

"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

October 10, 2016

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 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 boobos. We're all human.

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

This newsletter is powered by AuthorsDen.com.

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## Contents

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- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
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### This Issue Only

- ~Mini Feature: **SWW Reader Shares New Scam**
- ~Wandering Around: **Listening In on Conversation with Amazon**

## ~Q&A á la Ann Landers: Utilizing Bookstores That Aren't on My Tour Route

For more writers' resources on Twitter:

For resources and more personal fun on Face-book:

For writers' resources of all kinds:

To subscribe to SharingwithWriters blog:

To subscribe to SharingwithWriters newsletter:

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

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Dear Subscribers:

FROM THE MULTI-AWARD-WINNING
HOW TO DO IT FRUGALLY SERIES

HOW TO GET
**Great Book
Reviews**

FRUGALLY and
ETHICALLY

*The ins and outs of
using free reviews
to build and sustain
a writing career.*

CAROLYN
HOWARD-
JOHNSON

I am really trying to make October 30 for the paperback appearance of *How To Get*

Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career. I am so thrilled to have a professional cover designer like [Chaz DeSimone](#) in my corner. Notice how he

carries the theme for the series through, and it was his idea to use orange this time because that is Amazon's color and reflects how important online bookstores are in the review process these days—which presents a whole set of review problems that didn't exist a couple decades ago (and which change with the whims of Amazon and the Net almost every day!).

So I'm making myself feel better by making this issue of SharingwithWriters a cover reveal (along with the usual tips, articles and news—of course!) See the new cover on the right. You can see the fledgling prepromotion page for it I'm assembling on my Web site at <http://bit.ly/HowToGetReviews>. You can also see a prepromotion excerpt from the book on Suzanne Lieurance's blog: <http://www.workingwritersclub.com/12934/book-marketing-2/your-book-reviews/>.

There is nothing like making lemonade out of lemons. It's essential for authors who want to keep their sanity!

Happy writing, marketing, and editing Carolyn

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: My apologies for missing so many SWW issues. It is the first time I've done that since 2003. So try to give me a break. In the meantime my latest poetry book *Imperfect Echoes* has had a busy week. It took the bronze in Dan Poynter's Global Ebook Awards (<http://globalebookawards.com/2016-global-ebook-award-winners/>) and was a USA Book News finalist. It is doing quite well—perhaps because some may find the topics in it controversial in this political season.

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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. 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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Carolyn, you made my day! I barely remember the endorsement I wrote for you [that you mentioned in your last issue.] But I love your newsletter. It keeps me in the loop about important things I should know about.

For example, I didn't know about Judith Briles' free Alphabet Soup e-book until I read it just now! (How could I not have known that?)

Keep doing what you're doing. You're an advocate for authors everywhere, and you've build your own community of fans (like me for instance) who adore you.

Joan Stewart

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Joan is a master marketer at <http://publicityhound.com> . I follow her newsletter avidly to learn marketing tricks from other authors and the business community at large. Check her out for educational Webcasts, too.

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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:** Author Richard Russo was featured in *Time* magazine's "Upfront" section with a mini essays titled "The Book That Changed my Life." I was glad to see him choose Robert Louis Stevenson's [\*A Child's Garden of Verses\*](#) because I think many young people are missing poetry (young people's poetry like nursery rhymes in particular)—partially because of the Web and partially because so many immigrants—both first and second generation haven't yet adopted literary traditions that inform so much of the western world—from literary themes to TV game shows. I'm reminded that anyone who ever wants to compete in Jeopardy! should have a background in English lit, starting with "Mary, Mary, quite contrary." (-: By the way, it's a longshot, but why not pitch *Time* with your own essay on the book that changed your life.

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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 ones I recommend judge a book by its contents, not the press it's published on.

Closing Contest One and Starting Another

Amazon's New Scout Program

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I am amazed and awed. *Time* magazine reports that Amazon.com plans to spend \$300 million on original content. Wow! Could that be your story, your fiction, your nonfiction? That estimate may or may not include their new Scout program, which I—at first glance—am not thrilled with. So far it seems to smack of that popularity contest thing that puts authors with lots of cooperative friends ahead of many who may be just as or more talented.

The sad part is that they closed down the fiction contest (the one with no entry fee!). Scout is the replacement.

Still, this may be something you want to research a bit more. What is right for one author may not be right for another and vice versa.



