

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

If you prefer to read this letter in its not-so-glorious full formatted version (-: copy and paste this URL into your browser:

<http://www.AuthorsDen.com/adstorage/1713/SharingwithWriters> Apr30 2013.pdf

April 30, 2013

Sharing with Writers

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 Sharing with Writers Subscribers**

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 ~ [mpcreative1 \(AT\) aol \(dot\) com](mailto:mpcreative1(AT)aol(dot)com) ~ <http://mpcreative.webs.com> also tell writers to be patient with other writers when they make editing booboos. 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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## 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>

**Note: You may have better luck with the URLs in this newsletter if you copy and paste them into your browser window. I leave the links long rather than use hyperlinks because your SharingwithWriters is available in plain text in your e-mail window as well as in a .pdf format.**

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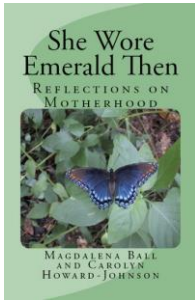
Note from Carolyn

Dear Subscribers:

I believe in giving things away free. One of my favorite books on marketing (a New York Times bestseller) is Free: Future of a Radical Price

http://www.amazon.com/gp/product/1401322905/ref=as_li_tf_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=1401322905&linkCode=as2&tag=howtodoitfrug-20.

This issue includes an example of how my poetry coauthor Magdalena Ball and I make it work for us. We're giving away e-



copies of the Mother's Day chapbook in our Celebration Series through May 1, and we're doing it just before Mother's Day. That seems counter intuitive to giving things away free, but it isn't. Of course, that depends on your goals for giving something free.

Anyway, *She Wore Emerald Then: Reflections on Motherhood* is our gift to those of you with mothers, a celebration of mother and daughter relationships in many of its forms. All you need to do is go to <http://bit.ly/MothersDayKind> to claim yours and help us with our Amazon ratings which is one of the reasons I believe in free.

But Chris Meeks, one of my former UCLA students and now an independent publisher of a stable of excellent fiction and nonfiction books, disagrees with me. An article by one of his authors on why you shouldn't give stuff away free is coming next issue of *SharingwithWriters*.

In the meantime, suffice it to say that there seems to be the "right" way to publish a book—depending on the personality and the pocketbook of the author and title being published. Ha! You may have heard that before in *The Frugal Book Promoter!* (<http://budurl.com/FrugalBkPromo>).

Equally, there may be a perfect giveaway program for a given title in a given timeframe—or not. Watch for the next *SharingwithWriters* issue.

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) 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 with "101 Websites" as the subject line. Thanks so much!

PPS: Here's a tweet: "Huge thank yous to all my precious followers. Look, you just scooted me to over 18,000." I'm sure many of my SharingwithWriters subscribers are among my Twitter followers. Double thanks to you!
<http://twitter.com/FrugalBookPromo>

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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) (\$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) (\$6.95). *She Wore Emerald Then* (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) (\$6.95) and *Blooming Red* (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. All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me.

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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. That is, "expensive" and "rule-laden" aren't necessarily the most effective or useful way to distribute a newsletter. You can now download the current and recent back issues on my Web site at http://howtodoitfrugally.com/newsletter_copies.htm

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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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Realistic Sales Figures: You want to read this article for a take on what the sales some bestseller authors report that seem realistic to me. http://www.mediabistro.com/galleycat/how-many-copies-make-a-literary-bestseller_b66919 I found this sales figure from "Jewball" especially interesting: "500 copies Kindle and paperback. Which is pretty normal for a self-published book ... [Amazon's Thomas & Mercer imprint] republished it and quickly, very quickly, published it online and, a few months later, as a paperback. It sold 10,000-plus copies since they did that. And it's never appeared, as far as I know, in a bookstore."

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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.

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Tip: I've reminded you here about having a real media room on your Web site before. If you've heeded advice it may be time for an update. Don't forget your downloadable pdf media kit (press kit). And don't forget your most recent media release (press release). There is more on building a useful media room (and why you should do it) in *The Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>). Check out the way mine links to other pages on my own Web site like "appearances and events" that some people put right on the media page. Find it at http://howtodoitfrugally.com/media_room.htm.

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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 or go to 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.

