

**Find back issues of SharingwithWriters newsletter**

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 copyedited by Mindy Phillips Lawrence ~ [mplcreative1 \(AT\) aol \(dot\) com](mailto:mplcreative1@aoi.com) ~ <http://mplcreative.webs.com> also tell writers to be patient with other writers when they make editing boobos. We're all human. This newsletter is issued every other week (except when I'm traveling or on deadline). It's long, but I promise you it's full of resources you can use. This newsletter is powered by AuthorsDen.com.

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- ~Feature: Storytelling on Pinterest
- ~Feature: Getting the Best of the Best Blurbs
- ~Feature: The Craft of Writing: On Your First Sentence and the Use of Metaphors
- ~Q&A: Just why should one be on Google +, too?

## 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 special help for fiction writers:

<http://fictionmarketing.com>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

For a fun way to get our cover images on Pinterest, you pin one of my book cover images and I'll pin yours:

<http://Pinterest.com/chowardjohnson>

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## Note from Carolyn

Dear Subscribers:

This is a brag, but it's also a lesson in sometimes breaking the rules. And about how my mother's creed that "You never know if you can do something unless you try," is true. And, then, it's about YOU.

My husband sent me a little news story in the local paper about a search by our city's library and its Arts and Culture Commission for people with careers in the arts. I let it sit on my desk a tad too long. When I finally saw it, I told him I'd missed the deadline. He said "So??? By a couple of days!"

Then I started looking at what they needed/wanted for applications. Yeesht. Videos. Trailers. Media kits. And a ton more. So then I started thinking, well...never mind. I mean, it would take days to assemble them all. And, you know, my videos are dated...and on and on. Excuses.

Then I started thinking about the stuff I tell all of YOU! So I just rounded up what I had (well, yeah! I had the media kit, of course!) and sent it. That's it. No crossed fingers. No expectations. No nervous breakdown. Just the essentials.

And, now. Ta da! I am a Diamond! Those of you who are local are invited! You do need to RSVP. Apart from that, it's f r ~. And I'd love to see you.

## 2013 Diamond Awards for Achievement in the Arts

Monday, April 29th  
6:00 - 9:00PM

Glendale Central Library Auditorium  
222 East Harvard Street  
Glendale 91205

*This is a free event for honorees and guests.*



Please join the City of Glendale, Library Arts & Culture Department and the Arts & Culture Commission in recognizing this year's honorees:

Ruben Avoian Young Artist  
Srboohie Abajian Artist  
Glendale Art Association Art Organization  
Seroon Yeretian Lifetime Achievement  
Xpress Art Center Community Partner - Business  
Carolyn Howard-Johnson Community Partner - Individual

Reception will include awards program, refreshments & live music. Parking is available in the Marketplace Garage located on Harvard Street (3 hours free).

Please call (818) 548-2030 for more information and to RSVP.



And, oh yeah! Did you notice? There are refreshments.

**Joy, Happy Writing, Editing, and Promoting in the New Year!**

**Carolyn**

**PS:** Please **nominate** *SharingwithWriters* blog (<http://sharingwithwriters.blogspot.com>) or my Web site for its Writers' Resources section ([http://howtodoitfrugally.com/write\\_better.htm](http://howtodoitfrugally.com/write_better.htm)) for Writer's Digest 101 Best Websites award if you find either valuable. They are now accepting nominations for next year's list. To nominate either for 2013, please send your nomination to: [writersdig@fwpubs.com](mailto:writersdig@fwpubs.com) with "101 Websites" as the subject line. Thanks so much!

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Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out *Cherished Pulse* ([www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)) (\$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! ([www.budurl.com/Imagining](http://www.budurl.com/Imagining)) (\$6.95). *She Wore Emerald Then* ([www.budurl.com/MotherChapbook](http://www.budurl.com/MotherChapbook)) (\$12.95), for mothers and other women, *Deeper in the Pond*, for the feminists in your life—both men and women ([www.budurl.com/DeeperPond](http://www.budurl.com/DeeperPond)) (\$6.95) and *Blooming Red* ([www.budurl.com/BloomingRed](http://www.budurl.com/BloomingRed)), 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](mailto:HoJoNews@AOL.com). All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me.

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## Letters to the Editor

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**I got many letters similar to this one, so do know that I appreciated all of them!**

Carolyn,

My newsletters stopped coming a few months back and I've been too busy to let you know. I've always enjoyed your advice and publishing know-how. I want to get these newsletters regularly, so if there's a way to do so again, please let me know. I save every one of them and frequently go back for gems I've overlooked.

