

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

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

August 30, 2013

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

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 ~ <http://mplcreative.webs.com> In the spirit of
writers everywhere, I also tell writers 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 it's full of resources you can use.

This newsletter is powered by AuthorsDen.com.

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- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
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## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

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)**

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Note from Carolyn

Dear Subscribers:

Every once-in-a-while I break down and review a novel. Not often. I had to stop accepting reviews because I needed to time to write but now and then I see how the reading of a novel by a writer who's known for his or her expertise will help my own writing; that time usually comes when I'm working on a final draft of a novel myself.

That time is here. I'm on deadline to submit a novel (and, surprisingly, a proposal) to my sweetie agent, Terrie Wolf. So even though I didn't have time I said yes to Wally Lamb's new novel (to be released this fall) called *We Are Water*. I want to tell you, I've never read a novel that I marked up so much. I've got notes for technique, notes for backstory (Lamb uses tons of backstory!),

notes on structure, folded pages, pages with turned-down corners. It's a fat book, and I'm exhausted.

Still, I'm glad I read it—even when I didn't have time. And it occurs to me that we may benefit the most from picking up a great book when we *are* busy. Yes, my own book will be late. But Terrie understands. Deadlines are meant to help us finish our work *and* do our best work. If we're delayed because something comes up that helps us do better work...well, isn't that what we're after? More experiences. Better writing.

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

Carolyn

PS: This newsletter took so long because I've been busy with my acting hat. If you live in California, my husband's and my ad for Blue Shield will run for eight weeks. In the meantime, this was an outtake for my husband's and my audition <https://www.facebook.com/photo.php?v=10151801284549183&set=vb.615464182&type=2&theater> And please ignore the years we've been married. It's 55 not 65 years. AND wait for the slap!

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

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Letters-to-the-Editor

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Carolyn:

I just saw your Pinterest page. *Wow!*

This is the best [Pinterest page](#) I've seen, and there are SO many interesting and well-categorized items. I wanted to look at your Fonts page, but took a detour to Nostalgia. Incredible. I didn't comment on anything (but one) because I must get some work done. But when I return, I'll write notes on Twinkies, Mickey & Minnie of course, Cuckoo Clocks (which I hope to own someday – the biggest, loudest and gawdiest, straight from the Black Forest if I ever visit my mom's hometown), the Pay Phone, and the best of all – the colorful aluminum glasses. We had them growing up, but they were re-issued several years ago and you know I'm kicking myself for not stocking up. Someday I'll visit your Fonts page.

As you know, I'm not into doing social media (because it's like opening an encyclopedia) but if anything I know I must post my work on Pinterest. I'm taking a course from Melanie Duncan right now, about business in general, but she is the #1 Pinterest authority with her own course on it.

***Get your free & fabulous artwork by Chaz featuring the ampersand:  
AmperArt.com***

**chaz desimone** graphic design  
www.chazdesimone.com  
+1 310 902 3913  
12228 venice blvd #156  
los angeles ca 90066 usa  
appreciate good design...especially god's design

**Note: Chaz, I'm glad you're planning to break your own no-social networking rule. That's what rules were meant for. To break. In your line of business (book covers and book design), you could have a board featuring your many fantastic covers and logos—a benefit to both your business and your clients'.**

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

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**Tip:** Join at least one professional organization for authors/publishers so you get information that can make a difference in your writing/publishing career. I found this article on what you should consider before publishing in China in an article by Peter Goodman in IBPA's *Independent* magazine (Independent Book Publishers Association) and I wouldn't have seen it if I hadn't been a member:

Things to consider before choosing to publish in China:

1. Fuel and freight costs have gone up and that may offset any savings you may get by publishing in China.
2. Many North American printers are more efficient than ever before.
3. Does the Chinese printer you are considering care about the environment (China is one of the most polluted countries on earth)?
4. Does the Chinese factory you are considering pay their workers well—and treat them well?
5. Do you want to be sending American dollars overseas?
6. Are you on a tight schedule? Printing in China takes considerably longer than printing near home.
7. Have you compared costs and benefits carefully? Goodman says there may indeed be times when printing in China is right for your book in the quantity you need. And he goes on to show you exactly how to assess that with charts and more.