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Q&A a la Ann Landers

Pinterest Question from HARO:

If you aren't using HARO (Help A Reporter Out) to reach out to those who need you and what you write about as a resource, you should be. Here is more on my [SharingwithWriters blog](http://sharingwithwriters.blogspot.com/2013/03/getting-smart-about-help-reporter-out.html) for you, if you aren't already a subscriber there: <http://sharingwithwriters.blogspot.com/2013/03/getting-smart-about-help-reporter-out.html> Keep in mind, the idea is somehow tied to what the reporter searching for help needs with what you need—that is a mention (at least!) of your book, blog, or Web site!

HARO Question:

Pinterest is described as being THE social media tool last year. It is a unique site in that users themselves post links to products that they like, sharing them in albums with friends and like minded individuals. The question then is how do you use Pinterest for marketing purposes, and how does that differ from your marketing strategy on other social sites such as Facebook and Twitter? Further, does the fact that Pinterest has such a high female demographic influence your strategy, and again, how does this apply to your marketing on other social sites?

My answer to the Pinterest request:

Karen, of course I use Pinterest.

The difference from most other social networking is, those who use Pinterest for marketing must adapt their campaigns to the bulletin board approach and be more "great marketing" aware of how to promote it. That is they must use the aspect of marketing that says great marketing is not about selling but about sharing with people who will benefit from what you do or what you sell. They must do more sharing and they must provide something on their boards that will help or entertain those who come by to visit.

I make a greater effort on Pinterest than any of my other social network sites to connect with people who have pinned my images. I use the comment feature when they pin my book cover images and then I either follow one of their boards, pin, or like one of their images. I'd say about 95% follow up by pinning from one of my boards again...and again. So it works as a networking tool, too.

I also use my newsletter, blog, and Web site to tell prospective pinners that when they "favor" me (that is pin one of my book covers), I favor them. You can find the little sidebar element I use on several pages of my Web site at http://howtodoitfrugally.com/social_media.htm though it is just one of the promotions I use.

One my mantras: You gotta promote your promotions. That goes for social media (including Pinterest), too

I am the author of two multi award-winning series of books on marketing--one for writers and one for retailers. Even *The Frugal Editor* touches on the importance of editing as part of a marketing campaign. I've included information on them below.

Please feel free to call to chat if you'd like. I am at 818 790 0502. You can e-mail me for a media kit or download one from the media room on my Web site at <http://howtodoitfrugally.com>.

PS: We often can't actually trace results from the online marketing we do but my tally of sure-results from Pinterest so far come to:

1. Two streaming radio interviews
2. At least 100 re-pins of my book covers that showcase them to these Pinterest members' followers
3. One request for a blog guest post.

That's really quite a lot considering so many think that Pinterest isn't for authors. (-:

CHJ

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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 .

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Guest Feature

Using Pinterest to Build Characters and Settings

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By Margaret Fieland

When I write, I see the scenes unrolling as a movie in my head, with the characters moving and talking. If I can't picture something, I can't write it. I even have to lay out the rooms, where



the furniture is, the color of the rugs. Never mind that only a tiny fraction of this ends up in the novel. I have to see my characters getting up from the dining table and marching the dirty dishes into the kitchen.

I started using Pinterest last May. My novel *Relocated* was a couple of months from away from publication, and I was working on two follow-on novels. One of them, *Broken Bonds*, due to be published in July, was in its third major rewrite. I'd finally decided on the point-of-view characters, and, in an attempt to wrap my mind around them, went in search of visuals. This was my first multi-point-of-view novel, so I needed to get the four characters in the romance clear enough to hear their voices, see them move, and be able to work out the revision.

I started several Pinterest boards. The first was for clothing for the one female in the four-way romance. The previous versions of the novel had paid little attention to this character, and I needed to flesh her out. I found a website and searched for the tunics and pants to clothe her. She ended up with elegant, flowing, fabrics in soft, glowing colors, and her voice came clear. To see that board, go to: <http://pinterest.com/margaretfieland/clothing-for-my-characters/>

I still craved more images, so I started another board for actors I could cast to play my characters. After some searching, I settled on the actors I wanted, with Benjamin Bratt to play Brad Reynolds, my main character, Morgan Freeman as Ardaval, Samuel L. Jackson as Imarin, and Jada Pinkett Smith to play Nidrani. That board was an even greater help for visualization. Find it at <http://pinterest.com/margaretfieland/actors-to-play-my-characters/>

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Learn more about Margaret's imaging process, how she generates her own images, and more about her on the social network page of my Web site at [http://howtodoitfrugally.com/social\\_media.htm](http://howtodoitfrugally.com/social_media.htm)

### **Where to find Margaret Fieland:**

website: <http://www.margaretfieland.com/>  
blogs: <http://www.margaretfieland.com/blog1/>  
<http://www.margaetfielandcom/relocated/>  
<http://poetic-muselings.net/>

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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."



