+Writers+Press): [http://www.amazon.com/Taste-Literary-Elegance-Cheese-Chocolate/dp/099080190X/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1439005708&sr=1-1&keywords=Manzanita+Writers+Press](http://www.amazon.com/Taste-Literary-Elegance-Cheese-Chocolate/dp/099080190X/ref=sr_1_1?s=books&ie=UTF8&qid=1439005708&sr=1-1&keywords=Manzanita+Writers+Press). It makes a great gift for a host.

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Authors always welcome new endorsements from their readers, especially when they are unsolicited. Here is one Rey Ybarra, author of [Shark Tank Winners](#), sent to me: "Carolyn Howard Johnson, has been an inspiration to me over the years! I am amazed at how she has stayed atop the world of publishing with her "Frugal" book series that continues to help authors navigate the waters of the ever changing world of publishing." Why not gift a favorite author with a blurb and permission to use it right now?

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**You Won't Believe:** *Time* magazine assures us that the working title for Peter Benchley's *Jaws* was *What's That Noshin' on My Laig?* Only *Time's* credibility forces me to believe it, but it shows us how easily even smart authors can go astray—or change concepts midstream.

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Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If you need an e-book but don't have a Kindle, just go to any Kindle book page look for the buy options. [You may find a widget there offering a free app to make your download easier.] Choose Kindle. After you've done that, the site gives you several options or platforms for that book so you can buy the e-book for yourself or to send one as a gift to someone else whether or not you (or they!) have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*, <http://amzn.to/14OCk0W>.

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[Q&A A La Ann Landers](#)

## A Two-Fer Book Tour

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QUESTION

Hi Carolyn,

I trust this finds you well.
I'm so chuffed with your newsletters and what I've learned, that I asked a young Nigerian lady who asked me to mentor her with regards to writing, to subscribe to your newsletter without delay. She said she's done so and received a message from you, indicating that she would receive this month's newsletter soon :)

I'm reading up some material on virtual book tours that Nikki Leigh sent me - I contacted her after coming across her details in *The Frugal Book Promoter* - and I have a question. Is it possible to publicize more than one book on a blog tour?

I'd already planned on a virtual book tour for the upcoming trilogy of a series aimed at teenagers that I'm writing. I am fairly confident (with what I've gleaned and implemented from both *The Frugal Book Promoter* and Nikki's material) that I don't need to hire a coordinator. However, if I have other books coming out around the same time as, or just after the trilogy, would it be frugal or foolhardy to attempt to book the slots in the same blog tour?

Kind regards,
Chioma Nnani

Award-winning Author of FOREVER THERE FOR YOU.

BEFFTA (Black Entertainment Film Fashion Television & Arts) Award nominee, "Best Author" Category.

Creator of the "Fearless Storyteller Course" at <http://smnr.me/nkq4hn>

Guest-blogger for "Africa Business Communities" - www.africabusinesscommunities.com

Website: www.chiomannani.com

Email: info@chiomannani.com

Facebook: www.facebook.com/ChiomaEstherNnani

Twitter: www.twitter.com/ChiomaNnani

Wikipedia: https://en.m.wikipedia.org/wiki/Chioma_Nnani

ANSWER

Chioma:

Well, this is a first as questions go.

Sure, I think it would be possible to do this. But I think it would be better if you can think of a theme or angle that relates to both books if you want to make it a true two-fer. There are other ways to do it that will still save you time but give two very disparate books their own spotlight which would probably be less confusing for your reader and therefore result in more click through sales of each separate book. It would also work better if you plan to provide articles or pre-planned interviews for the bloggers rather than expecting them to read and review two whole books.

Here are things you might consider combining

1. Write a query letter for the bloggers you'll be approaching with a focus on one book and then at the end suggest a back-to-back book tour week. Quickly explain the advantages (benefits!). You could mention that doing so would help her fill her blog post schedule in advance during a season that is notoriously busy (like back to school or December holiday season).
2. Do something similar with the folks you approach for a give-away or prize. Advantages for that would be repeated exposure for the product they donate. Repetition is always a plus when it comes to marketing.
3. You could use the same template for your Web site book tour promotion but install it in two places on your site—each with a different domain name of its own.
4. You can use the same template for your blog tour media release (which you should be doing anyway) and just change out the tour details. It would be to your advantage to send them out separately, say a week apart.

5. You will probably think of other things you could combine. At any rate, you'll find that once you have done one online book tour, the second will be easier anyway.