I suspect that if you joined IBPA and told them you wanted a copy of their August, 2013, issue, they would send it to you. They have always been very responsive to my needs. Find them at [www.ibpa-online.org](http://www.ibpa-online.org). As you can see, their magazine (and organization) isn't only for publishers; it's for anyone who wants to know the whole publishing story. We're writers. This is our industry, after all.

**Amazon Tip:** Amazon is constantly changing their pages. Well



now true to form, they say they're eliminating their add-an-image feature--the one I talked about at a Greater Los Angeles Writers Society seminar last week. Amazon notified me on 7/26. I, for one, will be sad to see it go. Here is an image I used on several Amazon buy pages. They say a picture is worth a thousand words. And now they're gone,

gone, gone--or at least going, going, going.

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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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## **Accessible Contests**

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Voices Israel announces 24th annual Reuben Rose Poetry Competition

First prize-\$500, second prize-\$150, third prize-\$50. Ten honorable mentions. Prizewinners and all honorable mentions will be published in the Voices Israel 2014 Poetry Anthology.

~The competition is general and not necessarily on Jewish or Israeli subjects.

~Challenging, humorous and/or curious poetry is welcome.

~Poems should be unpublished, no more than 40 lines, including stanza breaks but not including title.

~Poems are judged anonymously.

~Deadline: September 30th. 2013.

~Cost: Voices Israel members: US\$5.00 for one poem, \$10 for 3 poems, \$15 for 6 poems. Non-members: US \$6.00 for one poem, \$12 for 3 poems, \$18 for 6 poems.

~Online submission only at

<http://www.voicesisrael.com/reubenrosecompetition.htm>

Full guidelines and submission details at

<http://www.voicesisrael.com/reubenrosecompetition.htm>

Free Poetry Contest

Call for submissions on Jewish Experience (irrespective of author's ethnicity or religious affiliation)

<http://www.poeticamagazine.com/adrpaward.htm>

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Please paste this little blurb—perhaps with a little endorsement—in your newsletter or Web site: To subscribe to Sharing with Writers send an e-mail with SUBSCRIBE in the subject line

to HoJoNews@aol.com or go to www.howtodoitfrugally.com for an auto subscribe box. Let me know you did it so I can do something similar for you on my Resources for Readers page at www.howtodoitfrugally.com.

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Tip: Those of you who love radio gigs will love Fran Silverman's series of e-books that give resources for streaming radio. The information for each entry includes title of show, name of host, theme, where aired, guest criteria, e-mail, Web site, phone (optional), and best method of contact. The one specifically for authors covers writing, editing, publishing, marketing, literary agents, Christian authors, author spotlights; genres include thrillers, suspense, action/adventures, novels, teen/YA, romance, poetry, science, historical, baseball, screenplays, songwriting.

For descriptions and prices of all 16 e-books (some of which may feature the theme or topic of your book), please visit <http://www.talkradioadvocate.com>

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

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Tip: We all use tags or keywords when we blog, on our online bookstore pages, when we publish, and more. Many authors forget two essentials when they list their tags, though--their names and the titles of their books. Those may be the best tags of all because there is little or no competition out there on the World Wide Web for them. You—the author—pretty much own the field.

Tip: If you ever have trouble with your Facebook account you'll be very, very happy you saved this link for registering a complaint or to call for help with Facebook. <http://www.wikihow.com/Contact-Facebook>

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

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Author Successes

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

Writers Team to Write Children's Book

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Alexis Powers and Jane McCutchen have published an adorable book for children. *The Adventure of John Quincy Quail* is suitable for children from two to five. The photos are luscious. The book is sure to delight children. It is available on Amazon or you can purchase it from Alexis's website: [www.alexispowers.net](http://www.alexispowers.net)

## Award-Winning Author Shares Good News

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Dear friends,

I'm writing just to let you know that my novel HYSTERA will be re-released on September 10 by a publisher with a larger scope and reach. Lou Aronica, former VP of Ballantine/Bantam Books and Former Senior Publisher at Avon has his own publishing house now, working in conjunction with The Trident Media Group, run by Robert Gottlieb.