## Authors Den Celebrates Anniversary

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Matt and Jackie Miller of Authors Den fame (<http://AuthorsDen.com>) are celebrating their 13th year helping authors market, network, etc.. I've long recommended their site for either a fr~~ or low-cost alternative to installing a site of their own.

Maria Murnane's *Chocolate*

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[Click here for a description](#)



*Chocolate for Two* by Maria Murnane is the fourth book in the Waverly Bryson series but can also be read as a stand-alone novel. It received a starred review from *Publishers Weekly*, so needless to say, I am quite excited! ([Click here to read the review.](#)).

### *Tips for writers*

I've recently updated [my blog](#) with several posts for authors of all genres. Following are some topics I've covered:

- [Advice from Guy Kawasaki](#)
- [Going indie? Two expensive design mistakes to avoid](#)
- [Book marketing tip: Hold on to your contacts](#)
- [How to connect with your readers](#)

## Joy Smith

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Joy V. Smith's first published novel, *Detour Trail*, is a western. Known for her science fiction adventures, this is a surprise, but her SF novels are waiting their turns.

Detour Trail is a tale of adventure and romance on the frontier:

Westward bound on the Oregon Trail, Lorrie Emerson is alone after her uncle is killed. Ignoring the wagon master's advice to go home, she rounds up others needing help, and they join a later wagon train and are soon slogging through dust and mud and steep mountain passes, but it's not long before she's again forging her own trail.

Detour Trail is available from Melange Books, the publisher--and elsewhere online soon: <http://www.melange-books.com/authors/joyvsmith/detourtrail.html> Joy says she appreciates the help she had from the Melange editors in editing the novel. (Check out the dedication.)

Billie Williams Publishes First Book in Piggies Series

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*Fourteen Is Too Many* by Billie Williams is a fully illustrated read-to-me book for parents to read to little ones. It is the first book in her Farm Life Series.

Just before a huge thunderstorm, a Mama Pig on the farm has fourteen babies. Grandpa, fears that is too many for the mother to raise. When lightning strikes, everything changes and Andy is given a new responsibility, which she happily accepts.

Billie Williams also offers many fr ~ ~ bies on her blog at <http://childrensstory.wordpress.com> as well as more information about raising piglets, games, and more. The books are available during a pre-publication period directly from the author. E-mail here at billie (at) billiewilliams (dot) com. Tweet with her at <http://twitter.com/billiewilliams>. Learn more about her at [www.themysteryconnection.com](http://www.themysteryconnection.com) [www.billieawilliams.com](http://www.billieawilliams.com) [www.TheEatingCheapAndHealthyNews.com](http://www.TheEatingCheapAndHealthyNews.com) <http://ChildrensStory.wordpress.com>

## **Sprague Theobald Hits Gold With Smart Marketing on the Climate Channel**

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One of the authors who contributed one of his reviews to my The New Book Review (<http://TheNewBookReview.blogspot.com>) sent me an example of what great online marketing can look like. It's about his exciting—and life-threatening—adventure in the Arctic with his grown children. <http://www.weather.com/news/science/environment/northwest-passage-sail-20130416>. I also think of it as an example of how networking can bring all kinds of excitement into our lives—excitement we never thought we'd experience.

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Here's a baker's 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.

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Accessible Contests for You to Build Your Platform

Nancy Smith's Military Writers Contest...

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...is now calling for entries. Visit <http://www.starsandflags.com> for more information on her contest and services or e-mail her at [nancysentertainment@yahoo.com](mailto:nancysentertainment@yahoo.com)

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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:** My SharingwithWriters subscribers probably know that I believe anyone in business should read more than one book on marketing. The field of marketing is much more intricate than it ever was (witness social networking!) and we learn from every one we read. I am reading *Red Hot Internet Publicity: The Insider's Guide to Marketing Online* by Penny C. Sansevieri and I picked up something from the front matter (third page!). She dedicates a whole page (nicely designed) to letting her readers know how to reach her and suggesting they subscribe to her Author Marketing Experts newsletter. Yess! This information is literally showcased! It comes just before the Contents pages and is on the right hand page—the page that catches a reader's eye first.

