

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

Find back issues at

http://HowToDoItFrugally.com/newsletter_copies.htm

May 3, 2014

Sharing with Writers Since 2003

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

From the Desks of Carolyn Howard-Johnson and Sharing with Writers Subscribers

SharingwithWriters
A curated
collection of news,
opinions,
and how-tos on the
theme of writing.

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

This newsletter is issued as often as my writing schedule allows.

It's usually long, but I promise you it's full of resources you can use.

This newsletter is powered by AuthorsDen.com.

~~~~~

## Contents

### Regular Features

- ~Note from Carolyn
- ~Letters-to-the-Editor
- ~Thank Yous (where you also find leads and great resources!)
- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Opportunities (You'll find them in several places.)
- ~Accessible Contests
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column: Poetic License
- ~Carolyn's Appearances and Teaching
- ~Wordstuff <sup>™</sup> Fun with puns, metaphor, and other creative use of words.

## This Issue Only

~Guest Feature: **Are New York Publishers Still Relevant?**

By Penny Sansevieri

~Feature: **Building an Ethical Writing Career**

~Feature: **You, Your Book, and Costco**

## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

Get your cover images on Pinterest; you pin one of my book cover images and I'll pin yours: <http://Pinterest.com/chowardjohnson>

**Note: "Expensive" and "rule-laden" aren't necessarily the most effective or useful way to distribute a newsletter. Though I try to avoid the fancy (and less frugal) HTML services, the technical aspect of sending out a newsletter has been giving me fits. I'm finally glad to be offering this letter on my own Indie terms. You can now download the current and recent back issues on my Web site at [http://howtodoitfrugally.com/newsletter\\_copies.htm](http://howtodoitfrugally.com/newsletter_copies.htm)**

~~~~~

Note from Carolyn

Dear Subscribers:



I almost finished working on my office before I left on my extended vacation—just a few details to still attend to. I wanted to share some of it with you—especially the part that seems obvious. I mean doctors display their credentials. Chiropractors do, too. University professors. They do it because credibility is important to their careers.



That's not why I display mine. No one but my husband ever sees my office. I display mine because they are a reminder. Their existence (awards, completed education programs, keynote appearances) remind me that marketing and persistence work—even on the days I'm blue, the days I think I might give up. In other words, they

keep me going. Notice in the picture of my award wall, that there is space at the bottom near the baseboard for more awards, a trick I picked up by listening to [The Secret](#) DVD by Rhonda Byrne. You act “as if” and the



universe takes care of filling the gaps for you.

If you don't have an office, you could make a virtual office wall on your Web site or in a sidebar on your blog for the same reason professional folks frame their degrees. But remember, your wall—real or virtual—should be in a place where *you* will see it. It's not a brag wall. It's an inspiration wall. To you. And yes, to others, too.

The other really important feature of my new office is the shelf of books I reserve specifically for books I've been published in, written blurbs for, etc. It, too, a gratitude display. “Aha,” I say. “Look at that, Carolyn. No *New York Times* bestseller but not a bad record since you started writing again in 2000. Part time. While you ran another business. Yay, you!” (I'm hoping I can get you to pat yourself on the back, too, even when you don't feel like it—especially when you don't feel like it. (-:))

Keep Writing, Promoting, and Editing,
Carolyn

PS: Do you scroll clear to the bottom of this newsletter for the most fun part of your SharingwithWriters newsletter, Wordstuff™. It's your treat for staying loyal to the cause—that is, working diligently at your writing career.

PPS: Did you happen to get my mini rant on shortened URLs on Facebook? Well, here's the thing. Budurl canceled all my shorties without notifying me. And they started charging for their service. I'm causing myself a lot of work, but I'm so disgruntled about them that I'm willing to go to the work. I do need your help, though. Please let me know if you run across broken links. It's a massive job to switch all marketing materials, my Web site, etc. Pretty please?

=====

Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out *Cherished Pulse* (<http://bit.ly/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! (<http://bit.ly/Imagining>) (\$6.95). *She Wore Emerald Then* (<http://bit.ly/MothersChapbook>) (\$12.95), for mothers and other women; *Deeper in the Pond*, for the feminists in your life—both men and women (<http://bit.ly/DeeperPond>) (\$6.95) and *Blooming Red* (<http://bit.ly/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. You also will find an entry intended to please the tree-huggers in your social circle. *Sublime Planet* is at <http://bit.ly/SublimePlanet>.

