

"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)

July 10, 2015

## Sharing with Writers Since 2003

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

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

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

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

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

editing boobos. We're all human. This newsletter is issued as often as my writing  
schedule allows. It's usually long, but I promise you it's full of resources you can use.

This newsletter is powered by AuthorsDen.com.

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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>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

To subscribe to SharingwithWriters newsletter:

[http://HowToDoItFrugally.com/newsletter\\_blog.htm](http://HowToDoItFrugally.com/newsletter_blog.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 be offering this letter on my own Indie terms. You can now download the current and recent back issues on my Web site at [http://howtodoitfrugally.com/newsletter\\_copies.htm](http://howtodoitfrugally.com/newsletter_copies.htm) 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:

I know a few of you follow some of my creative writing as well as my how-to books for writers and those who do are probably aware that it often touches on the theme of tolerance. I was raised with intolerance all around me, a child torn between two families, neither one more accepting than the other. So I was touched anew when I learned that Nicholas Winton died at the age of 106 after a lifetime of doing for children what he thought was right at the risk of his own safety and reputation.

I first heard of him a couple years ago on CBS's *60 Minutes*. He saved 669 children from the holocaust. He was said to be "Britain's Schindler." Of Jewish heritage, he was raised a Christian. By dint of pure willpower and his own money, he convinced many British families to accept children in danger into their homes; each were paid 50 pounds for the expenses to return to their homes in Czechoslovakia for most were certain the placement would be only temporary. Toward the end of the program to save children, he lost 250 of them who were waylaid and never made it to Britain.

I try not to get too serious or political in this newsletter, but as writers we are all in a unique position to speak out about what is right. Political correctness is popular right now. In fact, it can be carried so far it becomes a deterrent to clear writing. But the greatest good is not working at trying not to offend but at acting when we see an injustice. Winton was an unsung hero most of his life. Though eventually knighted by Queen Elizabeth II, it was not accolades but a sense of justice that moved and motivated him. He took action at a time when few believed him or trusted him and many still held long established

prejudices against the people he was determined to save. He was so firm in his belief that he broke many laws to carry out his plan.

## Happy writing, marketing, and editing Carolyn

**PS:** Those living in Southern California may want to stop by at the Rancho Las Palmas Library in Los Angeles Saturday July 18 for a free educational event given by Greater Los Angeles Writers Society (GLAWS). I will be on a panel and would love to see you there. For more details see the opportunities segment in this newsletter by scrolling down.

**PPS:** Another Southern California freebie especially for poets: I will be reading the poem Suzanne Lummis selected for critique for her *Poetry Mystique* book, a book that lets poets polish their own poems by following the process used by other poets. Reception at 7:30, program at 8 Saturday, July 11, at Beyond Baroque in LA. Details are in the Poetry Corner of this newsletter. Just scroll.

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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. 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](#) celebrates the universe and Earth Day. Proceeds go to World Wild Life Fund.

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## Letters to the Editor:

Hello Carolyn,

I'm just reading your June newsletter and have come across p3, where you say to request your media kit to use as template for creating one. I do have *The Frugal Book Promoter*, but I'd really appreciate having a visual on hand. Would you be OK to send me your author one, please?

Thank you so much in anticipation!

Kind regards,  
Chioma Nnani

Award-winning Author. BEFFTA-nominated Writer. Presenter. Producer.

**Note:** Anyone who missed the last newsletter or forgot to request a media kit sample may still request a copy. My kits are designed to make giving you free publicity very, very easy for editors, producers, and other gatekeepers. Let me know if you want the general kit (best for nonfiction writers) or the one I use for my creative work (best for poets and fiction writers). Send an e-mail with that information to me in the body of your e-mail. [HoJoNews@AOL.com](mailto:HoJoNews@AOL.com). Please put MEDIA KIT in the subject line. It will come to you as a pdf attachment.

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If you need a speaker or panelist at your authors group, I'd love to be there. I believe authors are made a little like teachers; we love to share. Learn more about my speaking (and acting) at [http://howtodoitfrugally.com/speaking\\_&\\_judging1.htm](http://howtodoitfrugally.com/speaking_&_judging1.htm).