The new house, The Story Plant, has acquired HYSTERA. Winner of two awards, the Global-E-books Award and the USA Book Award in Fiction, it's been a hugely surprising and lucky year for HYSTERA--such a little and difficult novel which I hadn't thought would reach an audience.

I hope my path will bring hope to many others.

Leora Smith-Skolkin

The Amazon link is http://www.amazon.com/Hystera-ebook/dp/B00E257UOS/ref=sr_1_3?ie=UTF8&qid=1375978511&sr=8-

California Author Publishes Cal-Inspired Mystery

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***South On Pacific Coast Highway*** by Gary Paul Corcoran is a newly published mystery/thriller. In this new novel, protagonist Michael Devlin slums his way among the often tony, sometimes seedy, but always alluring venues of the Southern California coastline. A jaded private detective, he doggedly attempts to solve four murders, free a wrongly imprisoned friend, and wrest spiritual enlightenment from a handful of better forgotten dreams. Add to this a handful of hot and restless summer nights, a cheating wife, a hard-nosed cop, two pain-in-the-ass Feds, a couple of nasty boys from south of the border, one Russian named Boris, a fortune teller, and a miniature poodle named Butch and you have the ingredients for a searing portrait of life along the Southern California coast. Purchase it on [Amazon](#). Gary is also running an ad on my Web site. It's on seven different pages, but you can see it here: <http://howtodoitfrugally.com/reviewers.htm>.



## Book for Immigrants and Foreign Students Garners Second Award

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Lance Johnson's *What Foreigners Need to Know About America from A To Z* has garnered the gold from Readers Favorite Award (<http://readersfavorite.com/2013-award-contest-winners.htm#cat259>) from among 82 entries in the field of education. His second award after the Silver Global E-book Award, and the selection of his book for Fulbright Scholars, Johnson is proud that his book is helping more and more people succeed in their dealing with Americans—both in the US and around the world. Find it at <http://amzn.to/ForeignersAmericaUS> and other Amazon sites from India to the UK. Learn more about him and the book at www.AmericaAtoZ.com.

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

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Tip: Here is a tip on a one-day writers' conference called Hedgebrook. It always has a very impressive faculty for a very reasonable price. You may want to put this on your calendar for next year:

<https://www.hedgebrook.org/cmsfile/contentfiles/Country%20in%20City%20BROCHURE%202013%20FINALHedgebrook.pdf>

Hedgebrook also offers a Writers in Residency 2014—a different program: <https://www.hedgebrook.org/programdetails.php?id=1>. The deadline is Sept 4 of this year! Can you imagine how in demand it must be? Melissa Stoppiello says, "Imagine being at a 2 to 4 week retreat situated on 48 acres of forest and meadow to focus on your writing; all for Free!" ~ Submitted by *Ruthie Marlenée*, Award-Winning Author of [Isabela's Island](#) and Melissa Stoppiello, poet.

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

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Feature

Getting More People to Subscribe to Your Freebie Offers

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Sometimes authors offer newsletters, white papers, free e-books, sample chapters, or other items on their Web sites but don't tell their visitors why they should bother subscribing. Karen Cioffi is the rare Web site expert who also understands the needs of writers. Here is what she suggests for your special-offer landing page:

Having a separate landing page for your email opt-in offer is a good marketing move. This site should fully explain the benefits the potential subscriber will get if he opts in. It should also include what your qualifications are for offering this particular information, for claiming to be an authority in your niche.

Did you take special training (e.g., classes, e-courses)? Do you have a degree or certification in the topic? Do you have 'good' clips? Do you have great testimonials? Have you won awards? Do you belong to relevant groups/clubs? Do you teach the topic? Whatever gives you authority in your niche be sure to include it in your list.

If you write fiction and are offering a short story or chapter from your book, include a pitch or logline for that piece of fiction that will intrigue your Web site visitor. Mention awards for your fiction or include praise (blurbs) for it.

Sites claiming to be an expert in a particular niche are a dime-a-dozen. Let the visitor know you're the 'real deal.'

