

"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

January, 2017

Sharing with Writers Since 2003

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

www.howtodoitfrugally.com

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

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

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

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 will find something new that will help propel
your book to stardom or some reminder to do
something for your writing career.

This newsletter is powered by AuthorsDen.com.

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### Regular Features

- ~Note from Carolyn: **Oblique Celebration of a New Book**
- ~Thank Yous (where you also find leads and great resources!)
- ~This Issue's Fave Tip
- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Opportunities (You'll find them in several places.) **Review Tip from Midwest Book Reviews and Lots More**
- ~Accessible Contests
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column:
- ~Carolyn's Appearances and Teaching
- ~Wordstuff™ Fun with puns, metaphor, and other creative use of words.

### This Issue Only

- ~Feature: **Amazon Misinterpreted: Review Policy Only Affects a Few**
- ~Feature: **Grace Allison Shares Amazon E-Mail Tip with SWW Subscribers**

## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Face-book:

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

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

To subscribe to SharingwithWriters newsletter:

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

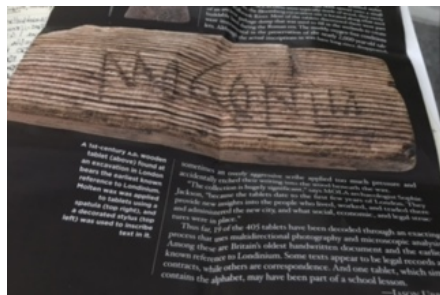
Get your cover images on Pinterest; you pin one of my book cover images and I'll pin yours: <http://Pinterest.com/chowardjohnson>

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

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Note from Carolyn

Dear Subscribers:



The magazine *Archaeology* says this piece of wood is among "Britain's oldest handwritten documents and the earliest known reference to Londinium (London)." I know it's esoteric, but I just can't help myself. The written word is very nearly sacred and it's something that reminds me that we humans have a greater capacity to be one than is sometimes evident among the slush that is going around these

days.

These pieces of wood—405 of them—were decoded using multi directional photography and microscopic analysis. Romans in Britain coated slabs of wood, coated them with wax, and wrote on them. Sometimes an overzealous scribe pushed too hard on his stylus (one supposes the scribe was a “he”) leaving behind this shadow writing in the wood and a monument for those of us who came after and love words.

If you want more of this kind of magic, *Archaeology* is available by subscription (and can be found at <http://archelogy.org>). I found this article in the Jan/Feb issue.

The article is—of course—about wordy stuff which I assume interests all my subscribers. But it's also about inspiration. I may find a poem in this. I suspect it may influence Mindy (your SharingwithWriters proofreader), for

one of her handmade book projects. I'll bet you can find lots of ways that *your* reading informed *your* writing in 2016. I'd like to hear about them!

Happy writing, marketing, and editing And Happy New Year Carolyn

PS: In 2017 I am sticking with my 2016 advice that books make the best gifts because you can always find one that fits the recipient's interests. I'm reiterating this less-than-original piece of wisdom because the book my daughter gave me for Christmas may be the king of all gift books. It's a huge coffee table book that updates the new knowledge accrued about the Chinese Warriors that I visited about a decade ago. The interior has pages but also a box that includes an arty puzzle of the warriors that could be put out on the coffee table for party entertainment for any guest so inclined! The point is, we can always find a book that fits the interest of someone! If you want more (rather *other*) gift-giving tips from the *Washington Post*—maybe for the next holiday (Valentine's), [here's the link](#). Can you believe they didn't mention books?

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

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Letters-to-the-Editor

Hi Carolyn!

I wanted to shoot you a quick note regarding your Writer Services resources page.

I'm helping my daughter write a book and I've spent a lot of time recently gathering articles and info on making a website/blog where she can showcase it once it's done, which is how I found your HowToDoItFrugally site.