## FOREWORD REVIEWS

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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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**Essential Twitter Tip:** I would boil [this article](#) down to the essentials for you, but for Twitter users everything in it is important. Twitter has changed and is [changing its tweet](#) rules on us and you need to know what they are to make your tweets more effective. Thanks to subscriber Lance Johnson, author of [What Foreigners Need to Know About America from A to Z](#) for letting me know about it.

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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:** Bill Gates' summer reading list included. Most are nonfiction including my favorite, [The Vital Question: Energy, Evolution, and the Origins of Complex Life](#) by Nick Lane. But there is also a book of fiction on the list: *Seveneves* by Neal Stephenson and it breaks the mold we've been told can't be broken these days. It is 880 pages!

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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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## **Guest Feature**

### **Writers Beware: Subscriber Shares New Scam**

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This is a contest requirement that I've never heard of before. A SharingwithWriters subscriber who has a site of her own sent it to me with this note along with a copy of her advice for authors. She asked to be kept anonymous.

"This may be of interest for one of your future newsletters. An emerging writer asked for my opinion on the Freeditorial Literary Contest. I've been seeing some 'free' contests lately where they expect you to sign away a lot of intellectual property rights just to enter—regardless of winning or not. You might want to warn your readers.

"This is the contest link:

https://freeditorial.com/en/statics/contest_info

"And here's what I wrote to the subscriber who asked.

"This is *not* a contest that I would personally enter, except under one condition (see below). For a shot at winning a cash prize, every entrant is giving away their work for free to an unlimited number of potential customers, and giving the sponsor an exclusive right to publish it for two years. That's a big, big giveaway of rights, with no guaranteed payout. Plus, the contest sponsor is relying on the writers to do all the publicity to get those reader votes, so what is the benefit of having your story on their site?

"Here is the only circumstance under which I would enter this contest. IF you have a published or soon-to-be-published (under contract) novel or short story collection, AND you have an already-published short story that you don't mind giving away as a free promotion to attract customers for your book, AND you have a marketing channel (e.g. author newsletter) to let customers know about that free offer, THEN there's no harm in doing it through the contest sponsor's website because you might win some cash for something you were going to do anyhow."

Note: It's Carolyn again. I am not keen on any contest that requires an author to fish for votes in order to win. That includes the ones from Preditors and Editors. I got roped into a few when I first started writing, but as I gathered more experience, I realize that everyone knows the award—whatever it may be—is more about how many followers or people an author has on her contact list (her platform), how much time she is willing to put into accruing those votes, and how adept she is at coaxing her pals to vote for her. I am also a lot fussier about my copyrights than I once was. I agree with the person who submitted this information. You give your copyright away for two years just for the right to enter a free contest that the author must then expend tons of energy and time to "win." And, once "won," a contest that carries no credibility or prestige because everyone knows it is about accruing votes, not quality (though it may in fact be quality writing, too!).

Did you know that WinningWriters.com has a Contests-to-Avoid page on their *very* credible Web site? This is what WinningWriters.com says on their Web page:

"Watch out for online critique forums and social networking sites that offer what appear to be free contests, but make unreasonable claims to your intellectual property rights in the fine print. Some online contests require you to post an entire book-length manuscript for reader votes; this may prevent you from shopping the manuscript elsewhere if it does not win the contest, because it would already be considered 'published'. Other contests assert the right to publish all entries without notice or compensation, which is not a good deal for writers and not a normal practice among reputable contests."

Find out more at: <https://winningwriters.com/the-best-free-literary-contests/contests-to-avoid>

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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 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.

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Tip: I ran into this networking concept on LinkedIn. I have found that joining something like this when it is new (and free) is not only frugal but affords the opportunity to make more meaningful, long lasting connections with people. Obviously it's more targeted than a huge site like LinkedIn, too. The owner of the site says, "The main aim of <http://www.allrconnected.com> website is to promote and connect authors, learners, leaders and readers in one place; to create a global community where they can promote their work and collectively assist each other. Another aim is to orchestrate and facilitate authors and leaders collaboration on various networking projects. The leaders we envisage can be creative leaders like editors, illustrators, publishers and designers. Leaders can also be bloggers, venues, literary agents or organizations that support the publishing industry. Creating FREE self-managed profiles for authors and leaders so that they can showcase their skills, their books or show samples of their work without being charged commissions or fees to connect people who need to use their services. As the website grows and more features are added, our aim will always be to keep the profiles FREE."