Karen Cioffi is an author/writer online platform instructor and provides website critiques and optimization services. Take a moment and check out what she can do for your site:  
<http://www.karencioffi.com/website-services/>

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

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**Tip:** Jump on this great new Facebook tool before it becomes available for every FB user: <http://blog.hubspot.com/facebook-introduces-embedded-posts-nj>

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

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**Tip:** Here is a post on the process some famous authors, including Rowling, use to plot their novels.  
<http://www.dailymail.co.uk/news/article-2326630/Notes-diagrams-famous-authors-including-J-K-Rowling-Sylvia-Plath-planned-novels.html> I think her method is helpful for novelists, but I can't imagine not doing the same thing with index cards so that when one makes a mistake (or when the story or characters lead an author in a different direction), one need only rearrange the cards. It makes the process so much easier! Another approach would be to use a storyboard like screenwriters use. If the notes are magnetic, they can just be moved around at will.

**Tip:** If you would like to have a review for your book posted by Amazon and can't get the reviewer to do it for you, here is a link provided for you by Jim Cox's Midwest Book Review. Go to: "How to Post Editorial Reviews on Amazon"  
<http://www.midwestbookreview.com/bookbiz/advice/postingedit.htm>. Why, you may wonder, would getting a reviewer to post on Amazon be a problem?

1. The reviewer isn't Web Savvy.
2. The review has been written by a review site that Amazon for some reason views as competition and takes down their reviews.
3. The reviewer has given you permission, but you can't reach the reviewer to get them to post it. (Occasionally reviewers get very, very protective of their privacy).

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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:** If you have a "same old" media release planned, emphasize the most unusual aspect of it in the release—and in the title. The release of a new book and even some awards just aren't that newsworthy anymore. Here's what I did when my husband and I had books honored by Global E-books Awards:

[http://ifogovillage.ning.com/profiles/blogs/media-release-couple-wins-his-hers-awards-he-for-nonfiction-she?xg\\_source=msg\\_appr\\_blogpost](http://ifogovillage.ning.com/profiles/blogs/media-release-couple-wins-his-hers-awards-he-for-nonfiction-she?xg_source=msg_appr_blogpost) . Another time I emphasized that my poetry coauthor of the Celebration Series of poetry chapbooks and I collaborated on a book from two different hemispheres via e-mail. And don't forget to post your release on your social networks like Ifogo Village in the link above.

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Subscribers who have websites or newsletters of their own may be interested in the Free Articles 4 Readers and Writers on my site, [http://howtodoitfrugally.com/free\\_content.htm](http://howtodoitfrugally.com/free_content.htm) . I try to add new articles to it frequently. If you don't see what you need for your blog or newsletter, just ask. [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

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## On Poetry

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

A Little Muppet Poetry Humor

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Here is something that may inspire you to promote your poetry in a similar way:  
<https://www.youtube.com/watch?v=FmICU1gMAAw#at=104>  
~Submitted by Ruthie Marlenée, Award-Winning Author of [Isabela's Island](#)

## Spur-of-the-Moment Poetry

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This poet doesn't call what she does marketing, but it obviously is when this poet lands a piece in the *LA Times*:
<http://www.latimes.com/news/local/la-me-poem-store-20130809-dto,0,6438656.htmlstory>
And I notice that she may make more money at what she does in a day than most poets do in a lifetime ~ Submitted by Eileen Granfors, author of *The Pinata Makers' Daughter*

A Link for Anyone Who Thinks They Don't Like Poetry

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Bukowski is a famous poet, but this voice, this art, this short little piece, will convince you of the importance of poetry to humanity.

<https://www.youtube.com/watch?v=h1MIsh50bG8>

~ Submitted by Suzanne Lummis, poet of the Fresno school and UCLA instructor

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

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**Patting Ourselves on the Back:** 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 the people need to do good in the world. And more we "brag" (or "market") the more good we can do. 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.

