



For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

To subscribe to SharingwithWriters newsletter:

[http://HowToDoItFrugally.com/newsletter\\_&\\_blog.htm](http://HowToDoItFrugally.com/newsletter_&_blog.htm)

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

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

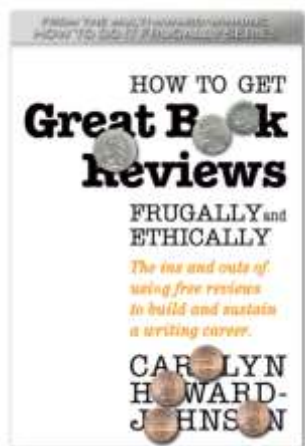
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## Note from Carolyn

Dear Subscribers:

The big campaign for [\*How to Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career\*](#) is underway. Actually it isn't so

big because I am working it in between travel and speaking (and yes, I still do most of my marketing myself.) In this case, do as I say, not as I do!



The upside: Marketing Great Book Reviews is giving me many things to be grateful for—and many lessons that the teacher in me can't help but pass along to you.

So, one of the first big surprises after I sent out a media release to my private contact list (you know how I am about building your own media list!) was an

e-mail from Victor Volkman. Mind you, I hadn't heard from him for a very long time—since he and Irene Watson interviewed me for one of their podcasts. I'm thinking maybe twelve years ago?

Victor is the publisher at Loving Hearts Press and does lots of things to help his own authors and authors at large. He said, "If I can even get two or three of my authors engaged in getting reviews, the books will have paid for themselves several times over." Now, that's a smart publisher. That he might offer a few tweets or a mention on his Web site wouldn't have surprised me.

He also sent me an endorsement (nice!—that's in part what [\*How to Get Great Book Reviews Frugally and Ethically\*](#) is about!), but he ordered paper copies of this book as gifts for his authors, too! I was so pleased I signed and got his copies out in—like twelve hours. I mean, I did have to sleep!

Here's his endorsement:

"Getting well-written and fair reviews is the single biggest block to independent authors and small presses. Carolyn Howard-Johnson takes on the problem head-

on in this easy-to-use recipe for book review success. To paraphrase the late great Dan Poynter, your book is your business card so the single best marketing tool you have is to send out copies for review." ~ Victor Volkman, publisher, Loving Healing Press

Note how even in the endorsement he manages to share with others, to help keep Dan Poynter's legacy alive.

I also learned these books would be gifts rather than for resale. He told me he doesn't sell stuff to his authors. That's ethics.

So you can see why his book order was more than help. It was an upper!

You'll find a few more results of a single mailing in the Thank Yous section of this newsletter below—just the first few that came in. Don't forget that I always try to make these thank yous into resources by including links and suggestion how you might use them as resources.

Happy Thanksgiving!

## Happy writing, marketing, and editing, Carolyn Howard-Johnson

**PS:** A special welcome to the many new SharingwithWriters subscribers that Grace Allison helped me collect at Judith Briles' Extravaganza in Denver where I spoke to an amazing crowd of authors who didn't have to be convinced how important marketing is to the success of a book.

**PPS:** We are running up against deadlines for getting e-copies of my new book free. Bookbaby.com is offering it at no cost at [bit.ly//bbsofrugal](http://bit.ly//bbsofrugal) and if you are an Amazon Prime member, you can borrow it directly from Amazon free, too. I hope if you do that, you'll add a review for *How to Get Great Book Reviews Frugally and Ethically* to the Amazon lineup of reviews. I mean, that could prove to me that all the love I put into this book is not for nothin'! ☺

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

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## Letters to the Editor

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\*\*The mention of Robert Louis Stevenson's [A Child's Garden of Verses](#) in the regular October issue of SharingwithWriters prompted this letter from subscriber Helen. To see the original news story go to [http://howtodoitfrugally.com/newsletter\\_copies.htm](http://howtodoitfrugally.com/newsletter_copies.htm) and get the pdf for October 10.



Dear Carolyn Howard-Johnson, Editor,

In your #SharingwithWriters newsletter," dated October 10, 2016, you wrote about Author Richard Russo's mini-essay "The Book That Changed my Life" in *Time* magazine's "Upfront" section. For him, that book was Robert Louis Stevenson's "A Child's Garden of Verses." I recalled that I read it as a young child and passed it on to my son. I dug out the well-worn copy, illustrated by Tony Brice and published in 1944, out of the children's books I have kept. Here's a photo of it. Maybe I can find a place to mention it in one of my books, although Everett, a character my series, *Wetumpka Widow*, may be too old in the third of the series. They are stories of mystery entwined with romance and human traits.