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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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**TIP:** 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!

**In the News:** Guess who is now helping you self-publish? It's your agent. And big name authors like David Mamet are biting—for the same reasons you may have chosen to self-publish. And *The New York Times* is reporting on it—like they're sorta surprised! Here's the link: [http://www.nytimes.com/2013/04/17/business/media/david-mamet-and-other-big-authors-choose-to-self-publish.html?pagewanted=all&\\_r=0](http://www.nytimes.com/2013/04/17/business/media/david-mamet-and-other-big-authors-choose-to-self-publish.html?pagewanted=all&_r=0)

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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:** Some of the best information on metaphor by Rochelle Jewel Shapiro I've ever seen:  
<http://www.authorlink.com/articles/item/1031/>

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Subscribers who have websites or newsletters of their own may be interested in the Fr ~ 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.

Chile's Neruda in the News

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*LA Times* reports that the body of Pablo Neruda is being exhumed. Officials suspect he may have been murdered by legal injection for his stance against the new regime after the overthrow of his friend President Salvador Allende. The possibility was reported by his personal chauffeur

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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

## Marketing: a Second Class Profession Among Authors?

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The argument that marketing is just too, too crass for authors doesn't seem to go away, does it?

It feels as if more is at work here than rational argument. Do the literary minded feel threatened? Do those who market their books feel both deprived of writing time or feel they are being discriminated against by the literary world? Do we in the publishing industry really want to behave like politicians?

Here's the thing. Marketing has always been part of publishing. It's just that these days publishing houses' budgets are smaller and many authors' marketing skills (by necessity or preference) have blossomed. A book simply is unlikely to sell unless someone is doing the marketing. So what about a nice balance of writing and marketing for any author.

Publishing is a partnership and authors have always been partners--even if not full partners--in the marketing of books. It takes the author to do book tours, to sit on panels, to sign books, to be interviewed on the Today show. Always has. Always will. So if authors extend those skills to benefit their books while balancing

that time against writing or taking a reasonable amount of time away from writing to get their book on the right track...well, isn't that what is best for book, author, publisher—and the reader who can't read a book unless he or she knows about it?

CHJ

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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 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 hojoneews@aol.com.

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Guest Feature

On Editing: Where We Authors Could Easily Go Astray

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**By Barbara McNichol**

**This is an important editing tip for writers who use these terms often in everything from their media releases to their blogs and Web sites.**

**The difference between **edition** and **issue****—These nouns both refer to printed or published materials. While they're often used interchangeably, they are different. An "issue" is one of a series of something, such as a periodical or a particular month of a magazine. It is often used in print media. An "edition" is a series of printings of the same publication issued at a different time. It is often differentiated by alterations or additions not found in the original and may be limited in number (such as a "collector's edition"). It can also refer to a specific format, such as electronic, or leather-bound, or illustrated. "The book's second *edition* corrected the allegation that the June 1966 *issue* of Collier libeled the author."

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About Barbara McNichol

*Barbara McNichol provides expert editing of articles, books, and book proposals for authors, speakers, and entrepreneurs. Over the past 19 years, she has placed more than 280 books on her editing "trophy shelf." Barbara helps authors and businesspeople improve their writing through*

her monthly ezine Add Power to Your Pen. She has also created Word Trippers: The Ultimate Source for Choosing the Perfect Word When It Really Matters. This handy word choice guide is available at Amazon.com (print and Kindle). Contact Barbara directly at 520-615-7910 or editor@barbaramcnichol.com. Please visit [www.BarbaraMcNichol.com](http://www.BarbaraMcNichol.com) or her blog at [www.nonfictionbookeditor.com](http://www.nonfictionbookeditor.com) or connect on Facebook, Twitter or Google +.

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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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**Tip:** I love Blogger more than ever these days. They've made it easy to send an announcement that a new post is available to your Google + followers. When the new box pops up, be sure to add a message of my own. Keep your marketing personal. My SharingwithWriters blog is at <http://SharingwithWriters.blogspot.com>. "Blogspot" is the same as "Blogger." The word "blogspot" is part of the address for the blogs that have been around longer.