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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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Listening In on a Conversation with Amazon

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I had the nicest telephone conversation with Amazon's Author Central (or Author Connect). I had worked for two years trying to get the old edition of *The Frugal Book Promoter* removed from Amazon via e-mail (I thought it would make it easier if the powers-that-be at Amazon had all the ISBNs, etc. in writing! Silly me!)

So, I finally used a phone contact Amazon offers. The conversation went like this:

ME: "I understand I can't have the first edition of *The Frugal Book Promoter* removed from Amazon even though it's outdated—by about a decade—but that I *can* add a new widget to lead readers to the new edition."

DANA THE WONDERFUL: "I'd be happy to do that for you."

ME: Some chitchat including thank yous as she works. Then some magic words! "Too bad we can't just hide the old edition and get all 128 of the old reviews transferred to the multi award-winning second edition!" (Were the words "multi award-winning" I used the magic words?)

DANA THE WONDERFUL: "Oh, we can do that!" Typing noises. "It may take 72 hours for that to happen but it's done."

ME: "Really?"

DANA THE WONDERFUL: "Really."

ME: Happy Dance. Huge Thank yous.

Note: It obviously is worth the time waiting for a real person on the Author Connect (Author Central) hotline!

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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

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



your own reading pleasure.

## Samanthi Fernando Celebrates Music with Her Poetry

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A brilliant song can lift you above anything. Certain magical musical experiences stick with you forever—like beautiful motifs, woven into the fabric of memory.

Samanthi Fernando's **Musical Heart** Kindle Edition was released to read on any device! [Look inside](#)

<https://www.amazon.com/dp/B01H4ULNXG>

A book of 50 Poems celebrating singing, dancing, entertaining, healing and connecting through the power of music.

This collection speaks to the heart of those who are touched by music. We authors share the joy of creating with our musical friends—Songwriters, Composers, Teachers and Performers, Singers, Musicians, and Dancers. Here's a gift of poetry to show our appreciation for the musical hearts we know.

Samanthi Fernando

Author - Inspirational Poetry

www.starsafire.starrayz.com

Gene Cartwright Is Advocate Author

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**Author, Gene Cartwright is on a mission.** Yes, he has two new books coming to press but there's more.

Over the years, he continued to observe how children of all races and backgrounds interact with each other. They are free of the prejudices; the 'isms, and the phobias that are so often present in adults. In fact, we all arrive here with that same innocence. Gene refers to that period of our lives as 'The Age of Innocence.' Unfortunately, it does not last.

We have all likely made the same observation and moved on, not realizing that the behavior of children offer us an invaluable lesson we would do well to adopt. Gene has decided to do what he can to deliver this message worldwide. It is his mission. He feels that authors and others should have commitment to something that benefits others, beyond marketing their amazing creativity.

To do so, he designed and created a beautiful work of art that makes the point.

Contact Gene at [gc@ifogo.com](mailto:gc@ifogo.com) and he'll give you information on how to get the posters and postcards. It, and other products are permanently available at [GeneCartwright.com](http://GeneCartwright.com)

The mission to spread this simple but powerful message will continue. You can help by sharing his mission and beautiful art.

## Audio Book Author Shares How-Tos and Successes

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Valerie Allen's psychological thriller, *The Prodigal Son*, is now available as an audio book on iTunes and Audible via Amazon.com.

The Prodigal Son is a story about a teenager's refusal to attend school which leads to criminal charges against his parents and disastrous consequences for him. His parent's recent divorce, his father's hasty remarriage, his brother's leaving for college leave Andrew Tibbet in a desperate whirlwind of emotions. Using revenge as his weapon of choice Andrew sets out to destroy his family emotionally and financially. Psychologist, Allyson Freemont, comes to understand the boy's anger and frustration when she learns the disturbing truth about what's been happening behind closed doors.

Valerie says, "If you enjoy listening to books, contact me for a FREE coupon for *The Prodigal Son*. I'd like to hear from you.