Pura Vida,  
Helen Dunn Frame



Author of *Wetumpka Widow*, *Murder for Wealth*, a complicated story told from several viewpoints and fired by greed, manipulation, murder, romance, and sex.

Author's Page:

<http://www.amazon.com/Helen-Dunn-Frame/e/B0054LDOBW>

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This is an example of the beginning of a heartwarming exchange with a Catholic brother who happened to become a new reader because of the giveaway I am working on with Bookbaby.com. An example of why I keep...mmmm...reminding (?) you all to write your thank you notes. It made my day! Maybe a lifelong memory. And you will see from his signature, he may be a resource for you if you write on spiritual topics.

Hello Carolyn,

I am half-way through *How to Get Great Book Reviews Frugally and Ethically*, and it is so packed with new and useful information that I just ordered [The Frugal Book Promoter](#).

I am in charge of marketing for Light of the Spirit Press ([lightofthespiritpress.com](http://lightofthespiritpress.com)), the publishing efforts of our monastery, and have looked for book marketing tips from all over the web to aid my newbie attempts. Having found your writings, I know that by focusing on your suggestions, I can get the results I need. Marketing is my weak point, due to lack of time and lack of expertise and experience, but your books will supply the expertise, and my applying your book wisdom will supply the experience.

Thanks for making your great tips available!

Brother Simeon  
Light of the Spirit Monastery  
[www.ocoy.org](http://www.ocoy.org)

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Light of the Spirit Press  
(books on how to lead an effective spiritual life)  
[lightofthespiritpress.com](http://lightofthespiritpress.com)

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I am eagerly waiting my own copy of Patricia Fry's new book *Propose Your Book, How to Craft Persuasive Proposals for Nonfiction, Fiction, and Children's Books* (Allworth Press). Read about it on her blog at <http://www.matilijapress.com/publishingblog/>. A disclaimer here. I endorsed the book for her, and that is in spite of the fact that it is in direct competition with my *Great First Impression Book Proposals* booklet; I think you should have both books if you intend to shop for a publisher on your own or with an agent. My agent wanted a book proposal for the novel she is shopping for me, so fiction writers may need both copies, too.

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**In the News:** *Smithsonian* magazine reports that Mick Ebeling is "developing a device that permits disabled people to write with their minds—no pencil strokes or keystrokes required." His device, developed in a lab in Venice, California, "combines new low-cost headsets that monitor the brain's electrical activity with tracking technology and open-source software." Just think of it. By just thinking a word or an idea a computer cursor enters writing mode and puts that thought in writing. Just think!

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

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## Accessible Contests

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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.

## SCIBA Contest and Fantastic Holiday Catalog

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SCIBA stands for Southern California Independent Booksellers Association for booksellers in California and Southern Nevada. I can't promise that you have any better chance of winning their contest or being featured in their catalog if you are from these areas. This is, after all, a support group for the indie *bookstores*! But if you win their contest, you will be featured in this catalog—a really beautiful book catalog that gets mailed by (Yay!) the real USPS to real homes covering their bookstore area! They mark each winner with a special little peppermint-candy icon.

Having said that, it appears that most (if not all) their featured books are published by well known, traditional publishers. Still, no matter how you are

published you should check out their categories at [www.scibabooks.org](http://www.scibabooks.org). The list of their member indie stores may be helpful to you, too!

Also find them at [www.facebook.com/socialindependentbooksellers](http://www.facebook.com/socialindependentbooksellers), <http://twitter.com/SoCalBookscene>, <http://socalbookscene.tumblr.com>, and [www.instagram.com/socalbookscene](http://www.instagram.com/socalbookscene). If you find a place to sign up for their catalog, I suggest you do that. You may have heard me say the “junk mail”—in your real mailbox or your virtual mailbox—can be the goose that laid the golden egg. Yep, even those of you who don’t live anywhere near their bookstores may find something of value for your book, your career. Like, perhaps, an independent bookstore that would welcome you as a workshop leader, speaker, or for a book signing.