=====

Subscribers Sharing with You

You, Your Book, and Costco

~~~~~

Joan Stewart, the well known marketing expert and longtime subscriber to SharingwithWriters, offers information on selling to Costco on a new video.

I talk about selling through retailers like Costco and pricing your books with the required discount in [The Frugal Book Promoter](#) but hers is a more extensive tutorial. In her Publicity Hound newsletter Joan says, "When it comes to choosing a limited number of titles for coveted table space in its book section, what Costco wants, Costco usually gets.

"Authors lucky enough to be chosen must agree to sell their books at a 55 percent discount, minimum.

"As painful as that sounds, work the numbers. If you sell 200 books yourself at the full retail price of \$19.95, you've made almost \$4,000. But if you sell 1,000 books at 10.97 each, that's \$10,970.

"How long would it take you to sell 1,000 books on your own? How long do you think it would take a big chain like Costco to sell 1,000 of your books?

"Agreeing to a deep discount is one of several important factors in convincing the big chain stores to carry your title.

"You also must do your homework before approaching the stores. That means walking the aisles to see what they're already selling, talking to the people who buy the books, and creating an attractive book marketing package that makes it easy for them to know immediately what your book is about and why people would want to buy it.

"Amy Collins of New Shelves Distribution sells books to the big chains five days a week. Even though these stores favor books from major publishers, indie authors can claim their share of shelf space. Amy was a guest on one of my webinars, and you can watch the video replay of ["How to Convince Costco, Walmart, Target & Other Huge Chains to Sell Your Books,"](#) You'll get a peek at Amy's Rolodex, and access to her contact information for the big chains. Some of the other tips she shared are at my blog. See ["5 tips for getting fiction or nonfiction books into Costco, Walmart, Target."](#)

For my take on a major downside to selling to Costco (just so you know there is at least one!) go to my [blog post](#) at

<http://sharingwithwriters.blogspot.com/2014/05/costco-can-mean-big-book-success-or-big.html>

=====

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

=====

## Accessible Contests

~~~~~

The 2014 USA Best Book Awards is one of the largest literary awards geared toward the Indie press! This is their 11th annual!

Open to all 2012-2014 titles.

Winners and finalists will be announced November 2014 just in time for the busy holiday retail season!

"Book awards do count in marketing and in positioning as a recognized go-to expert. USA Book News and the USA Best Book Awards are always on my recommended list for authors who create quality books to enter. I've found that the support from Keen Multimedia Group for winners, both on its websites and with press releases, is exceptional and far beyond what most other awards do."

-Judith Briles, The Book Shepherd, CEO of AuthorU.org, March 2014

<http://www.usabooknews.com/2014usabestbookawards.html>

Find other accessible contests that fit with your 2014 marketing campaign on my Web site at <http://howtodoitfrugally.com/contests.htm>

=====

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.

=====

Tip: Did you know that when you make a comment while you're reading the Kindle edition of books, your icon and comment [may] appear on that

book's buy page? It's a great positive marketing tool for authors to use! To see an example, go to the Kindle [buy page](#) of my *Frugal Book Promoter* and scroll to the bottom of the page. I'm amazed at how the icons (sometimes book cover images, sometimes headshot images) stand out!

=====

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 .

=====

Tip: David Gaughran's blogpost covers several book fair inequities that might interest you so you can be informed enough to form your own opinion and direct your own writing career (especially in the case of the publisher Author Solutions).

<http://davidgaughran.wordpress.com/2014/03/08/publishers-weekly-ignores-the-real-scandal-at-la-times-festival-of-books/>

=====

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

=====

Author Successes

Only subscribers' successes are listed in this section. Thus, I do not pick up news from general media releases for there is usually no way for me to know those releases come from subscribers. If you have an Author Success story, please identify yourself as a subscriber in the subject line of your e-mail. Something like: "MEDIA RELEASE: Subscriber's Success."