One of the things you may be overlooking, though, is the advantage of using Nikki Leigh or one of the other blog tour managing services I mention in *The Frugal Book Promoter* for your first tour. The reason? Her rolodex of bloggers who are open to blog tours and guest posts will be forever yours to use with future blog tours and it will save you tons of time researching blogs the first time and forever more. In fact, you could take that original list and casually add to it for future tours as you run across prospective bloggers.

PS: I am assuming you are referring to an online book tour. If you are doing a bookstore tour like some of the ones I talk about in *The Frugal Book Promoter*, I can see huge advantages in terms of stretching your traveling dollar. I would imagine, though, that each appearance would need to focus on a specific book and that you would meet reluctance on the part of any given bookstore or retail outlet to feature you as the author twice in short succession. In that case maybe you could combine events in the same city or area by doing a workshop at a retail venue and a reading at a bookstore in the same city.

CHJ

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Book Proposal Help: *The Great First Impression Book Proposal: Everything*

You Need To Know To Sell Your Book in 30 Minutes or Less is now an e-booklet (\$2.99) or paperback booklet (only \$6.95). The perfect giftlet for nonfiction and even some fiction writers. Find it at <http://bit.ly/BookProposals>

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Opportunities

Free Book Fair Opp: New Fair Dedicated to Children's, YA Authors

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The Utah Humanities Book Festival is devoting a day to children's and YA lit on October 10<sup>th</sup> at the Viridian Event Center in West Jordan, Utah. They are looking for more authors/publishers who'd like to have a table. Space is free since this first year is just an experiment to see how it goes.

Here is the link below to learn more and the form is attached to sign-up. Subscriber and children's author Virginia Grenier will be there and I'll put you in touch if you'd like to talk to her. <http://www.utahhumanities.org/index.php/Center-for-the-Book/book-festival.html>

### **Huge Library of Congress Book Fair**

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15th Annual Library of Congress National Book Festival Coming Sept. 5

*Free Event at the Walter E. Washington Convention Center
Offers Array of Activities*

This is arguably the most varied and supported book fair I have seen, perhaps because it's at the Library of Congress (LoC). Even if you must miss this year's fair, it will be worth it to research what they have going to see how you might promote your book there in the future. The AARP even has its fingers in it.

For those who would like to present or be featured, the best way to do that is add a trigger to your calendar to send a query letter to one of the principals listed below in about November or December. I'm not sure if this is the same fair founded by Laura Bush when she was first lady that was held on the Mall, but if they are two different fairs, so much the more opportunity for us authors!

CONTRACT INFORMATION:

Press contact: Gayle Osterberg, (202) 707-0020; gosterberg@loc.gov

Public contact: Center for the Book (202) 707-5221; cfbook@loc.gov The 15th National Book Festival will be held at the Washington Convention Center from **10 a.m. to 10 p.m. (doors open at 9 a.m.) on Saturday, Sept. 5**. The event is free and open to the public. More information is at www.loc.gov/bookfest/. President Barack Obama and Michelle Obama are the honorary chairs of the event. The distinguished benefactor of the festival is David M. Rubenstein. Rubenstein also funds the Library of Congress Literacy Awards Program.

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Social networking is one of the best ways to make valuable contacts and build a list of readers. Join me on Pinterest. You pin one of my book covers on one of your bulletin boards and I'll pin yours on one of mine. <http://Pinterest.com/chowardjohnson>

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Audio Gift for SharingwithWriters Subscribers

Valerie Allen Offers Freebie to SWW Readers

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Valerie Allen's novel, *Suffer the Little Children*, is now an audio book, available on Amazon, Audible, and iTunes. <http://amazon.com/dp/B01369MDYC>

For a limited time, she is offering this novel free to SharingwithWriters subscribers. Email her at [VAllenWriter@cs.com](mailto:VAllenWriter@cs.com) and she'll send you the code you need.

*Suffer the Little Children*: "While evaluating a young boy accused of murder, psychologist, Dr. Allyson Freemont, unravels a cycle of domestic abuse, forcing her to confront her own haunting emotional issues. Confounded by love and hate, those involved with this boy risk all to save him from self-destruction."

**Do-It-Yourself Videos: A Frugal Book Promotion Tool**

## Silicon Valley Techy (And Poet!) Offers Video Advice

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Author Samantha Fernando is using a promotional video for her new Inspirational poetry book – [RADIANT ROSES](#)

Samantha is a corporate communications professional in the Silicon Valley, and she says, “We find that videos make the most impact on our audiences—especially when the expected result is for employees or customers to take action” – Being a techie and a poet, she uses technology to promote her poetry.

