

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

Find back issues at [http://HowToDoltFrugally.com/newsletter\\_copies.htm](http://HowToDoltFrugally.com/newsletter_copies.htm)

April, 2017

## 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](http://www.howtodoitfrugally.com)

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

In the spirit of the advice I give in [The Frugal Editor](#)—to use an extra pair of eyes whenever possible—this newsletter is voluntarily proofread by Mindy Phillips Lawrence. Reach her at [mplcreative1@aol.com](mailto:mplcreative1@aol.com) and [www.mplcreative.com](http://www.mplcreative.com). In the spirit of writers everywhere, I tell writers

A curated collection of news,  
opinions, articles, and how-tos  
on the subjects of writing,  
publishing, editing, marketing,  
and keeping your eye on the ball.

to be patient with other writers when they make editing booboos. We're all human.

This newsletter is issued as often as my writing schedule allows. It's usually long, but I promise you will find something new that will help propel your book to stardom or some reminder to do something for your writing career.

This newsletter is powered by AuthorsDen.com.

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## Contents

### Regular Features

- ~Note from Carolyn: **The reality of "viral."**
- ~Thank You's (where you also find leads and great resources!)
- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Carolyn's Favorite Tip
- ~Opportunities (You'll find them in several places.)
- ~Accessible Contests
- ~Word Lovers' Corner
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column: **Shakespeare, Speaking and You**
- ~Carolyn's Appearances and Teaching
- ~Wordstuff™ Fun with puns, metaphor, and other creative use of words.

### This Issue Only

**~Opportunity Update: SPAWN's Newsletter to Reviewers**  
**~Mini Feature: Do you have a chase scene in your manuscript?**

## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Face-book:

<http://face-book.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

To subscribe to SharingwithWriters newsletter:

[http://HowToDoItFrugally.com/newsletter & blog.htm](http://HowToDoItFrugally.com/newsletter%20%26%20blog.htm)

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

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

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## Note from Carolyn

Dear Subscribers:

You aren't going to want to believe this. "Going viral" is a myth. Nope it doesn't exist—at least not the way we think it does.

I have been wandering around willy-nilly believing in the term “going viral.” I have even been actively suggesting we authors reach for “going viral” to achieve the promises and hope it offers us. Hoping for magic. One of my brilliant soundbites might turn into sudden fame. “Bippidy bopped boo! Instant transportation to princesshood!”

Here's where reading a good book—a book by someone else—now and then is a good idea. Derek Thompson's [\*Hit Makers: The Science of Popularity in an Age of Distraction\*](#) explains why we now “going viral” is just so much bunk. It was once hard to track a word-of-mouth trajectory but because of the Internet scientists can now track the trajectory of the popularity of an idea or product.

In a study of Twitter, “More than 90% of the messages didn’t ever diffuse at all! The vast majority [95%] of [tweeted news] comes directly from its original source or from one degree of separation.”

This is good news for authors. Now we won't labor under our inclinations to hope someone else will do it for us. Thompson says,

"Popularity on the Internet is still driven by the biggest broadcasts—not by a million 1-to-1 shares, but rather by a handful of 1-to-1 million shares." Those power sources are companies like TV channels and FM stations. Thompson calls them blast points like a "Kardashian post or a top spot on Reddit."

Thompson urges us to quit believing in a "perfect democracy where anyone can become a star if they make something good enough." I can't tell you how many students I have had who hold other myths dear. For them a great agent will be the magic bullet. They are sure that a \$100,000 advance will surely be theirs because they're positive of the creativity and originality of their product. (Most advances—even advances from the New York big five—come in at about \$2,000 to \$4,000.) Super agents and huge advances are as much myths as the myth of virality which Thompson calls the "David myth—obscuring the fact that the Internet is still run by Goliaths."

So, you're wondering why I am bursting your bubble? I'd rather think I'm giving you what you need to know to circumvent the near-impossible, to save you time chasing elusive butterflies, and to be ever-so-grateful if you should win Thompson's Goliath to your side. In the meantime, your goal will be networking so that you get lots and lots of those first-degree shares from the audience you want most.

## Happy writing, marketing, and editing Carolyn

**PS:** If you live in Southern California, please check my coming appearances at the end of this newsletter. Two freebies are in the Los Angeles area in May. And one is the best buy in three-day conferences I've ever run across. Scroll to "Carolyn's Appearances and Teaching" below and check #IndieAuthorsCon fast, before their \$99 earlybird deal goes away!