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## Accessible Contests

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### Kandi M. Siegel Shares Her Juvenile Fiction Award with SharingwithWriters Subscribers

I had never heard of this BRAG Medallion Award so I'm eager to help Kandi Siegel share it with you in case your title may be a fit. The B.R.A.G. Medallion Award (Book Readers Appreciation Group) was given to Kandi for her Juvenile Fiction book [My Summer Triumph](#). BRAGMedallion.com brings together a large group of readers—both individuals and book clubs throughout the US and ten other countries.

[My Summer Triumph](#) is about a young girl named Kaila who is bullied at her first time at overnight camp until another girl, named Shayna, befriends her and encourages her to stand up for herself. With Shayna's help, Kaila triumphs over defeat. A truly inspirational story for anyone who has ever been bullied or knows someone who has been bullied.

Other books Kandi has written include a picture book called [Rainbow of Mine](#) which is a poem-formatted book that talks about the meanings of the colors of the rainbow in a way that young children can understand.

Kandi recently wrote a memoir entitled [Looking Back, No Regrets, Memoirs from the Heart](#). This book shares a woman's relationship struggles from childhood through adulthood in nine honest and touching short stories. Her unique experiences will make you laugh and cry as you walk with her through teenage crushes, bad dates, and abusive relationships.

Check Kandi's Web site at [www.kandimsiegel.com](http://www.kandimsiegel.com). Her eBook [CALIFORNIA SERENADE](#) is available on Amazon Kindle!

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

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## Mini Feature

### So a Reviewer Said Yes. Now what!

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Here's how to assure that your book will get the attention it deserves once you have snagged a reviewer:

- Affix a review slip to the inside front cover of the review copy you are sending. It should have all your book's key data: contact information including name, phone, fax, email, and Web site. This can be done on a 3.5 x 5 inch label. Print enough for your projected needs.
- Enclose a help sheet (typed and double-spaced) about your title or your media kit. It should include your media release. It might explain the benefits of your book or why someone would be interested in reading it and a bio of the author. Include the same information on this as the review label mention above.
- Enclose a cover letter stating that this review copy is being sent in direct response to their request and how to reach you if they need any additional information. This information can also go on the outside of the envelope you are using to send your ARC. Do *not* say that anywhere, though, unless it is the truth.
- Send the reviewer a brief e-mail and remind him/her of the request and that the copy is on its way. Double-check the address you have at that time.
- Some reviewers, bloggers, and other media outlets use the information you send verbatim. In [\*The Frugal Book Promoter\*](#), I advise that your media kit include a review with permission for them to cut and paste exactly as it is. Be sure to give them guidelines for its use from both you and the original reviewer (Midwest Book Reviews, as an example, always extends permission for unlimited use as long as they are credited.)
- Let your contact know—as part of the letter and the release and even the review slip—that cover art, interior art, and/or author photos are available electronically or as black and white glossies. Make the cover of your book and an author photo available on your Web site so they can be downloaded in either color or black and white, either in high or low resolution.
- Don't try to talk the reviewer into an e-copy if he or she request real paper.

**Thanks to Independent Book Publishers Association (IBPA) for these suggested resources:**

- Protect Yourself: <https://www.ibpa-online.org/article/protect-yourself-from-bogus-reviewers/#.USgDIY5KHe5>
- The Two Kits: <https://www.z2systems.com/np/publicaccess/neonPage.do?pagelId=2397&orgId=ibpa&>
- Anatomy of a Review: <https://www.z2systems.com/np/publicaccess/neonPage.do?pagelId=3038&orgId=ibpa>
- More articles of interest on these topics can be found at the IBPA website in the Independent Articles area.

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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:** Because I am now reissuing the second edition of [\*The Frugal Editor\*](#), I have been reconsidering (because I'm reliving) the advantages of the process. Most of us realize that updating an e-book keeps it fresh and valid and know that some e-book

services like B&N and Kindle automatically update those books for those who have already purchased it (a very nice service). But there is another great reason to update (or make a new edition) and that's because it affords a new chance to, yes!, market that book. Do a new online blog tour. Start a twitter blitz. It can be a formal campaign or haphazard or casual. But no matter what you do, it will give the book a boost, and give you, the author, more exposure.

