

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

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http://HowToDoItFrugally.com/newsletter_copies.htm

June 18, 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

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

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

In the spirit of the advice I give in [The 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 and www.mplcreative.com. In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing booboos. We're all human. This newsletter is issued as often as my writing schedule allows. It's usually long, but I promise you it's full of resources you can use.

This newsletter is powered by AuthorsDen.com.

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## **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>

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

**Note: "Expensive" and "rule-laden" aren't necessarily the most effective or useful way to distribute a newsletter. 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 am experiencing the yin and yang of the computer world—once again! After a bout of buying and returning a PC to replace a Sony that was buggy from the day I got it a few years ago, I decided to treat myself with the computer I've always wanted. Sony, bad experience. Hewlett Packard, bad experience. Nope, this time an iMac and I went for the supermodel. It is so gorgeous I have been dreaming about it. Which is a good thing because the other side of the coin is that I've had it about three weeks—all 27 inch silvery screen, sculpted keypad and mouse and all—and it still isn't sitting on my desk. It's all because of that transfer thing—all those files, folders, programs and a Web site that must be viable on the Mac.

I'm beginning to think I'm cloning my old clumsy PC onto this shiny new thing. The good side of that is, ta da! The iMac people have figured a way for this to happen. Some could do it themselves. Me, I have an Apple technician who can.

I don't think I mentioned how many hours I'm spending at the Apple store's genius bar and one-on-one classes. At least, it's beautiful, too.

Comfort me! Am I just too old—or too blonde—for this?

And hold me back! Don't let me buy one of those gorgeous watches until I am proficient on the iMac! Pulll—eeze! (Do I want the chartreuse band or the winter white one?)

Happy writing, marketing, and editing Carolyn

PS: Those of you who would like a copy of my media kit to use as a template or just to get ideas for yours may want to ask me for mine. I'll send it as a free attached .pdf. It is easier to assemble a kit if you have a sample specifically designed for authors. Of course, the directions for doing so are also in [The Frugal Book Promoter](#), but having a visual on hand won't hurt. (Let me know if you want my general kit or the one focused on literary works.)



PPS: Wondering if any of my SharingwithWriters subscribers have a blog they would share with the new release of the paperback edition of [The Frugal Editor](#). A review, an interview, or I could provide an article on something related to better writing or more generically, better editing. (It seems with the advent of the Internet everyone is a writer these days and needs to know more about editing!) If you can help, please let me know at HoJoNews@aol.com. You know that I can keep the marketing merry-go-round going for some time after that! (-:

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Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out Cherished Pulse (<http://bit.ly/CherishedPulse>) (\$6.95) for someone you love. Try *Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions* for the men in your life. Sure, they like fusses made over them, too! (<http://bit.ly/Imagining>) (\$6.95). *She Wore Emerald Then* (<http://bit.ly/MothersChapbook>) (\$12.95), for mothers and other women; *Deeper in the Pond*, for the feminists in your life—both men and women (<http://bit.ly/DeeperPond>) (\$6.95); and *Blooming Red*

(<http://bit.ly/BloomingRed>), to use as Christmas cards or incidental holiday gifts. Plan next Christmas early. And ask about my special price on chapbook/cards purchased in bulk at HoJoNews@AOL.com. All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me. You also will find an entry intended to please the tree-huggers in your social circle. *Sublime Planet* is at <http://bit.ly/SublimePlanet>.

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Letters to the Editor:

Oh, Carolyn, thank you so much for sending me the copy of your media kit that I requested. I started scanning through it and things that spoke to me just leaped out at me. One of them was your first job experience. It was so much like mine, which occurred in the early sixties. I had just completed a degree in physics and a year of graduate school in same when my husband was transferred to Alaska, which had no graduate-level programs then. I went to the local employment office job-seeking, and they sent me to the US Corps of Engineers Alaska headquarters. Personnel there looked over my record and my education and offered me a clerical job at a GS-3 level (to give you an idea of the importance of a GS-3, I've never met anyone as low as a GS-1 or GS-2). Setting aside that my typing skills were pitiable, I wanted to use my education, so I turned the offer down. That elicited this (out of apparent surprise or resentment) response: "That's pretty good pay for a woman." It worked out better than it might have, in that I hadn't been home from the interview long when I got a call offering me a GS-5 job, not in physics, but at least in a professional career field. And of course I recognize that I was only able to be so independent because I had a husband who did have an income. Across a long career, a lot of things like that have happened to me, as I'm sure they did to you, but you have to move past or over them and keep on chugging.

