

"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](http://HowToDoItFrugally.com/newsletter_copies.htm)

February 1 , 2014

## Sharing with Writers Since 2003

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

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

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

In the spirit of the advice I give in the newly formatted and updated [Frugal Editor](#)--to use an extra pair of eyes whenever possible--this newsletter is voluntarily copyedited by Mindy Phillips Lawrence ~ [mplcreative1@aol.com](mailto:mplcreative1@aol.com) ~ <http://mplcreative.webs.com>. In the spirit of writers everywhere, I 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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### Regular Features

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- ~Opportunities (You'll find them in several places.)
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~Wordstuff™

## This Issue Only

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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 offer 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:

Do you know what [Amazon Kindle Countdown program](#) is? How about their Matchbook program? (I have discussed the latter a bit in this newsletter so the chances you know about it are somewhat better!). And what about Amazon Kindle's 5 day promotion program in which you can discount your book or give it away to kick start your book's campaign? (It's been around a while, but

there is still a lot of misunderstanding about this “giving a book away” business).

All three are offered by Amazon Kindle through their Kindle Select Program (KDP). And I love them all from a pure marketing standpoint.

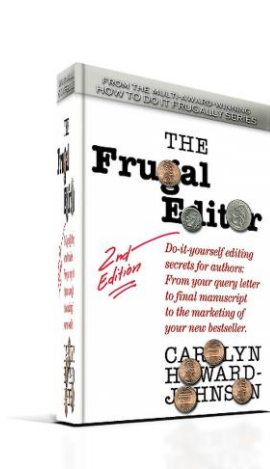
I’ve seen so many new authors decide on a marketing plan without getting full information first. Obviously getting the lowdown on book marketing is not a ten-minute project (which is why I wrote [The Frugal Book Promoter](#)), but I thought it would help if I gave you—all of you, not just the newbies—a fast rundown on a very good marketing approach to your new book (or even one that’s been around for a while). It isn’t in any way complete in terms of all the possible exigencies but you might at least consider it.

So here’s a marketing approach-in-a-nutshell you might consider.

1. Start your marketing campaign for a new book by releasing your e-book first with Amazon’s Kindle.
2. Use the benefits listed above that are available only the Kindle Select Program (meaning that you must give Amazon your e-book as an exclusive for 90 days—though you may have the print book anywhere else you want to during that time).
3. Publicize your e-book like crazy. Get it out there. Get the buzz going. Ask for reviews from those who get your book free or at a big discount.
4. Then if you want to have your book available across many other e-book programs, withdraw from Amazon’s program at the end of 90 days and get it installed on Smashwords, Nook, etc. But do scroll down in this newsletter to see how that might affect both your profits and the quantity of your overall book sales. It may not be what you think!
5. Or don’t withdraw your exclusive position with Amazon. Depending on what you decide based on the profit vs. distribution conundrum, you can leave your book in the Kindle Select Program and eventually repeat your campaign (with slight variations) as the terms of your agreement allow (maybe once a year, maybe more for shorter periods of time.)

## Joy, Happy Writing, Editing, and Promoting!

Carolyn



**PS:** I'm using something like the above marketing plan for the second edition of my [\*The Frugal Editor: Do-it-yourself editing secrets for authors: From your query letter to final manuscript to the marketing of your new bestseller\*](#). It's Updated! Expanded! Newly formatted! (Which was desperately needed!) It has a new cover by [Chaz DeSimone](#) and a new subtitle. And is available for the moment only on Kindle, but available for other readers and for your PC using a free app you get when you buy it

(see Patricia Fry's tip on using this app below). Eventually, I'll reformat the second edition for print, too, but only after I've utilized the power of Amazon. (The 3D book cover by Gene Cartwright of [iFOGO](#) .)

**PPS:** I usually save thank yous for the thank you column in this newsletter, but Yvonne Perry (an editor extraordinaire) used this article on her blog and I know for a fact that many agents and publishers judge manuscripts on the first few dialogue entries, so I urge you to read it. And it's fun! [ow.ly/sS9ze](http://ow.ly/sS9ze)

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Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out *Cherished Pulse* ([www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)) (\$6.95) for someone you love. Try *Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions* for the men in your life. Sure, they like fusses made over them, too! ([www.budurl.com/Imagining](http://www.budurl.com/Imagining)) (\$6.95). *She Wore Emerald Then* ([www.budurl.com/MotherChapbook](http://www.budurl.com/MotherChapbook)) (\$12.95), for mothers and other women, *Deeper in the Pond*, for the feminists in your life—both men and women ([www.budurl.com/DeeperPond](http://www.budurl.com/DeeperPond)) (\$6.95) and *Blooming Red* ([www.budurl.com/BloomingRed](http://www.budurl.com/BloomingRed)), to use as Christmas cards or incidental holiday gifts. Plan next Christmas early. And ask about my special price on chapbook/cards purchased in bulk at [HoJoNews@AOL.com](mailto:HoJoNews@AOL.com). All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me. 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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**Favorite Tip:** I've been watching [The Great Courses](#) series of study-at-home advertisements in magazines like *Smithsonian* and was taken with a series of twenty-four 50-minute lectures on Writing Creative Nonfiction taught by Professor Tilar J. Mazzeo (Colby College). I wrote a book of creative fiction short stories (published in 2002) and believe it covers all the essential topics like "Dialogue Strategies in Creative Nonfiction" plus a few extras like "Being a Writer." Go to [www.thegreatcourses.com/3tme](http://www.thegreatcourses.com/3tme) before Feb 24 to get special prices on the series of either DVDs or CDs.