P.M.Terrell's Book 'Em Book Fair Benefits Literacy

~~~~~

The Book 'Em book fair in Lumberton, NC, in February is spearheaded by p.m. terrell (no caps by choice). The event raised \$9,000 for literacy campaigns! The money was equally divided (\$2,250 each) among The Dolly Parton Imagination Library of Robeson County (through United Way) and others. **To date, Book 'Em North Carolina has raised \$27,600 for literacy.**

You may want to research this event for a booth and possible speaking opportunities for 2015. <http://bookemnc.net>.

=====

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.

=====

**Career Writers' Vocabulary:** The big publishers in New York are often called "traditional publishers" but that term is inaccurate because there are many traditional publishers—publishers that are big and small and located in cities and towns both big and small—that are traditions. Penny Sansevieri's newsletter says we should be calling them "legacy publishers" or "corporate publishers." After all, we're writers and we know that words can make a difference in clarity. She also gives this link for an article that could convince you that "authors who have self-published could potentially earn more money than if they had published traditionally": <http://www.amarketingexpert.com/wp-content/uploads/2014/01/2014-01-10.55.41.jpg>.

=====

Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If you're going to order a book, just go to any Kindle book page look for the buy options. You can buy the book for your Kindle or send a gift to someone else's Kindle. Just below that link you'll see the link to a Kindle app--inviting anyone without a Kindle to download the app to any device they have. That app allows you to get the book and read it—whether or not you have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*, <http://amzn.to/14Ock0W>."

=====

**Tip:** Pinterest offers tips on how to design/write your pins to catch the interest of your visitors: <http://businessblog.pinterest.com/post/80116985389/three-ways-to-improve-your-pins>

=====

**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 (\$6.95). The perfect giftlet for nonfiction and even some fiction writers. Find it at <http://bit.ly/BookProposals>

=====

**Opportunities**

**Foreword Magazine Offers Free How-To on Twitter**

~~~~~



Foreword, a magazine that includes reviews for indie authors, offers this e-book (pdf) and it's free. They ask only for your e-mail address and maybe—just maybe—hearing from Foreword now and then would benefit your writing career. <http://www.bookbaby.com/free-guide/twitter-guide>

=====

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>

=====

Tip: If you write fiction and have uttered these words: "It's easier to promote nonfiction than fiction," or—gasp!—"I can't promote fiction!", Beth Barany's brand new book *Twitter for Authors: Social Media Book Marketing Strategies for Shy Writers* may be what you need. It's perfect for convincing beginners about the whys of Twitter and how to make Twitter effective. Find it at <http://www.twitter-for-authors.com>

=====

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. And please let me know if you find broken links. I need your help!

=====

Editing Tip: Direct from the new second edition of [The Frugal Editor](#) (as an e-book only right now) comes this tip: You may be enamored of using italics for internal dialogue, but rarely will you find major writing programs in the nation (and major literary journals) that find them acceptable. *The Frugal Editor* will tell you what those exceptions might be and give you some techniques for avoiding their use and therefore avoid attracting the ire of agents, publishers, and contest judges.

=====

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>.

=====

Tip: Did you know that you can collect tips and quotes from [The Frugal Book Promoter](#) by researching hashtag #FrugalBkPromoTips. Or just follow @FrugalBookPromo on Twitter.

=====

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 . I try to add new articles to it frequently. If you don't see what you need for your blog or newsletter, just send me an e-mail at HoJoNews@aol.com.