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

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**In the News:** We all know by now that Jeff Bezos (CEO of Amazon) bought *The Washington Post* for 250 million. Here's *Publishers Weekly's* take on it: "... Amazon has become more aggressive about buying content and the creation of a relationship between *Post* columnists and reporters with Amazon Publishing is one possible move...[He may also use] the archives of the *Post* to create new print and digital offerings. (The *Post* already has a deal with Diversion Books for e-book originals). Bundling content exclusively for sale through Amazon is considered another possibility. Like most all newspapers, the *Post* drastically reduced its book review coverage several years ago, but upping the number

of reviews is not seen as a priority." The last part is especially discouraging, but I wouldn't bet on it. Further, I think that review policy may be made more egalitarian—that is they may be more inclusive of releases from indie publishers and individual authors.

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Are you confused about how to credit facts or quotes when you write articles or nonfiction? Check out my *Frugal, Smart and Tuned-In Editor* blog: <http://thefrugaleditor.blogspot.com/2010/10/q-la-ann-landers-academic-accreditation.html> or the new edition of *The Frugal Book Promoter*, [www.budurl.com/FrugalBkPromo](http://www.budurl.com/FrugalBkPromo)

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**Tip:** You can change your subscription address to this newsletter. Send me an e-mail at [HoJoNews@aol.com](mailto:HoJoNews@aol.com). Put Subscription Change in the subject line and put your Old Address and Your New Address in the body of the e-mail. Be sure to tell me which is which. (-:

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

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**Tip:** When you sign up for Google Plus (or now that you have), check to be sure that the banner on your profile page indicates that you are an author and—preferably—what genre you write in. Otherwise, how will your Plus friends know what category to put you in?

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

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## **Feature**

### **Kindle Select Gives You Money When People Borrow Your Book**

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Are you utilizing Kindle's Book Borrowing feature? Here is Kindle's announcement from their newsletter:

"KDP Select is an optional program for you to reach more readers and gives you the opportunity to earn more money. Once your title is enrolled, you will earn a share of the monthly global fund amount every time your book is borrowed from the Kindle Owners' Lending Library in the U.S., U.K., Germany, and France.

"For August, the KDP Select Global Fund amount is \$1.1 million. In the month of July, KDP Select-enrolled authors earned \$2.04 each time their books were borrowed.

"You can also promote your book as free for up to five days for each 90-day enrollment period in KDP Select. In addition, you can earn 70% royalty for sales to customers in Japan, Brazil, and India.

"Visit your [Bookshelf](#) to enroll your books in KDP Select, or if you are already enrolled, visit your [royalty report](#) to see your results. If you'd like to learn more, visit [KDP Select](#) or the [Kindle Owners' Lending Library](#) "

Writing Tip: Many writers believe (and use) the theory that you begin to write a story and let the characters tell you where and what the ending should be. This approach often results in a more integrated and meaningful ending. I didn't know the ending of my novel until it was all written—complete with an ending. Once written, I knew the end wasn't right. It was too predictable and not up to the rest of the book. I had twelve people read it without the last chapter and tell me how they thought it should end. Not one gave me anything I hadn't considered and discarded before. A little later, I went to a movie and something in it suggested an ending to me. It was an aha! moment! And it wasn't at all like any of the ending I or anyone else had considered before.

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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.

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Thank Yous

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 Dan Poynter...

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... for including my tip about the widget that Amazon offers to authors and publishers who have a second edition out and can't get Amazon to remove the first edition from their online catalog. You'll love lots of the other tips and resources in the letter, too.

<http://parapub.com/files/newsletter/PP-July%2015,%202013-a.pdf>

## Thanks to Meka Love...

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... one of my Google + followers, for giving my [SharingwithWriters blog](#) her Very Inspiring Blog award:

<http://lovemekanism.org/2013/08/09/thank-you-very-inspiring-blogger-award/> . What do

you do with the awards you get—even the ones that come from your treasured readers? Learn how valuable they can be and what to do with them in [The Frugal Book Promoter](#). Meka's Web site is <http://lovemekanism.com>

Thanks to John Burroughs of Midwest Review...

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... for his review of *Sublime Planet* which he called "lucid and erudite." Find it (and learn more about Midwest Review) at [http://www.midwestbookreview.com/rbw/aug\\_13.htm#rc](http://www.midwestbookreview.com/rbw/aug_13.htm#rc) or reprinted on [The New Book Review](#) with permission.

