

"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

Sept 13, 2015

Sharing with Writers Since 2003

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

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

In the spirit of the advice I give in [The Frugal Editor](#)—to use an extra pair of eyes whenever

A curated collection of news,
opinions, articles, and how-tos
on the subjects of writing,
publishing, and marketing.

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.

This newsletter is issued as often as my writing
schedule allows. It's usually long, but I promise you S

This newsletter is powered by AuthorsDen.com.

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## Contents

### Regular Features

- ~Note from Carolyn: **Dealing with Ups and Downs**
- ~Letters-to-the-Editor
- ~Thank Yous (where you also find leads and great resources!)
- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Opportunities (You'll find them in several places.)
- ~Accessible Contests
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column: **Giving Mindy a Break this Month**
- ~Carolyn's Appearances and Teaching
- ~Wordstuff™ Fun with puns, metaphor, and other creative use of words.

### This Issue Only

- ~Mini Feature: **Interview Secrets: On Giving Interviews and Writing Them**

~Q&A a la Ann Landers: **Getting Your Book into College Bookstores**  
 ~Mini Feature: **Firsthand Experience: Secrets for Giving Away Your Book Successfully**  
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## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

To subscribe to SharingwithWriters newsletter:

[http://HowToDoItFrugally.com/newsletter & blog.htm](http://HowToDoItFrugally.com/newsletter%20%26%20blog.htm)

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

**Note: "Expensive" and "rule-laden" aren't necessarily effective ways to distribute a newsletter. I try to avoid the fancy (and less frugal) HTML services and am glad to 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.**

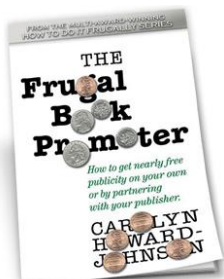
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Note from Carolyn

Dear Subscribers:

When my husband and I were running our own small chain of retail business, life was good. It was during retailing's heyday and we were in the best of fields. Remember the Precious Moments craze? Beany Babies? Lladro Porcelain? Others in our industry—our fellow retailers, our representatives, our suppliers—were buying Ferraris and parking them in specially marked spaces in their business's parking lots so everyone would know how successful they were. Well, you know me. Frugal. We saved, reinvested and felt pretty smart when the collectibles market collapsed. But it wasn't long before the whole economy collapsed. Lesson here? The only thing you can count on is ups and downs. During the ups (your tenth book just hit *The New York Times* bestseller list!), savor it. But also save for a rainy day. Continue to offer a helping hand when you can to those in your profession (and others). And don't sit back on your laurels. You'll still have a dream beyond that *NY Times* list. Go for it!

**Happy writing, marketing, and editing
Carolyn**



PS: It's not too late to take advantage of the free [e-book iteration](#) of my [The Frugal Book Promoter](#) to their customers because they believe in it as an aid for their—well, book babies. It has been updated just for them—and you. I figured my

SharingwithWriters subscribers should benefit from this promotion, too. If you already have the paperback, you will benefit from having an e-copy because of the ease of using it as a reference by searching important keywords for promotion. If you have the first edition, this edition has been updated and expanded. If you already have the e-book, why not pass this link along to a friend you have been coaxing to get it: <http://bit.ly/1JVMv8n>.

PPS: 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.

PPPS: It's not too late to hear Suzanne Lieurance and Wendy Dewar Hughes interview me on the topic of editing at www.creativecaravanroadshow.com and to favorite that Web site to take in more career-boosting information. These two women are among the best interviewers I have seen; they really delve into the nitty-gritty of their topic meaning that your time will not be wasted! To get to this specific interview go to <http://www.blogtalkradio.com/creativecaravanroadshow/2015/09/04/carolyn-howard-johnson-talks-about-her-new-book>

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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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Why You Should Use Hashtags

#Hashtags Are More Than Another Gimmick

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Judging from questions I'm getting in my e-mail box, many people don't understand hashtags or are just plain annoyed by them. Yep, they get over used. They *can* become part of an understandable sentence but shouldn't intrude or take over. Aside from being irritating, though, they can be a real promotion plus because of [www.Twubs.com](http://www.Twubs.com)! If there are any keywords that would point to

some of your own branding, you can use [www.Twubs.com](http://www.Twubs.com) to "own" them. There you will get a page of your own including an opportunity to put your banner on the page, etc. It's a little like registering your hashtag or copyrighting your hashtag!. And it's free.