=====

On Poetry

~~~~~

**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).**

A poem I wrote about my father's love of jazz was just selected for the recent issue of Johnmichael Simon's Cyclamen and Swords. <http://www.cyclamensandswords.com> Hope you'll go by and see if this journal is suitable for your poetry (or short stories).

PS: April was poetry month. If you didn't submit a poem to a journal for publishing the entire month, why not make up for it now?

PPS: Scroll down to Mindy Lawrence's column for some great poetry links.

=====

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

=====

**IN THE NEWS:** *L.A. Times* report develops robot reporting using algorithms. [http://www.huffingtonpost.com/2014/03/18/la-times-robot-journalism-earthquake\\_n\\_4985929.html?icid=maing-grid7%7Chtmlws-main-bb%7Cd133%7Csec1\\_inl3%26pLid%3D455198](http://www.huffingtonpost.com/2014/03/18/la-times-robot-journalism-earthquake_n_4985929.html?icid=maing-grid7%7Chtmlws-main-bb%7Cd133%7Csec1_inl3%26pLid%3D455198) I'm someone who started out in journalism and having a robot do what I did makes me feel sorta useless. It must have some limitations, don't you thin?

=====

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/>

=====

**Vocabulary:** "For-passion publishing" is a new term being bandied about. It was coined for those who have a strictly not-for-profit attitude or for those who would like to make a profit but still put their passion—often making a difference in others' lives—first. I decided that I am a for-passion publisher (whether my books are self-published or traditionally published and whether the term is being applied to my poetry, my fiction, or my how-to books for writers). I may apply the term to different degrees with each genre and I suspect that many of my subscribers would, too. I first saw this term used in an article by Davida Breier, though I have no idea if she coined it herself. She runs the distribution division of Johns Hopkins University Press and sits on the board of Independent Book Publishers Association (IBPA). Reach her at [dgb@press.jhu.edu](mailto:dgb@press.jhu.edu).

=====

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*, <http://bit.ly/FrugalBookPromo>.

=====

---

**Quotation:** "Now I know for a fact—see my checkbook—that nobody is going to buy a book if I don't make them aware it exists." ~ Sylvia Cary, author who relaunched a book marketed poorly the first time around. I love that she puts this statement in first person—she doesn't say "if my publisher doesn't make the public aware."

=====

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

=====

## **Feature**

### **Building an Ethical Writing Career**

~~~~~

When I was taking a class offered to UCLA instructors in ethics, my master professor (those who teach the teachers) said, "Leadership *means* ethics." He knew that wasn't the dictionary's definition, but he knew it was a good start for his class.

I had taken ethics classes before—as part of my journalism minor and as part of a marketing class at USC. I didn't really see a reason for another—this one with a focus on classroom ethics. My theory was that by the time we reach a certain stage in life, we've probably absorbed theories on ethics anyway. But as I began to teach new authors, I was glad to have this update because so many new authors get lead astray by what at first appear to be brilliant marketing ideas for their books. It's a whole new field for us and we may be as starry-eyed as we are ignorant of the end results of our actions.

Authors often get lead astray because they are so focused on their passion—sharing their books with others—but when we look a bit more closely, many of these ideas smack of dishonesty at the worst and are scammy at their best. Things like, "If a library doesn't have your book, ask your friends go into libraries and ask them to order one, you know, even if that friend has already read your book." Another one: "If you can afford it, buy a ton of books just before its release date so it will hit the *LA Times* or *NY Times* bestseller lists." In the early 2000s, one traditionally published author did this and got caught. The story hit national news and it was not a pretty thing to see—either for him or for the publishing industry.

Authors, like other celebrities, must lead by example. It's part of great branding and great branding is part of great marketing. This is such an important part of an author's marketing plan that I mention branding, ethics, and scams (author scams as well as scams perpetrated on authors) quite frequently in [The Frugal Book Promoter](#).

On the other hand, marketing is part of the game. As long as it's tempered by a good, strong dose of ethics, you can be a power marketer who does your writing career—and your book—proud. It's Karma. Bad actions can come bite you in the butt. The reason at the highest rung of the ladder is also Karma. You and your readers will reap the highest benefit when you do things for the highest possible reasons.

Here is a quote from *The Frugal Book Promoter* that I hope convinces you that ethics are important.

“I think the word "humble" is used far too often. The thing is, we should be proud of what we do. It's part of doing the right thing. Pride is the stuff that self-esteem is made of and by extension the stuff people (that includes authors) need to do good in the world. Friends may mean well when they preach modesty or being humble but they also may be exhibiting passive aggressive tendencies. In either case, it is probable that they don't understand the heart of a writer who usually only wants to share.”

It's true. The more we "brag" (or "market") the more good we can do. The trick is, we must learn to do it right. It isn't about us as authors or even about our books. It's about the reader. If it's clear to the people we target with our marketing (our future readers), we'll be successful with it. They'll be grateful. We'll be happy we shared. Everyone benefits.

=====

You'll find a myriad of writer helps at http://www.howtodoitfrugally.com/links_for_writers.htm. It includes a list of small presses of various kinds that I am familiar with.