Other than the actual writing of the book, the second and third hardest parts of the process were choosing what website builder to use and getting a good

cover design. We wanted to share with your readers a couple resources that were very helpful to us:

"[The Best Website Builders](http://websitesetup.org)" (websitesetup.org)

"[Book Cover Design](http://99designs.com)" (99designs.com)

There's obviously some great info on your site, but we wanted to try to contribute something and send those over as additional resources for your page as we can't be the only "wanna-be" authors who know nothing about making a website or design :-)

If you add them, please feel free to email me and I'll be sure my daughter gets your message.

Thank you again and Happy Holidays!
Emily

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

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Accessible Contests

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

## Scintillating Starts Contest

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[Kevin O'Keefe](http://www.kevinokeefe.com) and I just finished judging Writer Advice's 2016 Scintillating Starts Contest. We were the winners of last year's contest. Both of our entries are still posted at <http://www.writeradvice.com/archives/21-flash1902> on the Writer Advice site.

We each read the top entries and commented on what is working and what tripped the entrants up. When more than one judge says something might be improved, B. Lynn Goodwin, WriterAdvice.com owner advises them, ". . . to take a second look. Everyone who submits also receives a detailed letter from Lynn. Lynne's contest uses blind judging and Kevin and I magically chose the same first and last place winner!

Writer Advice's Scintillating Starts Contest gives participants an opportunity to share the first thousand words of their novel or memoir. Lynn says, "If it grabs and holds us, we tell you that. If it doesn't, we try to tell you what's not working. After reading my initial critique, one participant said, 'Invaluable input! Thank you so much for taking the time to read and respond so thoughtfully! I will look at it and the whole manuscript with new eyes.'"

Lynn's Scintillating Starts does what I think contests should do beyond giving authors and publishers something to aid their marketing campaign which, of course help set a work apart from the hundreds of thousands published every year. This contest also offers input and—as you can see—networking possibilities. *And* it is one of few contests I know of that offer an author these kinds of bragging rights and other help *before* their books are published. It gives an author an extra dash of credibility they can use to convince an agent or publisher of the novel's quality. Smart agents like my Terri Wolf of AKA Literary who is representing my *This Land Divided* use contest wins in their efforts to acquire the best possible publishers for their clients.

Writer Advice, www.writeradvice.com, runs four contests per year. Read about them on the home page. If you'd like to be added to the Writer Advice mailing list, send a request to Lgood67334@comcast.net . Get those first chapters ready for the 2017 contest now!

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I love grammar guru June Casagrande's new book [The best punctuation book. Period.](http://bit.ly/PunctuationBook) (<http://bit.ly/PunctuationBook>) because it covers a little about style choices, too. I also like it because it covers some things rarely addressed like slashes and backslashes we're seeing more of these days and single quotation marks (which are often misused). It makes a fine companion to my [The Frugal Editor](#) that tackles punctuation along with formatting, the editing process, choosing a great editor, and even formatting directions for uploading an e- book to Kindle found in the Appendix.

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Opportunities

Overview from Genre LA Creative Writers Conference

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Tony Todaro and Lillian Todaro announce the coming GenreLA Creating Writing Conference, January 27-29, 2017 in Los Angeles at the Doubletree Hotel. I will be presenting on Getting Great Book Reviews Frugally and Ethicall (naturally!) on Saturday and would love to see you there. Here are the kinds of things you will find when (not if!) you come in addition to good weather!

- How To Pitch an Agent or Publisher
- I have a Great Idea...Now What? (Fearlessly Developing Your First Draft)
- Things I Wish A Pro Had Told Me When I First Started Writing
- Plot or Character – What's More Important?
- Structuring Your Novel vs. Writing by The Seat of Your Pants
- Creating your unique voice within speculative fiction
- Gort: *Kattu Barada Nicto* --Alien and Fantasy Languages – Making Them Coherent and Believable
- Developing Memorable Characters
- Dating Frankenstein - Writing Disturbed and Disturbing Characters
- The Hero's Journey: Using Archetypes to Build your Characters and Plot
- Occupy Earth – When the Aliens Win...
- Undeniable Plausibility, or How To Make Rubber Science Sound Convincingly Real