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

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**Publishing Tip:** I don’t use InDesign to publish, but a new reader of 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*. He shares this tip with you: “Regarding InDesign, I profited greatly from carefully watching the [Lynda.com](http://Lynda.com) tutorial by Nigel French on “Designing a Book,” where he takes the student through the entire process of laying out *Alice in Wonderland*, with all the means of how a truly professional book is done using InDesign. Lynda has so much content, she may have tutorials regarding your InDesign issues.” ~ Brother Simeon, publishing staff at Light of the Spirit Monastery, [www.ocoy.org](http://www.ocoy.org)

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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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**In the News:** This is for you if you love journalism as much as I do. The *Smithsonian* magazine (November) ran an article by Kim Todd on “Those Magnificent Women and Their Typing Machines.” Who knew that women were muckrakers in the late 1800s and early 1900s? I didn’t. My journalism training didn’t include history apart from the free press amendment much less a feminist-leaning history of the profession! And there was only one woman on the news desk when I was a reporter. By the way, she inspired a character in my first novel, *This Is the Place* (<http://bit.ly/ThisIsThePlace>), now out of print and available only on Amazon’s new and used feature.

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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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**Tip:** This month the IBPA *Independent* ([www.ibpa-online.org](http://www.ibpa-online.org)) has a list of top writers' conferences in the US on page six. They didn't include one of my favorites, Dayton University's Erma Bombeck conference for humor writers ([www.humorwriters.org](http://www.humorwriters.org)), but it's still a very helpful list that includes links. If you use the index in my *The Frugal Book Promoter*, you'll find a section in that book that tells you how to make the most of writers' conferences.

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

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

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**Tip:** I happen to know that some of you aren't aware that you can now pin your most important tweet to the top of your Twitter stream—or don't know how to do it. When you see "most important," think "best Twitter ad for my book." Trust me, pinning your book where it is easy to tweet is a service to your followers. The pin allows them to find what they came to your stream to do—that is, help you out a little by liking and retweeting. To pin yours, find the grayed-out ellipsis (three dots or period) and right click. One of the choices on the dropdown menu lets you get your book out front and on top (literally!).

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

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**Tip:** Dr. Bob Rich of *Bobbing Around* newsletter fame is running a contest for a free copy of my new book on how to make reviews work best for book sales and for your career. Because he is one of those authors who makes a point of helping other authors out, I know you'll want to go to <http://wp.me/p3Xihq-Nb>.

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Are you confused about how to credit facts or quotes when you write articles or nonfiction? Check out my *Frugal, Smart and Tuned-In Editor* blog: <http://thefrugaleditor.blogspot.com/2010/10/q-la-ann-landers-academic-accreditation.html> or the new edition of *The Frugal Book Promoter*,



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

## B. Lynn Goodwin's Winning Week

Goodwin's book and career are soaring. She was awarded a Literary Lightbox Award and her young adult novel *Talent* won a bronze medal in the Moonbeam Children's Book Awards. is available on Amazon at [Talent: B. Lynn Goodwin: 9781629293356: Amazon.com: Books](#).

Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If you need an e-book but don't have a Kindle, just go to any Kindle book page look for the buy options. [You may find a widget there offering a free app to make your download easier.] Choose Kindle. After you've done that, the site gives you several options or platforms for that book so you can buy the e-book for yourself or to send one as a gift to someone else whether or not you (or they!) have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*, <http://amzn.to/14OCk0W>.

**Quotation:** "Books that have been ignored by *The New York Times* have become bestsellers; others that received rave reviews never made it that same publication's bestseller list. It is all a game. We can choose not to play, but if we don't play, we'll never know if we could have won." ~ From [The Frugal Book Promoter](#)

**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>

## Opportunities

## Writers Workshop in Mexico



Todos Santos Writers Workshop is located in one of my favorite Mexican towns, home of the original Hotel California. Next year's dates are Feb 5 – 11, 2017. Rex Weiner, Executive Director, says, "Join us for a 5-day intensive for writers at all levels, with classes in Fiction, Non-fiction, and Memoir. Our faculty includes: Gordon Chaplin (memoirist/novelist) Jeanne McCulloch (non-fiction author), Rex Weiner (journalist), Jonathan Penner (novelist/short story), Nick Triolo (environmental writer) plus guest authors, agents, editors, special seminars and signature margaritas in our Pueblo Magico by the sea." For more information [www.todossantoswritersworkshop.com](http://www.todossantoswritersworkshop.com).

Reach Rex personally at [rexweiner@gmail.com](mailto:rexweiner@gmail.com) or (323) 997 2853.

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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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**Book News:** Aha! Are e-book publishers getting smarter? Smashwords has a new feature that automatically notifies readers of new releases from their favorite authors. "Favorite"—one must assume—meaning people who bought books by that author from the Smashwords site in the past.

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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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**Tip:** Do you have a page on you Web site that features quotations from your own books that may be used by others—complete with credits. Be sure to let people know that they may use them for Tweets or other projects at no cost. You could put the same page in your media kit for editors of niche-market periodicals to use, too.