"You can find *The Prodigal Son* here Amazon.com/dp/B01BPGJNQO

"In addition to *The Prodigal Son*, I've now published five other audio books all via ACX. They can be found here:

- *Suffer the Little Children*, <http://Amazon.com/dp/B01369MDYC>
- *Sins of the Father*, <http://Amazon.com/dp/B016LH0XOI>
- *Amazing Grace*, <http://Amazon.com/dp/B01974PXLU>
- *'Tis Herself: Short Story Collection*, <http://Amazon.com/dp/B00VU39JSA>
- *Beyond the Inkblots: Confusion to Harmony* <http://Amazon.com/dp/B00HYO5X98>

"I do a 50/50 royalty deal with the narrator. This does not cost me any money up front and it also opens up an entirely new source of contacts. The narrators have their own network and are eager to promote the audio book to earn royalties and to grow their talents with more and more exposure within their theatrical world.

"Audio books are my biggest sales revenue. The audience is a smaller but these folks are eager to find new books in audio format. Not too many authors publish audio books, thus, there is less competition for those of those of us who do.

"It's an easy process via ACX (Audio Creation Exchange) and it's FREE.

"Find them at <http://ACX.com>." Reach Valerie at

~ Valerie Allen ~
ValerieAllenWriter.com
VAllenWriter@cs.com

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Tip on Editing: Editors have always needed to be on the lookout for the corruption of the true form of "spit and image." It comes "from the notion of God's using spit and dust to form the clay to make Adam in his image." [Garner's](#) says it's now OK now to use the incorrect form, "spitting image." I think that's foolish in this digital world where everyone is an editor (and an expert) and only too eager to dis something as "incorrect" with no leeway for style choices. The exception would be its use in dialogue when people tend to talk the way they always have, regardless of what reference books say. After all, the way characters use words tells something about their—well, character.

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Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If you need an e-book but don't have a Kindle, just go to any Kindle book page look for the buy options. [You may find a widget there offering a free app to make your download easier.] Choose Kindle. After you've done that, the site gives you several options or platforms for that book so you can buy the e-book for yourself or to send one as a gift to someone else whether or not you (or they!) have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*, <http://amzn.to/14Ock0W>.

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Quotation: I love this from *Time's* May 16th issue: "Next time someone corrects one of your language errors, know this: in a few decades, your version might be the new gold standard." It then lists old usages published in the latest edition of [Garner's Modern English Usage](#) that were once considered incorrect that have miraculously transformed themselves into acceptable merely by being used incorrectly so long and so frequently. Keep reading for some of them. (See the editing tip above as an example.)

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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

Looking for More Speaking Engagements?

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For authors, speaking engagements are the key to selling more books and spreading the message, but who has the time to look for them?

So now, there's a brand new time-saving shortcut! SpeakerTunity™, the twice monthly speaker leads tip sheet, providing speakers with the direct contacts to book themselves across North America!

This \$25/month subscription-based service provides insight on speaking opportunities in hot regions of U.S. and Canada, top book tour sites, local chapters of national organizations, local grass roots organizations, multi-speaker events and expos, conferences and conventions, leading Spiritual Living Centers, Unity and Christian churches, wellness events, yoga centers, women's organizations, fraternal organizations, chambers of commerce, resort and retreat centers and more! SpeakerTunity™ includes the direct contact, phone number, email, website and—when required—a link to the online form to fill out--across the US and Canada. Then--with one email, phone call or filled out form—a speaker will be changing lives, selling books, enrolling people in coaching programs or building business face-to-face with their readers. To subscribe, go to [www.SpeakerTunity.com](http://www.SpeakerTunity.com).

### A New Newsletter from a PR Pro?

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Here is a little note from a PR person I trust who often reviews books as part of her PR package and has begun a newsletter to share her expertise. This is an excerpt from her first newsletter. Find her on Twitter @MarlanWarren. She's the kind of Tweeter who keeps active tweeters in her loop.

Welcome to the first installment of the [Book Publicity by Marlan](#) Newsletter! I began representing indie authors four years ago when my longtime friend, Luke Benoit, published a book that I thought was terrific ([All Storms Pass: The Anti-Meditations](#)). I ran a book review and an author interview in my



blogs, and the rest...as they say...is history. Since then, it's been a thrilling—and educational!—ride as I hone my publicity and marketing skills, while assisting indie authors (self-published and small press) with their book launch campaigns, book reviews, press releases, press kits, speaker engagements and of course, book signing bookings. My services sometimes include editing (copy editing, as well as full-on revision suggestions and rewrite/ghostwrite).