- Magic – what is it and how does it work.
- Writers of Color – Are Readers colorblind?
- Stealing from The Best
- The Promise of the First Page (Bring us your worst – we'll help make it your best)
- How the Prolific, Award-Winning Authors Edit and Polish Their Work
- Self-Editing Your Novel – And When to Hire a Pro
- World building – How to Create, care and feeding.
- Structuring Your Novel -- Why It Pays to Plan
- Why Steampunk Should be a Genre All Its Own
- Things I Wish a Pro Had Told Me When I First Started Writing
- Urban Fantasies – Blending Fact and...well, Fantasy • Writers of the Future
- Not 'Slumming' Anymore: Speculative Fiction Has Gone Upscale -- Now What?"
- Pity the Poor Monster, Frankenstein."
- How to Write/Script/Develop and Sell a Professional Graphic Novel
- Query Letter Workshop (Bring us your worst – we'll help make it your best)
- Why Self-Publishing Works for Me
- Using Social Media to Build a Successful Marketing Platform
- Getting More Out of Social Media: New Ways to Query and Pitch Your Book
- How to Get Great Book Reviews Frugally and Ethically from Carolyn Howard-Johnson.
- The Business of Writing (agents and tax consultants discuss copyrights, trademarks, tax deductions, and the legalities of being an author)

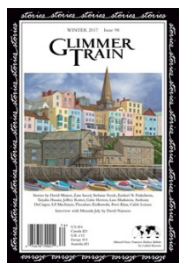
...and more!

Meet agents, too! (Program subject to change due to the usual whims of the universe. See the website for updates: <http://www.wcwriters.com>. And scroll down to the list of my coming presentations for more information.

## A Respected Literary Journal That Pays

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GLIMMER TRAIN says:



We committed at the beginning to pay writers well for the stories we publish.

Over the past four years, 88% of the 1st place winners of our New Writer Award, and 48% of winners in all categories have been their authors' very first print publications. In that same timeframe, our gender balance of all winners has been exactly 50/50!

Glimmer Train hasn't solicited stories for many years (we had to in 1990 because we were "new" and no one had heard of us) and we have actively championed new writers since the beginning. Unlike most pubs that have little time for the so-called [slush pile](#), we read every story submission ourselves, prepared to be moved, surprised, and changed, and we are never disappointed, even 27 years in.

To forge a relationship between your characters and your readers, focus on what makes a character vulnerable. This is of utmost importance. Your focus can be on physical or emotional vulnerability, but it has to be intimately tied

to the character.—[Bret Anthony Johnston](#)

NOTES:

- The Short Story Award for New Writers opens today! [Writing Guidelines](#)
- And here is our complete [2017 Submission Calendar](#) and Writing Guidelines.

Now's the Time to Get Reviews

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**Excerpted from Midwest Book Review's Newsletter**  
**Edited by Beth Cox, Managing Editor**

"Almost always, when *The Midwest Review* passes over a book for review consideration, it's simply because of "too many books, not enough reviewers, and not enough hours in a day." Over the years, we have noticed that review copy submissions tend to follow a seasonal cycle: they peak before Christmas, then sharply drop off.

"This means that, if you'd like to get your book reviewed in 2017, right now is the best time to submit it to *The Midwest Book Review*, while you're up against much less competition! Our full submission guidelines can be found on our website at [http://www.midwestbookreview.com/get\\_rev.htm](http://www.midwestbookreview.com/get_rev.htm)

"I've recently updated our guidelines to read 'there is an approximate 4 to 6-week window of opportunity for a book to be assigned out for review' - the turnaround time window used to be much longer, but we've since become more efficient at managing our workload."