=====

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 Administrators of Brevard Authors' Bookfair. . .

~~~~~

. . . Valerie Allen, Marshall Frank, Holly Fox Vellekoop (all are also authors) for their update on the fair's success and for recommending this newsletter in it. And for featuring my books in their special section that allows authors who can't be on site to be seen for a very reasonable

fee. Plan on being part of *Meet the Authors' Book Fair* in November 2014. It will be at the Eau Gallie Civic Center, Melbourne, FL.

=====

Fun and Free: 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)

=====

**Guest Feature**

**Are New York Publishers Still Relevant?**

~~~~~

By Penny Sansevieri

For years, New York publishers (also called legacy publishing or corporate publishing) were at the top of the publishing food chain. They decided which books were released and when. They created books that started pop-culture trends and, in a word, they ruled the world. But as we've evolved through the publishing mecca and other viable options presented themselves, the issue of how to publish and whether the big New York publishers still control the industry is debatable. Even bigger are the issues surrounding what, if any, value these publishers bring to the author. Great industry equalizers have been eBooks, eReaders and, of course, the often-hated and always mysterious Amazon.

During Digital Book World in New York, this topic was heavily discussed. In fact, Dana Beth Weinberg presented on this very issue, why publishers should be worried about losing their author base. The Indie Math, as she calls it, would show that authors who have self-published could potentially earn more money than if they had published traditionally:
<http://www.amarketingexpert.com/wp-content/uploads/2014/01/2014-01-15-10.55.41.jpg>

The real problem with this is that while publishers are aware of the options that authors have, they still do not feel that their existence is in jeopardy. Or, most of them don't. I have spoken with many publishing colleagues who are in-house at publishers who completely get that the axis of power has shifted. The author now holds all the cards. Let's celebrate that for a moment because I remember when I was first in this industry and self-publishing (now renamed the ever-trendy indie publishing) was the little stepchild never invited to the table. If you self-published you were considered somewhat akin to a bottom-dweller.

Sorry if that's harsh, but it's the truth. New York looked down at self-publishing. I know this firsthand because I've always self-published and, frankly, I've been proud to jump on this trend. When I started my business some thirteen years ago, someone in publishing asked me why I'd even bother to spend time on the self-published book or promote the author of such a tome. My answer was always the same: don't judge what you don't know and even if you know it, don't judge. You never know where the great ideas will come from or the things, like print-on-demand or the initially poo-pooed Kindle e-Reader, that will change the world.

So, back to my original question: are the New York publishers still relevant? The answer is: "it depends" and often, just flat-out "no." I think it's time that we offered publishers a glimpse of the future, a future that is not all too far off and where they have to prove their relevance to authors. Everything that was once exclusive to a publisher has become much more accessible to authors. If you're trying to decide if you should wait for a publisher, perhaps it's time to reconsider that question altogether.

Let's have a look at where publishers have succeeded in the past and how that's changed:

Book Production: At some point during Digital Book World one of the speakers showed a survey that indicated that authors generally felt that publishers could do a better job of creating a marketable book than they could. They worried about things like editing, cover design and general market segmentation. Many authors still feel publishers can do a better job. But guess what? They can't. We work with a number of high quality self-published titles and, for most of them, I'd dare you to find something about them that screams self-published. These days, there is a font of information out there for authors who are willing to educate themselves enough. The competitive advantage is in the hands of the author who can go the distance with this and, if you do it on your own, you could end up making a lot more money.

Distribution & Bookstore Access: There was a time when only publishers could get you into a bookstore or airport store. That's simply not true anymore. You can get distribution, and you can get yourself into a bookstore, gift shop, or airport store.

The Ring of Fire: This is perhaps one area that scores an advantage for the publisher, and it's something I call the ring of fire. This is the process by which a book is filtered through the publisher's system and a process that really helps educate authors and gets them ready for the hardcore process that is publishing. During this process you'll have an editor requesting changes, you'll be tinkering and rewriting until they feel it's perfect enough for publication. It's hard and often humbling and it helps an author realize how tough it is out there, I mean really tough. With 3,500

books published every day in this country, be good or be gone, and remember: hope is not a marketing plan.

Media and Marketing: Most often authors feel like this is where publishers succeed, and for the authors who actually get some marketing for their book, this is probably true. I know a lot of very talented publicity people who work in-house and believe me when I say that they know their stuff. The problem is there isn't always an aggressive marketing and publicity budget assigned to each book. In almost 90% of the cases, authors have to do their own marketing.