If you are an Author you probably already have a Blog or Website – Do you have a YouTube Channel? Upload your book previews, poetry readings and share, share, share.

Amazon Author Central offers a great way for Authors to share video updates and book promotions. So upload your videos there too and showcase your work.

Here are some video making tips for Authors from Samantha:

1. Write a short engaging script – practice out loud before you record your sound
2. Select your text content – an excerpt from your book and any key messages to display
3. Take plenty of photos and pick the best visuals for your message OR record the message as a video
4. Keep the color theme aligned with your book cover
5. Pay attention to the transitions between images – keep it simple and smooth
6. Select appropriate intro and closing music
7. End with a prompt for action - where to find more information or how to buy your book etc.
8. Play and replay before you upload
9. Before sharing: Test your video on all platforms & devices – Windows/Mac, Mobile AND all Internet Browsers – IE, Firefox, Chrome, Safari
10. In addition to sharing the Link to the video, copy the “Share -> Embed” HTML code from YouTube to play the video on your website/blog

Samantha used Apple iMovie to create her video. Take a look at her Book Preview here:

<https://www.youtube.com/watch?v=eom9vM7CY8Q>

Note: While you’re there, won’t you leave a “like” for Samantha? We’re authors sharing with authors here.

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Frugal. Free is always frugal. It's my Resources for Writers pages at <http://bit.ly/CarolynsResources4Writers>. Browse for tips on every page, read how-to articles, and get lists and other resources you really cannot do without!

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Tip: Regardless of what you've been hearing, Smashwords' research finds that longer e-books sell better than shorter ones. It isn't hard to discern the reasons this may be. Longer may tell readers they're getting more of a real book that merely a white paper or brochure and that idea suggests quality—that an author has put more of her talent and passion into the book.

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You'll love the information on blogging for authors that Phyllis Zimblar Miller and I wrote with fiction writers in mind--see <http://www.fictionmarketing.com/bloggng-chapter-excerpt/>. Phyllis is also the author of the e-book TOP TIPS FOR HOW TO PUBLISH AND MARKET YOUR BOOK IN THE AGE OF AMAZON at <http://www.amazon.com/Tips-Publish-Market-Your-Amazon-ebook/dp/B009RBJW3E>

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Tip: Don't neglect enhancing your book with elements in the back matter that can drive sales of your other books and allow your readers to find you on your favorite social media sites.

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I believe in learning from successful authors via newsletters and online streaming. Morgan St. James is launching a Blog Talk Radio show, *Writers' Tricks of the Trade*, with co-host Dennis N. Griffin. It broadcasts on the 2nd and 4th Wednesday of each month. My time with Morgan and Dennis is archived at <http://bitly.com/WTTjan14show>.

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On Poetry

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This is a running feature for the poets among us and those who would like to try writing poetry but feel . . . well, inadequate about the writing or the promotion. Please send in your poetry tips and resources for this section to [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

## Poet Successes

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Patricia Crandall has a new book out: *I Passed This Way* is a second printing of a book of published poetry descriptive of the four seasons published by Troy Book Publishers. It takes you through a winter wonderland, a spring rebirth, summer fantasies and the vivid colors of autumn. The dedication is a poem to Babcock Lake, a special place in the Grafton Mountains to live and visit.

<http://tinyurl.com/nf3mf97>

A Resource for Building Credits

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I like *Cyclamen and Swords* as a way for poets to build credits. They publish the



poems of more than 50 poets four times a year. They can do this because online space is not a premium like paper is for traditional publishers. My poem recently published there is inspired by the Cassini space probe:  
[http://www.cyclamensandswords.com/poetry\\_aug\\_2015\\_1.php](http://www.cyclamensandswords.com/poetry_aug_2015_1.php)

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A general marketing rule is that a product must be seen seven times before it is purchased. That is just as true for books (because they are products, like it or not!). Let people see that book cover image! To do that, you are invited to advertise as a site sponsor at [www.howtodoitfrugally.com/advertising.htm](http://www.howtodoitfrugally.com/advertising.htm) for only \$35 a year. Yep, the frugal way! Click on the Advertising tab at the top of the page or contact me personally at [hojonews@aol.com](mailto:hojonews@aol.com).

