

"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

March, 2017

Sharing with Writers Since 2003

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

www.howtodoitfrugally.com

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

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

In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing booboos. We're all human.

This newsletter is issued as often as my writing schedule allows. It's usually long, but I promise you will find something new that will help propel your book to stardom or some reminder to do something for your writing career.

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

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 Face-book:

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

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

To subscribe to SharingwithWriters newsletter:

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

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

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

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Note from Carolyn

Dear Subscribers:

I know. You think of me as that sweet little lady with the silver hair (platinum, if you please, but not gray!). But I can on occasion—and sometimes more frequently—let loose with language you would unfriend me for. So today I was thrilled to see an article in *AARP: The Magazine* titled “In Praise of Cussing.”

It turns out that a few carefully chosen zingers can be “an indicator of intelligence” according a study from Massachusetts College of Liberal Arts and Marist College in New York.

Yay!

And expletives can help “reduce and endure physical pain” as well. That’s from Keele University in England. Yep. And “forge better teams in the workplace” and “communicate more persuasively.”

One survey even says I am in good company (meaning the majority!). Fifty-seven percent of workers swear on the job. (I do try to avoid doing that! And I also almost never swear when I am driving! So there!)

So, I don't think you'll ever find an unsavory expletive in this newsletter, but you are sure to find idioms and colloquialisms everywhere. And, yes sometimes I use words with lots of syllables, too.

All this is not to encourage writers to cuss. It is to remind them that if the words they use in dialogue are too. . . mmmm. . .staid, they may render their . . . well, let's say unnatural? Or stilted?

One of your characters may just be the type who must have a potty mouth if she is to seem real to your reader. And sometimes that character won't be the tough-talking dude cliché. Those who write humor know that tough-talking character may be a fragile woman with gray. . . er. . . platinum hair.

Happy writing, marketing, and editing Carolyn

PS: If you live in Southern California, please check my coming appearances at the end of this newsletter. One comes to you from Publishers Association of Los Angeles (PALA) Monday the 13th and Greater the Los Angeles Writers Society (GLAWS) panel at the Rancho Las Palmas Library right next to the 10 freeway is on Sat. March 18 at 2pm (see below for directions!). It's free and you can bring a page of your writing for critique from five of us editors on the panel.

PPS: My husband who may be the pickiest proofreader of all time says I should ditch by style choice of "Web site" patterned after *The New York Times* choice and use the less pretentious, "website." Tell me if you notice that in this newsletter. What do you think?

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

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Letters-to-the-Editor

Hello Carolyn,

I just found your newsletter email in my spam folder, and I am glad I dragged it out and read your newsletter. Your sharing of so much valuable information, especially warning about scams, is really...*valuable* (you can see that I am not myself a writer, though I format books!)

I haven't bought the book you recommended about free content yet, but I was aware of the concept from other promotion sites I have seen. So I have uploaded two new e-books to Amazon, intending to make them free when Amazon will agree to it. One book which we have offered for a while was dragging its feet, not bringing in income, so I was able to make it free. It quickly took off without promotion, reaching #1 in its category for a couple of

days, and was picked up by some e-book promoter, and was downloaded 100 times one day. Since then it has trailed off, but just needs a nudge now and then to climb to visibility. And since I updated the back matter with links to more of our books, it is a promotional piece also.

Remember the e-book cover contest at thebookdesigner.com by Joel Freidlander? I submitted the cover of *The Christ of India* and got a gold star, placing 2nd in non-fiction! This is encouraging for the first contest we have entered. I really have to get onto more submission of books to contests.



Well, this is just a note to keep in touch and thank you for your help, both by contact and through your books. I hope you and your husband are well, and that you are enjoying your travels.

Brother Simeon
Light of the Spirit Monastery
www.oco.org
Light of the Spirit Press
lightofthespiritpress.com

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

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Accessible Contests

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

## Win, Place, Honorable Mention or Even Finalist Can Help You Find the Right Agent or Publisher

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Lately, I have been looking for contests that offer benefits to entrants even if they don't win—benefits like critiques or ads or other exposure on a website. That search also includes contests that don't require that a book be published.