So far some of mine look like this: #SharingwithWriters (for this newsletter and blog and the broader concept of when I want to share with writers), #CarolynHowardJohnson (my name), #TheFrugalBookPromoter (one of my books that connotes a lot of what I do), #TheFrugalEditor (similar to #TheFrugalBookPromoter but with a focus on the second book in the HowToDoItFrugally series of books).

I also have some registered hashtags that are more general like #GreatBookReviews and #MovieReviews. I use the latter most often, I think, because I try to do 140 character Twitter reviews that include things we writers can learn from the particular movie I'm reviewing--and I see most movies that come out including indies.

Mindy, who does the regular "Itty Bitty" column for this newsletter could get an #IttyBitty hashtag and then include my @FrugalBookPromo in the tweets she does about her column to prompt me to retweet to my 20,000 plus followers. You can do the same thing!

Once a hashtag is registered, this site (Twubs.com) picks up anyone who uses your registered hashtag and puts it in the stream on that page! Neat, huh? There are tons of ways you can network with the info that gets collected on your Twubs page, too.

CHJ

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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 and that doesn't necessarily mean winning. The benefit could be a win, place, show, finalist. Or it could be a opportunity for an impartial critique or a networking opportunity. But all the ones I recommend don't discriminate against self-published!

IBPA Calls for Benjamin Franklin Awards

independent Book Publishers of America is calling all publishers to enter the prestigious [IBPA Benjamin Franklin Awards](http://www.ibpa.org), which include fifty-five categories recognizing excellence in book editorial and design. The initial Call for Entries deadline is September 30, 2015. Don't delay! Visit the [IBPA Benjamin Franklin Awards website](http://www.ibpa.org) for further details.



Hint: It is my feeling that no matter how great the content of your book is, your entry will be at a disadvantage if there is anything about it that might smack of self-publishing. If, however, you are sure that it is a truly professional job—cover to cover—I strongly recommend the prestigious contest that accepts all books—self-published or otherwise.

Submit Your Scintillating Novel Start for a Bragable Award at Time of Publication

Enter Writer Advice's Fourth SCINTILLATING STARTS Contest. Grab and hold contest judges with your opening paragraphs. Submit up to 1500 words by 11/10/15. Details at www.writeradvice.com

If you're opening is shared on Writer Advice, you'll be able to tell prospective agents, publishers, and book buyers that you were one of the winners of Writer Advice's Fourth Scintillating Starts Contest. Cash awarded to those whose work is shared. This contest is open to anyone who has not signed a contract for the book submitted. Additional details and link to Submittable at www.writeradvice.com.

Not-for-Profit Indie Book Awards Offer 70+ Cash Prizes

Early Bird Discount - Call for Entries for 2016 Next Generation Indie Book Awards. For information go to <http://www.indiebookawards.com/entryguidelines.php>. For more contest ideas go to the contest page in my Writers Resource section of my Web site: <http://frugalbookpromoter.com/contests.htm>.

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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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Mini Feature

Better Interviews for Your Blog

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I couldn't be the only one who skims over interviews of my fellow writers like a duty, or worse, don't read them at all. And then turn around and read an interview in *Time* magazine all the way through.

One of the things I notice about interviews that hold me is that the answers are short. Some authors don't know that, but once you do, you have control when YOU are being interviewed. But what about when you are the interviewer and your subject goes on and on . . .and on. When I was working for a newspaper, I learned that we--as the interviewers--are also the editors. That means we get to edit (shorten!) rambling answers. *Time* makes sure that the layout of the interview lets the reader know that it

won't take too long to read each answer. And if the first question is a little off-the-wall, that might set a higher interest level for both interviewee and reader.

I don't do interviews for my blog, but if I did, I'd tactfully let the interviewee know that I might need to edit it for purposes of style and length. That way, they aren't surprised when they see interview answers that aren't exactly what they submitted. (-:

Here's another tip that comes straight from my journalism classes: When we're wearing a journalism hat, we are *not* required to let an interviewee (or informant) review, check, or otherwise monitor what we have written. We have a free press in the US. So, unless you want help clarifying or editing or whatever, you aren't obligated to run what you have written by your interviewee. If you do, you run the risk of their defanging the humor, wanting long clarifying passages added, etc.