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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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#### Guest Feature

### **Literary Author Makes Short Stories Sell with Coordinated Advertising Two Years After Release**

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Over the last month, short story writer, novelist and one of my students in the very first class I taught for UCLA Extension Writers' Program, [Christopher Meeks](#), saw his first two collections of short stories hit the top of the Amazon bestseller lists. This comes a few years after their launch. His first collection, *The Middle-Aged Man and the Sea* was in the Top Ten for short stories for half of December, and it was often in the #1 spot. Now his second collection, *Months and Seasons*, is there. Both were my Noble (Not Nobel!) Prize winners in 2006 and 2008 respectively, and *Months and Seasons* was a finalist in 2008 for the Frank O'Connor International Short Story Award, the single biggest prize in the world for a collection of short stories. That year the €25,000 and award went to Jhumpa Lahiri for *Unaccustomed Earth*.

I asked Chris to what he attributed this success. I mean, short story collections are not known for stellar sales in general. Here's what he said.

I used what is perhaps good old-fashioned advertising coordination. Last year I started taking out single-day ads in a variety of places, such as BookBub, BookBlast, Kindle Nation Daily, EReader News Today (ENT), and a couple others. They cost between \$10 a day--often \$25--and up to \$220. Most places know the kind of sales you will get, so they charge appropriately. If they

think you might sell 100 books at 99 cents, they might charge \$30, meaning you'll make about \$33, minus their \$30 fee, leaving you \$3. Still, if you come out in the black *and* your ranking goes up, which brings more sales over the next week, so much the better. Anyway, I started combining ads, bringing ads together on the same day or same couple of days. In that way, I'm not discounting my book often to 99 cents. (If I'm going to take out an ad, I want the most sales possible, and 99 cents draws people if they understand it's only for a day or two.)

Anyway, for my two short story collections, it worked. There are other factors, too, especially the number of traditional and customer reviews there are and how a book's page looks on Amazon. While everything is aimed at Kindle sales on Amazon, I found about a quarter of my sales were on Nook for the second collection *Months and Seasons*. A few advertisers are now including links to Nook as well as Amazon.

Last, advertisers have gotten picky. Most of the places I've listed require an average customer review of at least 3.8 stars if not four stars (out of five). You also need a dozen or more reviews, which means they won't advertise new books. I can't advertise "Iron City" by David Scott Milton anymore because after we sold about a thousand copies, the resulting customer reviews were mostly three-star, bringing down the average to 3.7 stars. [Note: Meeks is also a publisher of literary works. His imprint is [White Whiskers Books](http://WhiteWhiskerBooks.com).]

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Christopher Meeks, author of ***Blood Drama***

The novel is available in print and as an eBook on many platforms.

Web site: <http://www.chrismEEKS.com>

Blog: <http://www.redroom.com/author/christopher-meeks>

Publisher site: <http://WhiteWhiskerBooks.com>

Press release link: <http://www.prlog.org/12273290-christopher-meekss-short-stories-are-bestsellersjust-took-few-years.html>

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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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### Writer Advice's 9<sup>th</sup> Flash Prose Contest

Writer Advice is running our **9<sup>th</sup> Flash Prose Contest**. We're always amazed by the wonderful stories that come in, and we want to read *yours* this year. Details are at [www.writeradvice.com](http://www.writeradvice.com). Share the news and the URL with your writing peers, and while you're on the page, check our latest interview with Monica Wood who won Story Circle Network's May Sarton Memoir Contest for *When We Were the Kennedys*

### Indie Book Awards. . .

My *The Frugal Editor* marketing campaign won top prize in this contest a while ago and I felt it was well worthwhile to enter. They are now calling for Entries for 2014 Next Generation Indie Book Awards. Enter the 2014 Next Generation Indie Book Awards at [www.IndieBookAwards.com](http://www.IndieBookAwards.com).

Calling all indie book authors and publishers--including small presses, mid-size independent publishers, university presses, e-book publishers, and self-published authors who have a book written in English released in 2013 or 2014 or with a 2013 or 2014 copyright date to enter the most rewarding book awards program.

It offers 60 Categories - More than 60 Awards--with over 60 monetary prizes totaling more than \$10,000 in cash, including \$1,500 cash prizes plus trophies for best fiction book and best non-fiction book, \$750 cash prizes plus trophies for second best fiction book and nonfiction book and \$500 cash prizes plus trophies for third best fiction book and nonfiction book!

Finalists and Winners will also receive:

- An invitation to the gala awards ceremony held at a world famous landmark in New York City in May 2014.
- A listing in the 2014 Next Generation Indie Book Awards Catalog, which will be distributed to thousands of book buyers, media, and others!
- Exposure for a full year at [www.IndieBookAwards.com](http://www.IndieBookAwards.com) as a Winner or Finalist.
- The opportunity to display Finalist or Winner gold award stickers on your book.
- Other benefits of an award-winning book (such as potential

increased revenue).