Every client experience has been a teaching episode. It is not enough to throw your book up on Amazon and hope for the best. And each PR effort requires diligence as well as knowledge on the part of all who are promoting a book.

Marlan is an Artisanal Publicist. She says, "each book campaign requires a carefully

crafted one-sheet elevator pitch and consideration of the target market as well as knowing how to attract media hosts and reporters. Books are as different as snowflakes. Reach her at roadmap.girl@hotmail.com. She'll help you access all the services she offers.

Amazon Announces New Video Direct

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Amazon now offers a way to distribute video content to reach tens of millions of customers and Prime Members on Amazon Video. Through Amazon Video Direct (AVD), Amazon's self-publishing video portal, authors, storytellers, and educators have the ability to distribute video titles on Prime Video, as a one-time rental or purchase, an add-on subscription, and as free, ad-supported videos. Authors can quickly and easily upload and distribute video content to reach Amazon customers worldwide, expanding their content offering on Amazon.

[Learn more](#) about Amazon Video Direct, and start distributing video content today

## Robin Quinn Actually Has Editing Time Available!

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Editing, Evaluations, Coaching: Manuscript copyediting and polishing. Developmental feedback through written evaluations of manuscripts, or ongoing coaching as you write your book. Self-Help, Spirituality, Health and Nutrition, Business and Publishing in Nonfiction. Uplifting Memoir and Fiction in Creative Writing. Contact Book Coach/Editor Robin Quinn at quinnrobin@aol.com or 310-838-7098. More info at www.writingandediting.biz. Award-winning firm.

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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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Favorite Tip: One of my favorite tips in my upcoming [*How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career*](#) to be released early in October is to use Amazon's Share buttons to promote any book—including yours. They have icons for all the major social networks and e-mail, too. Click on them from within your book's sales page (or the sales/buy pages of others' books). Use these buttons when you are having a book launch, free promotion, or sale. And know that by doing so, you help that book's algorithms on Amazon (which means you may help it qualify for other free Amazon benefits like their mass mailings.)

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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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Editing: According to [*Garner's Modern English Usage*](#), what you learned about "nauseous" vs. "nauseated" is no longer an issue. Still, you know what I always say about taking no chances when you're publishing a book or trying to impress an agent or a publishing house. The publishing industry can be a little on the stuffy side, you may have noticed. For more style choices (and no-nos!) see my [*Great Little Last-Minute Editing Tips booklet*](#). It makes a fun gift for writers.

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You'll love the information on blogging for authors that Phyllis Zimbler 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

Utilizing Bookstores That Aren't on My Tour Route

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QUESTION from a COACHING CLIENT: My friend Tracy, a writer on the West Coast, offered to drop off my media kit at bookstores in the Berkeley area this month. This is too far away for me to travel for readings; not a cost-effective way to sell books, unless they pay my expenses (dream on!). What should I ask for in my cover letter? For the store to order the book for their shelves? Anything else?

Jendi Reiter

Author of [\*Bullies in Love\*](#) (Little Red Tree International Poetry Prize) and a new LGBT novel released this month, [\*Two Natures\*](#).

Follow me on Twitter:

<http://www.twitter.com/jendireiter>

ANSWER:

Oh, I agree! Even in San Francisco, you would not make up for your expenses with book sales, even if they were very good. Yes, ask for them to carry your book. But also suggest they feature your book in their newsletter and be sure to offer as much help as they can possibly use. Example: an article or an excerpt? You might also tell them that you have small 12 x 14 posters for them to post in their windows or on their doors, which you would be happy to send them at no charge.

Even better, why not print up your posters and have your friend just deliver one along with your kit. And a reminder: does your kit include high res digital images of you and your book cover? Is there a chance that we missed that detail when we were talking about kits before? And do you have a glossy headshot as described in the *Frugal Book promoter* in your kit? And for this kind of long-distance promotion, maybe you should think about providing some of the things that you would provide if you were in attendance. Like fliers.

If you got an offer you couldn't refuse, would your friend be willing to host you so you wouldn't have to cover hotel bills?

Fliers. No need to make them expensive. Light weight is good if you'll be mailing them, right? I wish I had a copy of the big (expensive plastic coated poster) I made for *This Is the Place* back in 2000. Use your book cover on both your fliers and your posters and the greatest and very brief excerpt/endorsement/blurb you have. Include your Website address. And your name—BIG. Especially since your name is recognizable by a huge audience. Think Danielle Steele's book covers.