**PPS:** Don't miss my mini feature on making your action scenes, well, active! See "Do you have a chase scene in your manuscript?"

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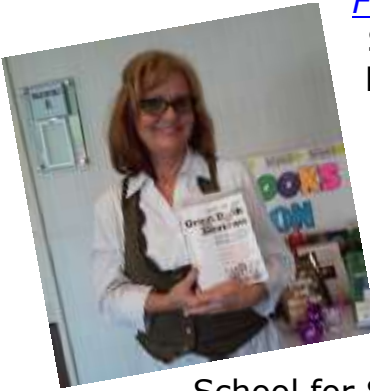
Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out [Cherished Pulse](#) (\$6.95) for someone you love. Try [Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions](#) for the men in your life. Sure, they like fusses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

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## Letters-to-the-Editor

Carolyn,

This is Linda Zern holding your [How to Get Great Book Reviews Frugally and Ethically](#).



She read and liked it so much she used it as the basis of her presentation at [our Florida] conference. [See below for information on the next one!]

Thanks for sharing with writers,  
~ Valerie Allen, author of *The Prodigal Son*,  
*Amazing Grace*  
*Sins of the Father*, *Suffer The Little Children*,  
*'Tis Herself: Short Story Volume One*, Summer

School for Smarties, Bad Hair, Good Hat, New Friends,  
*Write, Publish, Sell! 2 ed*, *Beyond the Inkblots: Confusion to Harmony*.  
Learn more at [ValerieAllenWriter.com](#) and  
<http://AuthorsforAuthors.com> . Meet the Authors' Book Fair at Eau  
Gallie Civic Center, Melbourne, FL, coming Nov. 18-19, 2017, which  
still offers \$5. display opportunities that could end up with exposure  
like this!

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If you need a speaker or panelist at your authors group, I'd love to be there. I believe authors are made a little like teachers; we love to share. Learn more about my speaking (and acting) at  
[http://howtodoitfrugally.com/speaking\\_&judging1.htm](http://howtodoitfrugally.com/speaking_&judging1.htm) .

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## Accessible Contests

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I generally don't recommend contests that I haven't either entered or had some success with. The benefit could be a win, place, show, finalist. Or it could be an opportunity for an impartial critique or a networking opportunity. But all the contests I recommend judge their entries by their contents, not the press they are printed on.

## Find Accessible Contests . . .

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. . . in newsletters that feature contest tips and resources. Among my favorites are C. Hope Clark's FundsforWriters, [www.fundsforwriters.com](http://www.fundsforwriters.com) and Adam Cohen and Jendi Reiter's <http://WinningWriters.com>.

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I love grammar guru June Casagrande's new book [The best punctuation book. Period.](#) (<http://bit.ly/PunctuationBook>) because it covers a little about style choices, too. I also like it because it covers some things rarely addressed like slashes and backslashes we're seeing more of these days and single quotation marks (which are often misused). It makes a fine companion to my [The Frugal](#)

[Editor](#) that tackles punctuation along with formatting, the editing process, choosing a great editor, and even formatting directions for uploading an e- book to Kindle found in the Appendix.

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**Subscribers Helping Subscribers**

**A Sample Newsletter for Fiction Writers . . .**

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A friend I know through Military Writers Society of America, Maria Edwards, thought fiction writers would be interested in how Jack Woodville London “set up his newsletter, First Draft.” She calls it “the perfect companion to his French Letters novels.”

<http://us12.forward-to-friend1.com/forward/show?u=e100236d55e6c7c232ff0dc0f&id=a3d423edb5>

And I call the idea of borrowing ideas—everything from tech, to format, to content ideas “just plain smart.” You can subscribe for Maria’s e-mails at:

<http://jwlbooks.us12.list-manage1.com/subscribe?u=e100236d55e6c7c232ff0dc0f&id=20c99d1f7a>

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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:** Thanks to writer and attorney Michele with One L I met at PALA (Publishers Assoc. of Los Angeles) when I was speaking: Amazing journalism scholarship opportunity at USC, especially for film critics. Learn more at. <http://annenbergl.usc.edu/journalism/specialized-journalism-arts-ma/news/apply-sony-pictures-entertainment-fellowship-usc> Or friend Christine Camp at <https://www.facebook.com/christina.campodonico>.