The reason? When a book that hasn't been published gets a nod from one of these contests, that honor can be used by an author or his or her agent to find a publisher. Or to find an agent. In other words, that win, place, show—or finalist—can lend some credibility to the one book you care about most, *yours!* Usually the one you are working on right now. Win, place, or show can make your book stand out in a query letter being sent to a publisher or an agent or it can be used as part of a pre-release marketing plan. In other words, it can give your book an edge over the hundreds of thousands other

authors trying to get attention for their book.

Many of the contests at WriterAdvice.com run by B. Lynn Goodwin will do just that. My entry for my memoir [Here's How I Don't Cook](#) just placed finalist in Flash Memoir Contest. I excerpted 750 words from that book to meet the contest requirements and received a great critique to send to my agent, Terrie Wolfe at AKA Literary even before the finalist notification. Now I can add "Finalist" to the book proposal Terrie uses and I am—naturally—hoping for the "Winner" designation to add to that and the battery of critiques that come from the judges of the finalist entries. But if don't win, I can use the critique or take a blurb (excerpt) from the critique and use that in all kinds of marketing.

So now you know why I search for added benefits in the contests I enter. I also look at award benefits like subscriptions to the sponsoring journal, award monies, and the amount of publicity they give their winners. Some even promise that your book will be recommended to an agent or publisher or that winners will be awarded a guaranteed review in a respected review journal like Midwest Book Review.

You can learn more about Lynn's contests at WriterAdvice.com or you can reach her at Lgood67334@comcast.net. My next novel, [This Land Divided](#), was a winner in that site's Scintillating Starts Contest last year and my agent is working with it. Isn't it nice you could feasibly win that contest or some of her others in 2017—even if your book isn't finished!

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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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Subscribers Helping Subscribers

Wanda Luthman Helps Me Illustrate My Little Nag. . .er . . .Reminder!

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Ever since the first edition of my *The Frugal Book Promoter* came out in 2003, I have been gently reminding authors to reread their books to find the less-than-obvious audiences to reach so they could market their book to them—if not at first, then as the sales on their book slowed down. So, I was especially pleased to find this from children's author Wanda Luthman who found a well-hidden market for her book (she'll explain below!). I thought that it might remind you again to reread your book for a new marketing

perspective. I know her article will serve as an example of how you might think about that process as you read! Here is the note from Wanda:

When I wrote my children's picture book, *Little Birdie Grows Up*, I never imagined it would be used as a graduation gift for parents. Even though the inspiration behind the book was my own daughter leaving for college, I just thought it would be enjoyed by the 0-5 aged audience. It is cute and sweet and I knew little kids would love little birdie. I also knew parents, who would do most of the reading of it, would be able to relate to watching their children grow. However, I never thought about it as a gift for parents on the precipice of empty nest syndrome themselves. But, turns out, others thought of it like that. So, sometimes your intended audience may not be your only audience. Take a second look at your book and consider your inspiration for it. Maybe you'll find, like I did, there's a second audience that will enjoy it too.

Let me know your thoughts. I hope this helps your  
#SharingwithWriters subscribers and visitors!

#### MORE ABOUT WANDA

Wanda Luthman is a children's author of *The Lilac Princess*, *A Turtle's Magical Adventure*, *Little Birdie Grows Up*. Find them at

<http://www.amazon.com/author/wandaluthman>

This Amazon link changes to your country: [myBook.to/WandaLuthmanAuthor](http://myBook.to/WandaLuthmanAuthor)

Learn more about Wanda at:

Blog--[www.wandaluthman.wordpress.com](http://www.wandaluthman.wordpress.com)

Twitter--@wandalu64

Facebook--[www.facebook.com/wluthman](http://www.facebook.com/wluthman)

YouTube--[www.youtube.com/c/WandaLuthman](http://www.youtube.com/c/WandaLuthman)

Instagram--[www.instagram.com/wandalu64](http://www.instagram.com/wandalu64)

Google+--<https://plus.google.com/+WandaLuthman>

Goodreads--

[https://www.goodreads.com/author/show/14469611.Wanda\\_Luthman](https://www.goodreads.com/author/show/14469611.Wanda_Luthman)

LinkedIn--<https://www.linkedin.com/in/wanda-luthman-37b836117>

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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:** This tip is a little off-topic, but the environmentalist in me made me do it. If you use Keurig (K-Cups) for your writing group or writers conference refreshment table, know that you can now get compostable cups. Kauai Coffee uses them to avoid being part of the 11 billion K-cups that go into America's landfills each year. Learn more at <http://coffeecomposting.com>.