## Thanks to Global E-Book Awards...

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. . . for honoring the e-book edition of Magdalena Ball's and my celebration of femininity chapbook with their bronze award.
<http://www.globalebookawards.com/2013-global-ebook-awards-winners> *Deeper into the Pond* is available as an e-book is at
<http://www.amazon.com/dp/B005G51I82>

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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

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Opportunities

Blogging Opportunities

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Try blogging for Savvy Authors and take advantage of the over 8000 unique visitors per month (25% of them new visitors) with an average time on site is 8 min per visitor, and over 200,000 page views per month. They're looking for authors, editors, publishers and reviewers willing to write a substantive blog on any aspect of the craft of writing, publishing and promotion. At this time we are not booking blogs on the topic of self-publishing. I have openings beginning August 2013 and forward. We are able to accommodate requests for multiple dates.

Our blogs, when posted, are able to accommodate a book blurb and graphic as well as a link to purchase.

We ask that blogs be between 1000 and 1500 words.

If you're interested in scheduling a date during the remainder of 2013 or into 2014 please contact me directly at:  
[sharon@savvyauthors.com](mailto:sharon@savvyauthors.com) Dates are assigned on a first come, first serve basis. If you have a particular date in mind please specify it.

~Shared with you by *Denise Cassino*, online book launch specialist,  
[www.BestsellerServices.com](http://www.BestsellerServices.com)

## Learn More on Digital and Self-Publishing in October

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October 12 and 13, Greater Los Angeles Writers Conference with a focus on digital-publishing and self-publishing.

<http://www.wcwriters.com/da>. Early bird registration discounts offered right now.

<http://www.wcwriters.com/da/aboutregsitration.html>

Frugal Florida Book Fair Coming!

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Hello Authors ~

Well, finally the big day is here! You can register for the *Meet the Authors' Book Fair*.

The book fair will be on November 23 and 24, 2013 at the Eau Gallie Civic Center in Melbourne, from 9:30 AM to 4:30 PM. Information and the registration form is available at [www.AuthorsForAuthors.com](http://www.AuthorsForAuthors.com)

More information and the registration form is also attached.

If you cannot come to the book fair in person, but would like your book on display, you will find this information on the registration form as well.

Only 40 spaces are available. If you want to be a vendor at this event, move fast to register, as we always have a waiting list!

Hope to hear from you soon.

~ Valerie Allen ~

[VAllenWriter@cs.com](mailto:VAllenWriter@cs.com)

[ValerieAllenWriter.com](http://ValerieAllenWriter.com)

[Facebook.com/Valerie.Allen.520](https://www.facebook.com/Valerie.Allen.520)



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 4<sup>th</sup> gifts and decorations! He has three others with patriotic themes.

**Quote:** You don’t need to be a genius, although you may well be one. What you do need is perseverance.”

~ Lisa Cron, author of [Wired for Story](#), a book I highly recommend

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>

## **Feature**

## **Eight Big Reasons to Learn to Love Amazon**

Amazon is in the news again. New affiliate policies. Jeff Bezos becoming the owner of a venerated newspaper. And, of course, the Amazon hate-machine is out in full force. Here’s why we authors just need to “get over it.”

1. Amazon sells far and away more books than any other online bookstore. And far and away more books than traditional bookstores combined.

2. Amazon provides easily accessed associate sites that let you sell your books overseas even if you haven’t sold foreign rights to your book.

3. Amazon provides a search engine arguably second only to Google's—especially if you view this statistic from the standpoint of an author or publisher.

4. The “What other customers buy after they’ve reviewed this item...” feature may feel uncomfortable, but it connects your book to other top sellers on Amazon.

5. An annual contest for fiction in partnership with some of the biggest names in publishing.

6. A widget for your backlist book pages that leads readers to your new editions.

7. A “frequently bought together” feature that may give readers a deal on your book when bought in conjunction with bestsellers in your genre.