You may want to study *Time* magazine's interviews. They're usually on the last page in each issue. They aim at information, but also at a little spice--even controversy.

[Suzanne Leiurance](#), founder of the WorkingWritersClub, suggests you read this article to see if you can add some more interview skills to your battery of interview skills: <http://www.communicationabc.com/how-to-write-an-interview-article/> and to read this interview to see how one writer did it: [http://www.huffingtonpost.com/hilal-isler/standing-for-compassion-a\\_b\\_7774258.html](http://www.huffingtonpost.com/hilal-isler/standing-for-compassion-a_b_7774258.html)

CHJ

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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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**Resource:** I usually hesitate when someone asked me to recommend a PR person because I know that it is hard for any PR expert to be perfect for every author, every title. I do recommend Jackie Lapin for those writing books related to psychology, new age, etc. That's because she *specializes* in books related to the conscious and transformation media that she knows best. To put that another way: She has a rolodex that works more effectively because she knows what the "conscious" media needs and they know she will deliver what they need. I also like that she lets authors work from an a la carte menu of services.



Her clients have included Don Miguel Ruiz, James Twyman, Dr. Joe Vitale, Dr. Joe Dispenza, Dr. Eric Pearl/The Reconnection, Denise Linn, Marie Diamond, Janet and Chris Attwood, Hay House, New World Library, Red Wheel Weiser, HCI Books and Sounds True—as well as **many first time and self-published authors!** You can see what they say [here](#). Find her at **Jackie Lapin, Conscious Media Relations, (818) 707-1473, [jackie@consciousmediarelations.com](mailto:jackie@consciousmediarelations.com)**

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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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**And I Quote:** Deltina Hay who often chairs the Indie Book Publishers of America board of directors says, "Facebook has been tweaking its feed algorithm for some time now, with the result that fewer of your followers are seeing your page updates and you are seeing fewer of theirs. But in 2015 the company plans to get still more aggressive in monitoring and removing what it deems 'overly promotional posts.'" I imagine my posts that aren't personal—the ones that share my favorite resources for writers may be censored. Therefore I'll be making some changes; spending less time on Facebook, not feeding my #FrugalBookPromoTips and #SharingwithWriters tidbits from Twitter to Facebook and a few other tweaks of my own! It's sad, but this kind of thing is exactly why many experts advise authors (and others) not to rely too much on networks controlled by others.

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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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**In the News:** I loved the children's book [Stone Soup](#). I always thought it was a traditional fairy tale. You know, like Grimm or Perrault or Hans Christian Andersen. Though it may have sold darn near as many books as those authors, it was written in 1968 and the author, Ann McGovern, recently died of cancer at the age of 85. Just knowing she is gone . . . well, I shall miss her. I have a love affair with fairy tales—new or old—and with nursery rhymes. Readers of my poetry find allusions to them sprinkled throughout. Now, perhaps I shall write something with at least a nod to Ann and the fairy tale that really wasn't. Or was. Does a genre ever really die?

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

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**TIP:** Jon Morrow recently published an article in the *Independent* magazine in which he mentions tongue-in-cheek that everyone cheats when it comes to writing quickly and effectively. He mentions Shakespeare, Jefferson, and Wilde. I prefer to think of the process as acknowledging that nothing in the world is new so we all must build on what is already out in the ether. Nevertheless, you may want to go to his site and check for what he calls "cheats" and "hacks" (which are really just ideas for doing what you already do, but better and faster!) Find them at his site: <http://boostblogtraffic.com>



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

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**Tip:** Deltina Hay says, “. . . social ads continue to outperform display ads in click-through and conversion rates every year.” You know from [The Frugal Book Promoter](#) that I don't think most indie authors should be spending money on *any* kind of ads when publicity is free, but if you must spend your hard-earned royalties, learn the ins and outs of advertising on social networks before you take the plunge. You'll probably find it is less expensive and more effective.

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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.