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**Amazon’s One-Stop-Ebook Shop** helps authors and readers alike! A SWW subscriber says, “Did you know you can have your readers buy your e-books from Kindle, even if they don’t own a Kindle reader? Just have them go to any Kindle book page look for the buy options. They will find a widget there offering a free app to make their download easy in any format. Or they can just choose Kindle. After that, the site gives you several options or platforms to choose the e-book format that best fits your needs. ~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is Catnapped, <http://amzn.to/14Ock0W>. If you pass along the word to your readers, you may make it easier on them and you may sell more books!

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**Tip:** My husband, author of [What Foreigners Know Need To Know About America From A To Z](#), suggested I let you all know about the library associations’ tradeshows. Many of them display your books free

including the coming show in Massachusetts. They accept all print books. Find the list at: <http://www.bookexhibit.com/schedule.html>

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

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## **On Writing**

### **Do You Have a Chase Scene in Your Story**

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This is from some editing I did for a writer of experimental fiction when I was on a panel this month. You can apply these suggestions to the chase or getaway scene in your script or manuscript before you send it to an agent or publisher.

Sometimes even the most fascinating detail can slow down movement. So as much as writers are told that detail is important, purge as much as you can from your action scenes and put it somewhere else or dribble it into narrative in other places in your manuscript. In the process, ask yourself if your reader really needs to know the color of the protagonist's eyes. As important as details is, some is better left to the imagination of the reader. I can imagine where eye color might be very important, but—on average—it probably isn't necessary. Here are some quick suggestions:

1. Remove some of the detail entirely. Double check. Make it meet the test!
2. Try to use stronger verbs—especially verbs of movement.
3. Use shorter sentences. By doing so, the rhythm could emulate a fast-beating heart and the pulse of danger. Note that clauses slow copy as surely as passive voice (or tense).
4. In the interest of a faster pace, try dropping into present tense and moving out of it when the run or danger is past. If you write the scene that way and wait a day or two before rereading it, you'll be able to honestly compare the effects of the two.
5. Check your commas. They also slow the pace. Sometimes you must follow grammar rules for commas for clarity. Sometimes that comma slows their reading, indicates a pause. Other times it is a style choice you get to make. You are looking for the times readers will never notice a comma is absent. You *may* choose to discard some of them!
6. Consider saving the description of your protagonist for a time when life doesn't depend on his or her speed. His "bright face of youth" doesn't meet that test. Is there a way to work the major description into this narrative using smaller bites or to arrange to have it come before or after the chase?
7. Though I love that you include the sensory, be careful not to overdo that, especially in an action-moment. You have the protagonist leaning against a strut for a moment's rest. The strut's sensory role in this passage should probably be the reassurance it offered, not how it felt

to the touch. Further, this kind of thing might best be left to your reader who will draw that conclusion anyway.

8. At the risk of being repetitious, the sense of danger shouldn't be interrupted unless it is necessary for understanding. Sometimes that isn't speed (like a chase). Sometimes it is. Regardless, you—the author—want to keep the momentum going for the reader.

CHJ

Are you confused about how to credit facts or quotes when you write articles or nonfiction? Check out my *Frugal, Smart and Tuned-In Editor* blog: <http://thefrugaleditor.blogspot.com/2010/10/q-la-ann-landers-academic-accreditation.html> or the new edition of *The Frugal Book Promoter*, [www.bit.ly/FrugalBookPromo](http://www.bit.ly/FrugalBookPromo). Most new writers are under the impression that that they always have to get permission to print a quote. This makes writing an article needlessly onerous. See guidelines in *The Frugal Editor*, too. My [How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career](#) also makes it clear that how and when to credit excerpts from reviews.