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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:** My friend Shelley Hitz gives you three tips for making your Pinterest boards better selling machines. <http://www.youtube.com/watch?v=Y9wBeLertwI>

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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

## Metaphors and Your Novel's First Sentence

### Question:

One of my readers contacted me and asked about using a series of metaphors in the opening paragraph. He thought they were also excellent 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 Cron'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 know what is happening to a person*--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. But the practical advice--in 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. There is a reason these rules (I know most writers are not much for that word "rules.") have worked for so long--have in fact--developed over the decades. That reason is: They work!

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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**In the News:** Barnes and Nobel's Nook now has a self-publishing unit. It seems sort of like Amazon's Createspace. The main difference I can see is that the royalty possibilities aren't nearly as great, though there could be other big differences. I personally like Createspace for a whole battery of reasons including customer service and I don't plan to change. Here is more information: <http://www.theverge.com/2013/4/9/4205488/nook-press-self-publishing-ebook-platform-launches>

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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 Bob Rich...

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...for doing something unique to help fellow authors—in this case me. I just took an e-mail I sent out to personal friends on a list and passed the tip in it on to the readers of his Bobbing Around newsletter. Here's the link. <http://mooramoor.org.au/bobrich/mudsmith/bobbing12-8.html#caroh>. And, just so you know, he's very open to networking with fellow writers in ways that benefit you both.

Thanks Dan Poynter...

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...for selecting my famous motto as one of his quotes for his ParaPublishing Newsletter. "Careers that are not fed die as readily as any living organism given no sustenance." You can subscribe to his letter at <http://mad.ly/signups/42313/join>

## Thanks to Annie Daylon...

~~~~~  
...for including credits to *The Frugal Book Promoter*
(<http://budurl.com/FrugalBkPromo>) for the article she wrote on her
Business of Writing blog.
<http://www.anniedaylon.com/2013/04/17/the-business-of-writing-media-kit-media-release/>. She says, "I want you to know that I just
published a blog post based on your wisdom from *The Frugal Book
Promoter*....loved your book. Many thanks."

Thanks to Terrie Wolf and Neil...

~~~~~  
...for the new speakers bureau they started on their site. Terrie is  
my literary agent and Neil is her trusted tech guy. It's nice to have  
an agent with benefits. Here is the URL.  
<http://www.akaliteraryllc.com/carolyn-howard-johnson-speaker>

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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 fre ~ ~ 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>

Note: In less than 24 hours, with little promotion, the website 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!

Foreword Celebrates 15 Years with Opportunities!

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### **FOREWORD REVIEWS CELEBRATES 15 YEARS**

*Review journal to give away trips to Traverse City Film Festival and The National Writers Series*

*ForeWord Reviews*, a journal and website devoted to reviewing alternative and independently published books, is celebrating its 15th birthday this year by giving away tickets to two premier events—film and literary—held this summer and fall in its hometown of Traverse City, Mich.

"The changes to the industry have been Gutenberg-like," says publisher Victoria Sutherland, who launched *ForeWord Reviews* in 1998 with two writer friends—well before the rest of the world caught on to independent publishing. "From the remarkable advances in publishing software to print-on-demand technology, eBooks, and the seismic forces of social media, book publishing today is a vastly different animal. We sure chose an exciting time to join the circus."

To mark the occasion with a show of appreciation to its readership and supporters, *ForeWord Reviews* will give away trips to the [2013 Traverse City Film Festival](#) this summer and to the [National Writers Series fall 2013 events](#) event this autumn.

The Film Festival, launched by Academy Award winning documentary maker Michael Moore in 2005, features a variety of great independent movies and documentaries all shown in one of the nation's most beautiful, hip, small [cities](#). In addition, two other entrants will receive tickets to the

[National Writers Series](#), which attracts major authors to [Traverse City](#) throughout the year.

Both trips include flights, accommodations, and a special event at *ForeWord Reviews*' offices at [The BOX](#), a refurbished cigar box factory.

It's fitting that this small magazine with a big heart for small presses and independent publishers would want to celebrate its Quinceañera (Look it up. It's a 15th birthday celebration in Latin America!) in its hometown. The [Traverse City area](#) often receives national media attention for its beaches, food, entertainment and livability; so it comes as no surprise that the Traverse City Film Festival, the National Writers Series, and *ForeWord Reviews* all call this Lake Michigan-fronted gem their home.