## New Iteration of Time Travel Stories

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Sugar Time by Joy V. Smith collects her time travel stories into one volume. It was first published as an audiobook, but it's now available at Amazon: <http://www.amazon.com/Sugar-Time-Joy-V-Smith-ebook/dp/B013PW5C98/> and Smashwords: <https://www.smashwords.com/books/view/567992> By separating the releases of different iterations of literary work, you give yourself another chance to send out releases and do other promotions. It can be a virtual newsmaking chain

Kristin Johnson Screenplay Finalist


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**Kristin Johnson**, award-winning author, Social Media honoree at the 2015 Santa Barbara Writers conference, and ghostwriter for [THGMWriters.com](http://THGMWriters.com), now adds the distinction of quarter-finalist in the ScreenCraft/Bahamas international Film Festival Screenwriters-in-Residence contest (<https://screencraft.org/bahamas/>). If Ms. Johnson's screenplay *Aspasia, First Lady of Athens*, is selected as one of the four finalist scripts, she will head to Harbour island in the Bahamas in December 2015. The screenplay began as a



passion project in Carolyn Balducci's class at the University of Michigan-Ann Arbor and became Ms. Johnson's thesis at the master of Professional Writing Program at the University of Southern California under the direction of the late Ben Masselink. The logline: "During the Golden Age of ancient Athens, courtesan and feminist Aspasia risks her life when she falls in love with Pericles, leader of Athens, making them both a target for Pericles' enemies during a time of impending war with Sparta." She just collaborated with author DeAnn Lubell on the miniseries adaptation of Lubell's THE LAST MOON, the award-winning historical novel. Read more about it:

<http://thelastmoonbook.com/book.htm>. Visit Kristin at <http://kristinjohnson.net> or her Facebook page, <https://m.facebook.com/AuthorKristinJohnson>, and on Twitter, [twitter.com/AuthorKJ](https://twitter.com/AuthorKJ)

## New SWW Subscriber Shares Sci-Fi Resources

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Matthew Mather's new book, *Nomad*, is science fiction about an alien star entering our solar system based on months of background research work with astrophysicists at CERN, Keck Observatory, SETI and more. There is a link below to a blog posting about the science behind it.

The link to the book is here (it is on sale for launch day at 99 cents): <http://www.amazon.com/Nomad-Matthew-Mather-ebook/dp/B013TOAL3E>

And here is a promotional video: <https://youtu.be/Pv5uahhUVAQ>

Here is a link to blog on science behind it: <http://matthewmather.com/real-world-encounters-with-alien-stars/>

Matthew Mather

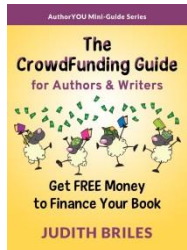
Author, www.matthewmather.com

Matthew has books translated into 16 languages and *CyberStorm* now in development for film by 20th Century Fox. For a full list go to <http://www.amazon.com/Matthew-Mather/e/B006QY78Z4/>

What Wikipedia Can't Tell You About Crowdfunding!

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You've written a book ... and now you need money for design and printing; money for marketing; money to develop a website; even money for a PR campaign. Money. If your resources are low and your bank yawns when you approach it, there's another way.



Welcome to OPM—Other People's Money—money that is given to you and money that you don't have to pay back. Welcome to Crowdfunding.

**The Crowdfunding Guide for Authors & Writers will show you how to:**

- Create *rewards* that are slick, click and tick with donors.
- Identify *timelines*: pre, during and post a crowdfunding campaign.
- Determine which crowdfunding *sites* are best for authors and writers.
- Pinpoint the *essentials* that every successful crowdfunding campaign has.
- Get hot tips for creating *momentum* and the final push.
- Structure a social media *checklist* that's ideal for your project.