Thanks so much,

Claudette

Claudette J. Young  
Academy of American Poets,  
Writers-Editors Network, AWAI,  
Member of ICL, Wordsmith Studio,

Children's Writers Network,  
Children's Writers & Illustrators

**Note:** The technical aspect of sending out a newsletter while I try to avoid the fancy (and less frugal) HTML services has been giving me fits. I'm finally glad to be back—on my own terms. To clarify my "own terms": Expensive and rule-laden aren't necessarily the most effective or useful.

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Endorsement: "Your book is a tremendous help to me as a first time published author, and the discount for Display Stands 4 You in the back of the new edition was very nice too."~Ginger K. King, cookbook author, blogs at <https://corkandforkblog.wordpress.com/>

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**In the News:** *The LA Times* reports that Facebook is working on a hashtag feature (you know, those little tic-tac-toe symbols) that will help folks tease out the wheatberries from the chaff in your updates. So instead of having to watch for my #FrugalBookPromoTips or scroll down until you find them, you'll be able to call them up in an instant. And, even better, when you feed your tweets to Facebook, the hashtags in them won't be just so much clutter.

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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 f r ~ ~. Submission guidelines are in the left column at [www.TheNewBookReview.blogspot.com](http://www.TheNewBookReview.blogspot.com).

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**Tip:** Have a variety of blurbs about your book ready--long, short, different slants, excerpts--and keep them together for a quick and easy choice when you need one to post or submit. (I put my book info in one email and file it).  
~Submitted by Joy Smith who has other media tips at <http://pagadan.livejournal.com/>

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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 it so I can do something similar for you on my Resources for Readers page at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

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**Quote:** "Publish something that's been edited often, and by someone who knows how to edit a book and isn't afraid to tell you things you may not want to hear." ~ Penny Sansevieri

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This 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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#### Feature

### **Pinterest: A Feature Told with Images**



This image is a fave of mine. It comes from Author Janet Jenssen's bulletin board called "Books." It comes with this explanation: "The Heart Book" (Denmark ~ 1550) The Heart Book is regarded as the oldest Danish ballad manuscript. It is a collection of 83 love ballads compiled in the beginning of the 1550's in the circle court of King Christian III. (Novel Nerds, Facebook)"

I'm including this because it's an example that Pinterest isn't all about pretty. It is a dandy marketer and can be a good storyteller, too. They just introduced a new update that can help with both of those efforts. Find me at <http://Pinterest.com/chowardjohnson>; if you pin one of my book covers, I'll pin one of yours. That can go on ad infinitum for a nice little cycle of exposure for our books.

CHJ

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My blog, *War, Peace, Tolerance and Our Soldiers* is where I get to nag and rag and try to make things better for our troops and maybe for the world. It includes a segment of frugal ways to help our troops and veterans. I'd love to have you leave a comment or send me a guest post.  
[www.warpeacetolerance.blogspot.com](http://www.warpeacetolerance.blogspot.com)

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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, please identify yourself as a subscriber in the subject line of your e-mail. Something like: "MEDIA RELEASE: Subscriber's Success."

## Barbara Crandall's Gender and Religion...

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...is a finalist for the Eric Hoffer/Montaigne Medal Award, honoring the most thought-provoking books, and is eligible to win the Hoffer Grand Prize. ***Gender and Religion: The Dark Side of Scripture*** by Barbara Crandall, M.D., tells us when patriarchy started and why and gives the explanations offered by the major world religions for their stance on women. She addresses how their beliefs and scriptures influenced women's lives in different parts of the world.

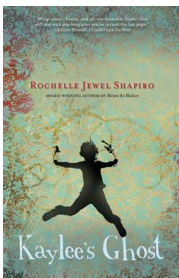
Presenting the socio-political context in which these ideas about women's inferiority developed, Dr. Crandall reveals that none of them invented the concept, but accepted it as the custom of human society where and when each began. By incorporating this with excuses and justifications into their literature, the major religions have had a devastating effect on women's progress for more than 3000 years. Learn more at <http://www.barbaracrandall.org/gender-religion-book-purchase>.