PLUS, the top 60 books will be sent to be reviewed by New York literary agent Marilyn Allen of Allen O'Shea Literary Agency or one of Ms. Allen's co-agents for possible representation in areas that could generate even more revenue for your book (unless an entrant prefers not to have their book forwarded to the agent). Ms. Allen has over 25 years of sales and marketing experience, including serving as Senior Vice President, Associate Publisher, and Director of Marketing for HarperCollins and directing sales and marketing teams for Simon & Schuster, Penguin Books and Avon Books. Ms. Allen has had the pleasure of working with many best-selling authors including Stephen King, Ken Follett, Barbara Kingsolver, John Gray, Mary Higgins Clark, and many more.

Entry Deadline for the 2014 awards program - February 14, 2014.

The Next Generation Indie Book Awards is the largest NOT-FOR-PROFIT book Awards program for independent authors and publishers and the only book awards program of its kind offering more monetary prizes, more awards, recognition and exposure including exposure to a leading Literary Agent for possible representation in areas such as distribution, foreign rights, film rights, and other rights!

The award is presented by Independent Book Publishing Professionals Group (IBPPG) in conjunction with Marilyn Allen of Allen O'Shea Literary Agency.

ENTRY GUIDELINES AND CATEGORIES: For complete entry guidelines AND to see a list of the 60 categories you can enter go to <http://www.indiebookawards.com/entryguidelines.php>

ONLINE ENTRY FORM: To enter online now go to <http://www.indiebookawards.com/onlineentryform.php>

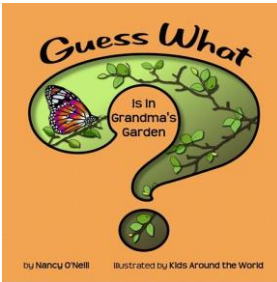
PS: Find a whole page of accessible contests in the writers' resource pages of my Web site, <http://howtodoitfrugally.com/contests.htm>.

**Get Kids Interested in Publishing. . .**



...with this contest.

If you know kids who like to draw, paint, color or create paper art, they will have fun with these objects needed for Nancy O'Neill's fourth book,



### **Guess What is in Grandma's Garden?**

Strawberries

Carrots

Pumpkins

Tomatoes

Broccoli

Onions

Lettuce

Potatoes

Watermelon

Corn on the cob

Scarecrow

Ladybug

Butterfly

The contest is open to kids around the world ages 5-17.

The deadline is **MARCH 31, 2014**.

Submission guidelines are available at

[www.guesswhatbooks.com](http://www.guesswhatbooks.com).

Order Nancy's books at [www.guesswhatbooks.com](http://www.guesswhatbooks.com). Part of the proceeds from the books benefit kids at Rady Children's Hospital in San Diego, California.

### **Announcing the 2014 Amazon Breakthrough Novel Award Contest**

The annual Amazon Breakthrough Novel Award (ABNA) contest, which seeks great new voices in popular fiction, will open to submissions on Sunday, February 16, 2014.

Amazon Publishing is pleased to announce that one Grand Prize winner will receive a publishing contract with an advance of \$50,000. In addition, four First Prize winners will each receive a publishing contract from Amazon Publishing with an advance of \$15,000.

The ABNA contest is open to unpublished and self-published novels. Authors can submit their work in one of the following categories: general fiction; mystery/thriller; romance; science fiction/fantasy/horror; and young adult fiction. For complete eligibility details, review the [Official Contest Rules](#). Visit the [prizes page](#) for the full list of prizes and details.

CreateSpace will host the submission platform for the contest. Visit [CreateSpace](#) to learn more about ABNA and create a free account (if you haven't already) for entry in the contest. You can also find key contest dates and connect in the ABNA community with other authors.

[Prepare your entry today!](#) The 2014 ABNA Contest submission period begins Sunday, February 16th.

Kind regards,  
The CreateSpace Team

### **Dan Poynter Says You Can be an Award-Winner for Life** How?

Just enter your book in a book award contest.  
Even if your book comes in third (bronze medal) or gets an honorable mention, it is still a "winner."

--You can brag in news releases, your website, and in speeches that your book is an "award winning book." And  
--That you are an award-winning author."

You can make those claims for life.

**Accepting Entries:** Now, from e-book authors, publishers, editors, cover artists, and more.

<http://globalebookawards.com/instructions-for-entering>

**Eligibility:** E-book released to the public any time in 2012, 2013, or 2014.

**Entry Deadline:** April 30, 2014 (midnight Pacific Time).

**Winners Announcement:** August 17, 2014

The Global E-book Awards is more than a contest honoring the best e-books. You get 7 weekly e-book promotion "lessons" and much more. See <http://globalebookawards.com/>

Questions? [Becky@ParaPublishing.com](mailto:Becky@ParaPublishing.com)

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Please paste this little blurb—perhaps with a little endorsement—in your newsletter or Web site: To subscribe to Sharing with Writers send an e-mail with SUBSCRIBE in the subject line to HoJoNews@aol.com or go to [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com) for an auto subscribe box. Let me know you did it so I can do something similar for you on my Resources for Readers page at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

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**Quote:** From Independent Book Publishers Association's print magazine *Independent*: "**Self-Publishing with Amazon brings an author four times the revenue for e-books and somewhat more for every print copy sold as well.**" There are some downsides. 1. More limited distribution (bookstores can get them but through the Createspace distribution, but there is still the stink of discrimination among them) 2. Authors don't get powerhouse marketing of the sort they'd like, but if they use what's offered to its best advantage they can still do very well. (To be specific, you will get fewer review opportunities from big review journals and newspaper review sections and the like). But do go back to the first quotation in this section and see if you really care.