With this book, you've got Dr. Judith Briles at your side. As The Book Shepherd and publishing expert, all her crowdfunded authors have been over-funded. You can be too. [Click here to get your copy today!](#)

## Online Aid for Writers Named to "Top Facebook Groups"

~~~~~[Write On Online](#), created by Debra Eckerling, has again been named by The Write Life as one of the [Top Facebook Groups for Writers](#). Write On! is a Writers Support Group, focusing on goal-setting, accountability, and networking. If you are a writer who wants to connect with others in an encouraging environment, this group is for you. Like Write On Online on [Facebook](#), follow on [Twitter](#) and [subscribe to the newsletter](#). Write On!

Cali Gilbert Founds New Academy for Authors—New or Well Seasoned and F R E E E-Book

~~~~~Five-time bestselling author, Cali Gilbert announces the launch of Serendipity Publishing Academy, an online educational resource for new writers, established authors, and publishing professionals. Based off the teachings of Cali's #1 International Bestselling book, *It's Simply Publishing*, the academy offers something for everyone regardless of where you currently are on your publishing journey. For more information, click [HERE](#) To learn more about Cali's work and pick up a copy of her FREE eBook, *10 Steps to Writing Your First Book*, visit [www.CaliGilbert.com](http://www.CaliGilbert.com)

Here's the direct link to the academy: <http://www.caligilbert.com/academy.html>

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

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**Confirmation:** Publisher Rudy Shur (*Square One Publishers*) says "We have found that [paid for] reviews practically scream 'self-published book' to those in the trade. We feel they result in a perception of a book as being something less than commercial." You've heard from me that in terms of journalism ethics, paid-for reviews are questionable. My question is always, why would you pay for something you can get for free, especially when the free is more credible?"

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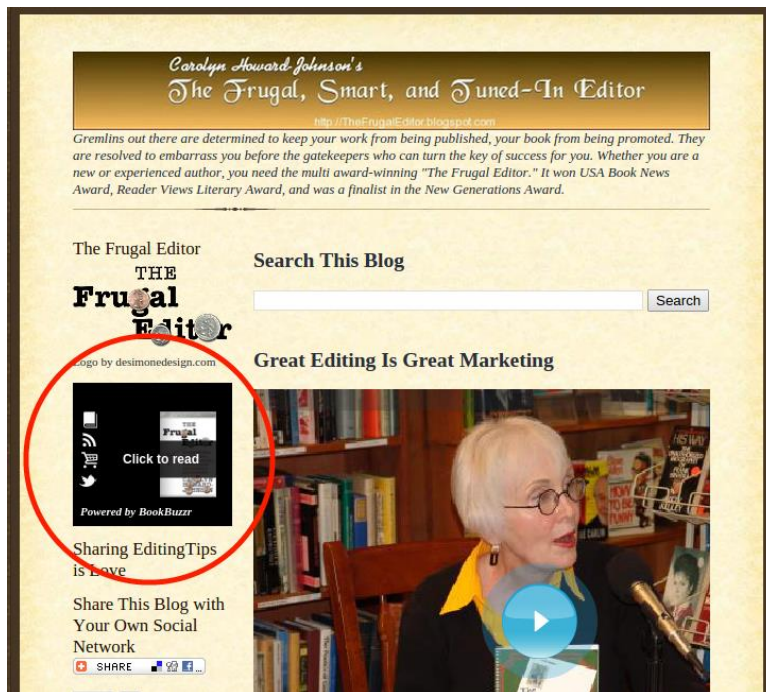
Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If you need an e-book but don't have a Kindle, just go to any Kindle book page look for the buy options. [You may find a widget there offering a free app to make your download 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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## Opportunity to Look Great!

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I'm excited as anything about what Bookbuzzr.com (also known as Freado.com) does for your book. Think about the success of Amazon's Look Inside feature. Now apply that to anything and everywhere online you're promoting your book. Your Web site. Your blog (s). Your e-mail signature. I'm assuming your e-mail service like Mail Chimp (though I haven't tried it there!). Your potential customers get to peek inside your book, get a taste of your voice, see the brilliant first line (and more) of your novel! Even read all the way to your *hook*! (That's because you get to *tell* Bookbuzzr when to quit letting them peek and you can choose right there at the hook or cliffhanger!) Now, how can that not make a difference in sales? It looks like this screen shot from my blog on editing tips and the inside pages (including the blurb/endorsement pages) are just a click away!



You also get a lovely profile page on Bookbuzzer. Mine is at <http://www.bookbuzzer.com/Carolyn-Howard-Johnson> (and, yes, they provided the nice, readable URL!) You can add just one book or all your books. Your choice. And once your visitor has read a sample using your flipper, the widget makes it very, very easy for them to *buy*.