## Spinning Memoir into a Novel

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Psychic Rochelle Jewel Shapiro spins her life into a novel. In *Kaylee's Ghost* Grandmother Miriam, thrilled that granddaughter, Violet, seems to be psychic, wants to mentor her the way her own Russian grandmother, Bubbie, had mentored her. But Cara,

Miriam's daughter, a modern businesswoman who remembers all too well the downside of living with her psychic mother, digs in her heels. As things become more fractious, Violet, a brilliant and sensitive child, is torn between her mother and grandmother, until Miriam's gift backfires, bringing terrible danger to those she loves. Can Miriam put things right in time, or is it already too late? A mesmerizing story about life here on Earth and after we've passed on, *Kaylee's Ghost* is a domestic drama spanning five generations, a tale about forgiveness, letting go and discovering who we are meant to be, no matter how unusual.



Articles have been written about Rochelle Jewel Shapiro's psychic gift in such places as *Redbook*, *The Jerusalem Post*, the Dutch Magazine, *TV GID*, and the *Long Island* section of the *New York Times*. She's chronicled her own psychic experiences in *Newsweek* (*My Turn*), and *The New York Times* (*Lives*) which can be read on her website at <http://rochellejewelshapiro.com>.

Her first novel, *Miriam the Medium* ([Simon & Schuster](#)) was nominated for the Harold U. Ribelow Award. Besides her psychic practice, Shapiro teaches writing at UCLA Extension.

Here's a bakers' dozen of ideas to make BEA (Book Expo America) and other book shows easier and more productive: <http://sharingwithwriters.blogspot.com/2007/03/bakers-dozen-work-bea-frugal-way.html>. Please leave comments with ideas of your own--and links to your book's sales page.

**[Accessible Contests for You to Build Your Platform](#)**

## **Laura at Book Contest 2013...**

...is now calling for entries'. You can also visit <http://kindlebookpromos.luckycinda.com/> to post for ~ ~ promotion days for your e-book or announce new releases. These options are for ~ ~ for authors. In addition there are other paid opportunities for authors to market their titles. The site owners are authors too,

so they are very generous with other authors and their marketing efforts.

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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://budurl.com/BookProposals>

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**Tip:** Do you know about this? These apps are free for those with Facebook fan pages. <http://louisem.com/1197/facebook-timeline-fan-page-tabs-add-your-website-and-pinterest-boards>

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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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Q&A a la Ann Landers

## Oh, no! Another Social Network?

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### Question:

Shirley Corder, a friend in one of my Yahoo Groups asked, "Would someone please tell me why I should add Google Plus to my long list of social networks?"

### Answer:

I get it that there needs to be a real reason to join another group or social network. I think one of the reasons most people are talking about Google Plus are the groups (hangouts) it offers--but what I like is that Google makes it really easy to post notices about our blog posts when/if we use Blogger (and maybe a few others) for our blogs. It also automatically includes images from the blog with the message you send.

I also like that it lets you categorize your friends there so you don't send messages to people who couldn't care less. As an example,

resources that may interest readers of my retail books, may not want links to a Web site that will help writers with craft. So, I am very careful to add people to an appropriate circle (group-within each person's own Google Plus contacts are called "circles.").

To make it less time consuming, I don't actively search out new connections. When they contact me, I put them in a "circle" where I can best reach them with posts (or other things) I think they might be able to use.

My Google + address is: <https://plus.google.com/u/0/>

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I keep adding new resources for authors on my Web site. Please use the huge Resources for Writers section [http://www.howtodoitfrugally.com/links\\_for\\_writers.htm](http://www.howtodoitfrugally.com/links_for_writers.htm). And please let me know if you find broken links. I need your help!

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**Off-Topic Tip:** I just couldn't resist this tip—even though it isn't really about writing. One caveat, when you get something fr ~ ~, it's very nice to return the favor—maybe with a positive review of the item somewhere on the Web.



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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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**In the News:** Pinterest introduces a [new web analytics tool](#) that lets you learn how many people are pinning images from your Web site and even how many see your pins on Pinterest and—wait for this!—how many click through to your content. Now here's the thing. Stats are always helpful, but because someone doesn't click through, doesn't mean that your image-pinning efforts aren't useful. We're building careers and reputations and branding and we need frequency and exposure to do that. The turnover to clicks and purchases will come eventually, if they haven't already.

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Subscribers who have websites or newsletters of their own may be interested in the Free Articles 4 Readers and Writers on my site,

[http://howtodoitfrugally.com/free\\_content.htm](http://howtodoitfrugally.com/free_content.htm) . I try to add new articles to it frequently. If you don't see what you need for your blog or newsletter, just ask.