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Note from Carolyn: For my #SharingwithWriters newsletter subscribers, this seasonal tip means that it is also time to update, refresh, or learn anew all the intricacies of a smashing review-getting campaign with the newest in my HowToDoItFrugally Series of book for writers, *How to Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career* now in release as an e-book or paper. <http://bit.ly/GreatBkReviews>. And, yes, I guarantee there is at least one great new way to use reviews in it that even veteran writers don't know or don't use.

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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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**[A YouTube Tutorial](#)**



## Grace Allison Shares Amazon E-Mail Tip with SWW Subscribers

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Hi Ms. Frugal,

I created a U-Tube video for you. I use this feature Amazon so conveniently supplies authors and readers absolutely free whenever I meet a new person who may not have heard about my book and—when my book is new—I use my entire Yahoo contact list as shown in the video. [You can use other e-mail service contact lists, too!]

To get the step by step instructions, just click on this link:

[Frugal Amazon Email Tip](#)

I hope your #SharingwithWriters readers can use this tip to their advantage, too!

Hugs,

Grace Allison, The Mystic Author

[Frugal Amazon Email Tip](#)



Grace Allison

GracetheMystic, Modern Mystic Media

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www.gracethemystic.com |

4408 14 Street Lubbock, Texas 79416



Note: I love Gracie's tip because it the message that goes to your contact (s), comes directly from Amazon, and hardly anybody ignores an e-mail directly from Amazon!

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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.

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In the News: Headline in the *LA Times*: "The Most Super of all Supernovae is Found!" Apart from the appalling use of passive tense when it isn't needed, I find this announcement an inspiration. Science reporter Amina Khan says, "There's breaking a record, and then there's blowing it to smithereens."

Astronomers using relatively small telescopes around the globe have spotted the brightest supernova ever seen . . . 20 times brighter than the 100 billion stars in the entire Milky Way galaxy—or, put another way, as bright as 570 billion suns." This is the kind of inspiration we need in 2017, for ourselves, our writing careers, and the world. I need this news—this year especially--to keep positive and working toward what is important to me. As Carl Sagan said, "We are all made of star stuff."

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If you really want people (like me!) to repin the cover of your book or other of your book-related pins,

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

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Tip: I see Great Courses advertised in highly respected journals all the time and yearn to try some of them. Most are taught by top-line university professors, but "How to Publish Your Book" comes to you from Jane Friedman, publishing industry expert. Many of you will know her or know of her. I love it that her lectures cover all the essentials (including marketing and editing!) because that fits with my motto: "There is no one right way to publish. There is a right way (or better way) for each title, each author, each pocketbook." Her lectures cover the gamut. Find it at <http://TheGreatCouress.com/9TME> or 800 382 2412. If you decide to do it ask for the special price (reg \$269.95 on DVD for \$79.95 or regularly 199.95 for CD for \$59.95.)

Two Tips from new business book release, [Ain't U Got No Manners](#).
#1. Think before you post, because the Internet is brutal (unless controversy is your brand, which it is for some authors), and
#2 Self-Publishing Boot Camp founder and author Carla King) suggests don't forget online forums and message boards to connect with your readers.~
Submitted by Author of *Got No Manners* (<http://bit.ly/AintUGot>), Kristin Johnson.

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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.bit.ly/FrugalBookPromo. Most new writers are under the impression that that they always have to get permission to print a quote. This makes writing an article needlessly onerous. See guidelines in [The Frugal Editor](#), too. My [How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career](#) also makes it clear that how and when to credit excerpts from reviews.

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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 often no way for me to know those releases come from subscribers. If you have an Author Success story, please identify yourself as a subscriber in the subject line of your e-mail. Something like: "MEDIA RELEASE: Subscriber's Success." Do peruse these successes so you'll have an idea of what to submit when you have a big success. In fact, read them in any case because you will find resources for publishers, contests, awards, that can make a difference for your own book. You may even find a book for your own reading pleasure.