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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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**Marketing Case Study**

**Saturday Night Live Writer Uses  
Article/Essay Route for Marketing**

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In the second edition of my [The Frugal Book Promoter](#), I suggest writing articles and selling them (or giving them away free). It is an especially good way to get exposure for authors who are shy or think they'll hate marketing but would admit they love writing. So I was pleased to see an op-ed piece in the *LA Times* written by Patricia Marx, former *Saturday Night Live* writer and a staff writer for *The New Yorker*.

The little credit at the end of her piece said it was an essay excerpted from her new book *Let's Be Less Stupid: An attempt to Maintain My Mental Faculties*. She let her SNL voice shine throughout the piece and added a sidebar that was a quiz on "how to be brainier." The essay included a nice byline for her, and the essay was illustrated with a brain-map of the worries we tend to have as our brain ages—in color no less. And it was *huge*!

This kind of marketing is pure genius because:

- The piece was a marketing time-saver. Marx didn't have to write anything she hadn't already written. She probably only tweaked the excerpt a bit to suit space requirements and maybe added the sidebar.
- She carefully slanted the article to related topics that are in the news right now. Think: Aging population. Alzheimer's. Dementia. These are topics news outlets from CNN to the *Wall Street Journal* are covering these days.
- Her humorous voice immediately captures readers who then want to know more about her expertise and about her personally. Thus, a huge percentage of readers probably do what I did—that is they read through to that little bio/credit line to get that information. (It didn't include a link, but that is probably because a URL or link goes against the *LA*

*Times's* stylebook.)

- Marx can repeat this particular marketing approach to every paper in the nation. I mean, she has a whole book of chapters and subheads to choose so she could accommodate papers that require an exclusive.
- If her credentials had not been quite so stellar, she might well have done the same thing submitting guest posts to blogs that may not be quite as hard to impress as the major newspapers. She probably will do that in any case. Stephanie Meyers of *Twilight* fame used blogs effectively to propel her series to bestseller status.
- And Marx probably got paid and paid pretty well. That money could be put toward a great marketing budget for her book.

And guess what. You can do the same thing. Yes, you may have to adjust your technique or approach a tad to fit your title, your writing style, and whatever happens to be news in the moment (or you can wait until a topic that complements your book becomes an in-the-moment subject—and I promise if you keep your marketing hat on, you'll recognize something related to some aspect of your book when it comes up!).

CHJ

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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 and tell me what I can do for you in a Resources for Readers section of my Web site.

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

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**Tip:** Here's an iPhone tip for getting the perfect snapshot—fast—to illustrate your blog or use in your social networking campaign: If you have updated your iPhone to Apple's iOS7, you can press on the phone's "volume down" button to focus quickly. Hold it to take a series of shots so you can choose the best and delete the rest. It's faster than taking one shot at a time, checking, and doing it over again when you don't deem it perfect.

===== This is

Here 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:** Twitter can be more valuable than many people think. I found this tip in @TheRyanLanz's twitter stream:

[https://bookreviewdirectory.wordpress.com/?utm\\_content=bufferc24c2&](https://bookreviewdirectory.wordpress.com/?utm_content=bufferc24c2&)



[utm\\_medium=social&utm\\_source=twitter.com&utm\\_campaign=buffer](http://utm_medium=social&utm_source=twitter.com&utm_campaign=buffer)

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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 know. In this issue I'm on an image kick. That's because I'm going to try to use them more often. <http://Photopin.com> helps you use Flickr's huge inventory of images including those licensed by Creative Commons so you know you're using an image fairly and legally.

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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](http://www.bit.ly/FrugalBookPromo). Most new writers are under the impression that that they always have to get permission to print a quote. This makes writing an article needlessly onerous. See guidelines in *The Frugal Book Promoter*, too

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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." 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, contents, awards, that can make a difference for your own book. You may even find a book for your own reading pleasure.

## Patricia Fry Published Another Klepto Cat Mystery

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Patricia Fry's newest Klepto Cat mystery was published June 8. You'll want to ready about how the Ivey family travels to San Francisco to help Arthur and his long-time friend, Suzette, clean out the mansion Arthur has inherited. News of the massive estate sale lures a variety of people, including former residents and long-ago visitors, each carrying stories of bizarre activities occurring at the mansion in the past.