Another thing that struck me was that you didn't start your writing career until mid-life. Same for me. Later, really, setting aside one novel written and published when I was about thirty and my husband had been transferred to a location where the only job openings for me were again as a typist. Then my career got hot, and it was only after retirement that I picked up writing (outside the job) again. Part of what struck me was that you waited a long time to write your first novel, giving it time to percolate. I started writing on my current manuscript, *Fault Lines and Fractures*, a dark memoir about my mother's death and the fracturing of our family, right after her death fifteen years ago. Then I put it aside to percolate, only picking it up again a few years ago and going through multiple edit versions. I'm now reaching the place where I hope to find an agent and publisher, and I'm facing how hard it is going to be. Memoirs by celebrities have a built-in audiences, but a memoir by an unknown has an uphill fight. As an agent told a friend of mine, when he offered a book about his Mormon grandmother's journey across the plains, "Nobody wants to read

about your grandmother." But I think the story is a revealing one about family dynamics, and I think it needs to be out there, so I'm going to try.

And finally (until something else jumps out at me), you've been in as many countries as we've had look at our Youtube offerings. How wonderful.

Nina Cornett, author

Note: To get your own copy of my media kit to glean ideas for yours, to use as a template for yours, or even to follow along with it as you use the directions for building a kit in your copy of *The Frugal Book Promoter*, go to http://howtodoitfrugally.com/media_room.htm and choose either the one focused on poetry and other literary work or the general media kit which is primarily for nonfiction and a general overview for multi discipline writers. Or e-mail me a HoJoNews@aol.com and tell me which you prefer and I'll attach a .pdf file for you to see.

Note #2: If any of you SharingwithWriters subscribers have ideas for Nina or want to share with her, let me know and I'll introduce you.

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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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**Seems your chance to enter WinningWriters.com's brand new North Street Book Prize is closing in on you. If you have a book about ready to go, this page clipped from an e-mail blast will help you with some of the details or go to [WinningWriters.com](http://WinningWriters.com) for complete information. Other possible prizes include a package from Bookbaby and *all* entrants can access an e-copy of my *The Frugal Book Promoter*. June 30 is coming! On your toes fiction writers! This contest includes all the extra benefits of contests that I like best—like critiques. Like being more frugal than many. Like offering something free just for entering—something that will help your writing career move forward. You'll also find more about it using hashtag #NorthStreetBookPrize.**

## Our North Street Book Prize Will Award Cash \*and\* Guidance to the Winners



The number of titles published every year in the US is nearing half a million. Getting attention for your book requires a lot of time and money. Our new Nonh S.... look for self-published books will \$10,000 to each of the top three winners. But just as important, publicity expert Carolyn Howard-Johnson will read each of the winners' books and prepare a personalized marketing analysis, setting it with the author in a one-hour phone consultation. Ms. Howard-Johnson is the

author of *Frugal Book Promoter*. Her 15 years of experience can open up new opportunities for your book.

will help you avoid the common mistakes that can impact.

Everyone who competes for our North Street Book Prize will receive a free copy of *The Frugal Book Promoter* to download, a \$9.95 value. The prize is \$500 per book, and the deadline is June 30. Submit online or by mail.

In addition to the cash award and guidance from MJ. Howard-Johnson, the top three winners will also receive a credit towards the high-quality publishing services at BookRix and free advertising in the Winning Writers email newsletter, both worth hundreds of dollars more.

This year's contest categories include:

- Mainstream/Literary Fiction
- Creative Nonfiction
- Children's

## Submit your entry here

### Frequently Asked Questions

- What constitutes a self-published book? We follow Chuck Silts' definition.
- Are you accepting short stories and essays? Yes.
- Are you accepting the Young Adult genre? Yes.
- Are you accepting books with two authors? Yes.
- Can I enter by mail and pay via PayPal? Yes.
- May I enter by mail and pay with a check? Yes.
- Are you accepting poetry? Not this year.
- Are you accepting Corelli's? Not this year.
- Is there a restriction on year or publication? No restriction. Any year of publication date up to June 30. 2015 is acceptable.

More questions? PMSA! email [odmf@winningwriters.com](mailto:odmf@winningwriters.com).