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

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## **Tip: Kindle Books for People Who Don't Have Kindle**

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

<http://amzn.to/14OCk0W>

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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 you book cover on your other boards when they fit the theme, but consider the difficulty those who want to help you promote will have finding them if they can't go to a designated board—for either all your work or for pins related to your individual titles. If you need examples of how to do that, check my board at <http://pinterest.com/chowardjohnson>.

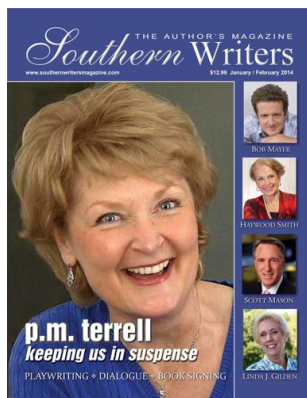
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## Author Successes

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

## p. m. terrell Is Cover Girl . . .

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...for [Southern Writers Magazine](http://southernwritersmagazine.com) .  
Patricia is a mystery writer and founder and director of the Book 'Em Writers Conference and Book Fair in North Carolina (<http://bookemnc.org>) and longtime subscriber to this SharingwithWriters newsletter.

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

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**Tip:** Christopher Meeks, publisher of White Whisker Books, suggests: BookBlast is a good place to advertise an eBook. Inexpensive--a lot of bang for the buck right now. It's at [www.bookblast.co](http://www.bookblast.co) (not com--no M there).

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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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### Opportunities In the News

## **Midwest Book Review Assures Review for Deserving Books**

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This good news from Jim Cox at Midwest Book Reviews is reprinted from the Midwest Newsletter with permission.

**By Jim Cox**

It's a new year and I've developed a new policy here at the Midwest Book Review that went into effect on January 1st. It all started a few weeks ago when I was doing some office work and received five phone calls during the morning from five self-published authors wanting a status report on the books they had submitted for review.

In each case I had the unfortunate responsibility of informing them that although their books had arrived safely and passed our initial screening process, they were unable to achieve a review assignment in the allotted time (14 to 16 weeks) simply because we had too many books being submitted for review consideration (an average of 2000 a month) and only 81 reviewers.

Then with the fifth of those phone calls I got a sudden inspiration. So here's the new policy based on that idea:

Any author or publisher who has submitted a book for review consideration to the Midwest Book Review and whose book passed our initial screening and simply did not get reviewed because of "too many books, not enough reviewers," that author or publisher can submit the MBR a review from any other reviewer or review resource, as long as they have that reviewer's permission to do so. We will run the review in our monthly book review publication "Reviewer's Bookwatch" on behalf of that author or publisher, under that reviewer's byline. (Of course, the reviewer retains all copyright and ownership rights to their review, just like any other contributor to the "Reviewer's Bookwatch".)

I'm making this policy retroactive, so if you have ever submitted a book to the Midwest Book Review in the past and it failed to achieve a review assignment from us, then this offer is open to you.

Here is a link to our "Reviewer Guidelines" that I provide anyone seeking to submit reviews to the Midwest Book Review -- feel free to use it if you are recruiting your own reviewers:

<http://www.midwestbookreview.com/revinfo.htm>

So now our online book review 'audience' of booksellers and the general reading public, including our network of libraries and librarians, is open anyone whose book was good enough to pass our screening process but didn't make it all the way through because of our limited reviewer resources.

This new policy is in service to our overall goal of promoting literacy, libraries, and small press publishing.

All of the previous issues of the "Jim Cox Report" are archived on the Midwest Book Review website. If you'd like to receive the "Jim Cox Report" directly (and for free), just send me an email asking to be signed up for it.

So until next time -- goodbye, good luck, and good reading!

Jim Cox  
Midwest Book Review  
278 Orchard Drive, Oregon, WI, 53575  
<http://www.midwestbookreview.com>

## Need a Cartoonist for Your Book?

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**Cartoonist Dan Rosandich** will create custom cartoons based on your instructions or descriptions for any image you need. Cartoons will attract readers and keep their attention and make an impactful statement based on the subject matter of your book. You tell him what to draw and he attaches a rough sketch in a follow up email

for you to approve or make changes to. The final art is supplied in high resolution TIFF (for print) or JPEG (for e-book). He can also create cover art or light-hearted illustrations. He has illustrated kids' books to educational manuals. He's created work for McGraw-Hill and Pearson Education to smaller publishing companies. His work has appeared in many Chicken Soup For The Soul titles. He offers existing cartoons in a variety of subjects. Fees are based on number of images needed, whether they are in black and white line art or needed in full color. A wide variety of my work and portfolios plus other information are accessible at <http://www.danscartoons.com> for more information.