You know how I am about great e-mail signatures. Nag, nag, nag! This will make them work for you even better with many e-mail providers. But mostly it will do for you what you probably can't do for yourself—let prospective readers get close up and personal.

CHJ

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Book Proposal Help: *The Great First Impression Book Proposal: Everything You Need To Know To Sell Your Book in 30 Minutes or Less* is now an e-booklet (\$2.99) or paperback booklet (only \$6.95). The perfect giftlet for nonfiction and even some fiction writers. Find it at <http://bit.ly/BookProposals>

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Opportunities

Tuolumne Writers Retreat End of September

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You all know how I love writers conferences and retreats because they can work for writers in so many ways. This comes from SWW subscriber and author advocate Monika Rose:

Dear Writers,

Add this wonderful event to your planning of September's writing activities! The [Tuolumne Writers Retreat](#) is coming last weekend of Sept. –

the 25<sup>th</sup> through the 27<sup>th</sup>. Antoinette May and Jim Fletcher are featured speakers – they will be sharing information about their new books, the writing process, and more.

Antoinette May is leading two workshops – “The first five pages of the novel you were born to sell” and “Writing your historical novel.” Jennifer Hoffman and Lou Gonzalez are leading a workshop on eBook marketing. Blanche Abrams is leading a workshop on character called Qwerkshop. Monika is leading workshops on manuscript preparation for poetry collections and on flash fiction. And Connie Strawbridge, book designer, will be speaking about formatting and readying manuscripts for publication. [Plus so many more cool topics on the list!](#)

Be sure to sign up early! You will love Lorenzo Baca and Joy Willow’s spoken word performances – as well as storyteller Cynthia Restivo and also Pat Kaunert as Mark Twain. Carol Biederman will steer us into a haunting evening with ghost tales at the cemetery by flashlight Friday night. Please forward this to people you think would be interested – thanks so much!

Cheers,  
Monika

## November Events in Florida. Ways for Nonfloridians to Participate!

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There are opportunities to participate at two November Florida fairs or to have your book(s) on display for the very frugal price of \$5. each. Just contact Marshall Frank (321) 254-3398 or Valerie Allen at vallenwriter@cs.com. One is in Palm Bay, FL, and one in Melbourne, FL.

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Social networking is one of the best ways to make valuable contacts and build a list of readers. Join me on Pinterest. You pin one of my book covers on one of your bulletin boards and I’ll pin yours on one of mine. <http://Pinterest.com/chowardjohnson>

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Mini Feature

So Does Free Really Work? The Answer and Secrets Behind It

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This won’t take long. Does Free work? In a word, Yes!

You can’t buy credibility or marketing like this and sometimes, a company will pay you for the privilege. When you find a great promotion partner they even come up with slogans you never thought of yourself, like “The best book you’ve never read—FREE.”

I have long had a motto of my own: "To have a successful promotion you have to promote the promotion." So the secret to making this kind of thing work is to select a partner who is at least as avid about marketing as you are! (And then not sitting back on their laurels and let them do it all for you!)

PS: The benefits go far beyond exposure—or perhaps they are part of the exposure. It's about building your contact list by responding to the feedback you get, and possibly working at the next big fee-bie coup for your book—or your next book.

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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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Q&A A La Ann Landers

## Getting Your Book Into Campus Libraries and More!

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QUESTION

Re university bookstores: I know that Random House had my book in their catalog targeting educational sellers. Is there more than that I can do? How would I

1. identify them and
2. approach them?

ANSWER

I'm going to use my husband's experience with his [*What Foreigners Need to Know About America from A to Z*](#) as an example because he was so successful with it.

He put together a form letter (which he tweaks) depending on who he is sending it to. He goes online and finds areas on campus that could use his book. That includes

1. Libraries
2. International Student Programs
3. International Student Course Teachers
4. Campus Bookstore Buyers
5. ESL classes through extension

He spends about 30 minutes a day sending the letter to the correct person when possible. Sometimes that's only one contact. Some days, when research goes well, it's three or four. He's had some amazing successes like having his book chosen as gifts/recommendations by the university that hosts the Fulbright Scholars in the US each summer. There is a cost to it beyond time. He offers a free book to those influencers who show an interest, but these most often don't result in single book sales, either. The top sale we could trace to his letters (it's sometimes easier for self-published authors to trace sales to a specific effort) was 59 copies.