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

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**Reading Tip:** *Parade Magazine* listed their picks for summer reading. These are never lists for the super intellectual. They're light summer reading, after all, but I thought I'd give you my pick of the picks. There is a new [One Minute Manager](#) out. I read the first years ago and found it influenced several of my past-life careers. Thought you should know about it, though. I will probably also read David McCullough's [The Wright Brothers](#), just because I love McCullough's work.

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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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**Fun In The News:** *Time* magazine ran a fun feature that I thought would serve as a reminder of how important choosing the right title for our books is! *To Kill a Mockingbird* was almost titled *Atticus* but Harper Lee decided she didn't want her title to focus on one character. Smart! And *Of Mice and Men* was almost titled *Something That Happened*. Notice how neither of the first titles conjure up a concrete image but the second ones do! Further, the second ones suggest metaphors. *Atticus* may, too, but only for those with some classical education or reading under their belts.

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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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**Editing Tip:** The second edition of my [The Frugal Editor](#) is now available as a paperback. I'll soon be doing a mini online book tour

(information on how to do one of these is in [The Frugal Book Promoter](#)) but I thought I'd let my #SharingwithWriters subscribers get a taste of one of my toward-better-writing suggestions from it—sort of pre-launch teaser:

**"Reach out.** Instead of saying, "We reached out," just say "We asked. . . ." It avoids a phrase that has become a bit of a cliché and it is more direct. *Reach out* has a touch-feely connotation we may not need or want. When we avoid getting into a wordy mode, gremlins have a tougher time getting hold of our brains and hanging on."

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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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**Quote:** ". . . e-books have unlimited shelf space. Today there's a glut of high-quality, low-cost works. The competition will grow stiffer from now on as growth in the supply of e-books continues outstrip growth in demand."  
~ Mark Coker, founder of Smashwords

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

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**TIP:** Author Raff Ellis says, "I have no financial interest in the company GotPrint but their prices are the cheapest around. Go to: <http://gotprint.net>." He especially likes them for postcards. Yes, postcards are old-fashioned but still one of the most highly effective ways to promote if you are going to spend money on promotion! There is more info on how to pay even less by consolidating several promotions into one postcard print job in [The Frugal Book Promoter](#).

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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>.

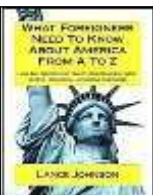
**Tip:** If you tweet, I hope you are using registered hashtags. (Find free ones at <http://Twubs.com>.) And once you have them, I hope you are installing them on the social media page on your Web site. Find mine at to see the different ones I have registered for at [http://howtodoitfrugally.com/social\\_media.htm](http://howtodoitfrugally.com/social_media.htm). They help your tweets reach a larger audience. Don't forget to install a nice banner on your hashtag page, either!

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

### 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, etc. for your own books within these announcements.

### Lance Johnson (My Husband!) Will Soon Be Published in Ukranian



*What Foreigners Need To Know About America From A To Z* is for anyone who interacts with Americans in the US or abroad and anyone—immigrants or visitors—who want more effective social or business relationships with Americans. It won the Reader Reviews Best book in the category of education and will soon also be published for the second time in another Chinese speaking country. [Learn more](#). Buy it on [Amazon](#).

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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:** Fran Silverman has a new radio show that often features authors. After you have researched her programming at <http://bit.ly/FransRadio>, contact her at [franalive@optonline.net](mailto:franalive@optonline.net). Tell her I sent you. I'm not just being coy, here. It is always a good idea to mention a mutual acquaintance or something about your contact that shows your query isn't as cold as the Antarctic.

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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 will give you several options of platforms for that book so you can buy the book for your Kindle (and several other ways) or send a gift to someone else. You'll see the link to the free Kindle app--inviting anyone without a Kindle to download the app to any device they have. That app allows you to get the book and read it—whether or not you have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~ 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

## So What Is a Dummy Operator?

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I am an avid reader of June Casagrande's syndicated column "A Word Please" in my local newspaper, but I was especially taken with [her column](#) on what I call the "do conundrum" because it's a little oddity that native speakers don't think about, are hardly aware of. So naturally I rushed over to the online post and left a comment. I thought you'd like an example of how you might do this to broaden the exposure of your book. The secrets aren't secret. Use an anecdote or resource that will add something to the conversation and—when allowed—link back to your book that, of course, will be related somehow to the topic of the blog or article you are commenting on.