### Display Your Book at This Book Fair—Frugally!

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The Sixth Annual Brevard Authors' Book Fair will take place on March 15, 2014 from 9:30AM to 4:30PM. Hosted at the Central Brevard Library and Reference Center, 308 Forrest Ave., Cocoa, FL 32922, it is open and free to the public. The book fair is sponsored by *Authors For Authors*, Marshall Frank, Holly Fox Vellekoop, and Valerie Allen. Refreshments will be served and more than 40 authors will be available to discuss, autograph, and sell their books. Six multi-published speakers will make presentations throughout the day about writing, publishing, and marketing your books. For more information email, [VAllenWriter@cs.com](mailto:VAllenWriter@cs.com), [HVellkoop@cfl.rr.com](mailto:HVellkoop@cfl.rr.com), [MLF283@aol.com](mailto:MLF283@aol.com) or call Marshall Frank at (321) 254-3398.

~ 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)

[Amazon.com/Author/ValerieAllen](https://www.amazon.com/Author/ValerieAllen)

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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:** Linda Carlson shares her advertising knowhow with those who think they absolutely must use some paid-for advertising in their marketing plans and for some authors, paid-fors aren't such a bad idea—but you do need to know the ropes. Linda gives them to you: <http://www.lindacarlson.com/p/advertising.html>

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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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**Recycling Tip:** Fiction writers and poets can give away work that has already been sold for first rights. Offer them to bloggers, some anthologies that don't demand exclusive rights, etc. Just be sure they include links to your other work in your credit line or bio.

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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 newsletter, let people know when you're featuring their contests, blog or whatever. By doing so, contacts eventually become friends and you'll begin to see the real power behind networking—and behind distributing a newsletter.

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

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## On Poetry

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



**Poetry Tip:** Try writing a poem as prose, then going back to find the most enticing line breaks. When you read just the last words of each line, you should get a feeling for the poem. Each end word should be powerful. No *ands, tos, ins, thems* or other nondescript words allowed.

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A general marketing rule is that a product must be seen seven times before it is purchased. That is just as true for books (because they are products, like it or not!). Let people see that book cover image! To do that, you are invited to advertise as a site sponsor at [www.howtodoitfrugally.com/advertising.htm](http://www.howtodoitfrugally.com/advertising.htm) for only \$35 a year. Yep, the frugal way! Click on the Advertising tab at the top of the page or contact me personally at [hojonews@aol.com](mailto:hojonews@aol.com).

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#### Mini Rant

### Traditional or Digital: Who Wins?

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**A reporter contacted me for input on traditional books vs digital. I couldn't let my reply go to waste, because I think my retail experience adds something "to the conversation" (as everyone seems to be saying these days.). Though I think I prefer "to the debate." The letter also serves as an example of a casual query—one in which there may have already been contact between reporter and author.**

Erik, I am the author of the HowToDoItFrugally series of books-- one series for writers and one for retailers. I have nearly 30 years experience as founder and owner of my own retail chain and nearly two decades as a journalist and writer (*Good Housekeeping Magazine, The Salt Lake Tribune*, my own books and more.)

Those who see e-books and traditionally published books as a competition are way off base. Any retailer (see above) knows you give the customer what they want, when they want it, and in the form they want it. You don't see the smart ones refusing to let people pay for things the way they want to pay for them, either." Will you take a check?" they ask. The answer is always: "Any way our good customer wants to pay for something is good for us."

Traditional publishers are starting to see this and some e-book publishers are avid about digital production because they see the possibilities (and perhaps because they like the possible profit margin), but I know of no publisher that wouldn't benefit by getting both streams of income. One of these book iterations is not going

to *win* a contest as best (or better than!) any more than TV won over radio. Different readers find different formats for different needs, different preferences. Some like to have the same book in both iterations and, obviously Amazon realized this when they started their new Matchbook program.\*

It's time publishers just get over it and give their customers what they want, when they want it, and get profitable in the process.

**\*Note:** Almost all my books on Amazon—from how-to books to poetry—are now available as e-books to those who buy the paper book. They get them--either free or at a greatly reduced price--with Amazon's MatchBook. I see it as a way to thank my readers for their loyalty and—as an extra stream of income when I don't offer the Matchbook digital copy as free but still give a substantial discount from the original price of the digital copy.

**CHJ**

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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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Guest Feature

## 10 Top Things Subscriber Learned from Do-It-Yourself Book Tour

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**I've been doing my own modified online book tour for the release of the second edition of *The Frugal Editor* and was intrigued by Twitter Pal's mentions on what she's learned about online book tour process. Hope you enjoy it!**

**By Gillian Felix**

### **Top 10 things I've learned from arranging my own blog tour.**

I guess I should start by introducing myself. Hello, everybody. My name is Gillian Felix and I am a citizen of the world, daughter, big sister, entrepreneur, and author of two novels; ***Changes*** and ***The Banovic Siblings***, both make up the ***Family Portrait*** series of novels.

I published ***Changes*** back in October of 2013 and ***The Banovic Siblings*** on December 3, 2013. As you can see I am new to this business, and I'm sure if you ask me ten years from now, I'll still say I'm new to the business because I am learning new things every day.