One more secret. He keeps at it.

Here's an alternative that isn't as frugal and not as effective because the contact is not personal (but it's a lot less time-consuming!):

IBPA (Independent Book Publishers Association) had a catalog that they send out to libraries, a separate one to university libraries and one to reviewers. I've used that program. It can be good...or not. Depending on the title.

Be aware, that if you find an instructor who recommends your book or uses it at class reading, the bookstore often stocks the book automatically. But not always. It doesn't hurt to mention in a separate query or phone call that your book was ordered for a specific class or that Professor X showed an interest in your book.

CHJ

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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-ebook/dp/B009RBJW3E>

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Tip: Learn about new Twitter cards at <https://dev.twitter.com/cards/overview>.

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

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On Poetry

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This is a running feature for the poets among us and those who would like to try writing poetry but feel . . . well, inadequate about the writing or the promotion. Please send in your poetry tips and resources for this section to [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

## Poet Successes

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You'll find my poem "Touching One Another" in the recent issue of Cyclamen and Swords, http://www.cyclamensandswords.com/poetry_aug_2015_1.php. You may also want to look at a poem on that page by a poet I don't know, haven't ever heard of, but love this poem! It's a surprising poem by Angelika Quirk called "He Was an Artiste."

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

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Inspiration: Mark Coker, founder of Smashwords, tells a little story about how he once had a conversation with a prominent literary agent who said self-publishing was a "fine option [for authors] if they didn't want to sell any books." Coker said he believed self-publishing was being underestimated. Coker explains, "When someone doubts me, I feel energized. If you see an opportunity others can't yet recognize, great! Go for it!"

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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 Denise Cassino . . .

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. . . for sending BookBaby's special free offer for my [The Frugal Book Promoter](#) off to her full list of clients. What a sweetie! ~ Learn more about Denise's Bestseller Services, listed in the Top 100 Internet Marketers to Follow on Twitter. Reach her at "Denise Cassino" on Skype, [www.bestellerservices.com](http://www.bestellerservices.com), [www.mybestsellerlaunch.com](http://www.mybestsellerlaunch.com), or call her at 303 838 3399.

## Thanks to Suzanne Lieurance and her Working Writers Club . . .

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. . . for helping me spread the word about BookBaby's free offer of my #TheFrugalBookPromoter. Learn more about the offer, Suzanne, and her Working Writers Club at <http://www.workingwritersclub.com/11179/book-marketing-2/the-frugal-book-promoter-free-from-bookbaby/>

Thanks to Linda Barnett-Johnson . . .

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. . . for running an article on her blog on the pros and cons of using a pseudonym. It may forever change your inclination to use one! <http://lindabarnett-johnson.blogspot.com/>

## Thanks to CompulsiveReader.com . . .

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I am not only thanking Magdalena Ball, owner of the review Web site [Compulsive](#)

[Reader](#), but also suggesting that you copy and keep the address of this site to query for your own reviews and for your own reading pleasure. She also has a free newsletter you can use to keep up on new literary releases. She joined the effort to let her reading and writing audience know the value of the second edition of [The Frugal Editor](#) by publishing an [interview by Kelly Klepfer](#) and [a review by Marlan Warren](#).

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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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An Itty-Bitty Column on Writing

Mindy will be back next issue!

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

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Tip: Linda Barnett-Johnson published my article on how the Web is affecting us authors—in this case the disappearing hyphen. You can see it here: <http://lindabarnett-johnson.blogspot.com/2015/08/why-authors-should-know-about.html> ~ Linda is the owner of [BJ'S GIFTS](#) - a place for author discounts and writing supplies. There are daily price changes. She says, “I’m here to make your life easier.” Why not “like” her Facebook page: <https://www.facebook.com/BJSGIFTS>.

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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.