When Rags (the klepto cat) and his *pawtner* Koko make some ghastly and ghostly discoveries, everyone begins searching for answers and they're stunned by what they uncover—evidence of people gone missing, a trove of loot, and spirits unable to rest. This is by far the most **PAWSitively Sinister** story in the series.

Learn more about this [cliff-hanger mystery](#). here:  
See all [eleven Kelpto Cat books](#).

Patricia Fry is an author, book editor, and consultant:



<http://www.patriciafry.com>  
Books by Patricia Fry:  
<http://www.matilijapress.com>

## Inspirational Poetry by Samanthi Fernando



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*California Serenade* is a book of poetry inspired by my favorite state California. Poet Samanthi Fernando says, "See the beauty of the Golden State through Poetic expression. Read the book, tell others and review. Thanks for inspiring me!" Reach her at [Starsafire Poems - Inspirational Poetry by Samanthi Fernando](#)

## More Poetry by Patricia Crandall

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Patricia Crandall has a new book out: *I Passed This Way*, is a second printing of a book of published poetry descriptive of the four seasons published by Troy Book Publishers. It takes you through a winter wonderland, a spring rebirth, summer fantasies and the vivid colors of autumn. The dedication is a poem to Babcock Lake, a special place in the Grafton Mountains to live and visit.

<http://tinyurl.com/nf3mf97>

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Authors always welcome new endorsements from their readers, especially when they are unsolicited. Here is one Rey Ybarra, author of [Shark Tank Winners](#), sent to me: "Carolyn Howard Johnson, has been an inspiration to me over the years! I am amazed at how she has stayed atop the world of publishing with her "Frugal" book series that continues to help authors navigate the waters of the ever changing world of publishing." Why not gift a favorite author with a blurb and permission to use it right now?

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**Tip:** If you missed my mini feature on the quirky way those of us who speak English use the word "do," find it in my *Frugal, Smart, and Tuned-In Editor* blog at <http://thefrugaleditor.blogspot.com/2015/07/the-do-word-englishs-strangest-quirk.html>. You may not think English grammar is as much fun as I do, but you'll like having this little piece of information the next time you get to help plan a trivia game or need to impress those who fashion themselves grammar experts. . .you know, the ones who insist that a good writer never uses fragments or ends a sentence with a preposition.

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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 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>.

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Feature

**Riddle: So Why Is Taylor Swift a Terrific Marketer?**

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ANSWER: Because she knows the real meaning of the word “assertive.”

I fear the word “assertive” has gotten a bad rap in the last couple decades. People often associate it with being brash or downright overbearing, but it’s a skill we all need in business (in our case the world of publishing) when we must negotiate a contact or make ourselves heard in the din of a hundreds of thousands of books being published each year.

But Taylor got it right. She thinks creative people should get paid for their work. She stood up for that idea. She wasn’t afraid to use her financial clout to do it. And—here’s the biggie. She doesn’t hesitate

Recently, Taylor pitted her case against Apple--financially the world’s most influential company—who planned to launch a free promotion for their new music streaming business, Apple Music. She did it with an open letter on her blog (ahh, the power of the written word!) and a tweet or two. And she did it without mussing her hair or raising her voice or giving resorting to a lewd gesture. She assured Apple that she loved them, threw in a few more compliments like “I say this with love, reverence, and admiration for everything else Apple does,” she said, but she still socked it to them. In something like sixteen hours they were smart enough to buckle. Swift and all their other musicians will get paid.

And now we can all add the word “assertive” to the lexicon of skills we need to survive, to influence. She used a gentle voice that convinced others that her protest was not about making more money for herself but a matter of principle and passion. Now the rest of us can be assertive and know that can mean engaging and focused as well as strident.

CHJ

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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

## Free How-to-Promote Yourself and Your Books Event

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# A **FREE** Special Speaker Event How to Promote Yourself and Your Books in the 21<sup>st</sup> Century?