Dr. Bob Rich Shares Reader's Digest Lead

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. . . Reader's Digest magazine has run a 100-word short story contest for its

Australian and New Zealand edition for three years running now. In his popular newsletter *Bobbing Around* (<http://wp.me/p3Xihq-Rz>), Dr. Bob Rich announced that his entry for the 2017 contest is among the 400 or so top stories that made into the published anthology. We don't know yet whether his story makes the second stage of being printed in the magazine — or the final stage of being judged the best, but short, short story writers may want to look into this contest. Learn more about Bob at <http://bobswriting.com>.

## Kristin Johnson Publishes New Book

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Ain't "U" Got No Manners by Kristin Johnson ([A Vegas Publisher](#)) packed with stories, examples, tips, and tricks as well as observations about our increasingly connected world. Check out the Kindle version at <http://bit.ly/AintUGot>. More than just another etiquette book, *Ain't "U" Got No Manners* is your go-to guide with secrets and common sense for surviving and thriving in a world that increasingly blends your online life. It will help you hit the think button, and at a minimum, entertain you with a rogues' gallery of online mistakes. It will also call attention to the upside of online. Author Kristin Johnson is a prize-winning/prize finalist writer, blogger, ghostwriting/creative writing consultant, screenwriter, and editor. Visit <http://www.kristinjohnson.net/> or the blog for the book at <http://www.augnm.com/>. And watch for the coming review by Magdalena Ball at <http://TheNewBookReview.blogspot.com>. You can subscribe so you won't miss it.

Eleanor Gamarsh...

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... just published a poem at an e-zine called Columnist With a View, an e-zine at [www.columnistwithaview.com](http://www.columnistwithaview.com). When you get to the site, look on the right side. You will find a list of submissions. You will find her name there. She wanted to share her success and this resource with other writers.

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

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**Did You Know . . .** that L. Frank Baum *self*-published his first book (not an Oz book) that led to his first publishing deal very early in his extremely varied career? The Smithsonian Channel airs a wonderful biography about him and his illustrators. You can probably find it on Netflix or on the Smithsonian Web site.

**Please Pass the Word:** You can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If you need an e-book but don't have a Kindle, just go to any Kindle book page look for

the buy options. [You may find a widget there offering a free app to make your download easier.] Choose Kindle. After you've done that, the site gives you several options or platforms for that book so you can buy the e-book for yourself or to send one as a gift to someone else whether or not you (or they!) have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~ Submitted by Patricia Fry, author of the *Klepto Cat Mystery* series. First in the series is *Catnapped*, <http://amzn.to/14OCk0W>. If you pass along the word to your readers, you may make it easier on them and you may sell more books!

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

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## Opportunities

## **Nina Amir**

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I met Nina Amir at a Book Expo America in New York years ago. She was new at the time and has grown quickly to an industry expert with several books published by *Writer's Digest*. This is her new program designed to share her own knowledge and those of her friends with you.

Are you a change agent? Would you like to write transformational books? You can make a positive and meaningful difference in the world with your words. Learn how to Author Change in 2017.

<https://ninaamir.leadpages.co/author-of-change/>

Do you unproductive and unfocused? Do you lack energy and courage and have a hard time influencing yourself to do anything...let alone persuading someone else to become a fan, subscribe to your mailing list or buy your books? You need what the most successful writers--and people in every industry have: high performance.

<http://ninaamir.com/high-performance-writer-group-coaching/>

Nina Amir
Inspiration to Creation Coach
With Nina, you **Achieve More Inspired Results!**
408-353-1943
www.ninaamir.com
nina@ninaamir.com

Bestselling author of eight books including:

- [*How to Blog a Book, How to Write, Publish and Promote Your Work One Post at a Time*](#)
- [*The Author Training Manual: A Comprehensive Guide to Writing Books that Sell*](#)
- [*Creative Visualization for Writers: An Interactive Guide for Bringing Your Book Ideas and Writing Career to Life*](#)



<http://www.nonfictionwritersuniversity.com>

A Better Web Site for 2017

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With so many new things going on across the net, I notice that many authors' Web site are being neglected. Jennifer Akers thinks so, too. This note from her explains an exclusive special I arranged with her for the betterment of my subscribers' Web sites. The New Year is a perfect time to spruce yours up! I have been checking mine for broken links. Let Jennifer tell you where yours is lacking.