Money: The all-important driver behind book publishing is the bigger question: "Will they make any money?" The challenge with this question is that no one knows, at least not with any certainty. Publishers (understandably) have become more risk averse, publishing titles by authors who have huge followings or who are celebrities. This becomes somewhat of a challenge for the rest of us, especially if you're considered a newbie, no-brand, non-following author – which is, candidly, most of us. Is the money really better on the other side? What about author advances and such? Well, as the link shows above, the advances may not bear out, given the higher sales percentage you can get self-publishing your book. And advances have also shrunk in recent years, which is, again, understandable. The caveat to this is that you can embrace the indie revolution, and forgo traditional but you have to think big time, especially if you're a newbie. By "big time" I don't mean hoping for a movie deal, but rather holding your book up to a set of very high quality standards. So, that's the long answer. The short answer is yes, you can make as much money or more by self-publishing, but you have to do it right.

Cache: The cache of being published by a big house once was a big deal and I think that for many this still holds true. The media was sensitive to self-published books and often didn't feature them, not because they didn't want to or had a bias against them, but because they were, in a word, garbage. But now that the bar is being raised and authors are beginning to understand the expectation of the industry, this is changing. So that cache isn't really having the publisher's name on the book, it's about having a book that looks like it came from a Simon & Schuster or Random House. Get the picture?

So in looking at all of the above, authors have to wonder why on earth they'd even go with a big house. Yes, why indeed? Now publishers, realizing that there is money to be made in self-publishing, are offering self-publishing as an extension of their brand and this creates even more confusion. Penguin bought Author Solutions but if you publish with Author Solutions it does not, in any way, make you a Penguin author. Problem is, many authors think that's the case. In fact, last week I got a book sent to me by an author who said he was published by Penguin. He wasn't. It was

Author Solutions. When I attempted to explain this to him, he became upset and thought I was selling him some misaligned bag of goods.

I get that buying Author Solutions was probably a great business decision for Penguin. But as we see more and more of this, the issue of publisher brands is going to get even murkier and hard to define. As they find ways to remain relevant, despite the fact that the earth is shifting beneath them (and often in the author's favor), it's becoming more and more difficult to survive.

Maybe instead of trying to find ways to expand their brand into self-publishing, these publishing houses should be looking at ways to keep their traditional arms more attractive to the author. One has to wonder if, at some point, savvy authors will weigh a potential contract against going it on their own for more profit and more creative license, and I think that this is a big point that publishers are missing.

The problem in the industry, and I would say that this is the biggest problem, is that so many still don't get it. Donald Maass wrote a piece for Writer Unboxed last week that illuminates this point with stunning clarity: the industry does not get it. They see this as a class issue (at some point in his piece Maass refers to the self-published group as "Freight class") (<http://writerunboxed.com/2014/02/05/the-new-class-system/>). It was infuriating and frightening at the same time. Frightening because despite this self-publishing revolution, no one wants publishers to go away. We do, however, want them and the industry legacy publishing industry to get it. The revolution has arrived, it's knocking on their door and no matter how long they decide to bury their heads in the sand or write blogs about the class distinction and other outdated notions, it is taking over and changing the way we see the industry.

People keep comparing publishing to the music industry, but I think that's wrong. Sure, there are similarities in that they both faced changes they weren't willing to deal with, but the issue of publishing goes much deeper than that. Technically, we're talking about an industry that, if it doesn't change, could face extinction. You can produce a book for a lot less than you can produce an album and with far fewer people. Elements of the music industry will never go away, but big players in publishing might and that's a shame.

When faced with a changing business model, you can either learn how to be a part of the publishing revolution - or step aside and let the revolution take over.

Penny C. Sansevieri, CEO and founder of Author Marketing Experts, Inc., is a bestselling author and internationally recognized book marketing and media relations

expert. Her company is one of the leaders in the publishing industry and has developed some of the most cutting-edge book marketing campaigns. She is the author of five books, including *Book to Bestseller*, which has been called the "road map to publishing success." AME is the first marketing and publicity firm to use Internet promotion to its full impact through *The Virtual Author Tour™*, which strategically works with social networking sites, blogs, Twitter, Pinterest, LinkedIn, YouTube, and relevant sites to push an author's message into the virtual community and connect with sites related to the book's topic, positioning the author in his or her market. In the past 24 months their creative marketing strategies have helped land eleven books on the New York Times Bestseller list. To learn more about Penny's books or her promotional services, you can visit her website at <http://www.amarketingexpert.com>.