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**Tip:** Want to know more about all kinds of writing and promotion issues? Penny Sansevieri's *A Marketing Expert Newsletter* now has a new look. I promised a few issues ago that I'd share with you my top newsletters and this is one of them. In fact it's better than ever. Subscribe at <http://www.amarketingexpert.com>

**Quotation:** I naturally love that Mark Coker, founder of Smashwords said, "Spend frugally. Your sales will always be uncertain, but your expenses can be controlled." He suggest bartering for professional services if you need help you aren't sure your book sales will cover.

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Find info on entering contests and some of my favorite, accessible contests in the Writers Resources section of my Web site's myriad of writer helps at <http://www.howtodoitfrugally.com/contests.htm>.

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## Thank You

These are, indeed, thank yous but it occurs to me that many Sharing with Writers readers may not be using them as resources. Often the blogs, newsletters, Web sites, and other entities mentioned are perfect vehicles for exposing your books to new readers. It is up to you to click or copy and paste to see which might be suitable—and for inspiration on how to make what you do a match for them.

## Thanks to JohnMichael Simon . . .

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. . . for choosing my poem "Touching One Another" for a coming issue of *Cyclamen and Swords*. John is Editor of this accessible and respected online journal. [Cyclamen and Swords](http://www.cyclamensandswords.com) also publishes chapbooks.

Thanks to Midwest Book Reviews . . .

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. . . for adding the link to my #SharingwithWriters blog to their resource page for helpful blogs. You can use this list (<http://www.midwestbookreview.com/links/bookblogs.htm#linkstoblogs>) and others on their

site for everything from getting reviews to book promotion.

## Thanks to Marlan Warren . . .

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. . . for her review of the second edition of *The Frugal Editor* at her *LA Then and Now* blog: <http://losangelesnowthen.blogspot.com/2015/07/you-have-to-be-this-smart-to-read-this.html>. You'll want to put her on your list of reviewers (I see she reviews fiction, too, and she also reviews at [Roadmap Girl Bookbuzz](#)). By the way, if you write reviews, you might want to study her blog. She makes sure that readers will find her reviews more useful than most anything the big journals publish and more complete than most bloggers do.

Thanks to CompulsiveReader.com . . .

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I am not only thanking Magdalena Ball, owner of the review Web site [Compulsive Reader](#), but also suggesting that you copy and keep the address of this site to query for your own reviews and for your own reading pleasure. She also has a free newsletter you can use to keep up on new literary releases. She joined the effort to let her reading and writing audience know the value of the second edition of *The Frugal Editor* by publishing an [interview by Kelly Klepfer](#) and a [review by Marlan Warren](#).

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Are you an ampersand fan? Chaz DeSimone designs a free series of art prints & posters featuring "the ampersand as fun & fabulous art. A new edition is released each month. Each is entirely different, creatively & professionally designed, & each is associated with the ampersand & by extension, our love of writing. Each comes with directions for printing, & framing to make each into a keepsake. To subscribe and view all Chaz's past poster designs go to: <http://amperart.com> By now he has covered so many themes, one is sure to be perfect for you or a friend.

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### An Itty-Bitty Column on Writing

## Make

## A "Writer-Dori" to Help You Stay Organized

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By Mindy Phillips Lawrence

I just discovered the Midori Traveler's Notebook and realized how nice it would be to convert it to a tool for use in writing. In fact, it is easy to make one of these and customize it, therefore making it a frugal asset.

A Midori Traveler's Notebook is a flexible leather bound journal that originated in Japan originally. Midori means "green" in Japanese, but they needn't be green. Sections of this system can be filled on a trip then removed and archived afterward. A fresh notebook is then placed inside the leather cover and the whole system is ready to go again. People value them for their flexibility and how the system regularizes an archive making it easier to find what you need and easier to fit into any space given over to the archive.

A bit of research showed me that a handmade Midori is called a Fauxdori. Some people even use their names for them, for instance, mine might be called a MindyDori (or MinDori). Aside from the name, the important part is how easy they are to make and how flexible they are to use.

Here are the components of a fauxdori:

- The cover is usually a smooth, flexible piece of leather. If you can't find leather, covers have also been made of felt, vinyl, and other smooth and flexible materials.
- You need several pieces of elastic in color(s) to match your cover.
- You'll need a ruler and a pencil.
- You'll need a hole punch or awl to make small holes in the cover.
- You'll need a utility knife or something similar to cut the leather or other material to the proper size.
- You'll need three notebooks, each one stitched or stapled in the middle, they should be a bit smaller than the cover to fit inside it. You can easily make these.