When you choose quantities, also think businesses you might approach, particularly in LGBT communities. Yep, walk in. And ask. I have one little Armenian grocery store that posts my local readings and also a beauty shop—every time I ask. I just ask when I happen to be in the neighborhood. Oh, and the local carwash can use the same fliers on the bulletin boards most of them have.

You might also contact local radio stations (there are probably many LGBT targeted stations in San Francisco). Pitch an interview and mention the bookstores that stock your book.

Great question! I encourage people to use the frugal way when they can make it work as well—or almost as well—as being there in person.

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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

Poet Shares Blogging Secrets

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Samanthi Fernando shares her tech knowledge on blogging as a way to promote her poetry. She says, "When I post new poems on my signature



themes, I can tie them back to my books. I love to write about CALIFORNIA and ROSES, so promoting my books California Serenade and Radiant Roses along with new poems on these topics is fun and easy. Readers can identify my poetry with the titles of the books and the imagery I use on my blog. Promoting your books is natural when you put your authentic author-voice into everything you produce. Wordpress is a great platform for sharing new content packaged with what you want to promote. You can add your blog feed to your Amazon Author page too. Using an image is a great way to draw attention. My tip for Authors: Use all the images available to you for promotion." I also like how she uses the badge that MyShelf.com provides authors who have been featured on their annual Ten Best Reads list. Find it at the bottom of each of her poetry pages and click through to see it and read one of my favorites among her poems at <http://starsafire.starrayz.com/wordpress/2016/05/every-rose>

## USA Book News Honors *Imperfect Echoes*

My [Imperfect Echoes](#) was named finalist by USA Book News. See it and learn more about the contest at <http://usabooknews.com/2015awardannouncement.html>. Jim Cox at Midwest Book Reviews calls *Imperfect Echoes* "articulate, gifted, insightful, iconoclastic, and a truly impressive literary talent . . . *Imperfect Echoes* is an inherently fascinating, thoughtful, and thought-provoking read . . . highly recommended . . ."

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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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**Editing:** It used to be that *contact* was a noun. We didn't use it as a verb, at least not in formal writing. But Garner's has put us at ease about this. [Bryan Garner](#) notes that this trend also keeps us from using "'I'll get in touch with him," which is lots wordier when "I'll contact him" works just as well. By the way, if you don't have a copy, get one. It is a trusted style guide—far beyond the one you are probably using. Ahem! (-:

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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 Marlan Warren. . .

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. . . for being so good at keeping the marketing carousel turning! How she starts with this link: <http://bookpublicitybymarlannews.blogspot.com> and then how she links from there to another of her blogs where she gives her readers even more resources. Then how she Tweets posts and pings anyone mentioned in those tweets (who then—if they're smart—retweet her tweet). Marlan is a boutique PR person. Everything is designed for the individual author and individual title.

Thanks to Fran Silverman . . .

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...for using quotes she finds herself in my *The Frugal Book Promoter* in her newsletter. This is what it looks like:

Thou Shalt Listen to Thy Readers

Did your book, poem, or story inspire a reader to start a new career? Suggest that story to an editor. Human interest angles like this make you a hero to your reader and to columnists looking for content. Your book's title may be mentioned in the story she writes.

.....from [The Frugal Book Promoter](#), by Carolyn Howard-Johnson (HowToDoltFrugally Publishing 2011)

She also mentions it when her readers help spread the word about her other readers! The very mention may encourage them to do more of it. *And*, she is extremely responsive to using her readers' articles. *And*, if you good at interviews, she will find radio shows for you. Ask her how to subscribe at [franalive@optonline.net](mailto:franalive@optonline.net). Find her great book of radio resources at <http://www.talkradioadvocate.com/>

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

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## Writing Your REAL World

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Mindy Phillips Lawrence

In the biography ***Flannery: A Life of Flannery O'Conner***, author Brad Gooch describes O'Conner's quirks and her odd family. Many members of her tribe wind up in her fiction. Many of the people who taught her are also there among her characters. Not only people, but her collection of birds gets mentioned as well, particularly her pet peacocks. These juicy tidbits bring out her personal life as part of her story.