What I'm about to share with you are things that I have learned from putting together two book blitzes and my current full blog tour.

1. **Research your prospects.** Before sending out a query to a blogger, be sure to check their review policies. Some may not be accepting reviews or tours at the moment. Bloggers have lives outside of the Internet and sometimes they need to catch up. Also make sure their blog is suitable for your book. If they mostly post erotica, it makes no sense if you send them a query for a self-help nonfiction book, unless they state that they are open to that in their policy.
2. **Addressing your query letter.** In your query letter, I suggest addressing the blogger by name. I usually tailor my letter to the individual blogger. By learning who your prospect is, you can find common ground. That blogger may even turn into a reader or friend. I've developed friendships with a lot of bloggers based on common interest. I've had many instances where a blogger didn't have time during my tour to read my book, but contacted me to read it after the tour.
3. **Be flexible.** If you are putting together your own tour, you have the option of tailoring the dates of your tour. That is a HUGE advantage over doing it through a tour company. Sometimes a blogger may be booked and cannot do it on your dates, in that case, give them the option of scheduling it at a later date. I'd rather have a blog post months after my tour had ended than not at all (think about the benefits of that for a moment) ;-)
4. **Give smaller blogs a chance.** The thing that I have found with large blogs is that they host multiple tours a day. They have a bigger audience BUT your post will get lost in the shuffle. With smaller blogs, you have a better chance of being the top post for a longer time. To me smaller blogs are niche marketing opportunities.
5. **Time and work.** Understand that hosting your own tour takes a lot of time and is a lot of work. If you don't have the time to plan your blog tour, I suggest hiring a tour company. If you have the time, begin planning your tour at least a month in advance (I've already started planning my tour for my third book).

6. **Be organized.** I use Excel to create a spreadsheet of all the bloggers who participate in my tour. The first time you do a tour it is the hardest and takes the most time because of all the research. It gets much easier as you do more tours; I've used some of the same bloggers from my blitzes for the tour. Some bloggers have asked to be included in my next tour. To me that's equivalent to a five-star review!
7. **Make it easy for bloggers.** Make it as easy as possible for bloggers to sign up for your tour. I've started using Google forms and embedding it into my email to potential bloggers. Google wonderfully compiles the signups in a handy dandy spreadsheet which can be incorporated into Excel. This saves so much time!
8. **Be prepared.** Prepare all your materials beforehand, (hence point five). Some of the materials that you will need are guest posts, jpgs, a banner, biography and anything else you want to include. If you are doing a review tour, have your manuscript converted into three formats: .pdf, .mobi, .epub.
9. **Links.** Do not forget to include all your links to purchase your book, to your newsletters, blog etc. I also hosts tours on my site, and you will not believe how many authors send me their post info without the all-important PURCHASE link. It takes time to track down their book on Amazon (I'd rather be doing something else). It's the same for bloggers.
10. **Drop box.** Utilize drop box. It is free, easy to use and saves you the time of having to upload the same information over and over to different bloggers.

So there you have it, the Top 10 things I've learned from putting together my own book tour. As I said, I am still learning and figuring out quicker and more efficient ways of doing things. My hope is that this information helps another person just like the many teachers on the web who have helped me. *"When the student is ready to learn, a teacher will appear."* This rings true to me because I am always ready to learn and teachers have always appeared.

Thank you, Carolyn for inviting me.

Cheers!

Contact links:

Twitter: <http://twitter.com/gillianfx>

Google+: <https://plus.google.com/+Plaintalkbm/posts>

Plain Talk Book Marketing: <http://Plaintalkbm.com>

PS: [The Frugal Book Promoter](#) gives you ideas for online book tours and resources for hiring that done if you don't have the time.

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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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**Blog Tip:** Joy V. Smith posts a little vital information on her guest bloggers a day or two before their guest blogs are posted as a teaser for the big day. That is a gift to her guest because it increases exposure but also ads to their search engine footprint. It also ups her own traffic. <http://dld.bz/dgybX>. Find more blog tips in the last issue of *SharingwithWriters*—four of them.

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

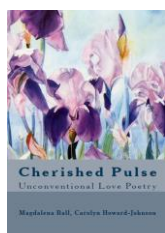
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## Thank You

These are, indeed, thank yous but it occurs to me that many *Sharing with Writers* readers are not using them as resources. Often the blogs, newsletters, Web sites, and other entities mentioned are perfect vehicles for exposing your books to new readers. It is up to you to click or copy and paste to see which might be suitable—and for inspiration on how to make what you do a match for them.

## Thanks to Vicki Thomas . . .

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. . . for passing along my newsletter to her many

writing friends. Vicki is both artist (she provided her artwork for two of the chapbooks coauthored with Magdalena Ball—see an image at the left—and is writing a fantasy series). See more of her artwork at [www.vickithomasartist.com](http://www.vickithomasartist.com), and [www.galleryyosemite.com](http://www.galleryyosemite.com)

## Thanks to Dan Poynter . . .

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. . . for including my quotes in his newsletter for writers. Here is the link for two of the newsletters he used them in:  
<http://parapub.com/files/newsletter/PP-15%20JAN%2014.pdf> and  
<http://parapub.com/files/newsletter/PP-1%20FEB%2014.pdf> . He also—out of the blue—gave a shoutout to the new edition of *The Frugal Book Promoter*.