Beginning April 1, 2013 and ending on May 30, 2013, *ForeWord Reviews* readers will be able to register to win at [forewordreviews.com](http://forewordreviews.com). Winners will be announced June 1 at BookExpo America, on the website and in social media. (Eligibility [details](#) can be found at the website).

Launched in 1998 as a trade publication for the library and bookstore market, *ForeWord Reviews* is a pre-publication review journal covering the latest literary achievements from independent, alternative, and university publishers (which means no reviews of mass-market books from the big multimedia corporations). With a team of seasoned writers, the magazine offers commentary and criticism on America's most important authors, poets, and independent thinkers through its print journal and website.

Over the years, *ForeWord Reviews* has focused on covering trends and reviewing thousands of books from independent, alternative, university, and self publishers. Librarians, booksellers, and a growing number of consumers count on the magazine and its website to make informed decisions. In addition, the magazine has maintained a longstanding presence at book fairs and subsidiary rights events in Frankfurt, Beijing, Moscow, London, Bologna, Book Expo America, and the American Library Association's annual meeting.

## **Donating Overstock or Slightly Damaged Books**

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Piccolo Lewis collects books that he donates to elementary schools though USC's (University of Southern California's) Civic Engagement Book Drive in partnership with the *Los Angeles Times* Festival of Books. He has donated more than 25,000 books. If you have books you'd like to donate, visit <http://bit.ly/2013BookDrive> or contact Kim Thomas-Barrios at thomasba@usc.edu.



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. They come with directions for printing, framing & making this into a

piece that lasts. To subscribe and view all his past poster designs go to: <http://amperart.com> And isn't the design a perfect accompaniment to

Magdalena Ball's and my new poetry book *Sublime Planet*!

In the News: It's rumored that Google Alerts will be shuttering its service! Yikes! These suggestions come from Penny Sansevieri's newsletter: Here are two alternatives to check out - Talkwalker and Mention: <http://www.talkwalker.com/> <https://web.mention.net/>

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/>

Feature

Thou Must Not Waste Thy Submission Efforts

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I post and edit The New Book Review blog at no charge and I do it by myself. I don't even ask for donations. And I love it! Lucky you!

I outline the submission guidelines in the left column of the blog, but I still get all kinds of unusual submissions that require me to send the author, reviewer, or reader back to the drawing board. The thing is, my guidelines are not an isolated requirement. Guidelines for submissions are standard throughout the publishing industry and authors who don't

know how to follow them are at a disadvantage with everything from entering a contest to getting an agent.

I, like everyone else, do ask that the submission guidelines be followed exactly. In other words, your favorite review--whether you're an author, a reader, or a reviewer--must be all submitted all in one place--by you--so it's pretty much copy and paste for me. (Though I always have some details to attend to). Dan Poynter actually uses the term "copy-and-paste ready" in his guidelines for submissions.

I cover tips for submissions to editors, etc. (among hundreds of other tips) in *The Frugal Book Promoter* as a way to assure that more of your marketing efforts get used by editors. I consider these guidelines a bit of a training ground for authors. Find *The Frugal Book Promoter* at <http://budurl.com/FrugalBkPromo>.

So...your submission to this blog should come all in one e-mail window.

It should be formatted as outlined in the submission guidelines at <http://thenewbookreview.blogspot.com> in the left column.

And no attachments, please. Many universities, newspapers, etc will NEVER open attachments. In fact, their servers may not even let e-mail with attachments through but send them instead directly to cyberspace--bypassing even the spam folder.

I hope to hear from you soon! Should you decide to take on this marketing opportunity, let's make it fun, easy, and a wonderful marketing (and learning) experience. (-:

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The New Book Review is blogged by Carolyn Howard-Johnson, author of the multi award-winning [HowToDoItFrugally](#) series of books for writers. It is a free service offered to those who want to encourage the reading of books they love. That includes authors who want to share their favorite reviews, reviewers who'd like to see their reviews get more exposure, and readers who want to shout out praise of books they've read.

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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](#)

## **Radio for Writers**

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By Mindy Phillips Lawrence

When television came out after World War II, everyone began to talk about the demise of radio. Indeed, it did take a dip but it never died. The transistor radio gave it a boost. Now the Internet has made it a thriving business again...look at iTunes!