=====

Are you an ampersand fan? Chaz DeSimone designs a free series of art prints & posters featuring "the ampersand as fun & fabulous art"—this one for Labor Day. 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 freebie that lasts. To subscribe and view all his past poster designs go to: <http://amperart.com> Perfect for 4th gifts and decorations! He has three others with patriotic themes.

=====



Tip: You can use your newsletter to advantage by letting folks whose news you use know you've done so. They may be regular readers but sending them a quick e-mail will keep you in touch with your valuable friends and be a service to them, too. They may be regular readers and still miss that you mentioned them or recommended them.

=====

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>

=====

[An Itty-Bitty Column on Writing](#)

Poetic License

~~~~~

By Mindy Lawrence

I just returned from Lucidity, a poetry convention held in Eureka Springs, Arkansas that is held each April. Poets from Arkansas, Texas, Missouri, Ohio and other states were there. This was my first time to attend. The speakers, critique sessions, and other poets enlivened my desire to write and submit more poetry to contests and for publication. It didn't hurt that I got my first award, an honorable mention, on a poem I submitted. Can I do better? Oh yeah! This was my first brush with possibility.

Poets such as Mary Oliver, Rita Dove, and Wendell Berry speak to us about being human and invite us to be better at the task. They take on social issues, love, the environment and so much more. From reading their work, we learn how we can expand what we say when we write. If you read Magdalena Ball and Carolyn Howard Johnson's work, you will see how to take what you think, what you have learned in your family environment, and what your personal experiences have taught you and turn those thoughts into fine verse. Each time you read another poet, you learn how to write better yourself.

Below, I've listed links to places that publish poetry. Please read over these markets and submit something of your own. You might also want to consider attending Lucidity 2015 April 21, 22, and 23. The Ozarks and Eureka Springs are beautiful and the conference will rev your poetic engine.

Write some verse and send it out into the world.

## **LINKS**

### **Lucidity**

<http://fortbendpoets.wix.com/lucidityozarkpoetryretreat>

### **Literary Magazines**

[http://www.pw.org/literary\\_magazines](http://www.pw.org/literary_magazines)

### **Andromeda: Rutgers**

<http://andromeda.rutgers.edu/~lcrew/pbonline.html>

## **Fiction Factor: Poetry**

<http://www.fictionfactor.com/poetry.html>

## **Outside the Lines**

<http://areyououtsidethelines.wordpress.com/2010/09/15/50-highest-paying-journalmagazines-for-poetry-markets-accepting-electronic-submissions-updated-september-2010/>

## **21 Poetry Markets**

<http://www.freelancewritinggigs.com/2010/01/21-poetry-markets/>

## **Top Ten Poetry Markets**

<http://www.writer-on-line.com/content/view/741/66/~Articles/Poetry/Top-10-Poetry-Markets.html>

## **WritersWrite: Poetry Markets**

<http://www.writerswrite.com/poetry/markets.htm>

-----

Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on an e-book edition of the best of her Itty Bitty column. Find her at [www.mplcreative.com](http://www.mplcreative.com)

=====

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)

=====

## **Carolyn's Appearances and Teaching**

~~~~~

📖. Teleseminar series for the [Nonfiction Authors Association](http://nonfictionauthorsassociation.com) occur twice each month and they are just 30 minutes. All are held at 10am PST / 1pm EST. On May 21 we'll talk about book proposals that sell and some editing tricks that will keep from marking you as an amateur when you make first contact with any gatekeeper. Get more details at <http://nonfictionauthorsassociation.com/teleseminar-with-carolyn-howard-johnson-on-how-to-write-effective-book-proposals/>

Stephanie Chandler is CEO | Author | Speaker at Authority Publishing
Custom Book Publishing & Social Media Services for Busy Professionals,
11230 Gold Express Dr. #310-413 | Gold River, CA 95670 | 877-800-
1097www.AuthorityPublishing.com | Stephanie@AuthorityPublishing.com
Join the new Nonfiction Authors Association!
Get a complimentary profile here: <http://NonfictionAuthorsAssociation.com>,
stephanie@authoritypublishing.com