In spite of all my advanced grammar classes, I had never heard about (or even considered) the "do" in English until I began to study Spanish using Michel Thomas' CD course. As an aside, he explained that this way of forming questions is a new quirk in the English language and cites the King James version of the Bible as an example of the way the language sounded without it. By the way, I've tried other courses and nothing even touches Michel's for accent reduction, understanding, and speedy learning!

But back to the "do" conundrum. You can see from this little history of my exposure of "do" in English that I appreciate more than ever June Casagrande's "A Word Please." Sometimes it is a refresher, but often it offers up information that is new--even for those of us who consider ourselves experts. And THAT is a lesson or two all on its own. That is, the English language is so complex that we can never know it all, a lesson to keep reading columns (and books!) like yours that will expand our knowledge. But knowing about the "dummy operator" is the kind of thing that makes grammar fun!

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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 E-Book from Mark Coker

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The founder of Smashwords offers a free e-book on underutilized best practices for making an e-book take off. In some cases, *any* book!  
<http://smashwords.com/books/view/145431>.

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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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**Publishing Terms:** When we're shopping a book, working with an agent or publisher, speaking to a group of writers, it's good if we sound as if we know what we're doing. *Spinoffs* is a term we should know (and think about) for our book proposals, as an example. However, more and more people in publishing are calling it *product line extension*, probably because it more clearly defines what authors do with merchandise as our branding extends to the big time. One book leads to another just as my *HowToDoItFrugally* series became two books, then grew to include two e-book iterations, and then added two booklets, also in paperback and e-books and then as two separate series—one for

writers and one for retailers. But product extension can lead far beyond more books. Think about Winnie-the-Pooh toys (A. A. Milne was a pioneer in toy spinoffs). The IPPA Independent magazine mentions products that are packaged with books, like the American Girl dolls, but also CDs. In fact, one of the books I wrote a foreword for was a book full of patriotic quotes that utilized a red, white, and blue ribbon magnet as part of its cover. And fiction writers can benefit from extended product lines, too. Think perfume for a romance writer, computer extras for science fiction writers, etc. Learn more about how to put these kinds of products into your book proposals in my [The Great First Impression Book Proposal booklet](#). It will only take you 30 minutes to read!

===== 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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**Mini Feature**

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

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This is an article from the last decade that still holds some lessons for writers today. Besides, in the middle of my computer woes, I chose to follow my own "recycling" advice to save time. (-:

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 are made of—in Surround Sound and Technicolor.

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),

in 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 misled 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 under the circumstances.

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?"

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.

I figure that all this soul-searching and hullabaloo is misdirected. As an example, the media that chose to feature my novel may not have been as stellar, the publisher not as dazzling, the expectations not as astounding. But when I spend a half hour being interviewed by a host syndicated on more than 300 radio stations and do not see the figures on Amazon rise even an iota the next day, I get this inkling that it is not all that unusual for a book to languish in spite of the tumult that surrounds it.

When my novel won its third award or was honored by my publisher for sales and I still did not see evidence of my title on the *LA Times* bestseller list, I have to assume that sales are not necessarily affected by such news. The rejection feels every bit as tangible as a polite "Not Quite Right for Us" message.

Of course, my book is a novel and Hewlett's is nonfiction. That alone could account for a discrepancy between what results in sales and what doesn't. This kind of convoluted reasoning allows me to sit back on my laurels and say, "That's the way the ball bounces." This kind of examination is no more fruitful than those exercised by Hewlett's publisher and publicists.

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, and 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.

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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Quotation: "E-books are immortal. Like cobwebs constructed of stainless steel, they forever occupy the virtual shelves of e-book retailers and be forever discoverable." ~ Mark Coker, <http://blog.smashwords.com>. Mark is the founder of Smashwords.

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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 2nd and 4th 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).

## Poetry Resource and a Bit of a Brag

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Please read *Cyclamen and Swords'* [April issue](#)! This issue contains poems by fifty-five poets including two of mine, short stories from eight authors and artwork from six artists and photographers. Go! Enjoy! Figure out if your work is suitable for this online journal! Now, here's my tip for those of you who want to self-publish (or traditionally publish!) a book of poetry: When you have formerly published poetry, they get listed in the acknowledgements of the book and nobody (including acquisition editors) mind at all! In fact, when your poetry is well published, it's a plus! So, go for it!