Many authors find that they can conduct interviews via online radio to promote their books and their writing. Our own Carolyn Howard-Johnson is a wiz at this. It helps to search the Internet for programs that seem to fit what you write and the topics you write about. If you don't want to start doing this from scratch, you can find a copy of Francine Silverman's TALK RADIO WANTS YOU (http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=0786440333&ref=tf_til&fc1=000000&IS2=1<1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFF&f=ifr) .

I found a copy of her book by way of interlibrary loan from my local library. When you get this book, or something similar, I'd add the programs listed in it that make sense for what you've written to a database so you can access them easily. Just thumbing through the book has given me ideas on how I can approach different programs that I hadn't thought about approaching before (i.e. a radio program dealing with meditation. One of my Itty Bittys was on meditation for writers).

You can also Google to find radio stations in your area that might have programs that chat with regional writers. It's a great way to promote your work.

LINKS

TALK RADIO WANTS YOU

<http://www.talkradioadvocate.com/>

Talk Radio for Writers

<http://www.blogtalkradio.com/writing>

20 BlogTalk Radio Shows for Authors

<http://writersandauthors.blogspot.com/2012/11/20-blog-talk-radio-shows-for-writers.html>

Global Talk Radio

<http://www.globaltalkradio.com/shows/callingallauthors/>

Writing and Publishing Radio Show

<https://itunes.apple.com/us/podcast/writing-publishing-radio-show/id328222871>

Mindy Phillips Lawrence is a Missouri-based writer and artist. She is working on the Kindle version of *An Itty Bitty Book on Writing and Life*.

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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) 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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Mini Feature

Using Others' Newsletters and Blogs to Promote?

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I don't think using others' newsletters and blogs is a panacea for easy promoting. Newsletters and blogs that belong to other people are a great way of promoting but they do lack some of the benefits that you have if you run your own. That would be:

1. The independence you have with your own.
2. Using your own as mini a way to reward those who do something nice in terms of publicity for you. See the Thank You section in this newsletter as an example of this.



3. Networking by offering guest features, guest posts, and other ways to link to people who—if they're savvy marketers—will reciprocate. If not today, then later.
4. The ability to drive traffic to your Web site, online bookstore page, of anywhere your little heart desires.
5. A lovely way to share. Writing *is* about sharing, isn't it?

Here's an example of a tip I submitted to Penny Sansevieri's "A Marketing Expert" newsletter.

**Reader Tip: Include Action Shots on Your Website**

When you're updating your website as suggested by this Book Marketing Expert newsletter, be sure to include at least one action shot of you doing something. Many bloggers and online folks like plain old generic headshots but print media still need a whole lot more than someone holding his or her book or accepting an award. And TV producers need to see some possibilities for action in the still photos or videos you offer. Use my media room as a very basic example ([http://howtodoitfrugally.com/media\\_room.htm](http://howtodoitfrugally.com/media_room.htm)) and Penny's as an example of what you're aiming for: <http://www.amarketingexpert.com/media.html>. And read more on why you need to relate to the media and how to do it in *The Frugal Book Promoter* at <http://budurl.com/FrugalBkPromo>.

*Tip offered by Carolyn Howard-Johnson, author of the multi award-winning HowToDoItFrugally series of how-to books for writers.* <http://www.howtodoitfrugally.com>.



Here's an action shot like the one I suggested (see left). You just have to think of something associated with your book. Having said that, any image is better than none at all. So a picture of you with your book at a book fair works. Grab that book. But grab a fellow participant because he or she may be willing to help you promote. Two marketers/publicists are better than one. For more information on newsletters and blogging use the index of your Frugal Book Promoter (<http://budurl.com/FrugalBkPromo>) to find help, ideas, and tons more references.

Oh, another tip you will find only here—not on someone else's blog or in their newsletter. Re-use your action photo. Repetition is good for sales. That's why you have a book cover. I use this one in the image feature of my marketing books on my Amazon buy pages, on my Web site, and sometimes send it to feature editors after I've been interviewed. Especially if they don't mention sending a photographer to take a picture. It's part of our jobs to make it easy for editors to do their job easily and well.

CHJ

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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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**Warning:** Blogger is offering to let those who comment on your blog do double duty by including those comments on their Google + stream, all as part of the same post. You would need to sign in to a link they give you to enable them to do so. It sounds like a great idea but beware! If you do this, only people who also have Google Plus accounts will be able to comment on your Blogger blog. That feels very exclusionary to me--and not too smart! Thought I'd warn you!