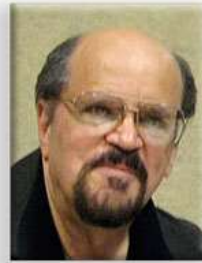
**Carolyn Howard-Johnson**  
Educator, Author of the  
Frugal Book Promoter Series



**Leslie Ann Moore**  
Award-winning Author  
V.P. GLAWS



**Sarah Howery Hart**  
Author, Educator,  
Public Relations Expert



**Tony N Todaro**  
Brand Strategist  
Writer / Producer  
Moderator

Congratulations. You finished and published your book, or maybe you are still in the process of polishing it. Soon you can sit back and watch the money and fame roll in. Right? Not so fast, there, Hemmingway!

**July 18**  
**Sat. 2:30**

**All Writers  
Admitted FREE!**

2:00 Doors open  
2:30-5:00± pm Event  
5:30 Dinner with Speakers

The Greater Los Angeles Writers Society™ is a 501(c) non-profit educational and social association that provides a forum for writers of all disciplines and levels to develop their craft and stay current with issues in the business of writing.

This is accomplished through monthly meetings, Special Speaker Events, discussion forums, genre-specific critique groups, special authors and educators appearances, writers workshops, conferences, and other events available to educate and mentor writers of all levels.

GLAWS™ meetings and special events are a great venue to meet other writers to expand your expertise and platform as an author.

Learn more about the society  
and other events at:

**[www.glaws.org](http://www.glaws.org)**

In today's market, your publisher expects *you* to help with the promotion and marketing. And if you self-published, it *all* falls on you. And this task requires a completely different skillset than what it took to write and polish your masterpiece. So, what is a "platform"? Why do you need one? Must you do book appearances, and blogs, and social media? What's important and what can you skip on the road to success.

This panel of veteran authors and educators will answer these questions and more to help ease your mind and your journey. No matter what you are writing, this is an event you must attend! Arrive early to network with other writers and industry professionals, and learn more about other GLAWS programs of benefit to writers. Our experts will also take questions and GLAWS members may join them for a no-host dinner afterwards. No RSVP required to attend.



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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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#### Mini Feature

## Prettying Up Your Google Plus URL

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Karen Cioffi-Ventrice shares this tip for customizing ugly Google + URLs. By doing so, you'll make your Google Plus address more memorable which in turn helps your branding and makes it easier on anyone who'd like to find you there. Here are the steps:

From your computer

1. Open Google+
2. In the top left corner, click the drop-down menu > click **Profile**.
3. Under your photo and profile summary, click **About**.
4. Scroll to "Links" section > find the header "Google+ URL" > click **Get URL**.
5. You'll see the custom URLs you can choose from. You may also need to add a few letters or numbers to make it unique to you.
6. Next to "I agree to the Terms of Service," click the box > in the bottom left corner, click **Change URL**.
7. You may be asked to verify your account using your mobile phone number. If you're asked to do this:
  1. Type your mobile phone number > in the lower left corner, click **Send code**.
  2. Check your phone for the code that was sent to you.
  3. Enter that code in the box on your screen, then in the lower left corner, click **Verify**.
  4. When you're ready to permanently add your URL to your profile, click **Confirm choice**
  5. For more information go to:  
<https://support.google.com/plus/answer/2676340?hl=en>

===== Frugal.

Free is always frugal. It's my Resources for Writers pages at <http://bit.ly/CCarolynsResources4Writers>. 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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#### Mini Feature

## A Case Study: Determining What Went Wrong to Get the Future Right

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**This is an article written sometime in the last decade that still holds lessons for writers today. In the middle of my computer woes, I decided to follow my own recycling advice to follow as a way to save time and stretch time so I can do more writing and marketing.**

Once upon a time, way back in the last decade, author and researcher Sylvia Ann Hewlett's publicity predicament illustrated to the world of books what we authors suspected all along: Huge amounts of publicity surrounding a release don't necessarily translate into massive sales figures. In fact, the result of a major publicity coup could turn out to be the most bitter dose of rejection we ever encounter. That may be true even when the publicity is the stuff of which dreams—in Surround Sound and Technicolor—are made of.

It is reported (variably) that Hewlett's *Creating a Life: Professional Women and the Quest for Children* sold between 8,000 and 10,000 copies. Many authors would be ecstatic with sales figures that look like that but everything is relative. Talk Miramax paid a six-figure advance for this title and projected sales in the 30,000 range for hardcover alone. Considering expectations for the book, the figures do appear dismal.