Media Kit Help Specifically for Poets

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I just finished updating and streamlining my Media Kit focused on poetry. If you would like a free copy to see how this marketing device can work well even for poets, send me an e-mail at [HoJoNews@aol.com](mailto:HoJoNews@aol.com) letting me know what it is you want. Or go to the media room on my Web site at <http://HowToDoItFrugally.com>.

## Calls for Poetry No-Entry Fee Submissions



**2016 RYPA | Deadline: June 25th**  
We love putting together the Rattle Young Poets Anthology, and are continuing to



**Feminist Poets | Deadline: October 15th**  
The Spring 2016 issue will feature a tribute to



publish them every year, both to encourage young poets, and also to listen to their perspectives on the world. The annual deadline coincides with the end of the school year, and the 2016 anthology will release this December. We're looking for poets age 15 or younger, and have room to publish about 50 of them each year - help spread the word! Parents and teachers can submit on behalf of their kids by [clicking here](#).

Feminist Poets. The poems may be written in any style, subject, or length, but must be written by those who identify as Feminist Poets and use poetry to advocate for women's rights. Please explain how this applies to you in your contributor note. The poems themselves don't have to be about feminism or women's rights - we want to explore the range of work that contemporary Feminist Poets are producing. To send up to four poems, [click here](#).



**Poets Respond | Deadline: Fridays**  
We've put poetry back in the news with our Poets Respond series. Every Sunday we publish a poem online that responds in some way to the news of the previous week. The results have been incredibly moving, and demonstrate, I think, what's missing in our media (heart). To read dozens of previous responses or to submit your own, visit the Poets Respond page by [clicking here](#).

**Ekphrasis | Deadline: Monthly**  
So many poets seemed to be enjoying our quarterly Ekphrastic Challenge that we've decided to make it monthly. We'll provide a new source image every month. Your mission, should you choose to accept it, is to write a poem in response to that image. Two winners will receive \$25 and publication online. For more information, and to read the first few challenge's winners, [click here](#).

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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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**Writers' Vocabulary:** Periphrasis is defined as a longer phrase used when a word or a much simpler, shorter phrase would do. We all believe that periphrasis isn't exactly the mark of a good writer, but—like almost all



parts of our language that we disparage like passive voice—it has its place. Dictionary.com cites humor and the example they give is where Old Bailey refers to his wife, Hilda, as “she who must be obeyed.” The same idea could be gotten across many ways, but I doubt whatever we come up with would be as amusing. You can sign up for your Word of Day to come to you in your e-mail box at <http://dictionary.reference.com/wordoftheday>

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

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**Web Site Tip:** *Deep linking* on your Web site leads (links) visitors from one related item to another within your site. It’s a technique that can keep visitors on your site rather than moving to others and so up your search engine ratings—maybe even end up getting a loyal reader that way or, as they say in sales/Web lingo, “do a conversion” which to us is about the same as “sell a book,” though I hope we’re thinking more like “acquire a new reader.”

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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 Yous**

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

**Thanks to Linda Barnett-Johnson . . .**

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. . .for the review of [The Frugal Book Promoter](#) on [Amazon](#). Won’t you go by and leave a comment or vote for her review. It’s about authors helping authors. Linda is a poet and is an [editor and virtual assistant](#).



Are you an ampersand fan? Chaz DeSimone designs a free series of art prints & posters featuring “the ampersand as fun & fabulous art”—this one for Labor Day. A new edition is released each month. Each is entirely different, creatively & professionally designed, & each is associated with the ampersand & by <http://www.amazon.com/advantageextension>, our love of writing. They come with directions for printing, framing, & making this into a freebie that lasts. To subscribe and view all his past poster designs go to: <http://amperart.com> Chaz’s posters are perfect for gifts and decorations! By now he has covered so many themes, one is sure to be

perfect for you or a friend.



An Itty-Bitty Column on Writing

A Vist from the Editing Police



By Mindy Phillips Lawrence

It was in the middle of the night as steam shot from my computer keys that I met him. I felt so important, so righteous writing my brilliant article for a snotty-nosed magazine with its Gotham City name. Every word I typed seemed to be Pulitzer material. My article was perfectly worded, or so I thought until I saw HIM at my door.

I turned around to get a sip of coffee from my Cool Writers mug to see a man in a blue police uniform leaning against the door facing. I was unsure how he’d worked himself into my writing area (and my mind) but thought I’d ask him that question.

“Where did YOU come from,” I said?