I highly recommend subscribing to Poynter's letter. They're lots of information and a couple of free benefits that help writers—like his review-finding service.

## Thanks to Dr. Bob Rich . . .

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...for all the publicity he gave his recent Noble (Not Nobel!) win for his *Ascending Spiral* (ISBN 781615991860). This is what he put in his most recent newsletter (which is always full of a wide range of topics—writing to the environment!):



"It is my pleasure to let you know that my latest book is one of those Carolyn Howard-Johnson has put on her list of her [Noble \(not Nobel\) Prize for Literature](#)."

## Thanks to Stephen Tremp . . .

~~~~~

. . . who told me, "I wanted to mention I bought your book *The*

*Frugal Book Promoter* and can't tell you how much it's helping me as I have a new book release coming up. Thanks! I like it so much I made you Author Of The Week on my blog (top of my right side bar) and did a small shout out on Monday's post at: [www.stephentrempp.com](http://www.stephentrempp.com)." Stephen's generosity is a great example of how we can help one another in small ways—in publishing and in life.

## Thanks to Gregory A. Kompes . . .

~~~~~  
...for repurposing an interview I gave him several years ago. Talk about taking my advice in *The Frugal Book Promoter* on recycling to heart! I think you'll like 18 questions (and ideas) as much now as when Gregory and I did this together way back then:  
<http://voices.yahoo.com/author-carolyn-howard-johnson-answers-eighteen-questions-12507119.html> Gregory is Author & Psychic, [Journey with Gregory on the Camino de Santiago](#)

## Thanks to Bloggers . . .

- ~~~~~
- The Pen Muse for posting information of the release of the second edition of *The Frugal Editor* on her blog at. <http://wp.me/p4ceV8-2cq>
  - Virginia Grenier, children's writing pro on her blog *The Writing Mama*,  
<http://thewritingmama.blogspot.com/2014/01/tuesday-book-reveal-aid-of-anyone-who.html?spref=twz>
  - Diane Wolf and Alex Cavanagh's for including a bit of what I hope will be inspiration for you on their blog for insecure writers  
<http://www.insecurewriterssupportgroup.com/2014/01/your-e-best-publicist-for-your-book-by.html>
  - Sn article on wordiness excerpted from *The Frugal Editor* on Joy V. Smith's writing blog ([http://dld.bz/dgvbX\).z](http://dld.bz/dgvbX).z)
  - Nancy Famolari included an interview on her writers' blog:  
<http://nancygfamolari.blogspot.com/2014/01/frugal-editing-from-carolyn-howard.html>).

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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](mailto:HoJoNews@aol.com)

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**Sharing with Fellow Subscribers**

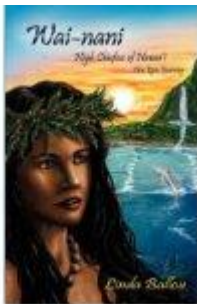
## **Free Audio Production for Your Book? . . .**

~~~~~Z

**By Linda Ballou**

Friends kept asking me when would [\*Wai-nani, High Chiefess of Hawaii\*](#) be available in audio format. I wanted to comply, but it seemed a daunting task. Then I learned about [www.acx.com](http://www.acx.com).

It is an arm of Amazon that makes creating an audio book a snap. Just go onto the Audible site, list your book with the first chapter on the authors section of the site. Then go to the narrators list and ask for auditions from those that sound right for your book. I only wanted to hear samples of readers who were willing to work on



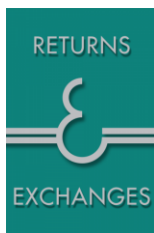
royalty, rather than being paid an hourly amount for their work, which averages about \$200.00 per edited hour. Audible gets 50% and all distribution rights in the shared royalty arrangement and the narrator and the author split the remaining 50%.

I requested auditions from several women who sounded right for my book. Within days there were links to sample readings of my work. I selected [Christine Padovan](#) who has received many awards for her narrations. I am very excited to have such a powerful ally in marketing and can't wait to hear the finished product. Friends who love audible books will be able to listen to *Wai-nani: A Voice from Old Hawai'i* in 2014!

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[Linda Ballou](#). Adventure Travel Writer  
[Linda Ballou's Blog](#)  
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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.

**In the News:** David Ulin, book review guru at the *LA Times*, noted in his end-of-year report on publishing that a few online book review outlets like *Pitchfork*, the *Los Angeles Review of Books*, and the *New Inquiry* are turning to print—a seeming turn-around on the opposite scenario. In fact, his entire article proclaims, “We (print and digital publishing) are settling into a tenuous new balance.” Hooray for that!

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

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

## In Solitude

By Mindy Lawrence

Leo Babauta of ZenHabits.Net made this statement in his blog: “Solitude is a lost art in these days of ultra-connectedness.” I think he’s correct. We can’t do anything without a cellphone, a computer, or Facebook to keep us company. The sad fact is that all the connectedness actually disconnects us from ourselves as well as from others.