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**Amazon's One-Stop-Ebook Shop** helps authors and readers alike! A SWW subscriber says, "Did you know you can have your readers buy your e-books from Kindle, even if they don't own a Kindle reader? Just have them go to any Kindle book page look for the buy options. They will find a widget there offering a free app to make their download easy in any format. Or they can just choose Kindle. After that, the site gives you several options or platforms to choose the e-book format that best fits your needs. ~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is Catnapped, <http://amzn.to/14OCk0W>. If you pass along the word to your readers, you may make it easier on them and you may sell more books!

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**Tip:** My husband, author of [\*What Foreigners Know Need To Know About America From A To Z\*](#), suggested I let you all know about the library associations' tradeshows. Many of them display your books free including the coming show in Massachusetts. They accept all print books. Find the list at: <http://www.bookexhibit.com/schedule.html>

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

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#### **This Issue's Favorite Tip**

### **Have You Heard of a Twitter Pitch Party**

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If you have never heard of this social networking approach to finding an agent or if you have heard of it and can't imagine how it might work, here is the skinny from Diane Wolfe, one of the gurus behind The Insecure Writer's Support Group.

You will want to become a regular follower of [L. Diane Wolfe's Spunk On A Stick Tips](#). Diane has a [print and ebook formatting service](#) (combination print and e-book formatting for only \$75.). She works with Dancing Lemur Press, LLC, and as a freelancer. To get more information e-mail her at wolferock@earthlink.net and tell you to be part of her huge gaggle of smart (but insecure ?!) writers.

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Are you confused about how to credit facts or quotes when you write articles or nonfiction? Check out my *Frugal, Smart and Tuned-In Editor* blog: <http://thefrugaleditor.blogspot.com/2010/10/q-la-ann-landers-academic-accreditation.html> or the new edition of *The Frugal Book Promoter*, www.bit.ly/FrugalBookPromo. Most new writers are under the impression that that they always have to get permission to print a quote. This makes writing an article needlessly onerous. See guidelines in [The Frugal Editor](#), too. My [How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career](#) also makes it clear that how and when to credit excerpts from reviews.

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Author Successes

Only subscribers' successes are listed in this section. Thus, I do not pick up news from general media releases for there is often no way for me to know those releases come from subscribers. If you have an Author Success story, please identify yourself as a subscriber in the subject line of your e-mail. Something like: "MEDIA RELEASE: Subscriber's Success." Do peruse these successes so you'll have an idea of what to submit when you have a big success. In fact, read them in any case because you will find resources for publishers, contests, awards, that can make a difference for your own book. You may even find a book for your own reading pleasure.

Poet Samanthi Fernando Dedicates Newest Book . . .

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. . . in a way that others may want to emulate. Samanthi Fernando completes the dedication of her book [SPARKLE FOREVER](#) with a grand celebration of friendship. A beautiful event honoring those who inspired the poems in the book - with a special presentation, poetry readings, and a song about friendship by her dad. See photos, listen to the Friendship Song and read about her dedication [here](#)  
(<http://starsafire.starrayz.com/wordpress/2017/01/an-authors-dream/>).

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

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## Feature

### True Publishing Includes Marketing or How I Developed My Book Marketing World View

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I was moving from journalism and marketing to creative writing and writing how-to books about the time digital printing was coming into being. I sadly became involved with a publisher who cloaked their "vanity" status after they bought the micro press I originally published with.

This organization published digitally—which seemed like a great idea to me (and it was, but this was just long enough ago that a digitally printed book wore the Red A of Adultery on its chest as surely as Nathaniel Hawthorne's heroine.) They did no marketing and didn't suggest I do any. They required a seven-year contract so later when they realized how profitable marketing could be for their own bottom line, they bugged me to buy marketing packages—all of them useless—things like sending my book to Oprah at a price—one assumes with 50 of their other poorly edited and formatted books. I was extremely disappointed with this publisher because of the lack of acceptance by bookstores and because of the quality of the book. Similar "publishers" still exist. I put the word in quotation marks because true

publishing includes marketing and though you may be expected to participate, you shouldn't have to pay them more for it.