8. Amazon offers all kinds of ways to promote your book including:

- An author profile—a general one and a Kindle-specific one. You can even feed your blog and Twitter stream to it.
- A buy page with add-on features that let you highlight your credentials and your book.
- Participation in features like Listmania that help you spread the word all over the vast Amazon site—in places where you’ll reach the readers most interested in your book.
- Promotion packages like Kindle Select and their Vine program for getting reviewed by their top reviewers. Some are free, some are costly, but they all work.
- A place on your buy page to install story- or author-related images.
- Places to comment on reviews. That includes thanking a reviewer, correcting inaccuracies, etc.
- Ways for the author to help their bestseller ratings by juggling their book’s category and subcategories. (Of course, the author must promote bestselling ratings when they achieve them—perhaps on Twitter.)
- Forums (rarely used efficiently by authors).

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

Creative Immediacy

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Writers and artists hear this over and over again: “Aren’t you done with that novel/artwork/poem yet?”

People seem to think that you go to your creative space and hammer out a masterpiece in a day. The same is true for the artwork I am working on for the office. I take full responsibility for this. I told co-workers and a director that I was working on it. ALL of them are wondering where it is, although I mentioned it only a few weeks ago and said that I had a speaking engagement to get behind me and most likely an article. I've begun to determine where everything is going on this wall hanging. I have sketches and have all the supplies to create it. I also have a kitchen that's a mess and laundry that needs tending. My art and writing have to be positioned around REAL life.

I am also thinking about some changes I might need to make to have this 20" by 30" watercolor work well where it is going. I have to think of its home, too, not just my messy apartment.

I read an article this weekend about what the dying want the living to know about life. Speed is not the answer. They want us to know the importance of slowing down, watching the sunset, and helping a child on the child's timetable.

Be patient with me, World. Art and writing aren't sprints. They are more like LSD (long slow distance). I've just slowed down enough to appreciate what I'm doing.

## **LINKS**

### **What the dying Want us to Know about Living**

[http://www.purpleclover.com/health/875-what-dying-want-us-know-about-living/?icid=main-grid7%7Cmain5%7Cd13%7Csec1\\_Ink3%26pLid%3D366670](http://www.purpleclover.com/health/875-what-dying-want-us-know-about-living/?icid=main-grid7%7Cmain5%7Cd13%7Csec1_Ink3%26pLid%3D366670)

### **Long Slow Distance**

<http://www.runnersworld.com/workouts/long-way-0?page=single>

### **10 Essential Rules for Slowing Down**

<http://zenhabits.net/the-10-essential-rules-for-slowing-down-and-enjoying-life-more/>

### **The Art of Slowing Down**

<http://liveyourlegend.net/the-art-of-slowing-down-12-simple-ways/>

### **Slow Down and Really Live**

<http://down---to---earth.blogspot.com/2011/02/slow-down-and-really-live.html>

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Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on the e-book edition of *An Itty Bitty Book on Writing and Life* which should be out by the end of 2013. <http://mplcreative.webs.com>

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

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**Quote:** "I am not by nature collaborative." Debra Gold, actor and publicist. I think many writers would identify with Debra. Once you know it, use that self-realization to carefully select your projects and goals.

**Did You Know . . .** that Twitter will no longer allow you to automatically follow those who follow your first? That means you must periodically go to your Twitter account, click on followers and manually follow those who have followed you. Why would you want to do that? Because it's courteous to follow back. And also because many people unfollow those who don't follow back.

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

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**Tip:** Many of us storytellers don't know we're sitting on pure gold. My friend Miss Krizia tells how stories can help businesses—including your writing business, whatever that may be.

[http://www.huffingtonpost.ca/krizia/10-ways-stories-sell-businesses\\_b\\_3712940.html](http://www.huffingtonpost.ca/krizia/10-ways-stories-sell-businesses_b_3712940.html)

## Carolyn's Appearances and Teaching

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New! 📖 Eunice Nesbitt, book marketing strategist, coach and author working on her own marketing book, had Fran Silverman and me on her recent "Savvy Bestsellers" Blog Talk Radio " show.

<http://www.blogtalkradio.com/savvybestsellers/2013/07/11/book-marketing-in-five>

Tune in to learn the easiest way to get over the fear of speaking so you can better promote your book. Learn more at

<http://savvybestsellers.com>.