Therefore, smart people in the publishing industry searched for reasons for its less than stellar performance, especially with the kind of publicity this book received and I mean biggies like *Time* magazine (the cover, no less), And several "New York" magazines. TV shows like "60 Minutes," "The Today Show," "Good Morning America," and "NBC Nightly News" lined up behind this book, for heaven's sake. Even Oprah's magic book-sale-wand was not effective.

Hewlett's book made great news! It warned young career women that they have been mislead by petri dish miracles reported in the press. She pointed out that women have come to believe that they can put conception after career and be reasonably sure they can have still have both. She attempts to exorcise that notion in *Quest*.

So, just what did go wrong?

The title was not scintillating, many groused, nor was its cover. Those in the know wondered if that influenced book sales. But that's a huge burden to put on bookcover or title choice when something else was clearly wrong.

My 37 year-old-daughter who had just returned to college to embark on a career in anthropology suggested that women don't want to hear the dreadful news. She says, "I just flat out don't want to hear this bad news in the middle of something rewarding, exciting and new! Why would I slap down the price of a book to get depressed?" Another unmarried friend who is also caring for an aging mother said, "I wouldn't buy it. What am I supposed to do with that kind of information once I have it?" For women

like them, delaying childbearing isn't a choice. It's a necessity.

All this searching for answers may reap results, may help publicists and publishers and authors determine cause and effect so that this syndrome can be avoided in the future.

The problem lie in the fact that this soul-searching and hullabaloo was misdirected. Even Hewlett says, "I don't know what to make of this absence of huge sales." One can see her shaking her head in disbelief. If someone with her research skills can't figure it out, can anyone? It may be the economy, stupid. Or retailing. Or the book biz. It's surely something completely out of the author's control unless someone had thought to run the idea by a focus group of career women the age of the book's expected audience.

But there are more lessons to be had. I think the most valuable lesson that can be learned with this kind of rejection—any kind, really—is that it is not personal, but that it *does* pay to search for the lesson. For me the lesson is that I must keep the faith. I must keep writing and keep publicizing, because if I don't, I'll never know if I gave my book—or my career—the best possible chance at success. If I don't see direct or immediate results and my faith should slip just a tad, I don't have to feel too bad. Thanks to Sylvia Ann Hewlett.

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This article was originally published after my novel [This Is the Place](#) was published. It is now out of print and only available using Amazon's new and used feature. There are at least two more lessons in this latter day situation: 1. Because of the Internet and online bookstores, books can stay alive much longer than they once did. 2. Authors who are more interested in readership than selling books will find it easier to persist through the ups and downs of publishing and eventually build a writing career.

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

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**Tip:** Joel Friedlander says, "What's better than a Web site where you can upload your image, edit it, and then download it again—for free." He suggests <http://freeonlinephotoeditor.com> to do just that..

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I believe in learning from successful authors via newsletters and online streaming. Morgan St. James is launching a Blog Talk Radio show, *Writers' Tricks of the Trade*, with co-host Dennis N. Griffin. It broadcasts on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of each month. My time with Morgan and Dennis is archived at <http://bitly.com/WTTjan14show>.

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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).

## Calling SoCal Poets

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QUESTION: When does a poetry reading become a free seminar for poets.

ANSWER: When the selected poets for Suzanne Lummis's [Poetry Mystique](#), a book of critiques of selected poems to that readers can learn by example much as they would in a critique style class like the ones taught a UCLA (Suzanne is a popular instructor in poetry there.)

Southern California poets can come to the launch of this book for additional tips and inspiration.

Beyond Baroque

7:30 reception

8 pm reading and sharing technique

Saturday, July 11.

### MORE ABOUT BEYOND BAROQUE

681 N. Venice Blvd., Venice, CA 90291

Ph: 310-822-3006

Fax: 310-821-0256

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[info@beyondbaroque.org](mailto:info@beyondbaroque.org)

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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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**Tip:** If you write series, you can use your backmatter more effectively by including an excerpt from the next book in the series in the backmatter of the book in the series that comes before it. This technique is sometimes called "free series starters."