Hi Carolyn,

Thank you for your excitement over my new service for authors. I'm launching a new website audit and editing service for authors. Currently, I am offering a mini website review. While there are many types of website reviews or audits, I'm offering a content-SEO focused one.

I'm sure any authors following you have taken your advice that a website is a fundamental home base. You build a website or blog to attract readers, update your latest work, and sell your books. But, the "build it and they'll come" famous phrase doesn't exactly work unless you actively promote your site. The good news is that there are simple things that can make your website work more effectively and without additional, daily work on your part.

While you should always write your blog content with your audience in mind, as I know you advocate, Carolyn, you know that parts of a blog can only be effective if all the 'parts' work.

If you think about your own experience in visiting a site to buy the latest book or other product, it can be incredibly frustrating if you can't figure out where to buy it on the website or if clicking a link takes you to a blaring 'sorry that page doesn't exist' error.

Is this happening on your site? Is your website visitor-friendly? Can readers search for your name online and actually find your site or you on any social network?

Those are the reasons behind my services. There are some very simple but effective things you can do on your website that not only helps your visitors navigate your site easily but also helps search engines, like Google and Bing, include your website in search results.

For your mini website review, I analyze a handful of pages on your website to check for broken links, keywords, title tags, description tags (which shows as your site's description on Google), photo alt tags, word count content, and social network options.

The review provides a good snapshot on places that aren't working (effectively or even absent) to help your audience and Google.

### **What You'll Receive:**

- A report listing the compiled analysis of a handful of important pages on your site.
- How-to information on how authors can fix their website's errors (don't worry, most areas are not difficult to fix).
- My advice on what works and doesn't work on your website audience (this is valuable because I look at your site from the eyes of a typical reader).

Bonus: I will also search to see what social marketing platforms you appear on. Think Twitter, Facebook, Pinterest, etc. Imagine your typical reader Googling to check on your latest book. Where can they follow you and find your updates?

For those who don't know me, I'm combining a 12-year writing and editing career with my experience in reviewing online websites and working in internet marketing. My writing has been published in OMTimes, Patch, Live! Local print magazine plus other online and print media. My online writing has helped clients clarify their message, increase clients' website traffic; and my journalism and feature articles were often in the top five for Patch's weekly traffic stories.

My official launch will be in February, including additional services, such as working with me to fix your website. However, my mini-reviews have been well-received for many of the following reasons. Again, you'll receive:

- Snapshot analysis of your site so you'll know how your site performs for visitors and Google
- Top areas to fix that will make your site visitor-friendly
- Top areas to fix that will help your site in Google searches
- Stop overwhelm on what to work on first because you'll know what to fix ASAP Professional review of how readers may see your site (similar to reviews you need for your books)

I added the bonus of searching for your author social networks because I have, on numerous occasions, tried to find my newest, favorite author online only to be disappointed on not finding them or finding their sites not working.

The cost for the mini website audit is \$150 BUT for Carolyn's newsletter subscribers, I am offering a special, 50 percent off deal -- for only \$75 total. ONLY good through the end of January 2017.

Unfortunately, this has to be a limited-time deal. Not for marketing hype but practical purposes. I ran a similar deal without some of the benefits, such as my professional review and the author network search, and I want to schedule everyone who jumps on this offer.

### To Get Started:

- Email me: [Writesolutions4you@gmail.com](mailto:Writesolutions4you@gmail.com) with the subject line: Mini Website Audit
- Mention you saw this offer in Carolyn's newsletter for the half-off price deal!
- Send your name, any keywords you use on your site, and your website's URL link.
- Send your \$75 payment to my PayPal Id: <https://paypal.me/jenniferakers>

Please feel free to ask any questions you may have. I can't wait to start working with you!