## Author Successes

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

Two of Carol Smallwood's collections published by Shanti Arts are being considered by the 2018 Michigan Notable Book Committee of the Library of Michigan. The publisher is Shanti Arts and you can find them on Amazon at:

[http://www.amazon.com/Hubbles-Shadow-Carol-Smallwood/dp/1941830447/ref=sr\\_1\\_4?s=books&ie=UTF8&qid=1488663790&sr=1-4&keywords=carol+smallwood](http://www.amazon.com/Hubbles-Shadow-Carol-Smallwood/dp/1941830447/ref=sr_1_4?s=books&ie=UTF8&qid=1488663790&sr=1-4&keywords=carol+smallwood)

[https://www.amazon.com/Interweavings-Creative-Nonfiction-Carol-Smallwood/dp/1941830463/ref=sr\\_1\\_3?s=books&ie=UTF8&qid=1488664741&sr=1-3&keywords=carol+smallwood](https://www.amazon.com/Interweavings-Creative-Nonfiction-Carol-Smallwood/dp/1941830463/ref=sr_1_3?s=books&ie=UTF8&qid=1488664741&sr=1-3&keywords=carol+smallwood)  
[michigan.gov/libraryofmichigan/0,2351,7-160-54574\\_39583-92127--,00.html](http://michigan.gov/libraryofmichigan/0,2351,7-160-54574_39583-92127--,00.html)

If you would like to pursue honors from this Michigan organization the link is [http://www.michigan.gov/libraryofmichigan/0,2351,7-160-54574\\_39583-92127--,00.html](http://www.michigan.gov/libraryofmichigan/0,2351,7-160-54574_39583-92127--,00.html). Many states have similar programs seeking creative work that reflects their region's culture, sensibility.

No author ever knows enough about editing—even the ones who can afford top editors. It's the reason I have *The Frugal, Smart, and Tuned-In Editor* blog. And I pester you only about once a month with (usually) very short observations and tips that will make a better publisher of you—and a better partner with your editor. <http://thefrugaleditor.blogspot.com>.

**Tip:** My husband who is always trying to get me to get rid of something I haven't used for a while (like my jewelry!) found this tip



for the frugal among us to get something better using something you don't like as much using Amazon's trade-in feature:

[http://www.businessinsider.com/amazon-trade-in-program-explainer-2017-2?utm\\_source=referral&utm\\_medium=aol](http://www.businessinsider.com/amazon-trade-in-program-explainer-2017-2?utm_source=referral&utm_medium=aol) I'm thinking it might be a way for authors to update their offices!

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**Book Proposal Help:** *The Great First Impression Book Proposal: Everything You Need To Know To Sell Your Book in 30 Minutes or Less* is now an e-booklet (\$2.99) or paperback booklet (only \$6.95). The perfect giftlet for nonfiction and even some fiction writers.

Find it at <http://bit.ly/BookProposals>

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**In the News:** A recent BookBaby survey newsletter cited "how important [to a book] author interaction can be. Our study identified a sizable group of successful authors who made \$5,000+ on their latest book over the past 12 months. One of the survey questions asked how they learned about the process of self-publishing. "Networking with Authors" was named by 78% of this elite group, while "Attending Author Conferences" was mentioned by 59% of the group." Scroll down and see how you can benefit from their service oriented branding and give me a chance to meet you at the same time! Find it under "Carolyn's Teaching and Appearances."

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

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## **Opportunities**

### **Let Spawn Shout Out Your Book For You**

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**New releases from...**



You may have seen the announcement about this opportunity in the last issue of SharingwithWriters, but because I received two requests to review my [\*How to Get Great Book Reviews Frugally and Ethically\*](#) within 24 hours of

the release of the last the last SPAWN newsletter. And they were reviewers who weren't on my radar—reviewers I might never have queried because they weren't from sites or blogs that focus narrowly on the business of writing.

That's why I thought I'd nudge you a bit more about this opportunity. It lets you reach over 1,800 top book reviewers and bloggers. It is a bi-monthly newsletter under the credible SPAWN name. Register now at <http://www.2spawn.org/register-for-new-releases-from.html>. Have a book description of 75 words and your book cover image ready! This program solves the mystery of getting a book in front of legitimate reviewers. Feature your book in the new service from



## SPAWN

*New Releases from...Small Publishers, Artists & Writers Network.*

Congratulations to those who signed up for the first issue! But wait!