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Carolyn's Appearances and Teaching

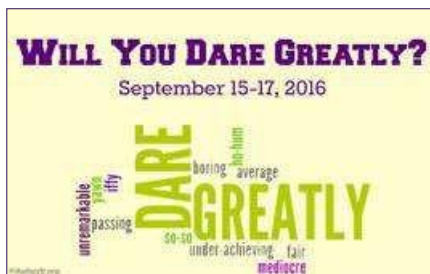
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**New!** 📖 I'll be speaking at a writer's conference specializing in memoir sponsored by Greater Los Angeles Writers Society (GLAWS) on October 23. There is an early bird special for this Big Story conference at Los Angeles Valley College at 5:45. Here's the topic:

## Bringing The Dead Back To Life or Finding Memoir Material Under the Rug)

So, OK. If you are a journaler, a scrapbooker, an iPhone camera user, or keep your family's genealogy, you are already a fledgling memoirist and we need to talk! As the author of an award-winning novel (now out of print) and an award-winning book of creative nonfiction short stories (also now out of print), I am the one to help you find your story and inspire you to write it. If you aren't one of those things and have been toying with writing a memoir, but feeling hopeless, I have a few ideas for you, too. .

 As a guest on a panel, I'll tell you about a few of the smart moves I made with Indie publishing and a few of the grand mistakes I made, too. The subject of the panel is the "Pleasures and Perils of Indie Publishing." Produced and moderated by [Robin Quinn](#) for PALA ([Publishers Association of Los Angeles](#)), the event will be at the Veteran's Memorial at 4117 Overland Ave. in Culver City, CA. There is free parking at the corner of Overland and Culver City Blvd. It is on Wednesday, September 16 at 7 pm. Free for PALA members, \$15 for nonmembers. Contact Sharon Goldinger at [pplspeak@att.net](mailto:pplspeak@att.net) with questions.



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

*Creating successful authors with practical publishing guidance.*

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Chief Visionary Officer of AuthorU.org

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.

## Wordstuff™

## Something to Make Writers Smile

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

Two fish swim into a concrete wall.  
One turns to the other and says, 'Dam!'

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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 Please put "Submission: Sharing with Writers" in the subject line.

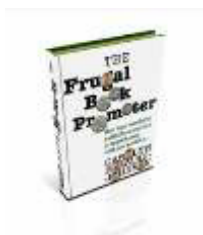
If you do not care to receive this newsletter, send an e-mail to HoJoNews@AOL.com -with "Unsubscribe" in the subject line, but please, please don't tell me you've given up writing or promoting! It makes me sad.

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Ordering Information

The HowToDoItFrugally Series for Writers



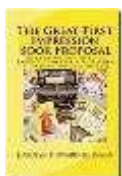
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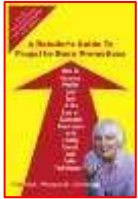
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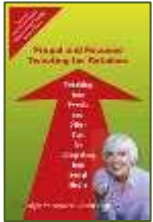


Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy
For paperback or e-book: <http://bit.ly/Last-MinuteEditing>

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



A Retailer's Guide to Frugal In-Store Promotions: How To Increase Profits and Spit in the Eyes of Economic Downturns with Thrifty Events and Sales Techniques Order from Amazon in paperback or e-book:
<http://bit.ly/RetailersGuide>



Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media Order paperback or e-book from Amazon: <http://bit.ly/RetailersTweet>



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

Sponsored by Gift Shop Magazine <http://giftshopmag.com>
To order paperback or e-book: <http://bit.ly/RetailersBlog>

Carolyn's Fiction and Creative Nonfiction

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

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

Carolyn's Poetry



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



Cherished Pulse: Unconventional Love Poetry. Coauthored with Magdalena Ball
Order e-book: <http://bit.ly/CherishedPulse>
In print to be used as a greeting card or booklet
<http://bit.ly/CherishedPulse>



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

paperback, Kindle, or e-book: <http://bit.ly/MothersDayKind>

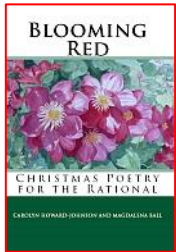


Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions. Coauthored with Magdalena Ball To order as an e-book or paperback: <http://bit.ly/Imagining>



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



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



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

Contact Information

Websites

<http://HowToDoItFrugally.com>

For special help for fiction writers

<http://www.fictionmarketing.com>