And that's about it. There are two popular sizes of this flexible tool: Passport size (6.1" x 4.5") and regular/standard size (8.25" x 4.5"). Your cover will flop over the inside notebooks a little and will be secured by means of an elastic band.

You can choose any kind of notebooks to fit inside, but I suggest one with lined paper, one without lines, and one set up for names, E-mail addresses. When one notebook is full, take it out and file it. Add a fresh notebook inside your fauxdori cover and write on! Enhance your notebook by decorating it anyway you like.

Below are several tutorials on how to make these. I actually came by a small piece of leather and am making a passport size notebook I am calling a ZenDori. Read the Web sites and watch the YouTubes below and enjoy being creative, frugal, flexible, and organized.

LINKS

SeaLemon: How to Make a Traveler's Notebook

<https://www.youtube.com/watch?v=FLSMtL6NQXo>

Ray Blake: Making your own Midori-style Traveler's Notebook

<https://www.youtube.com/watch?v=hCYAnmQnn6w>

Making Your Own Inset Booklets for the Midori Traveler's Notebook

<https://www.youtube.com/watch?v=uW6V4iZrndM>

Jennifer Harvey: How to Make a Fauxdori

<https://www.youtube.com/watch?v=ISkuC04p1KQ>

InspiredBlush: Making Midori Inserts on WORD

<https://www.youtube.com/watch?v=6ul3dxtGSBw>

Midori Traveler's Notebook, a Man's Perspective

<https://www.youtube.com/watch?v=6ul3dxtGSBw>

Hannah: A Beginner's Guide to Faux Doris

<http://www.soobsessedwith.com/2015/04/guide-to-faux-doris-inserts.html>

Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on an e-book edition of the best of her Itty Bitty columns originally published in Carolyn Howard-Johnson's SharingwithWriters newsletter. Find her at www.mplcreative.com
Subscribe to the newsletter and get a free e-book on wordtrippers at <http://howtodoitfrugally.com>.

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I have a series of retail books that authors could benefit from. The reason? Authors are retailers, too. They must sell their books. But A Retailer's Guide to In-Store Promotion will be especially valuable because it will give authors insight on how to convince retail outlets that a partnership (like a book signing, workshop or seminar) with them will benefit their bottom line. Find this book at www.bit.ly/RetailersGuide or more about the whole series at www.howtodoitfrugally.com/retailers_books.htm

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Tip: Linda Barnett-Johnson published my article on how the Web is affecting us authors—in this case the disappearing hyphen. You can see it here: <http://lindabarnett-johnson.blogspot.com/2015/08/why-authors-should-know-about.html> ~ Linda is the owner of [BJ'S GIFTS](http://www.bjsgifts.com) - a place for author discounts and writing supplies. There are daily price changes. She says, "I'm here to make your life easier." Why not "like" her Facebook page: <https://www.facebook.com/BJSGIFTS>.

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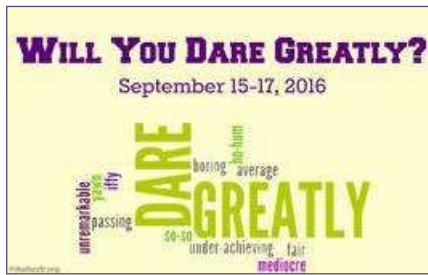
For a nominal fee your ad could go here (or in a similar position between sexy red lines). It's something new. Heretofore all content in this newsletter has been printed at no charge and I will continue to do that for subscribers. Sponsored ads will be marked "Sponsor." Or I can tweet to my 20,000 plus Twitter followers, also marked sponsor. E-mail me at hojonews@aol.com with SPONSOR ADS in the subject line for a quote and help choosing what is best for your title. This is a way to accommodate authors with services that they need frugally.

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Carolyn's Appearances and Teaching

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**New!** 📖 As a guest on a panel, I'll tell you about a few of the smart moves I made with Indie publishing and a few of the grand mistakes I made, too. The subject of the panel is the "Pleasures and Perils of Indie Publishing." Produced and moderated by [Robin Quinn](http://www.robinquinn.com) for PALA ([Publishers Association of Los Angeles](http://www.publishers.org)), the event will be at the Veteran's Memorial at 4117 Overland Ave. in Culver City, CA. There is free parking at the corner of Overland and Culver City Blvd. It is on Wednesday, September 16 at 7 pm. Free for PALA members, \$15 for nonmembers. Contact Sharon Goldinger at [pplspeak@att.net](mailto:pplspeak@att.net) with questions.