Having said that, I've been traditionally published since then and I've self-published which is often a misused term. True self-publishing means the author does it for him- or herself and has complete control. He or she may hire help with things they can't do themselves or can't yet do themselves—anything from cover design to formatting—but that's different from handing everything over to the likes of Xlibris or Publish America because the author doesn't yet know enough about the process or have enough contacts to figure it out. They, too, have their place, as long as the author chooses them knowing exactly what they are going to get which includes 1. Ease of publishing 2. A high price for the services they provide. 3. No marketing included in their original fees. 4. The low esteem the entire publishing industry holds for these companies.

There are also publishers who are kind of a mishmash of services, and I've tried those, too—all as I grew in knowledge about the blooming new world of publishing.

To be clear, true publishing of any kind includes marketing—a lot of it. I mean, do you really think Simon and Schuster would publish a book without an assigned marketing budget? After you've asked that question, ask how much any big publisher will assign to your book and exactly what that will cover before you sign a contract. Most of them are running on tight budgets, too. Very tight budgets unless your name is Jonathan Franzen or Hillary Clinton.

Through it all, I have come to believe there is a right way to publish for every author and every project—not necessarily one right way—and that "right way" may vary from author to author and from project to project. The trick is to know as much about the publishing industry as possible before moving ahead on the path you choose for any given book and any given author's personality. I mean, we wouldn't expect to enter any industry without learning a lot about it first, would we? There are few credentials and/or degrees in the discipline (and it should be called that) of publishing, but there should be. Until you know enough to make a decision, get the advice you need and get it from someone who doesn't still have a my-way-or-the-highway prejudice hiding somewhere in her traditional little heart.

And read, read, read. It's the most frugal way to learn what you need to know to be smart about whatever kind of publishing you choose to do. It's the only way to be able to evaluate the information you're being given by whomever you're talking to.

Here are some of my favorite books and resources for learning more about publishing and its essential ingredient, marketing:

- [*The Complete Guide to Self-Publishing: Everything You Need to Know to Write, Publish, Promote and Sell Your Own Book*](#), by Marilyn Ross is the first book I read (when it was in its first edition) on the topic of publishing. Marilyn is the founder of SPAN (Small Publishers Association of North America).
- [*The Well-Fed Self-Publisher*](#), by Peter Bowerman. This book includes marketing because *to market* is a vital part of publishing. Peter is one of the first people I met at my first marketing and writing conference, and I have avidly read his series of books ever since.

- [*The ABCs of POD: A Beginner's Guide to Fee-Based Print-on-Demand Publishing*, by Dehanna Bailee](#). This book provides basics for those considering self-or subsidy-publishing.
- [*Talk Radio Wants You: An Intimate Guide to 700 Shows and How to Get Invited*, by Francine Silverman](#). She also has a reasonably priced radio referral service.
- [*Making the Perfect Pitch: How to Catch a Literary Agent's Eye*, by Katherine Sands](#). Straight from the mouth of a literary agent.
- [*Aiming at Amazon: The NEW Business of Self Publishing, or How to Publish Your Books with Print on Demand and Online Book Marketing on Amazon.com*, by Aaron Shephard](#). Available for Kindle.
- [*How to Publish and Promote Your Book Now*, by L. Diane Wolfe](#).
- My [*The Frugal Editor: Do-it-yourself editing secrets for authors: From your query letter to final manuscript to the marketing of your new bestseller*](#) in its second edition (e-book only for the time being). It gives you what you need to know about editing, formatting, and even a step-by-step guide for formatting a professional-looking e-book. You'll also find my collection of essential reading in this book, everything from how to find a great editor and suggestions for a few books on grammar and style, the craft of writing, writing book proposals, typesetting and formatting, and directories with resources for selling your work.
- For continuing education on all things publishing and marketing, read newsletters by gurus like Dan Poynter, Penny Sansevieri, Joan Stewart, and my SharingwithWriters newsletter
- My newest book [*How to Get Great Book Reviews Frugally and Ethically*](#). It will give even experienced authors everything they need to get and manage reviews. To make them an essential part of a launch and to make them the essential part of keeping a book alive forever. No kidding!
- And, of course, my first book in the HowToDoItFrugally series of books for writers, [*The Frugal Book Promoter: Second Edition: How to get nearly free publicity on your own or by partnering with your publisher*](#). It gives you templates for everything you need to make your book a success including a sample blog, several query letters used for several different purposes, and even a sample pitch for selling yourself by phone courtesy of Raleigh Pinsky.