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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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**Q&A a la Ann Landers**

**How Do I Choose an Online Book Tour Operator?**

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**Q&A a la Ann Landers**

QUESTION:

Hi Carolyn,

Great event last night at our local bookstore—sold 14 copies!

Denise Cassino, the person you recommended who helps writers with Amazon categories and bestseller status, sent me a link to a list of book tour coordinators, where I found these three prospects. None seem to specialize in LGBT but they have a diverse clientele. Any thoughts on how to compare and pick one? My budget limit for this project is \$200 or thereabouts, but I care more about proper genre targeting than finding the absolute lowest price.

<http://worldwindvirtualbooktours.weebly.com/book-tour-packages.html>

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

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

Thanks!

Jendi Reiter

Author of the newly released novel [Two Natures](#) (Saddle Road Press)

See the book trailer at <http://bit.ly/twonaturestrailer>

"Intense revelations about what it means to be both Christian and gay...a powerful saga" --

*Midwest Book Review*

ANSWER

I fear you are on your own with these online book tour operators. I am not familiar with any of them. But here are some questions to ask them.

- How would they suggest you pitch your book for their list (the people they send their blasts to)?
- Do they do an e-mail blast in addition to articles and interviews, on blogs?
- Will they allow you to add names of LGBT bloggers from your list to theirs?
- Do they set up a page for you that lists participating bloggers with links and dates of appearance? Can you add that same page to your own Web site?
- What additional exposure (social networking?) do they provide?
- How many bloggers do they have on their list that will accept books in your genre for your book tour?
- Do they offer a give-away of e-products for those who click and buy your book on the spot? (These freebies would be books, articles, white papers, etc. offered by people you know—at your request!—to help you sell books. The tour operator may have some regulars who participate in this offer, too.)

Those answers should help you compare costs against benefits. You will find more on blog tours in both my *The Frugal Book Promoter* (<http://bit.ly/FrugalBookPromo>) and *How To Get Great Book Reviews Frugally and Ethically* (<http://bit.ly/GreatBkReviews>), along with a little background on blog tours.

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I believe in learning from successful authors via newsletters and online streaming. Morgan St.

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

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## On Poetry

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**This is a running feature for the poets among us and those who would like to try writing poetry but feel . . . well, inadequate about the writing or the promotion. Please send in your poetry tips**

and resources for this section to [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

## A Real Profession Poetry Review!

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So this is what a real professional review looks like! Marlan Warren reviewed my multi award-winning [Imperfect Echoes](#) and it is something I will remember for a lifetime. It's on her [Los Angeles Now and Then](#) blog at <http://dld.bz/fabf3> at her [Book Publicity by Marlan](#) blog and at [Roadmap Girl's Book Buzz](#)—and they are all blogs that will do your book of poetry good, too, in one way or another.

## Book Excellence Awards Honors *Imperfect Echoes*

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My [Imperfect Echoes](#) was named finalist by Book Excellence Awards.

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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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**Tip:** Have you ever needed to use a disclaimer but didn't want it to sound quite so....mmmm. . .official? Walter Brasch, a former journalism teacher and author of *Fracking America* uses the term to let his students and writing friends know about 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](#) and kept it light and familiar. It looked like this in his "Updates" column:

"**Behind the Lines:** Carolyn is a good friend, and authors who need promo have a valuable resource in her latest book. Check it out. You won't be disappointed. Walt"

"Behind the lines" is definitely better than "disclaimer," don't you think?

Learn more at <http://www.greeleyandstone.com>. And find his book [Fracking America](#) on Amazon. By the way, this would be the perfect any political junkie or environmentalist on your holiday list.

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

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## Thank You

These are, indeed, thank yous but it occurs to me that many *Sharing with Writers* readers may not be using them as resources. Often the blogs, newsletters, Web sites, and other entities

mentioned are perfect vehicles for exposing your books to new readers. It is up to you to click or copy and paste to see which might be suitable—and for inspiration on how to make what you do a match for them.

## Thanks to Dr. Bob Rich. . .

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. . . for being so good at making a splash with the reviews and interviews he posts in his Bobbin' Around newsletter (and lots of other places!) He says,

"I hadn't heard from Carolyn for some months, and wrote her a "how are you" email. The result is both a review and an interview I posted at <http://wp.me/p3Xihq-Nt>.

"This was a real interview, although by email: I responded to each of her answers with a new question, rather than sending her a list of questions to answer. I think the result is entertaining, and useful to any writer. Have a read, leave a comment and let us know.

"One commenter will win a free e-book copy of her *How to Get Great Book Reviews Frugally and Ethically* which you can learn about on her site or <http://bit.ly/HowToGetReviews> on Amazon at <http://bit.ly/GreatBkReviews>.