[HoJoNews@aol.com](mailto:HoJoNews@aol.com).

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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).

## Poetry Publication...

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Georgia College sponsors a lovely print literary magazine called Arts and Letters <http://al.gcsu.edu/prizes.php> that uses poetry.

## Help with Pubbing Your First Chapbook...

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I have confidence that any one of my subscribers could publish a book of poetry on their own. But the process is an uphill learning curve. My friends at the online literary journal *Cyclamen and Swords* where my poetry has been published in their journal (often with no entry fee) offer a service to help poets with self-publishing chapbooks. I think the fee is reasonable, especially if you consider it money spent on a class in POD publishing as well as the help you're getting to publish a professional chapbook. Go to check it out at: <http://www.cyclamensandswords.com/publishing.php>

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

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### Feature

## Your Blurbs: A Quickie Suggestion on How To Collect the Best of the Best

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My best results for blurbs for all genres--poetry to how-to nonfiction books--have been from what some call fan letters but I just call communication with my readers. People seem to be more effusive when they are writing e-mail or letters they have no idea might be reprinted. The idea of words being published seems to make people's prose stiff and less readable or memorable!

I copy and paste the part I'd like to use as a blurb back to them and ask permission. Then I ask how they'd prefer to be credited. The last part of that question is important because it lets them

know that providing the quote can help their exposure to the public, too. (-:

The downside to this method is that one doesn't get fan mail until after one is published, so early efforts must be supplemented with the tried-and-true method of asking folks upfront to collect enough blurbs needed for the book's cover and for the pre-publish media kit.

OK. If this seems familiar to you, I admit I cribbed the idea from my own *Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>). But the question came up in a communication from Independent Book Publishers Association so I thought I'd share my take on it again.

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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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**Pinterest:** Ohmygosh! Pinterest is now even more suited for authors' promotion. We can now determine which image goes at the top of our boards (often that will be your book cover or something very closely related!). Go see what I've done with my boards at <http://Pinterest.com/chowardjohnson> Know that once you've opted in for the new interface, the featured image at the top of each board doesn't change until *you* change it. It's a marketing miracle!

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Ta Da! E-books are great tools for promotion  
<http://www.bookbuzzr.com/blog/book-marketing/ta-da-e-books-are-great-tools-for-promotion/>  
The Anatomy of a Free (Read that Promotional!) E-Book  
<http://www.bookbuzzr.com/blog/book-marketing/the-anatomy-of-a-free-read-that-promotional-e-book/>

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**Another Pinterest Tip:** There are interactive group boards on Pinterest now. I have a couple of my own and have joined others. You have more control over the ones you open to the Pinterest public yourself. For one thing, you can make sure the topics are somehow related to your book, but you can also add comments that then include your logo (avatar), thank people, kind of guide people in the direction you'd like them to take when they independently pin to the board and—occasionally—mention how a post fits with the theme of your book. Example: Magdalen Balls *Sublime Planet* board is meant to promote our book of poetry about the environment and the universe. But it is an open board. Post your choice at <http://pinterest.com/magdalenaball/sublime-planet/>

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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.budurl.com/FrugalBkPromo](http://www.budurl.com/FrugalBkPromo)

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**Tip:** There is a free interview site, actually a self-serve site at <http://bookgoodies.com/contact-us/author-self-serve-interview/>

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Yes, I do consult. I tailor my fees to your needs—everything from coaching to full edits (sorry no partial edits) to hourly consultations to help you with your marketing campaign or your path to publishing. <http://budurl.com/carolynsconsulting>

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**Q&A a la Ann Landers**

## **Your First Sentence and Using Metaphors to Your Advantage**

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**Question:**

One of my readers contacted me and asked about using a series (several metaphors at once) of metaphors that were also foreshadowing as an opening paragraph for his novel.

**Answer:**

I've never seen anything--book or short story open with a set of metaphors. As promising as they seem (including the foreshadowing aspect), it is my feeling that they're not enough of a hook for an opening paragraph. You may want to read Lisa Kron's section on openings in her book *Wired for Story*. (<http://bitly.com/WiredforStroy>).

Your first sentence is absolutely vital—part of that hook that makes readers *want to want to know what is happening to your protagonist*--in order to get people (including contest judges) to continue reading. Metaphors can be overdone. Not to discourage original ideas, but usually metaphors must be truly integral to the story--so much so that the reader--who is caught up in the story--hardly notices they are there.