Here's the first rule you can believe about publishing: Publishing—especially great publishing—requires marketing and you—the author—will be an essential part of that no matter how you publish. ~ 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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Tip: You could get tons more exposure for your blog (and your book or services!) if you register a hashtag like #WritersontheMove with Twubs.com as I suggest in a couple of my HowToDoItFrugally books. (Twubs hashtags are case sensitive.) Install that hashtag in your social networking posts when you and your guest bloggers are spreading the word about how helpful your blog is along with the URL (permalink for the post). A hashtag can save Twitter characters when we work it into a sentence like

"Karen Cioffi shares SEO secrets for #authors on the ever-helpful #WritersontheMove blog today. Plz subscribe, too. [Blog URL here.]"

BTW, Twubs offers a separate page free for each hashtag you register. It can include your headshot, book cover shot, pitch, etc. When people follow a hashtag, they get more information on whoever registered it. Check mine for #SharingwithWriters. Mine could be used by anyone who is doing just that—

sharing with writers.

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.

Opportunities

Let Spawn Shout Out Your Book For You

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**New releases from...**



You probably know that my newest book in the multi award-winning series of books is [\*How to Get Great Book Reviews Frugally and Ethically\*](#). This is a new opportunity that lets you reach over 1,000 top book reviewers and bloggers with a bi-monthly

newsletter under the credible SPAWN name. Register now at <http://www.2spawn.org/register-for-new-releases-from.html>.

This program solves the mystery of getting a book in front of legitimate reviewers. Feature your book in the new service from SPAWN *New Releases from...Small Publishers, Artists & Writers Network*. The deadline for first issue is March 15, 2017.

Launching March 25th, the newsletter goes out every two months to over 1,000 book reviewers and book bloggers. The reviewer list is pulled from Cision, the premiere online media database company that updates its media lists daily and includes top publications, online and broadcast resources like NPR, daily and weekly newspapers that publish book reviews, and a host of freelancers and bloggers who review books.

Each participating author submits up to a 75-word description of the book that starts with a catchy log line such as appears in the *New York Times Book Review* or online at *Kirkus Reviews*. Log lines are the concise one sentence description of the book usually at the top of the review. We want these descriptions to sound professional and grab reviewers.

Along with the description, an image of the book cover and a link for reviewers to use if they want a print or e-book version. Since many authors don't have reviewer pages on their website for downloading e-books or requesting a printed book, this ability is included in the service.

You can view a sample of this style page

at: <http://www.kkdownloads.com/> Password: 2016BooksKKA (case sensitive)

The design of these two pages is included in the fee and will remain on the site for six months after final publication of newsletter.

## Fee and how to participate in the *New Releases from...* newsletter

**Option One:** \$250 for one book description and cover plus the links for reviewers to download, which includes all three e-formats, and downloadable cover image and media kit (if available.)

**Option Two:** \$400 for two editions with the download features.

SPAWN's *New Releases from...* newsletter goes out every 2 months.

- The first edition is scheduled for March 25, 2017.
- This service is open for all books published within the last year.
- **Deadline for participation in the first issue is March 15, 2017.**

*If publishers want to use this as an author service, a special price  
and publisher page for their own books can be created.  
Contact Kathleen Kaiser at [Kate@spawn.org](mailto:Kate@spawn.org) for details.*

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

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## Word Lovers Corner

### **East and West May Never Meet . . .**

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. . . and when they do, they may not understand each other. When I moved from my home state to work as a publicist in New York, there were days when I thought I spoke a different language than New Yorkers. Or perhaps it was vice versa. That was several decades ago, but apparently, that hasn't changed. Josh Katz lists a few definitions in his *Speaking American* that makes those east of the Mississippi think those of us in the West "talk funny"—and vice versa. Here are a couple from his book:

- In the East they say "sneakers." Westerners call them tennis shoes.
- In the East they say "scrap paper." Westerners say "scratch paper."
- Easterners say "skillet." Westerners say "frying pan."

Back in my New York days, I had to remember to say "light bulb" rather than "light globe" if I ever I needed one and to say "highway" rather than "freeway," because the big roads around New York City were mostly decidedly not free.

PS: If you write fiction or use dialogue in your nonfiction, you can buy the book on [Katz's book on Amazon](#).