**Editing Tip:** Here's a homonym/misspelling that gets by way too may



authors who are self editing and even editors who usually get it right. "Forego" with the "e" means to go before. When you mean to go *without*, ditch the "e" and make it "forgo." "I plan to forgo the entrée in favor of their spectacular tiramisu." Those of us who are pretty certain we've never written it without the "e," can be almost certain we have gotten it wrong at least once in our lives. Learn more about the trickiest homonyms in [The Frugal Editor](#) and [Great Little Last-Minute Edits](#).

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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 Sharing with Writers 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—and for inspiration on how to make what you do a match for them.

**Thanks to Joy V. Smith . . .**

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...for helping me with my scattered launch of the multi award-winning second edition of [The Frugal Editor](#) as a paperback by having me as a guest blogger with a *Frugal Editor* excerpt, "Amperstands, Pretty Is and Pretty Does."  
<https://pagadan.wordpress.com/2015/06/18/amperstands-pretty-is-as-pretty-does-guest-post/>

**Thanks to Nina Amir for Helping Me . . .**

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. . .spread the word that it's Christmas in July. If you want national attention or even just time to do something big at a season when people find money to spend, this is the time to plan your attack. Here is my guest spot on her blog:  
<http://writenonfictionnow.com/jazz-up-a-nonfiction-writing-career-with-seasonal-promotions/>

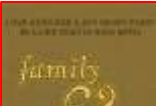
**Thanks to James A. Cox and Midwest Book Review . . .**

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. . .to James A. Cox, Editor-in-Chief of Midwest Book Review for his lovely review of the release of the second edition of *The Frugal Editor* and his support in running it not only on the writing/publishing shelf of his site, but also in his *Jim Cox Report*, an e-zine he edits, and *Library Bookwatch*, an e-zine he publishes. Find the review at [http://www.midwestbookreview.com/lbw/jun\\_15.htm#Writing/Publishing](http://www.midwestbookreview.com/lbw/jun_15.htm#Writing/Publishing) You should know that books to be reviewed at Midwest are vetted on quality alone.

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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](#)

## **A Message from Jane Yolen**

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**By Mindy Phillips Lawrence**

Jane Yolen is an author of children's books, fantasy, and science fiction, including *Owl Moon*, *The Devil's Arithmetic*, and *How Do Dinosaurs Say Goodnight?* She is also a poet, a teacher of writing and literature, and a reviewer of children's literature. She has been called the Hans Christian Andersen of America and the Aesop of the twentieth century.

She is the recipient of Caldecott Medal, two Nebula Awards, two Christopher Medals, the World Fantasy Award, three Mythopoeic Fantasy Awards, the Golden Kite Award, the Jewish Book Award, the World Fantasy Association's Lifetime Achievement Award, and the Association of Jewish Libraries Award among many others.

Yolen posted this remarkable piece of encouragement on her FACEBOOK site and gave me permission to share it with you. Enjoy!

I have talked about "showing up" before. But here are some further--though rather scrambled--thoughts about it.

Being a writer--or any kind of artist--is essential a selfish activity. Note I don't, as far too many people do, call it a "lonely" job. Maybe an alone job, but lonely? Not when I am surrounded by my invisible friends. Invisible to you, perhaps, but not to me. We converse, argue (I don't always get my way), go rollicking down new roads, find adventures, weep together, pray together, pry together, get into all kinds of mischief, trouble, danger, and despair. Some of us make it to the other end of the road, but not all. Along the way I have killed my darlings, my best friends, my favorite pets, a high king or two, and the one no child reader has ever forgiven me for--a dragon named Heart's Blood.

But I do this in the privacy of my own mind. And I can NOT nor will not let you in until I am done with it. And then it becomes not just my story, herstory, history--but YOUR story, too. And you dear reader, will take it even further than I ever could because you make it your own.

But none of this happens unless I, in the lone-ness of my own writing space show up, do my job, get it done (It has just now occurred to me, after years of teaching Le Guin's "Those Who Walk Away from Omelas" at Smith College that whatever else it is, the novelette is a metaphor for the writer in her cell).