There are more issues planned. Here they are:

The next issue dates are:

May 25: Deadline May 15

July 25: Deadline June 15

Sept 25: Deadline Sept. 15

Nov 25: Deadline Nov. 15

This service is open for all books published within the last year. Two major convincers: The credibility of the SPAWN name and the Cision list (mentioned in the newest book in my multi award-winning HowToDoItFrugally Series of books for writers) that SPAWN is using for this project. Cision is formerly the famous Barron's known to professional publicists everywhere! That list is so costly small publishers and independent authors probably couldn't afford access to it. So this is a grand opportunity. See the March issue of SharingwithWriters at

[http://howtodoitfrugally.com/newsletter\\_copies.htm](http://howtodoitfrugally.com/newsletter_copies.htm) for links, costs, etc. or just go directly to the registration page: <http://www.2spawn.org/register-for-new-releases-from.html> or look at a sample page from the letter at <http://www.kkdownloads.com>, password 1026BooksKKA (case sensitive). Or reach Kathleen at [Kathleen@kathleenkaiser.com](mailto:Kathleen@kathleenkaiser.com).

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Frugal. Free is always frugal. It's my Resources for Writers pages at

<http://bit.ly/CarolynsResources4Writers>. Browse for tips on every page, read how-to articles, and get lists and other resources you really cannot do without!

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### Opportunities

### **Sharing the Cost of Effective Mail List . . .**

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You probably know that I believe the best way to build a resource or contact list is to do it yourself. It is more frugal and more effective. But Cision is the resource directory favored by publicists and for those who can afford it, one of the very best for those who want to buy a list. Kathleen Sexton Kaiser of SPAWN fame is looking for a publisher or author who would like to share the cost and benefits of a list of review blogs and bookish Web sites. Even shared, the list isn't inexpensive, but it is highly effective by industry standards. So, if you're interested, check with her at [Kathleen@KathleenKaiser.com](mailto:Kathleen@KathleenKaiser.com). It costs nothing to talk to her.

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

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## **On Poetry**

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

## Use AskDavid to Have Your Poetry Books Seen

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I have been using the AskDavid.com service for tweeting the covers and pitches for my poetry books. It works especially well (frugally) if you're running a free-day promotion on the e-book version of your poetry book. Here is an example of one of the pages that he offers as part of his program.

<http://askdavid.com/reviews/book/publishing/14637#websites> I

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A general marketing rule is that a product must be seen seven times before it is purchased. That is just as true for books (because they are products, like it or not!). Let people see that book cover image! To do that, you are invited to advertise as a site sponsor at

[www.howtodoitfrugally.com/advertising.htm](http://www.howtodoitfrugally.com/advertising.htm) for only \$35 a year. Yep, the frugal way! Click on the Advertising tab at the top of the page or contact me personally at [hojonews@aol.com](mailto:hojonews@aol.com). And I set up the ad using your book cover image, pitch, and link.

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**Tip:** Last issue I mentioned SpunkonaStick's blog and their Twitter online pitch fest. This week L. Diane Wolfe has a new post with tips on how to make a pitch like this successful. Find it at

<http://circleoffriendsbooks.blogspot.com/2017/03/getting-most-out-of-twitter-pitch-event.html?m=1>

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

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## Thank You

These are, indeed, thank yous but it occurs to me that many SharingwithWriters readers may not be using them as resources. Often the blogs, newsletters, websites, 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 for marketing your own book.

## Thanks to a New Book Review Site

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. . . and Alice Berger for requesting a copy of my [How to Get Great Book Reviews Frugally and Ethically](https://bergsbookreviews.com) for her site, <https://bergsbookreviews.com>. She saw it in the *New Releases from...Small Publishers, Artists & Writers Network* newsletter mentioned earlier in this newsletter.

## Thanks to Amazon Top 1000 Reviewer . . .

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. . . John Williamson who went back to his original Amazon review to add this to his review for [The Great First-Impression Book Proposal](#): "When I first reviewed Carolyn Howard-Johnson's small

book here in 2010, little did I realize how dog-eared my paperback copy would get over time. I've been through it and bookmarked it so many times that it's tattered beyond belief, but I cannot get rid of it. It appears that Ms. Howard-Johnson has also released it in an updated edition, and that's why my review predates this one. And please note that now The Great First Impression Book Proposal is available as a Kindle edition. As a Prime member I could have borrowed it for free, but since I know already how many highlights there will be, it was worth buying again in the Kindle edition. If you're an aspiring writer in any genre, it's well worth it." ~John Williamson, Top 1000 Amazon Vine Reviewer

### Thanks to Chris Lawson for Review . . .

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. . . and WinningWriters.com for shouting it out. They say, "Our North Street contest partner **Carolyn Howard-Johnson**'s latest book, *[How to Get Great Book Reviews Frugally and Ethically](#)*, was favorably reviewed at [Bassocantor](#), the blog of Amazon "Hall of Fame" top reviewer Chris Lawson. "I can see that the author is a very wise person, who also understands marketing and the review process...*How to Get Great Book Reviews* is the BEST material I have seen on this subject—by far." Everyone who enters their self-published book in our [North Street contest](#) will receive a free PDF of *How to Get Great Book Reviews*."