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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-e-book/dp/B009RBJW3E>

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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)

## California Poet Shares Her Path to Poetry

~~~~~."

Samanthi Fernando published how she manifested her poetry book about the bay area (San Francisco). Poets interested in the process will find it at <http://starsafire.starrayz.com/wordpress/2017/03/poetry-about-places/>

A Poetry Contest with Benefits ☺

~~~~~."

I like contests—especially poetry contests—that give something other than a chance to win to entrants. Sometimes costs seem high to enter a short poem or chapbook, but if the entry fee includes a copy of the journal it gives the poet a chance to do more reading and better understand the needs of the journal for a later submission. Some offer a critique. Some both. Here is one that offers publication to top entrants:

The Janet B. McCabe Poetry Prize is accepting entries.  
Two poems per entry, up to 40 lines each.  
\$20 entry fee  
\$1500 cash prize and publication in an upcoming issue for winning poet  
\$200 and publication in an upcoming issue for runner-up poet  
Deadline May 15. So [click here](#) to mark the date on your calendars

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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). And I set up the ad using your book cover image, pitch, and link.

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**In the News:** Here's some feelgood news about books that—depending on the topic of your book—may be ammunition to make your book fit the current-news requirements of many editors. A Yale University study indicates that reading books (even more than newspapers and magazines!) has benefit for longevity. This little fact could be a deck or lead on a query letter for

publicity from health-oriented periodicals, as an example.  
~ As reported in *AARP Magazine*

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>.

## Thank You

These are, indeed, thank yous but it occurs to me that many **SharingwithWriters** readers may not be using them as resources. Often the blogs, newsletters, websites, and other entities mentioned are perfect vehicles for exposing your books to new readers. It is up to you to click or copy and paste to see which might be suitable for marketing your own book.

## Thanks to My SWW Subscribers

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. . . like Helen Dunn Frame for reminding me how valuable you all are. Today she sent me a pix of my adopted hometown (LA). It sent my heart aflutter. Perhaps because it reminds me so much of my "real" roots, Salt Lake City. Of course, we rarely see that much snow on the mountains in LA and we always do in Salt Lake City!



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

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

## Apply, Apply, Apply

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By Mindy Phillips Lawrence

A writer I know decided to stick her neck out and apply for an international writing residency. Guess what? She was accepted! Now she'll get to go to Iceland and participate in a program for memoir and nonfiction writers. She's getting to go for one reason—she applied.

It's important to grow. We do that by pushing past what we think we CAN do and exploring the murky ground of the unknown. When we succeed, it gives us the motivation we need to investigate our abilities even deeper.

Some of the residencies mentioned in the links below are from years past but you might want to investigate and see if there are up-to-date versions of the same programs. By all means, look at them and apply, apply, apply.

LINKS

26 Amazing Writers Residencies

<https://thewritelife.com/writing-residencies/>

Poets and Writers Conferences and Residencies

https://www.pw.org/conferences_and_residencies

Unconventional Writers Residencies

<https://www.bustle.com/articles/137654-6-unconventional-writers-residencies-you-can-apply-for-in-2016>

Artist Communities Residencies

<http://www.artistcommunities.org/residencies/directory>

12 Offbeat Writer Residency Programs

<https://mediablog.prnewswire.com/2016/10/06/offbeat-writer-residency-programs/>

Talya Tate Boerner, Author

<http://talyatateboerner.com>

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


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


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Carolyn's Appearances and Teaching

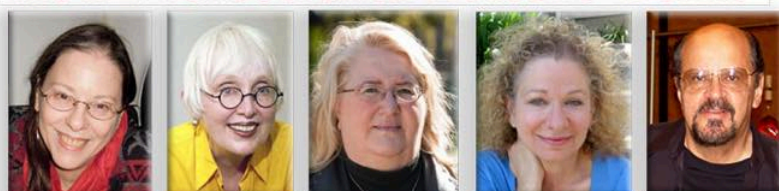
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 **New!** Robin Quinn, an editor extraordinaire and producer of seminars and panels, will have tons of questions for me when I present at PALA, an LA subsidiary of Independent Book Publishers of America (IBPA) on "Tapping the Power or Reviews for Publishing and Career Building." It will be on March 13 at 7 pm at the Veterans Memorial Building, 4117 Overland Avenue, Culver City, CA. at the corner of Overland and Culver in the greater Los Angeles area. The event includes a Q&A and networking time. Reach Robin's Word for

Word business including coaching and professional writing and editing services at [quinnrobin@aol.com](mailto:quinnrobin@aol.com). Her website is [www.writingandediting.biz](http://www.writingandediting.biz) and her Twitter moniker is @RobinQuinninLA.