📖.Free Promo Day this year takes place on Saturday 31st May 2014 at
www.PromoDay.info. You can reach founder and director Jo Linsdell at
promoday@ymail.com I'll speak on "Never Tick Off an Agent Or How To
Write (and Edit) Query Letters that Capture the Right Kind of Attention."
Learn more about this free day at
<http://www.pinterest.com/jolinsdell/promo-day/> or
<http://www.promoday.info> . Follow Promo Day
#PD14 on [Twitter](#) and/or [Facebook](#)

NEW! 📖.Rob of Funky Writer fame and I will be doing another of his
famous podcasts May 31. We'll be talking about all things books, writing
and publishing! Mark the 31st at 4PM Eastern (1pm Pacific) on your
calendar! And plan to call in with your questions: **215-383-3840**.
Listen at: <http://thefunkywriterradioshow.blogspot.com>



NEW! 📖.The next West Coast Writers' Conference is
June 27-28-29th.
<http://www.wcwriters.com/glawc>. I'll be presenting on
"Writing and Editing a Killer Query Letter." Get maps
and directions to Valley College for this conference at
Los Angeles Valley College, 5800 Fulton Ave, Van Nuys CA 91401,
(between Burbank and Oxnard Avenues) at
<http://www.wcwriters.com/maps/index.html> There is
also a link to the a campus map and special hotel
information for those coming from out of town. The
conference even offers terms to help author more
easily better their careers.

=====

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.)

Ignoramus (n): A person who's both stupid and an asshole.

\*\*\*\*\*

=====\*\*\*\*\*

\*\*\*\*\*

=====

## Essential Book and Record Keeping:

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

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

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

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

To subscribe to *Sharing with Writers* send an e-mail with "Subscribe" in the subject line to [HoJoNews@AOL.com](mailto:HoJoNews@AOL.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

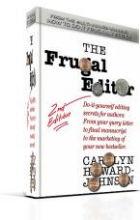
### The HowToDoItFrugally Series for Writers



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

Order paperback or e-book:

<http://bit.ly/FrugalBookPromo>

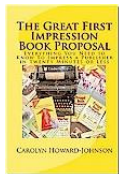


*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*

Order for e-book or as paperback:

<http://bit.ly/FrugalEditorKind>

Coming soon: An updated e-book version with a new cover by Chaz DeSimone. Do you like it?



*The Great First Impression Book Proposal: Everything You Need To Know About Selling Your Book in 20 Minutes or Less*

Order for paperback or e-book:

<http://bit.ly/BookProposals>



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

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

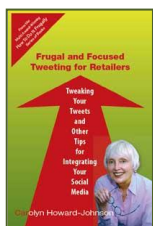
**The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)**



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

Order from Amazon in paperback or e-book:

<http://bit.ly/RetailersGuide>



*Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media*

Order paperback or e-book from Amazon:

<http://bit.ly/RetailersTweet>



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

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

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

**Carolyn's Fiction and Creative Nonfiction**

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

*Harkening: A Collection of Stories Remembered:*

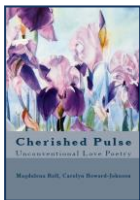
<http://bit.ly/TrueShortStories>

## **Carolyn's Poetry**



Find Magdalena Ball's and my poetry fanpage at

<http://facebook.com/CelebrationSeriesPoetryChapbooks>



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

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

In print to be used as a greeting card or booklet

<http://bit.ly/CherishedPulse>



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

To order paperback, Kindle, or e-book:

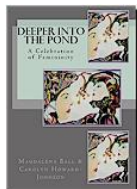
<http://bit.ly/MothersDayKind>



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

To order as an e-book or paperback:

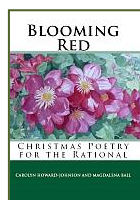
<http://bit.ly/Imagining>



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

To order as an e-book or paperback:

<http://bit.ly/DeeperPond>



*Blooming Red: Christmas Poetry for the Rational* Coauthored with Magdalena Ball. Artwork by Vicki Thomas

USA Book News finalist, Silver Award from Military Writers' Society of America

To order e-book or paperback:

<http://bit.ly/BloomingRed>

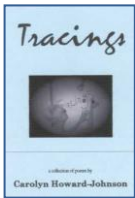
Part of the Celebration Series by Carolyn Howard-Johnson, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the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



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.

To order paperback or e-book:

<http://bit.ly/SublimePlanet>



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

<http://bit.ly/CarolynsTracings>

## Contact Information

### Websites

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>

### 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>