What does this mean in real time? That I am in a book a lot longer than you will ever be. You can read *Devil's Arithmetic* in a day or over a week or maybe if you are

slow it can take you a month. But I was stuck in it for a year and a half, in that hellhole called the Holocaust! You can buzz through *Owl Moon* in mere minutes. I worked on it consciously and subconsciously for fifteen years. You can sit down with *Sword of the Rightful King*, my Arthurian novel, and make it through successfully in a week or ten days if you savor it slowly. But for me, from the time I wrote it first as a short story to the completion of the novel was twenty years.

THAT'S what I mean about showing up. If you have the guts to do it.

And the time? Well no little time fairy is going to drop a package of it on you. You have to take time. Steal it by the bucketload from the rest of your life. Be selfish. Ignore lunching with friends until the work gets done.

Just write the damn book.

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## **LINKS**

### **Jane Yolen**

<http://janeyolen.com/>

### **Owl Moon**

<http://www.amazon.com/Owl-Moon-Jane-Yolen/dp/0399214577>

### **Devil's Arithmetic**

<http://www.amazon.com/The-Devils-Arithmetic-Jane-Yolen/dp/0140345353>

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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 an e-book edition of the best of her Itty Bitty columns originally published in Carolyn Howard-Johnson's SharingwithWriters newsletter. Find her at [www.mplcreative.com](http://www.mplcreative.com). Subscribe to the newsletter and get a free e-book on wordtrippers at <http://howtodoitfrugally.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.bit.ly/RetailersGuide](http://www.bit.ly/RetailersGuide) or more about the whole series at [www.howtodoitfrugally.com/retailers\\_books.htm](http://www.howtodoitfrugally.com/retailers_books.htm)

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**Tip:** If you are tired of searching out images to illustrate your blog posts or use on your Pinterest page, you'll love Karen Cioffi-Ventres frugal ideas for making your own badges, logos, and other illustrations, and some that aren't quite so frugal but faster. Find her how-to blog post at <http://writersonthemove.com/2015/07/creating-images-simple-and-quick.htm>

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**NN**

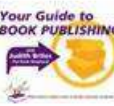
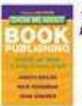
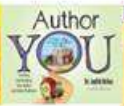


GREATER LOS ANGELES  
WRITERS SOCIETY  
WRITERS MEETING WRITERS OF ALL BACKGROUNDS

**New!**  As a guest on a panel, I'll tell you about a few of the smart moves I made with Indie publishing and a few of the grand mistakes I made, too. The subject of the panel on September 16 is the "Pleasures and Perils of Indie Publishing." Produced and moderated by [Robin Quinn](#) for PALA ([Publishers Association of Los Angeles](#)), the event will be at the Veteran's Memorial at 4117 Overland Ave. in Culver City, CA. There is free parking at the corner of Overland and Culver City Blvd.



**Coming in 2016!**  I will present at Judith Briles' "Dare Greatly" in Denver. The conference is Sept 15-17, 2016. Watch for more in this space but start making plans now! Reach Dr. Judith Briles at [judith@briles.com](mailto:judith@briles.com).



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Chief Visionary Officer of AuthorU.org

📖 Suzanne Lummis's new book, *Poetry Mystique* (<http://bit.ly/SuzanneLummis>), will be launched at [Beyond Baroque Literary Arts Center](#) in LA Sat., July 11. Reception: 7:30 p.m. Showtime 8 p.m. (And I'm not kidding—Suzanne is also an actor!) Well known poets featured in the book including Ceci Perry and Carolyn Howard-Johnson will read at the event.

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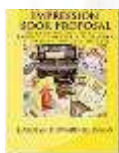
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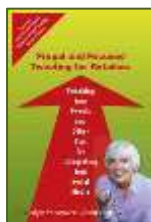
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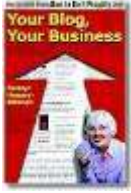
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*Your Blog, Your Business: A Retailer's Frugal Guide to Getting Customer Loyalty and Sales—Both In-Store and Online*

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

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

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### **Carolyn's Poetry**



Find Magdalena Ball's and my poetry fanpage at  
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<http://bit.ly/Imagining>



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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>

## **Contact Information**

### **Websites**

<http://HowToDoItFrugally.com>

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<http://www.fictionmarketing.com>