Of course, the idea is so unusual that if your name were Hemingway or Wolfe you might get away with it--even be praised for it. Or perhaps this would work if your protagonist was a geographical place and you worked some kind of a hook into the metaphors—some danger, as an example. But the practical advice for the early or even middle stages of a writing career is to stay closer to the tried and true for what catches and keeps people reading. I know most writers are not much for the word "rules," but there is a reason these rules about first chapters and hooks and they have worked for so long--have in fact, developed over the decades, for very good reasons.

CHJ

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I need editing questions and tips for my The Frugal, Smart, and Tuned-In Editor blog, [www.thefrugaleditor.blogspot.com](http://www.thefrugaleditor.blogspot.com). Articles, too! You ask and I'll provide ample credits and links to whatever site you choose. [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

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**Tip:** BookBusinessMag.com, a print and online magazine for the publishing industry, reports that Rick Marazzani came up with an idea that "allows us to share our own e-books among friends and

across different devices." He calls it Ownshelf. In beta, he says "I wanted a way to replace the old-fashioned bookshelf." It's sort of a platform/social network combination that can be used to upload any DRM-free EPUB file and then share among their own devices and with friends. By the way, DRM is a copyright protection device that is usually installed on Amazon, B&N, iBooks and many other sites which, to my way of thinking, doesn't leave much to be shared. But Mazzarani's idea is still one that offers opportunities to publishers and self-published authors who understand that there is another way to get exposure and thus more readership than selling every copy that get read.

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You'll find a myriad of writer helps at [http://www.howtodoitfrugally.com/links\\_for\\_writers.htm](http://www.howtodoitfrugally.com/links_for_writers.htm). It includes a list of small presses of various kinds that I am familiar with.

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## Thank You

These are, indeed, thank yous but it occurs to me that many Sharing with Writers readers are not 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 Shirley Roe

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...for using my article <http://www.allbooksreviewint.com/Articles.html> on her AllBookReviews site. I know you want to know more about how to make writers' conferences more successful! (-:

## Thanks to Carolyn Leonard...

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...for shouting out about my Web site's Writers Resources pages—actually an award—at <http://www.carolynbleonard.com/CarolynBLeonard/WebWinners/WebWinners.html>

## Thanks to Denise of PenMuse Fame...

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...for including information on the release of Sublime Planet on her ever-active blog: <http://thepenmuse.net/?p=6453> and at <http://thepenmuse.net/?p=6571> She is a very sharing blogger. Be sure to look her up!

## Thanks to Bette Stevens...

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...for the exposure she gave *The Frugal Book Promoter* and for sharing ideas about how authors can help authors at <http://4writersandreaders.com/2013/03/19/how-to-help-other-authors-network-in-the-process/>

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Fun and Fr ~ ~: If you purchased the *Frugal Book Promoter* or the *Frugal Editor*, I'd love you to review it on Amazon or BN.com. Make it simple; just tell what part of it you found most valuable. If you do, send me the review link (URL) and I will send you a 35-page handout from one of my UCLA marketing classes. As a thank you, of course. [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

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## Opportunities

## Fr ~ ~ Opportunity from John Kremer

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**Hug an Author:** <http://huganauthor.com> is a free service from John Kremer. He says, "I just want to encourage more authors and their friends to share the books and authors they love."

"You can register for fr ~ ~ and then start sharing your love of books and authors on what will become one of the top-rated and most-visited book and author sites on the Internet."

"As a bonus, this is a social bookmarking site, so you can also save your favorite book author sites, book pages on Amazon, blog posts on writing, book blogs, and more for later reading."

"And you can also re-share every listing via Facebook, Pinterest, LinkedIn, Google+, and Twitter. Yes, that means you can spread the love."

Now, go out and hug some authors today at <http://huganauthor.com>.

John also says, "In less than 24 hours, with little promotion, the Web site has already had 67 views. It will get thousands of views in the next two weeks. You can be part of that traffic. Join now!"