“We got a call at the station that someone was exceeding the typing speed limit. Not only that, the report also stated that your writing was, well, a bit smelly.”

“What?” I could accept a speeding ticket but not the suggestion that my fine work upset the editorial olfactories of some junior word cop. “What would make you think my work stinks?”

He walked up and looked at the words on my screen. I noticed a real air about him, sort of like an old peanut butter and jelly sandwich left over from King Tut’s tomb.

“Well, Ms. Writer, It seems that you are using some words incorrectly here. Look at this line.” He pointed his index finger at a line in the article. “You say ‘The hearing was planned for Friday but not all of the departments were

could be available, so it was rescheduled for the following Friday, and then all the witnesses could attend.' You simply don't word something that way. It would be so much easier to say 'The hearing was rescheduled for the next Friday so all departments could attend.' See the difference?"

"Well, come to think of it, yes." I didn't like him but he had a point.

"You need a good editor, ma'am"

"But I read my work over to myself and feel very good about it when I send it off."

He straightened up, looked down at me and pointed that index finger directly in my face. "No. You cannot edit yourself. There's a fine for that. It's called the Fine for Unprofessionalism and it's huge. Sometimes your work winds up in solitary confinement."

I gasped! I still didn't know who the guy was but I was beginning to be glad he came for a visit.

"Okay, Mr. Police Officer. I will mend my ways. I'll call my friend Sally. She's a professional editor. She can come help me tomorrow. Oh, and I'll weed what I am saying, too, and make this article much tighter."

With that, he turned his back to me, headed for the door, and said "You know, this could be the start of a beautiful friendship."

LINKS

The Frugal Editor

http://www.howtodoitfrugally.com/writers_books.htm

Great Little Last Minute Editing Tips

http://www.amazon.com/dp/1450507654/ref=as_sl_pd_tf_lc?tag=howtodoitfrug-20&camp=14573&creative=327641&linkCode=as1&creativeASIN=1450507654&adid=0VGHT5SJE7TCRRGK4X6R&&ref-refURL=http%3A%2F%2Fwww.howtodoitfrugally.com%2Fwriters_books.htm

Purdue Online Writing Lab

<https://owl.english.purdue.edu/>

Polish my Writing

<http://www.polishmywriting.com/>

HEMINGWAY

<http://www.hemingwayapp.com/>

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
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 or more about the whole series at www.howtodoitfrugally.com/retailers_books.htm

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Tip: Did you know that Twitter has a new feature. You can pin (yes, pin—Pinterest doesn't own the word!) one of the tweets that best represents your present promotion or overall branding. The "pin" will stay at the top of your profile page twitter stream so people see it first rather than the many retweets or casual tweets you may make! Find the "pin" function under the tweet. There are several grayish icons in the same area where you go to favorite or retweet. The last one is an ellipsis (three dots) where you get a dropdown menu of several options. Choose "Pin to Profile Page." Find mine at <http://twitter.com/FrugalBookPromo>. ~ Carolyn Howard-Johnson, [author of the multi award-winning HowToDoItFrugally series of books for writers](#).


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For a nominal fee your ad could go here (or in a similar position between sexy red lines). It's something new. Heretofore all content in this newsletter has been printed at no charge and I will continue to do that for subscribers. Sponsored ads will be marked "Sponsor." Or I can tweet to my 20,000 plus Twitter followers, also marked sponsor. E-mail me at hojoneews@aol.com with SPONSOR ADS in the subject line for a quote and help choosing. This is a way to accommodate authors with services that authors need and/or information about books that has appeared in this space before.

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Carolyn's Appearances and Teaching

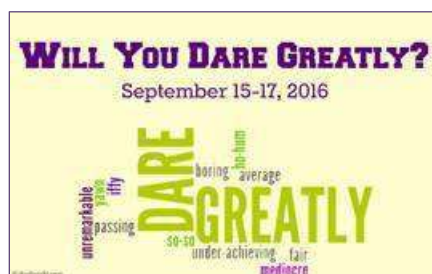
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**New!**  I will be on a panel moderated by Steven Sanchez at an [Independent Writers of Southern California](#) (IWOSC) meeting June 29 at 7:30 at the Veteran's Memorial building, 4117 Overland Ave., Culver City,

90230 (corner of Culver Blvd) in the Los Angeles area. There is free parking and a nominal entrance fee for nonmembers. The panel is produced by Gary Young, Director of Professional Development at IWOSC and author of [\*Loss and Found: Surviving the Loss of a Young Partner\*](#).