Best,

Jennifer Akers  
[Writesolutions4you@gmail.com](mailto:Writesolutions4you@gmail.com)  
[Connect with me on LinkedIn](#)

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Frugal. Free is always frugal. It's my Resources for Writers pages at <http://bit.ly/CarolynsResources4Writers>. Browse for tips on every page, read how-to articles, and get lists and other resources you really cannot do without!

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### Amazon Misinterpreted Again

## New Review Policy Will Only Affect a Few

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Amazon is trying—once again—to keep reviewers honest (meaning to keep them more credible, more trustworthy) and (possibly) to boost book sales on Amazon. But let's give them credit for the more altruistic goal, huh?

In the note I received directly from them they say,

"Shoppers consistently tell us that they value reviews from other shoppers who they know have purchased the product on Amazon. As a result, we are introducing a policy change around customer reviews. Customers can now only submit a limited number of non-Amazon Verified Purchase reviews each week. The count is calculated each week from Sunday at 12:00am UTC

I receive a beautiful Getty Museum publication each quarter. The Getty Museum is a gorgeous place atop a bluff in West Los Angeles not too far from UCLA. The brochure, *360 (degrees)*, lists their new installations, coming workshops and lectures, etc. From March 28 to July 30 of 2017 they will feature "Concrete Poetry: Words and sounds in Graphic Space." It focuses on "the visual, verbal, and sonic experiments of the 1960s and '70s." That includes

new poetic forms like “poster poems” and “standing poems.” They “transformed and reproduced projects across media, transforming poems into three-dimensional objects and even digital animations.”

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

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Editing Tip: The word *will* indicates the future. Many use it when a simple present tense will do. Take out the *will* and check to see if your verb works better. Your copy will be less wordy, I promise. Double check on the helping verbs in your copy of my *The Frugal Editor*, <http://bit.ly/FrugalEditor> where you'll find other little known tips for making your copy sparkle.

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

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Thank You

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

Thanks to Magdalena Ball.. .

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. . . owner of the [Compulsive Reader Web site](http://www.compulsivereader.com) and newsletter—both always jam packed with great, intelligent reviews recently reviewed by newest in the HowToDoItFrugally series of books for writers. Find it and sign for her letter at <http://www.compulsivereader.com/2016/12/03/a-review-of-how-to-get-great-book-reviews-frugally-and-ethically-by-carolyn-howard-johnson/>

## Thanks to Nigel at Booklore.co.uk . . .

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. . . for the lovely author's page at their review Web site at <http://www.booklore.co.uk/Reviewers/Carolyn/CarolynBooks.htm>. Here's a tip or reminder for you: Now that Amazon is everywhere in the world including the UK, Germany, India, Japan, Mexico and more—authors would do well to forge relationships with reviewers and review site in those countries. My friend Nigel at Booklore would love to hear from you.

Thanks to Pauline Field . . .

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. . . editor of 50/50 Leadership's newsletter (one of my favorites) for including one of the little resource tips I sometimes send to her—with links to one of my related books, of course! (-: Pauline is also author of [\*Feisty and Fearless: Nice girls CAN be leaders.\*](#)

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Thanks to Dr. Bob Rich . . .

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. . .for including another little bit of exposure for his contest (and my new book used as a prize for it!) in his January, 2017 issue of *Bobbing Around* at <http://wp.me/p3Xihq-Rz>. It is an eclectic newsletter that includes topics varied enough for the topic or theme of most any book to fit into news he can use.

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Thanks to Jo Linsdell . . .

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. . . for her interview on the Writers and Authors site that ran on January 10, 2017. <http://www.writersandauthors.info/2017/01/interview-with-carolyn-howard-johnson.html> Jo is a writing and marketing powerhouse. Learn more with the links from her signature below:



**Jo Linsdell**  
CEO Writers and Authors  
[www.WritersAndAuthors.info](http://www.WritersAndAuthors.info)



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

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An Itty-Bitty Column on Writing

Mindy Phillips Lawrence is recuperating from an operation for cancer. If you would like to send her a note, go to mplcreative1@yahoo.com.

