

**"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](http://HowToDoItFrugally.com/newsletter_copies.htm)

September 30, 2013

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

From the Desks of  
Carolyn Howard-Johnson  
and Sharing with Writers 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 ~ [mplcreative1@aol.com](mailto:mplcreative1@aol.com) ~ <http://mplcreative.webs.com> In the spirit of writers everywhere, I also 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 it's full of resources you can use.

This newsletter is powered by AuthorsDen.com.

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## **Contents**

### **Regular Features**

- ~Note from Carolyn: Thoughts about *Wally Lamb's New Novel*
- ~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: Procrastination--Don't Go There

~Carolyn's Appearances and Teaching

~Wordstuff <sup>TM</sup>

## **This Issue Only**

~**Feature:** Introducing Kindle MatchBook - A New Program to Help you Sell More Books

~**Feature:** Paying It Forward: Content Marketing and Sharing to Benefit Your Book from Karen Cioffri-Ventrice

## **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>

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

Note: "Expensive" and "rule-laden" aren't necessarily the most effective or useful way to distribute a newsletter. Though I try to avoid the fancy (and less frugal) HTML services, the technical aspect of sending out a newsletter has been giving me fits. I'm finally 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)

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### Note from Carolyn

Dear Subscribers:

Sometimes we make great friends on the Web but we call it networking. But sometimes they turn into something even more, too. In fact, that's what networking is all about. Fran Silverman is the authors' guru for radio show resources. We've met for drinks and a trek around Egypt at a special *National Geographic* exhibit in Times Square. And now she has written a poem and I'm in it. (-: Can you believe? Here it is:



I was sitting in jury duty for two days penning a poem.  
Wishing to God that I was back home  
Doing my exercises first thing in the day  
Then on the computer so I can play  
At finding shows that match my clients  
To make them feel like radio giants

Business shows abound by the ton  
For Linda Leon and Gary Patterson  
Political shows appear in a flash  
For my author Walter Brasch  
Education shows you can find just barely  
For education expert Neil Haley  
Spirituality shows flood the Internet  
So do self help shows  
For Frankie Picasso, Michelle Avanti and Suzanne Rose  
But the two that make me happiest of all are the film and author shows  
For Carolyn Howard-Johnson and Betty Jo

**Francine Silverman ©**  
**Connect with her on LinkedIn:**  
<http://www.linkedin.com/in/talkradioadvocate>

I tell you. Some days the people I know in the publishing industry  
make my heart sing!

Joy, Happy Writing, Editing, and Promoting in the New Year!

Carolyn

**PS:** Join me in St. George Utah for the Southern Utah Festival of Books. Associated with the Utah Humanities Council. This is going to be a good one and the tables/booths are reasonably priced (About \$50). I believe some fairs that work the best are inexpensive ones and St. George is Utah's Palm Springs--really beautiful with its red rock bluffs! There are even amazing spas there. If you have a fair coming up, don't forget to use the index of your [Frugal Book Promoter](#) to learn all the tricks for making book fairs successful.



**PPS:** One of the advantages to belonging to a good, active professional group: You never know when you might get showcased. Can you find me and my Diamond award on IBPA's scrapbook page?  
<https://www.facebook.com/media/set/?set=a.10151859321547302.1073741832.312465942301&type=1> Please share the image on your Facebook page. Maybe with a note recommending this newsletter?

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

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## Letters-to-the-Editor

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Carolyn ~

In June 2012 I wrote a guest blog for you, *Facts in Fiction*.

On Saturday, July 20, 2013, I went to my local group meeting of the Space Coast Writers' Guild. A woman, Linda L. Zern, is subscribed to your [SharingwithWriters blog](#). She introduced herself at the meeting, explained she read my guest blog way back then and traced me down via my Web page. She also lives in FL, about an hour and a half away.

I posted on Facebook that I would be at the meeting Saturday and she drove to Melbourne [Florida] to meet me! How flattering is that?

Oh, the positive power of networking!

The take away--write more guest blogs for Carolyn 😊

Thought you would enjoy this.

Hope all is going well ~

~ Valerie Allen ~

[VAllenWriter@cs.com](mailto:VAllenWriter@cs.com)

[ValerieAllenWriter.com](http://ValerieAllenWriter.com)

[Facebook.com/Valerie.Allen.520](https://www.facebook.com/Valerie.Allen.520)

Author of:

Beyond the Inkblots: Confusion to Harmony

Write Publish Sell!