I am privileged to be the first person Carolyn shared the cover with. She wants to acknowledge the designer, <http://desimonedesign.com/>.

Bob  
Dr. Bob Rich  
Web site: <http://bobswriting.com>  
Bobbing Around newsletter: <http://wp.me/P3Xihq-1>  
MY BEST BOOK: <http://bobswriting.com/ascending.html>

## Thanks to Denise Cassino . . .

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. . .for never stopping with just one thing she can do for authors including me! That is making your book an Amazon #1 Bestseller. Find her on Twitter @DeniseCassino. She even has finance options to help starving authors out!

## Thanks to Writers' Coach Suzanne Lieurance . . .

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. . .for spotlighting authors and giving them resources at her WorkingWritersClub blog. She included a lovely post about 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*:  
<http://www.workingwritersclub.com/12934/book-marketing-2/your-book-reviews/>

## Thanks to Linda Morelli . . .

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. . .who posted a shoutout about 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\*](#) on her Web site, a place for romance readers and writers. Find this site at <http://www.lindamorelli.net>.


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Are you an ampersand fan? Chaz DeSimone designs a free series of art prints and posters featuring “the ampersand as fun and fabulous art. A new edition is released each month. Each is entirely different, creatively & professionally designed, and each is associated with the ampersand and by extension, our love of writing. Each comes with directions for printing, & framing to make each into a keepsake. To subscribe and view all Chaz’s past poster designs go to: <http://amperart.com> By now he has covered so many themes, one is sure to be perfect for you or a friend.


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## Carolyn's Appearances and Teaching

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 **New!** Rob Batista *is* the funky writer. I will be his guest on Friday, Dec. 16 at 6:30 pm Eastern. The thirty minute shows are Fridays at 6:30 pm Eastern, 3:30 pm Pacific. The Funky Writer’s call-in number is 215-383-3840. The show's link is [The Funky Writer Online Radio by The Funky Writer](#) (<http://www.blogtalkradio.com/thefunkywriter>) . Follow him @thefunkywriter.

 **New!** Hey, you Texas and Kansas writers! I was a guest on James Lowe’s program on KJAG Radio in Salina, KS on Tuesday. I tell you because you might want to query him for a spot of your own.

 **New!** I will be speaking at Book Publicists of Southern California (BPSC) on Wednesday, Dec. 7 at Sportmen’s Lodge, 12825 Ventura Blvd, CA. It’s their Holiday Gala! The topic, Prosper Frugally in the Book Biz for 2017, of course! Nonmembers are invited. Contact Irwin Zucker, the famous guy the Irwin Awards were named after, at [IrwinZuckerPr@aol.com](mailto:IrwinZuckerPr@aol.com) to make reservations. It’s possible to attend and have dinner with me at my table or to just come for the presentation. But reservations are required.

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

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## Wordstuff™

### Something to Make Writers Smile

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

## Puns for the educated....

An Indian chief was feeling very sick, so he summoned the medicine man. After a brief examination, the medicine man took out a long, thin strip of elk rawhide and gave it to the chief, telling him to bite off, chew, and swallow one inch of the leather every day. After a month, the medicine man returned to see how the chief was feeling. The chief shrugged and said, "The thong is ended, but the malady lingers on."

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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.

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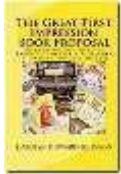
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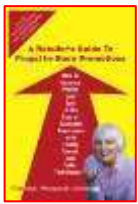
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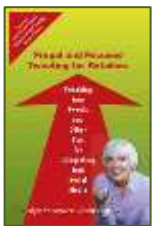
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### **Carolyn's Fiction and Creative Nonfiction**

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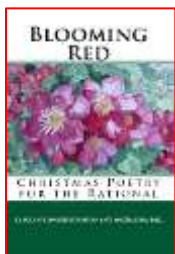
*She Wore Emerald Then: Reflections on Motherhood*, a chapbook of poetry. Coauthored with Magdalena Ball. To order paperback, Kindle, or e-book: <http://bit.ly/MothersDayKind>



*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:  
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*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>

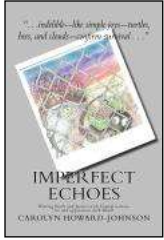
Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that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

*All proceeds go to Amnesty International*

*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," Carolyn Howard-Johnson sounds a low warning  
reminiscent of Robert Frost: "Chains linked. Wire barbed,/ Krylon  
smeared. Feeble,/ useless, unholy billboards,/ anything but  
mending walls."*

## **Contact Information**

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