<https://www.bassocantor.com/blog/how-to-get-great-book-reviews-frugally-and-ethically-by-carolyn-howard-johnson>

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

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

### "Speak the Speech, I Pray You"

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By Mindy Phillips Lawrence

As Shakespeare once said in *Hamlet*, "Speak the speak, I pray you, as I pronounced it to you trippingly on the tongue." If you've written something—a book, article, or essay—you need to get the word out about it. If you have a great deal of experience as a writer, you need to pass on that experience to help other writers. One way you can do this is by speaking to organizations and writers' groups.

You want to gather topics on which you can speak easily and organize them into chunks that last around 15 minutes and longer talks that last about 30 minutes. These should give you a good start. If you are already an old hand at this, share your speaking expertise with writers who have less experience to help them blossom. Remember that when you help someone else there's a wonderful trade off. You also help yourself.

Below, I've listed several resources for speaking. I hope to hear you in front of an audience soon.

## **LINKS**

### **How to Develop Confidence Speaking**

<http://wittcom.com/how-to-develop-confidence-speaking/>

### **Confident Public Speaking**

[http://www.huffingtonpost.com/nikki-stone/confident-public-speaking\\_b\\_4058830.html](http://www.huffingtonpost.com/nikki-stone/confident-public-speaking_b_4058830.html)

### **How to Organize a Speech**

<http://pegasus.cc.ucf.edu/~rbrokaw/organizing.html>

### **5 Quick Ways to Organize a Speech**

<http://www.publicwords.com/2011/09/06/5-quick-ways-to-organize-a-speech/>

### **Basics of Public Speaking**

<http://www.teacherjoe.us/PublicSpeaking04.html>

### **Sample Speech Outline**

<http://www.write-out-loud.com/sample-speech-outline.html>

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Mindy Phillips Lawrence is a writer and artist based in Springfield, Missouri. She worked for the State of Missouri for over twenty-four years and has retired to her sumptuous home office where she's writing, doing calligraphy, and assembling a book based on the best of her Itty-Bitty columns that first appeared in this SharingwithWriters newsletter.


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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 gives authors insight on how to convince retail outlets that a partnership (like a book signing, workshop or seminar) will benefit their bottom line. Find more about the whole series at [www.howtodoitfrugally.com/retailers\\_books.htm](http://www.howtodoitfrugally.com/retailers_books.htm)


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

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 **NEW! FREE!** I will be speaking at a meeting of The Southern California chapter of the Historical Novel Society about Frugal Editing and Frugal Book Promoting, of course. It is at Du-par's Restaurant & Bakery, 214 SO LAKE AVE., Pasadena, CA on Sunday May 21 at 11:30 am. Phone: 626 405 8820. Both authors and those who love to read historical fiction are invited. The meeting is free, but you are also invited to have lunch in the back room of the restaurant. Learn more


about membership by contacting [paul@truthinhistory.com](mailto:paul@truthinhistory.com) or about the society at <https://historicalnovelsociety.org/>.

 **NEW! FREE!** I will be speaking at a combined meeting of Independent Writers of Southern California (IWOSC) a Small



Publishers, Artists & Writers Network (SPAWN) on Thursday May 25 at 7 pm at Mimi's Café, 400 N. Moorpark Rd, Thousand Oaks, CA. Phone 805 373-5922.

The meeting is free but you are invited to eat with us before the meeting at about 6:15. Learn more at: <http://www.iwoscspawnvc.com/>.