**If You Missed It!** 📖 I was a guest on Maxine Thompson's radio show. Her show's longevity (she interviewed me in 2001!) attests to the great job she does and the loyalty of her listeners. You can tune in after-the-fact at <http://www.artistfirst.com/maxinethompson.htm>.

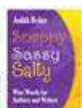
1. Go to June 1, 2015.
2. Click Carolyn Howard-Johnson to "Stream" show or...
3. Right Click on Carolyn Howard-Johnson then select "Save Target As"(or similar) and a copy of the show downloads to your device free.



**NEW! For 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).



The Book Shepherd



Creating successful authors with practical publishing guidance.™ The Book Shepherd |  
Author and Publishing Expert  
Author, Speaker, Consultant, Radio Show Host  
Chief Visionary Officer of AuthorU.org

**NEW!** 📖 Watch for my new partnership with BookBaby in this space beginning August 1. You could benefit with little effort and no cost!

**NEW!** 📖 Featured poets for Suzanne Lummis' new book (<http://bit.ly/SuzanneLummis>) will be reading at the launch event at [Beyond Baroque Literary Arts Center](#) in LA July 11, Saturday. Reception: 7:30 p.m. Showtime 8 p.m. (And I'm not kidding—Suzanne is also an actor!)

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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

NNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNNN

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, writer love them! This is one of the winners in the International Pun Contest.

Did you hear about the Buddhist who refused Novocain during a root canal? His goal: transcendental medication.

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## Essential Book and Record Keeping:

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

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

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

If you do not care to receive this newsletter, send an e-mail to [HoJoNews@AOL.com](mailto:HoJoNews@AOL.com) -with "Unsubscribe" in the subject line, but please, please don't tell me you've given up writing or promoting! It makes me sad.

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

## Ordering Information

## The HowToDoItFrugally Series for Writers



## Frugal Book Promoter: How to Do What Your Publisher Won't

Order paperback or e-book: <http://bit.ly/FrugalBookPromo>

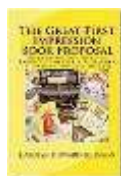


*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*

Order for e-book or as paperback:

<http://bit.ly/FrugalEditorKind>

Coming soon: An updated e-book version with a new cover by Chaz DeSimone. Do you like it?



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

Order for paperback or e-book:

<http://bit.ly/BookProposals>



*Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy*

For Paperback or e-book: <http://bit.ly/Last-MinuteEditing>

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



*A Retailer's Guide to Frugal In-Store Promotions: How To Increase Profits and Spit in the Eyes of Economic Downturns with Thrifty Events and Sales Techniques*

Order from Amazon in paperback or e-book:

<http://bit.ly/RetailersGuide>



*Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media*

Order paperback or e-book from Amazon:

<http://bit.ly/RetailersTweet>



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

Sponsored by Gift Shop Magazine <http://giftshopmag.com>

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

## Carolyn's Fiction and Creative Nonfiction

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

*Harkening: A Collection of Stories Remembered:*  
<http://bit.ly/TrueShortStories>

## Carolyn's Poetry



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



*Cherished Pulse: Unconventional Love Poetry.* Coauthored with Magdalena Ball

Order e-book: <http://bit.ly/CherishedPulse>

In print to be used as a greeting card or booklet  
<http://bit.ly/CherishedPulse>



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

To order paperback, Kindle, or e-book:

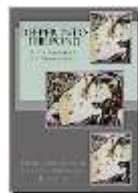
<http://bit.ly/MothersDayKind>



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

To order as an e-book or paperback:

<http://bit.ly/Imagining>



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

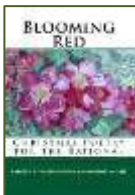
To order as an e-book or paperback:

<http://bit.ly/DeeperPond>

*Blooming Red: Christmas Poetry for the Rational*

Coauthored with Magdalena Ball. Artwork by Vicki Thomas  
USA Book News finalist, Silver Award from Military Writers' Society of America

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



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



quantity discounts to use as a holiday greeting by contacting the authors at [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

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



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



## Contact Information

### Websites

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>

### Blogs:

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

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

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

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

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

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

Tweeting at:

<http://twitter.com/frugalbookpromo>

<http://twitter.com/frugalretailing>