📖 I just recorded a new interview with Suzanne Lieurance. I know you'll want to list to get my favorite tip for getting reviews even after the deadline they so imperiously impose:

<http://www.bestauthorinterviews.com/169/carolyn-howard-johnson-the-frugal-book-promoter/>

New! 📖 Southern Utah Book Festival, St. George, Utah; October 19 and 20. I will be speaking at 2 pm on the 19th. Director: VS Grenier. Topic: Marketing and Editing: Twin skills you need to foster way before your book is published and use long after its release date.

New! 📖 October 12 and 13, West Coast Writers Conferences (<http://www.wcwriters.com/da/index.html>) will run their annual two-day conference called The Digital Author and Self Publishing Conference at Los Angeles Valley College. Director Tony Todaro is trying a new tracking system so attendees can get the most out of the conference. Attendees may come for one day or both. Lunch is available. I will be speaking

SELL A TON OF BOOKS EASILY WITH AMAZON

HOW TO CONVINCE BOOKSTORES THEY NEED WHAT YOU HAVE



Digital Author & Self-Publishing
CONFERENCE

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

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Wordstuff™

Something to Make Writers Smile

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

**SPOILED ROTTEN:** What the kids become after as little as 15 minutes with Grandma

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

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

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

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

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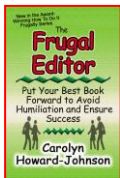
Please pass this newsletter to friends or e-groups. It needn't be pasted in its complete form, but please credit this newsletter, and the individual contributors with anything you snip and paste.

## Ordering Information

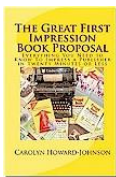
### The HowToDoItFrugally Series for Writers



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

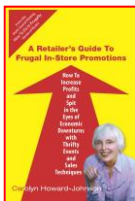


*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*  
E-book: <http://budurl.com/FrugalEditorKindle>  
Paperback: <http://budurl.com/TheFrugalEditor>



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

*Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy*  
Paperback: <http://budurl.com/WordtrippersPB>  
E-book: <http://budurl.com/WordtrippersKindle>



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

*A Retailer's Guide to Frugal In-Store Promotions: How To Increase Profits and Spit in the Eyes of Economic Downturns with Thrifty Events and Sales Techniques*  
Paperback: <http://budurl.com/RetailersGuide>  
For Kindle: <http://www.amazon.com/dp/B004H1TACC>

*Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media*  
Order in paperback direct from Amazon:  
<http://budurl.com/Tweeting4Retailers>  
Order for Kindle Reader: <http://www.amazon.com/dp/B004H4XCCS>

Order an e-book from the publisher:

<http://www.createpace.com/3439623>.



*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

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

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

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

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

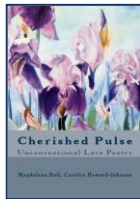
*Harkening: A Collection of Stories Remembered:*

<http://budurl.com/TrueShortStories>

## **Carolyn's Poetry**



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



*Cherished Pulse: Unconventional Love Poetry.*

Coauthored with Magdalena Ball

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

In print to be used as a greeting card or

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

For e-books:

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

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

For e-books:

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



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

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

To order as a paperback or for Kindle:

<http://budurl.com/Imagining>

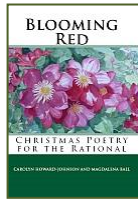
*Deeper into the Pond: A Celebration of Femininity,* Co-



Authored with Magdalena Ball. Artwork by Jacquie Schmall

To order as an e-book: <https://createspace.com/3608866>

To order as a paperback: <http://budurl.com/DeeperPond>



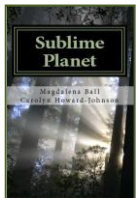
**Blooming Red: Christmas Poetry for the Rational**  
Coauthored with Magdalena Ball. Artwork by Vicki Thomas

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

To order e-book: <https://createspace.com/drl6064>

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

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

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

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

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

<http://budurl.com/CarolynsTracings>

## Contact Information

### Websites

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>

### Blogs:

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

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

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

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

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

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

Tweeting at:

<http://twitter.com/frugalbookpromo>

<http://twitter.com/frugalretailing>