Your world, the one you live in daily, may seem boring to you or without inspiration. Take another look at it and you will see that no one else has the same exact components in their lives as you do. Everything you've experienced is grist for the writing mill.

If you study your genealogy, you will find multiple stories that you can use (for instance, my great grandfather was killed by a bull at the age of 38). Look into your own, personal cedar chest of characters to see who you can draw from to make your stories pop.

If you have an Aunt Lizzie who was incarcerated at 18, I wouldn't use her directly. I might use a Cousin Brenda who ran afoul of the law. Be smart about how you use personal information but don't let it sit un-used. Utilize the REAL world you live in to conjure your story.

LINKS

Flannery: A Life of Flannery O'Conner, Brad Gooch
<https://www.amazon.com/Flannery-Life-OConnor-Brad-Gooch/dp/0316018996>

6 Tips for Writing Fiction Based on True Events, Brian Klems
<http://www.writersdigest.com/online-editor/6-tips-for-writing-fiction-based-on-true-events>

Write From Your Own Life Experiences, Chuck Sambuchino
<http://www.writersdigest.com/editor-blogs/guide-to-literary-agents/write-from-your-own-life-experiences>

3 ways you can use your life experience to help write a great story, Keith Ogorek
<https://indiebookwriters.com/2015/01/10/3-ways-you-can-use-your-life-experience-as-writing-inspiration/>


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

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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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 hojonews@aol.com with SPONSOR ADS in the subject line for a quote and help choosing what is best for your title. This is a way to accommodate authors with services that they need frugally.

Carolyn's Appearances and Teaching

 I was the guest of "Writers Block," a fun talk show for creatives with tons of energy. The host is Jim Christina, author and owner of Black Dog Publishing, and the co-host is Bobbi Jean Bell of Outwest Boutique and Cultural Center, in Newhall, CA. The show features 100% writers, poets, songwriters, and everything in between—and can be found at www.latalkradio.com/content/writers-block at 7 PM Thursday evenings. It can be heard worldwide live or folks can bring up the podcasts anytime. Find it on iTunes.

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. 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....**

1. King Ozymandias of Assyria was running low on cash after years of war with the Hittites. His last great possession was the Star of the Euphrates, the most valuable diamond in the ancient world. Desperate, he went to Croesus, the pawnbroker, to ask for a loan.

Croesus said, "I'll give you 100,000 dinars for it."

"But I paid a million dinars for it," the King protested. "Don't you know who I am? I am the king!"

Croesus replied, "When you wish to pawn a Star, makes no difference who you are."

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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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and the individual contributors with anything you snip and paste.

## Ordering Information



### **The multi award-winning HowToDoItFrugally Series for Writers**

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

Order as a paperback or e-book:

<http://bit.ly/FrugalBookPromo>



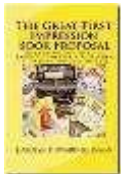
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### **Coming!**

*How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career. See the prepromotion page on the HowToDoItFrugally Web site at*

<http://bit.ly/HowToGetReviews> .



*The Great First Impression Book Proposal: Everything You Need To Know About Selling Your Book in 30 Minutes or Less*

Order for paperback or e-book:

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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!)**



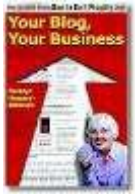
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*Your Blog, Your Business: A Retailer's Frugal Guide to Getting Customer Loyalty and Sales—Both In-Store and Online*

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**

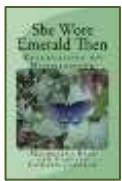


Find Magdalena Ball's and my poetry fanpage at <http://face-book.com/CelebrationSeriesPoetryChapbooks>



*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>

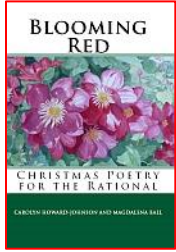


*Deeper into the Pond: A Celebration of Femininity*, Co-Author with Magdalena Ball. Artwork by Jacquie Schmall

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>

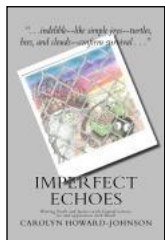
Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that 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  
To order paperback or e-book: Howley. Proceeds go to the World Wildlife Fund. <http://bit.ly/SublimePlanet>



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



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

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

## Contact Information

### Websites

<http://HowToDoItFrugally.com>

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