**Coming in 2016!** 📖 I will present at Judith Briles' "Dare Greatly" in Denver. The conference is Sept 15-17, 2016. Watch for more in this space but start making plans now! Reach Dr. Judith Briles at [judith@briles.com](mailto:judith@briles.com).

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## Wordstuff™

## Something to Make Writers Smile

Some believe that those who can understand and make up puns are using the highest level of language development. Some say that studies have proved that. And besides, writer love them! This is one of the winners in the International Pun Contest.

Two Eskimos sitting in a kayak were chilly, so they lit a fire in the craft. Not surprisingly it sank, proving once again that you can't have your kayak and heat it too.

### Essential Book and Record Keeping:

This is the place to share with others and learn from others.

Although I do attempt to verify information used within this newsletter's pages, *Sharing with Writers* does not guarantee entities or information. Subscribers should research resources.

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

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

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## Ordering Information

### The HowToDoItFrugally Series for Writers



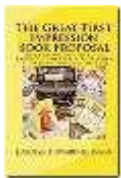
*Frugal Book Promoter: How to Do What Your Publisher Won't*

Order as a paperback or e-book:

<http://bit.ly/FrugalBookPromo>



*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success Order for e-book or as paperback: <http://bit.ly/FrugalEditorKind>*



*The Great First Impression Book Proposal: Everything You Need To Know About Selling Your Book in 30 Minutes or Less Order for paperback or e-book:*

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

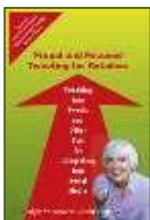
For paperback or e-book: <http://bit.ly/Last-MinuteEditing>

### The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)

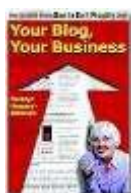


*A Retailer's Guide to Frugal In-Store Promotions: How To Increase Profits and Spit in the Eyes of Economic Downturns with Thrifty Events and Sales Techniques Order from Amazon in paperback or e-book:*

<http://bit.ly/RetailersGuide>



*Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media Order paperback or e-book from Amazon: <http://bit.ly/RetailersTweet>*



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

Sponsored by Gift Shop Magazine <http://giftshopmag.com>

To order paperback or e-book: <http://bit.ly/RetailersBlog>

## **Carolyn's Fiction and Creative Nonfiction**

*This Is the Place:* <http://bit.ly/ThisIsThePlace>

*Harkening: A Collection of Stories Remembered:*  
<http://bit.ly/TrueShortStories>

## **Carolyn's Poetry**



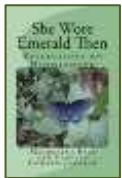
Find Magdalena Ball's and my poetry fanpage at  
<http://facebook.com/CelebrationSeriesPoetryChapbooks>



*Cherished Pulse: Unconventional Love Poetry.* Coauthored with Magdalena Ball

Order e-book: <http://bit.ly/CherishedPulse>

In print to be used as a greeting card or booklet  
<http://bit.ly/CherishedPulse>



*She Wore Emerald Then: Reflections on Motherhood,* a chapbook of poetry. Coauthored with Magdalena Ball. To order paperback, Kindle, or e-book: <http://bit.ly/MothersDayKind>

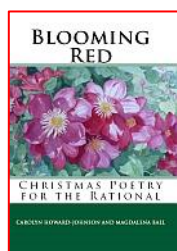


*Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions.* Coauthored with Magdalena Ball To order as an e-book or paperback: <http://bit.ly/Imagining>



*Deeper into the Pond: A Celebration of Femininity,* Co-Authored with Magdalena Ball. Artwork by Jacquie Schmall To order as an e-book or paperback: <http://bit.ly/DeeperPond>

*Blooming Red: Christmas Poetry for the Rational*  
Coauthored with Magdalena Ball. Artwork by Vicki Thomas  
USA Book News finalist, Silver Award from Military Writers' Society of America  
To order e-book or paperback: <http://bit.ly/BloomingRed>



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](mailto:HoJoNews@aol.com).



*Sublime Planet*, a full book of poetry celebrating Earth Day.

Coauthored with Magdalena Ball. Photography by Ann  
To order paperback or e-book: Howley. Proceeds go to the  
World Wildlife Fund. <http://bit.ly/SublimePlanet>



*Tracings*, a chapbook of poetry (Finishing Line Press)

<http://bit.ly/CarolynsTracings>

## Contact Information

### Websites

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>