## Carolyn's Appearances and Teaching

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New! 📖 Watch for a free review Worm Radio broadcast on Blog Talk radio with JaVonna Smith and Nanci Arzivu in May. We'll talk about selling tons of books. Go to <http://pagereaders.com/advertising-for-authors/> for the date in case I don't get another SharingwithWriters Newsletter out before then. (-:

New! 📖 Watch for a Fraternizing with Fran podcast on Blog Talk Radio. More in the next issue. Radio guest expert Fran Silverman hosts.

📖 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>

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. Sign up in the left-hand column. Find related resources by scrolling to the bottom of the blog.

Wordstuff™

Something to Make Writers Smile

(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.

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.

If you do not care to receive this newsletter, send an e-mail to [HoJoNews \(at\) aol \(dot\) com](mailto:HoJoNews (at) aol (dot) 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.

To subscribe to *Sharing with Writers* send an e-mail with "Subscribe" in the subject line to [HoJoNews \(at\) aol \(dot\) com](mailto:HoJoNews (at) aol (dot) com).

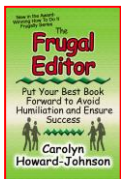
Please pass this newsletter to friends or e-groups. It needn't be pasted in its complete form, but please credit this newsletter, and the individual contributors with anything you snip and paste.

Ordering Information

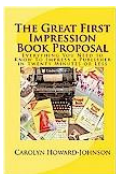
The HowToDoItFrugally Series for Writers



Frugal Book Promoter: How to Do What Your Publisher Won't <http://budurl.com/FrugalBkPromo>
The e-book at <http://budurl.com/FrugalBkProKindle>



The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success
E-book: <http://budurl.com/FrugalEditorKindle>
Paperback: <http://budurl.com/TheFrugalEditor>



The Great First Impression Book Proposal: Everything You Need To Know About Selling Your Book in 20 Minutes or Less
Paperback: <http://budurl.com/BookProposals>
E-book: <http://budurl.com/bookproposalskindle>

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

Paperback: <http://budurl.com/WordtrippersPB>

E-book: <http://budurl.com/WordtrippersKindle>



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

Paperback: <http://budurl.com/RetailersGuide>

For Kindle: <http://www.amazon.com/dp/B004H1TACC>

Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media
Order in paperback direct from Amazon:

<http://budurl.com/Tweeting4Retailers>

Order for Kindle Reader: <http://www.amazon.com/dp/B004H4XCCS>

Order an e-book from the publisher:

<http://wwwcreatespace.com/3439623>.



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

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To Order: <http://budurl.com/Blogging4Retailers>

To Order for Kindle: <http://www.amazon.com/dp/B004H1TACC>

Carolyn's Fiction and Creative Nonfiction

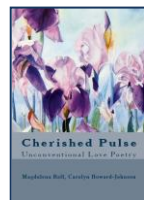
This Is the Place: <http://budurl.com/ThisIsThePlace>

Harkening: A Collection of Stories Remembered:
<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

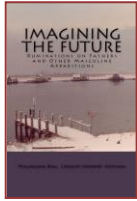
For Kindle: <http://www.amazon.com/dp/B004GXB4AW>

In print to be used as a greeting card or
booklet: www.budurl.com/CherishedPulse

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>

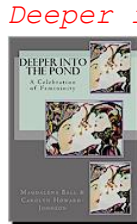


Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions. Coauthored with Magdalena Ball

To order as an e-book: <https://createspace.com/3419505>

To order as a paperback or for Kindle:

<http://budurl.com/Imagining>

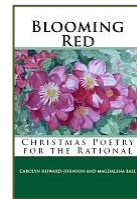


Deeper into the Pond: A Celebration of Femininity, Co-Authored with Magdalena Ball. Artwork by Jacquie Schmall

To order as an e-book:

<https://createspace.com/3608866>

To order as a paperback: <http://budurl.com/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: <https://createspace.com/drl6064>

To order paperback: <http://budurl.com/BloomingRed>

Part of the Celebration Series by Carolyn Howard-Johnson, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the typical greeting card and is available in quantity discounts to use as a holiday greeting by contacting the authors at HoJoNews@aol.com.



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>

Tweeting at:

<http://twitter.com/frugalbookpromo>

<http://twitter.com/frugalretailing>