 **New!** March 18, GLAWS (Greater Los Angeles Writers Society) presents its free career boosting event at the Rancho Las Palmas Library (The Ray Bradbury Room!) in Los Angeles! Come early because the last time we editors got together at one of these events, it was standing room only. Bring the first page of your book for editing input from a panel of editors including me! See below for details!

*A FREE Special Speaker Event*  
**GREAT BEGINNINGS**  
**How Professional Editors Work!**



**Deanna Brady**  
Professional Editor  
Ghostwriter

**Carol Howard-Johnson**  
Author, Educator  
Editor

**Sarah Beach**  
Professional Editor  
Author

**Sara Anne Fox**  
Story Editor, Educator  
Fmr. Studio Development Exec

**Tony N. Todaro**  
Moderator  
Author

**March 18<sup>th</sup>**  
**Sat. 2:30**

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

**All Writers  
Admitted FREE!**

Join us as a panel of professional editors review and critique samples of your work in real-time and discuss their rationale. This is a unique opportunity for you to learn how real pros consider the merits of the material and intent of the author, then offer improvements, from basic grammar to story structure to overall story telling and more. Each page will be read aloud and projected on a big screen, so the audience can follow along and learn how the editors suggest improving the samples, which may help improve your writing, as well. Then the panel will take as many of your questions as time permits.

To participate, please email your great beginning (one page) plus a one-page synopsis of the whole story to: [info@glaws.org](mailto:info@glaws.org)

No matter what you are writing, this is an event you must attend! Arrive early to network with other writers and industry professionals in the Ray Bradbury room, and learn more about other GLAWS programs of benefit to writers. Parking is free. There will be a no-host dinner afterwards at a nearby restaurant. No RSVP is required to attend the special speaker event, but please RSVP Sarah Beach for dinner at [glaws.sbeach@scribblenworks.us](mailto:glaws.sbeach@scribblenworks.us)


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.

Learn more about the society  
and other events at:  
**[www.glaws.org](http://www.glaws.org)**



**THE GREATER LOS ANGELES  
WRITERS SOCIETY**  
WRITERS MENTORING WRITERS OF ALL DISCIPLINES



 **NEW!** I just signed a contract with Bookbaby.com to present at their first-ever writers' conference to be held in Philadelphia November 3<sup>rd</sup> to 5<sup>th</sup>. Start saving the career-boosting pennies in your budget for this. Bookbaby is going all out. They even plan a tour/social on Sunday after the last presentation! Talk about a fun networking opportunity. [Early bird registration](#) is available right now at

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.

## Something to Make Writers Smile

## Puns for the educated....

Handwriting practice lines consisting of a solid top line, a dashed midline, and a solid bottom line, with red wavy lines above and below the solid lines for tracing.

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

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.

To subscribe to *Sharing with Writers* send an e-mail with "Subscribe" in the subject line to [HoJoNews@AOL.com](mailto:HoJoNews@AOL.com)

## Ordering Information

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*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>

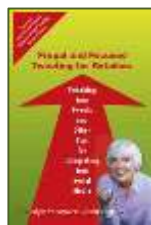
**The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)**



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

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

## **Carolyn's Poetry**



Find Magdalena Ball's and my poetry fanpage at

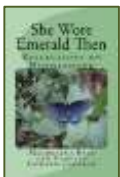
<http://face-book.com/CelebrationSeriesPoetryChapbooks>



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

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

<http://bit.ly/CherishedPulse>



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



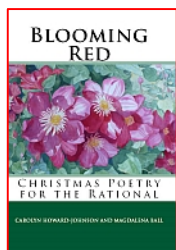
*Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions*. Coauthored with Magdalena Ball.

To order as an e-book or paperback: <http://bit.ly/Imagining>



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

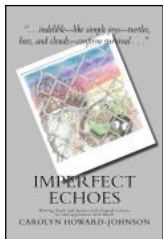
To order paperback or e-book: <http://bit.ly/SublimePlanet>

Proceeds go to the World Wildlife Fund.



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

<http://bit.ly/CarolynsTracings>



*Imperfect Echoes:*

Writing Truth and Justice with Capital Letters, lie  
and oppression with Small

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

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

## Contact Information

### Websites

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>