Babauta also said that you don't have to be a monk or a hermit to discover the joy of privacy. Solitude doesn't mean you are anti-social. It means that you are willing to pull back from all the noise and confusion around you and find a quiet area where you have the chance to think and create at your own pace.

When I write, I can't have music playing or be around people unless they are in the background acting as white noise. Even that is a rarity for me these days. I can't be in a situation where I know what is being said or know the words to the song playing on the radio or I can't hear the cogs turning in my head.

When we are young, we seek to be around people and gain their attention. In adulthood, we are more apt to search for a place of silence where we can get away from screeching cars, babies crying, people talking, and individuals passing judgment on us at every turn. We want to be free from it all. There are several ways we can do this.

### Ways of Solitude

#### Meditation

Meditation is one way to discover silence if you are not familiar with its sound. Take fifteen minutes a day to just sit. Don't worry about trying to "empty your mind" because it will never be totally empty. Only sit. Let the thoughts pass by and don't latch on to any one of them in particular. Just observe them and let them go.

#### Walking

Another way is to take a walk. Find a pathway that you will enjoy and that you can do physically and walk it slowly, methodically, meditatively.

#### A Rejuvenating Place

Find a coffee shop that you like and go there at off hours when there are fewer distractions. Take your laptop or write in your journal. Do be aware that the piped in music can be a distraction, as well as the coffee-making machine. You will get used to these as background noise if you go the same place often.

## A Personal Spa

Take a wonderful, relaxing hot bath or shower. Let the water roll over your sore spots and across the back of your neck. This is like a mini-massage.

## The Beauty of Tea

Have a cup of hot tea in silence. Pay attention to the process of making the tea, pouring it, stirring it, and sipping it. Notice how the liquid feels in your mouth as you swallow. Take your time drinking it down. Zen master Thich Nhat Hanh says you should take an hour to drink a cup of tea. You might not have that long but take time and savor each drop.

When you have done some of these things and made them a habit, you'll feel much better. It will make it easier for you when you rejoin the bustle of life.

See you at the keyboard,

Mindy

## **LINKS**

ZenHabits--Solitude

<http://zenhabits.net/solitude/>

Solitude: A Return to the Self, Anthony Storr

<http://www.amazon.com/Solitude-Return-Self-Anthony-Storr/dp/0743280741>

Solitude, Henry David Thoreau

<http://thoreau.eserver.org/walden05.html>

Solitude Quotes

<https://www.goodreads.com/quotes/tag/solitude>

Solitude is Not the Absence of Love—Paul Coelho

<http://paulocoelhoblog.com/2013/03/29/solitude-is-not-the-absence-of-love/>

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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 compilation of several years of the best Itty Bittys.  
<http://mplcreative.webs.com>

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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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## Carolyn's Appearances and Teaching

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**New!** 📖 For those who couldn't make it to hear Poet's Café on KPFK (Public Radio) live or streamed, here is the link so you can listen now. I think you'll be inspired by it—inspired to renew your marketing campaign in the new year (for whatever you write!).  
[http://archive.kpfk.org/mp3/kpfk\\_140108\\_203030poetscafe.MP3](http://archive.kpfk.org/mp3/kpfk_140108_203030poetscafe.MP3)

📖. Teleseminars for the Nonfiction Authors Association occur twice each month at 10 am PST/ 1 pm EST and are just thirty minutes. Watch this spot the day I will be broadcasting. Get more details here: <http://nonfictionauthorsassociation.com/upcoming-events-2/>  
Stephanie Chandler is CEO | Author | Speaker at Authority Publishing  
*Custom Book Publishing & Social Media Services for Busy Professionals*, 11230 Gold Express Dr. #310-413 | Gold River, CA 95670 | 877-800-1097 [www.AuthorityPublishing.com](http://www.AuthorityPublishing.com) | [Stephanie@AuthorityPublishing.com](mailto:Stephanie@AuthorityPublishing.com) **Join the new Nonfiction Authors Association!**  
**Get a complimentary profile here:**  
<http://NonfictionAuthorsAssociation.com>,  
[stephanie@authoritypublishing.com](mailto:stephanie@authoritypublishing.com)

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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.

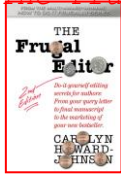
## Ordering Information

### 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>

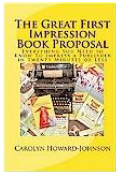
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*The Great First Impression Book Proposal: Everything You Need To Know About Selling Your Book in 20 Minutes or Less*

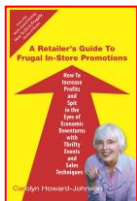
Paperback: <http://budurl.com/BookProposals>

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

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

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

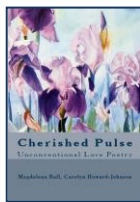
*This Is the Place:* <http://budurl.com/ThisIsThePlace>

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



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

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

To order as a paperback or for Kindle:

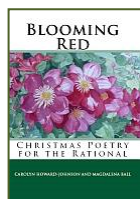
<http://budurl.com/Imagining>

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

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

<http://budurl.com/CarolynsTracings>

## Contact Information

### Websites

<http://HowToDoItFrugally.com>

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<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.

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