Are you an ampersand fan? Chaz DeSimone designs a f r ~ ~ 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. They come with directions for printing, framing & making this into a f r ~ ~bie that lasts. To subscribe and view all his past poster designs go to: <http://amperart.com>

**In the News:** From the *LA Times*, reported by Richard Verrier: Writers Guild of America West recently conducted a study and concluded that—in spite of the strides taken by minorities (including women) in the cable and broadcast part of the industry they remained proportionately underrepresented by more than 2 to 1 in TV staff employment and ...only 9% of pilots had a least one minority writer attached and just 24% of pilots at least one woman attached. WGA West President Chris Keyser said, "we can't tell the whole story if only half of us write it

Aggie Villaneuva is a resource you need to know. So, go to my article on how to format your book for Kindle in just a few easy steps and while you're there, poke around for Aggie's assortment of marketing aids including her app service. <http://www.promotionalacarteblog.com/2012/02/kindle-formatting-made-easy-by-carolyn-howard-johnson/>

### **This Issue's Favorite Tip:**

<http://askdavid.com/reviews/book/earth-day/4823> is a site that promotes your book absolutely f r ~ ~. David even hosts a Shelfari group, the third largest group in the category with some 3,900

members. <http://www.shelfari.com/groups/94651/about> . What a way to promote a book and learn from others.

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The Publishing Insiders (Paula Krapf and Penny Sansevieri) and I talk about book promotion on their BookTalkRadio program. I know you'll pick up some new tips or encouragement. <http://www.blogtalkradio.com/thepublishinginsiders/2012/05/29/no-money-out-of-pocket-shooting-your-book-to-stardom>

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#### An Itty-Bitty Column on Writing

### **As You Thinketh**

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By Mindy Phillips Lawrence

As of today, I am changing my way of thinking. My thought process has been that I MIGHT make it to retirement and, then, maybe not. I don't sleep and I lack motivation a good deal of the time. Lying around and feeling blue because I have no energy is a great way to continue having no energy. That's stopping now.

When I heard this morning that Maya Angelou turned 85, I began thinking about living an equally long life—a productive life. Mindset has a lot to do with longevity and I haven't been thinking out far enough. Whether or not I live 25 more years is actually secondary. If I WORK and THINK that I am, then the life that I do have become much deeper and of greater merit.

So, I plan on living 25 or 30 more years. I am making plans to be productive during that entire time, beginning today. I'll be either walking or swimming at the gym and I will be writing and doing some form of artwork on a weekly basis. I don't have to win an award for anything I do. I just have to DO it.

Celebrate with me and believe deeply that you will live to 85 or beyond and be productive. It's doable for us all.

### **LINKS**

## **Mental Health and Longevity**

<http://health.usnews.com/health-news/articles/2012/04/27/can-your-mental-health-affect-your-longevity>

## **A Positive Mental Attitude**

<http://www.chicagotribune.com/classified/realestate/chi-prime-time-pma-022611,0,137010.story>

## **8 Tips to a Positive Mental Attitude**

<http://tinybuddha.com/blog/8-tips-to-help-create-a-positive-mental-attitude/>

## **Top Ten Benefits of Being Active**

<http://www.diabetes.org/food-and-fitness/fitness/fitness-management/top-10-benefits-of-being.html>

## **50 Ways to Live to 100**

<http://www.dailymail.co.uk/health/article-2246116/50-ways-live-100-Live-hill-read-magazine-upside-sex-twice-week-.html>

~Mindy Phillips Lawrence is a writer, editor and artist based in Missouri. She is hard at work on the e-book version of *An Itty-Bitty book on Writing*. Keep checking here to learn when it will be available on Amazon.

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I believe in social networks. Big and small. Sometimes the smaller ones are easier to make lasting and more productive contacts on. I recommend iFOGO ([http://www.ifogo.com/buy/order\\_chj.html](http://www.ifogo.com/buy/order_chj.html)) which is small in part because there is a small membership fee. And, of course, my usual. No membership is good unless it's an active membership.

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**In the News:** Apple has applied for a patent—a new device (program?) that allows people to sell the e-books they have purchased legally. The keywords here are "books they have already purchased." Just like paperback books, sales of such books can either make a profit on the book you wrote yourself (if you get famous) or recoup some of the expense of the digital books you buy once you're through reading them.