 **NEW!** I just signed a contract with Bookbaby.com to present at their first-ever writers' conference to be held in the heart of Philadelphia November 3<sup>rd</sup> to 5<sup>th</sup> at the [Sonesta hotel](#). Start saving the career-boosting pennies in your budget for this (Early Bird special is only an unheard of \$99 through May!). Bookbaby is going all out. There may even be a tour/social on Sunday after the last presentation! Talk about a fun networking opportunity. [Early bird registration](#) is available right now at



[https://sites.grenadine.co/sites/rps/en/bookbaby?utm\\_campaign=BO1709&utm\\_source=BBOff&utm\\_medium=Email](https://sites.grenadine.co/sites/rps/en/bookbaby?utm_campaign=BO1709&utm_source=BBOff&utm_medium=Email) Learn more and register: [www.bookbaby.com/conference2017](http://www.bookbaby.com/conference2017) or #indieauthorscon

After you register you will get the code for Indie Authors Conference's Sonesta Hotel group rate (\$189/night for November 3rd and 4th).

Here's what you can expect:

- "

You might also want to check the Index of your [The Frugal Book Promoter](#) copy under "conferences/writer conferences" where I tell you why I believe in conferences for writers, give you ideas for how to make the most of them, and help you choose conferences that will work best for you.

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

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**Wordstuff™**

**Something to Make Writers Smile**

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*Avoid Humiliation and Ensure Success Order for e-book or as paperback: <http://bit.ly/FrugalEditorKind>*

### **Newly Released!**



*In paperback and as an e-book. How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career. See the prepromotion page on the HowToDoItFrugally Web site at <http://bit.ly/GreatBkReviews>.*

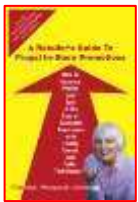


*The Great First Impression Book Proposal: Everything You Need To Know About Selling Your Book in 30 Minutes or Less  
Order for paperback or e-book:  
<http://bit.ly/BookProposals>*

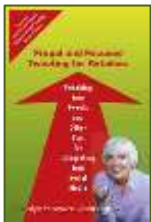


*Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy  
For paperback or e-book: <http://bit.ly/Last-MinuteEditing>*

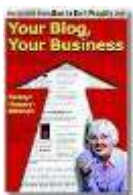
### **The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)**



*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 (Out of Print. Available only on Amazon's New and Used feature): <http://bit.ly/ThisIsThePlace>*



*Harkening: A Collection of Stories Remembered (Out of Print. Available only on Amazon's New and Used feature:*  
<http://bit.ly/TrueShortStories>

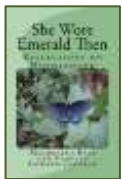
### **Carolyn's Poetry**



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



*Cherished Pulse: Unconventional Love Poetry.*  
Coauthored with Magdalena Ball  
Order as an e-book or in print to be used as a  
greeting card or booklet.  
<http://bit.ly/CherishedPulse>



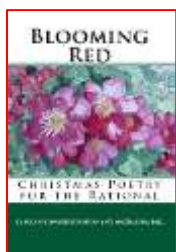
*She Wore Emerald Then: Reflections on Motherhood,* a  
chapbook of poetry. Coauthored with Magdalena Ball.  
To order paperback, Kindle, or e-book:  
<http://bit.ly/MothersDayKind>



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



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



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

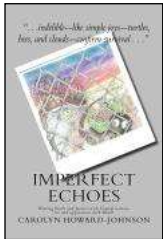
Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that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



*Sublime Planet*, a full book of poetry celebrating Earth Day.  
Coauthored with Magdalena Ball.  
Photography by Ann Howley.  
To order paperback or e-book: <http://bit.ly/SublimePlanet>  
Proceeds go to the World Wildlife Fund.



*Tracings*, a chapbook of poetry (Finishing Line Press)  
<http://bit.ly/CarolynsTracings>



*Imperfect Echoes:*  
*Writing Truth and Justice with Capital Letters,*  
*lie and oppression with Small*  
To order paperback or e-book: <http://bit.ly/ImperfectEchoes>

Inspired by Nobel Prize winner Czeslaw Milosz's poem "Incantation" that lauds the power of human reason over the reoccurring and seemingly insane political realities, Howard-Johnson holds out hope but is not persuaded by trends that seem worse now than they were in Milosz's time. A student of Suzanne Lummis, UCLA poetry instructor and the Fresno School of Poetry fronted by US poet laureate Philip Levine, she touches on the isms of the world—racism, ageism, even what might be termed "wallism" but was once referred to as xenophobia. In her poem "Crying Walls," she sounds a low warning reminiscent of Robert Frost: "Chains linked. Wire barbed,/ Krylon smeared. Feeble,/ useless, unholy billboards,/ anything but mending walls."

## Contact Information

### Websites

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>