Mindy Phillips Lawrence is a writer and artist based in Springfield, Missouri. She worked for the State of Missouri for over 24 years and has now retired to her sumptuous home office where she's writing, doing calligraphy, and assembling a book based on the best of her Itty-Bitty columns in SharingwithWriters newsletter.


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

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Carolyn's Appearances and Teaching

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 **New!** I am looking forward to presenting at the GenreLA Creative Writing Conference January 27-29, 2017. This educational and inspirational conference will focus on science fiction, fantasy, horror, steampunk, as well as mainstream fiction and screenplay. Many *New York Times*



Bestselling authors and great agents will be there to share their expertise with you. I will be speaking on how to make no-cost reviews the center of a marketing program for any genre on Saturday! The event will be held at a new, fancier home for the conference at the Doubletree Hilton Hotel, Los Angeles Westside, Culver City, and has new sponsors including Writers' Digest. For more information, please visit <http://wcwriters.com>.

 **New!** I am excited to be invited to present at Kathleen Sexton Kaiser's launch of her new series of seminars this spring—Indie Author Seminars—for the marketing session on Sunday, April 9. I would love to see you there. Learn more at <http://www.indieauthorseminars.com> It will be in Camarillo, CA. so please mark your calendars now and start making plans. Camarillo is beautiful! Kathleen is an indie author, the President of Small Publishers, Artists and Writers Network ([SPAWN](#)), producer of [805 Writers Conference in Ventura, CA](#), and was named Publicist of the Year for 2016 by the Book Publicists of Southern California.

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

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## Wordstuff™

### Something to Make Writers Smile

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Some believe that those who can understand and make up puns are using the highest level of language development. Some say that studies have proved that. And besides, writers love them! This is one of the winners in the International Pun Contest.

Puns for the educated....

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

Although I do attempt to verify information used within this

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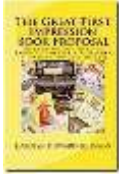
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The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)



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Carolyn's Fiction and Creative Nonfiction

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

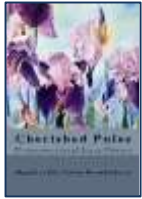
Harkening: A Collection of Stories Remembered (Out of Print. Available only on Amazon's New and Used feature:
<http://bit.ly/TrueShortStories>

Carolyn's Poetry



Find Magdalena Ball's and my poetry fanpage at

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



Cherished Pulse: Unconventional Love Poetry. Coauthored with Magdalena Ball

Order as an e-book or in print to be used as a greeting card or booklet

<http://bit.ly/CherishedPulse>



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



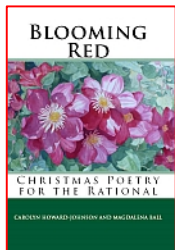
Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions. Coauthored with Magdalena Ball To order as an e-book or paperback: <http://bit.ly/Imagining>



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

To order as an e-book or paperback:

<http://bit.ly/DeeperPond>



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

USA Book News finalist, Silver Award from Military Writers'

Society of America

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

Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the typical greeting card and is available in

quantity discounts to use as a holiday greeting by contacting the authors at HoJoNews@aol.com.



Sublime Planet, a full book of poetry celebrating Earth Day.

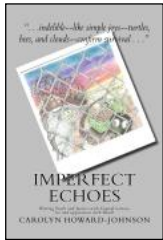
Coauthored with Magdalena Ball.

Photography by Ann

To order paperback or e-book: Howley. Proceeds go to the World Wildlife Fund. <http://bit.ly/SublimePlanet>



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



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

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

Contact Information

Websites

<http://HowToDoItFrugally.com>

For special help for fiction writers

<http://www.fictionmarketing.com>