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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.budurl.com/RetailersGuide](http://www.budurl.com/RetailersGuide) or more about the whole series at [www.howtodoitfrugally.com/retailers\\_books.htm](http://www.howtodoitfrugally.com/retailers_books.htm)

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**Tip:** You can get the tip on finding images you can get fr ~~ and use legally. I submitted it to Dan Poynter's newsletter. All you need to do is download a pdf of that issue. Trust me. I'm doing you a favor. It's worth scrolling down to see the links for my Mother's Day book and the exposure you can get for your own book by using all the benefits offered by this publishing industry powerhouse:  
<http://parapub.com/files/newsletter/PP-EZINE%20APRIL%201,%202013.pdf>

## Carolyn's Appearances and Teaching

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📖 Carve out time for a panel on great book marketing on Sunday, June 23, from 3:30 to 4:45 at the Pasadena Hilton Hotel in Pasadena, CA. I'll speak on "Savvy Marketing for Fiction Writers: It's Never Too Late—Or Too Early—to Promote Your Book" and I'll also sign books. Of course, the entire conference will be a winner for writers, too. They have some great keynote speakers! Hosts are CCWC members Patty Smiley and Dianne Emley. Learn more about the organization and the conference at <http://www.ccwconference.org/>  
Here's a link to the schedule.  
<http://www.ccwconference.org/ccwcschedule.html>

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Sign up to receive a copy of my Sharing with Writers **blog** in your e-mail box. It is a focused blog on all things related to writing and publishing. Go to [www.sharingwithwriters.blogspot.com](http://www.sharingwithwriters.blogspot.com). Sign up in the left-hand column. Find related resources by scrolling to the bottom of the blog.

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**Wordstuff™**

## **Something to Make Writers Smile**

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(Fun with language from The *Washington Post* and other publications.)

**STERILIZE:** What you do to your first baby's pacifier by boiling it and to your last baby's pacifier by blowing on it.

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## **Essential Book and Record Keeping:**

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

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

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

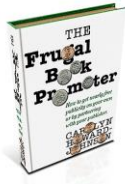
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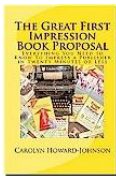
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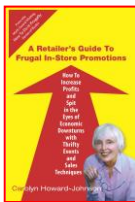


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## Carolyn's Fiction and Creative Nonfiction

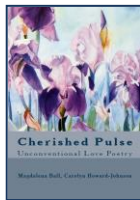
*This Is the Place:* <http://budurl.com/ThisIsThePlace>

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<http://budurl.com/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

For Kindle: <http://www.amazon.com/dp/B004GXB4AW>

In print to be used as a greeting card or

booklet: [www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)

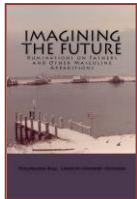
For e-books:

*She Wore Emerald Then: Reflections on Motherhood,* a  
chapbook of poetry. Coauthored with Magdalena Ball.

Paperback and Kindle: <http://budurl.com/MotherChapbook>

For e-books:

For Kindle: <http://www.amazon.com/dp/B004GXB4AW>



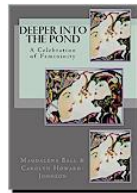
*Imagining the Future: Ruminations on Fathers and  
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To order as an e-book: <https://createspace.com/3419505>

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<http://budurl.com/Imagining>

*Deeper into the Pond: A Celebration of Femininity,* Co-

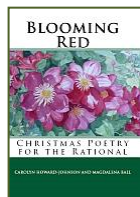


Authored with Magdalena Ball. Artwork by Jacquie  
Schmall

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*Blooming Red: Christmas Poetry for the Rational*  
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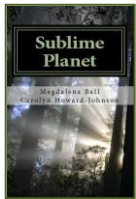
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Coming soon! *Sublime Planet*, a full book of poetry celebrating Earth Day. Coauthors with Magdalena Ball, Photography by Ann Howley. Proceeds go to the World Wildlife Fund.

<http://bitly.com/EarthDayKind> for e-book

<http://amzn.to/SublimePlanet> for paperback

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

<http://budurl.com/CarolynsTracings>

## **Contact Information**

### **Websites**

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>

### **Blogs:**

<http://SharingwithWriters.blogspot.com>, a blog on all things publishing

<http://TheFrugalEditor.blogspot.com>, all things grammatical and ungrammatical. On editing, formatting, and craft.

<http://TheNewBookReview.blogspot.com>, a blog focused on YOUR reviews

<http://WarPeaceTolerance.blogspot.com> War. Peace. Tolerance. And Our Soldiers.

<http://sizzlingbookfairbooths.blogspot.com>, a blog where you can learn to get some mojo behind your own booth by learning from the successes and mistakes of others. It is no longer active but there are lots of ideas you can use here, just the same.

Pinterest: Repin one of my book covers, I'll pin yours to one of my boards. <http://pinterest.com/chowardjohnson>

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