Summer School for Smarties

Bad Hair, Good Hat, New Friends

Sins of the Father

Suffer the Little Children

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Endorsement: "Your book is a tremendous help to me as a first time published author, and the discount for Display Stands 4 You in the back of the new edition was very nice too."

~Ginger K. King, cookbook author, blogs at <https://corkandforkblog.wordpress.com/>

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**Tip:** Subscriber and editor Mindy Lawrence suggests this link:

<https://www.thebookseller.com/news/little-brown-prepares-its->

[goldfinch-campaign.html](http://goldfinch-campaign.html). She thinks you'll get ideas for your book's marketing campaign and compare what big publishers are doing for their top authors with what your publisher is doing for yours. She says, "Just replace Little, Brown with THE AUTHOR'S NAME and the you'll get an idea of what you could be doing for your book. Yes, promotion is work. Yes, it takes time. But why write something if it's going to die the first week it's out? What this article *doesn't* say is how long beforehand all of this was planned...probably a year before publication. I already have a small list of places and people to contact for my Itty Bitty Book but I'm going to do much more after reading this."

**Tip:** Here is a nice blog post on resources for getting reviews: "30 Blogs to Follow if You're Looking for Great Book Reviews" (<http://www.housesittingjobs.com/blog/30-blogs-to-follow-if-youre-looking-for-great-book-reviews/>).

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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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## Accessible Contests

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## Contest for Children's Authors with Special Discount for SharingwithWriters Subscribers

Terry Doherty, guru behind Mom's Choice Awards says, "Are you using awards programs as part of your marketing and publicity strategy? If so, we hope you'll consider the Mom's Choice Awards®!" Their award winners represent the best in family-friendly media, which includes books, e-books, and apps. The Mom's Choice Awards® is unique in many ways. Three things set the MCA apart from other awards programs:

- 1) Your entry is matched with five evaluators, combining both subject matter experts and consumers. The product is judged from a parent/educator/consumer perspective—not by your industry peers.
- 2) There is the only award with an open cycle. That means you can submit your work when it fits with YOUR marketing, promotional, or launch schedule, not an arbitrary set of dates. Decisions are announced within 120 days from receipt of your product.
- 3) Honorees receive educational and promotional support for as long as they are marketing their work. Should your entry earn our seal, the Mom's Choice Awards becomes an extension of your marketing and promotional team providing complimentary social media services and low-cost exhibit opportunities at Shows, like the ABC Kids Expo, Book Expo America, Int'l Toy Fair, and others.

Take advantage of some of the information the Mom's Choice Awards® offers:

[Comparison Chart that shows how they match up with other Awards Programs](#)

[List of the benefits that their Award-winners receive.](#)

There is a fee to enter, but it is NOT a pay-for-award program. Judges use a strict protocol for judging entries, and not everything makes the grade. The fee helps offset operational costs of running a company—like matching your book with the best judges for it. The fee is normally \$300 / entry (or series of up to three titles), but **Terry Doherty has given me a promotional code that will allow you to take \$100 off that fee.**

To get the discount, enter the promo code "TD100" on the checkout page of your online application. This offer expires in 90 days, and your online entry and payment must be received by then in order to qualify. You can send your samples later, but you must have an application on record to get the discount.

**Big Prize for Female Playwrights**

Thanks to novelist Leora G. Krygier for sending information on this contest for playwrights. She says, "There is a \$6,000 juried prize to be awarded to a California based female playwright.

<http://www.larchmontbuzz.com/larchmont-village-events/calling-all-women-playwrights/>

## **Accessible Contest for Fiction Writers**

If you write fiction, you may want to check out Feathered Quill Book Awards: <http://www.featheredquill.com/awardprogram.shtml>

## **Benjamin Franklin Awards**

You are invited to enter the 26th Annual IBPA Benjamin Franklin Awards™. Regarded as one of the highest national honors in small and independent publishing, the IBPA Benjamin Franklin Awards™ includes fifty-five categories recognizing excellence in both editorial and design.

**Why Enter:** One Gold and two Silver award winners are determined in each category. During a special awards ceremony held in conjunction with BookExpo America in May 2014, all Gold winners receive an engraved trophy marking their achievement.

In addition, all winners receive:

- Two tickets to the special awards ceremony recognizing all of the award winners.
- A personalized award certificate.
- Special award stickers to affix to the winning books.
- Recognition prior to the awards ceremony on the homepage of the IBPA website.
- Archived listing after the awards ceremony on the IBPA website.
- Announcement to major trade journals (including PW and Shelf-Awareness), to select public libraries, through all IBPA social media channels, including Facebook, Twitter, the IBPA Blog, and more.

To assist the judges and to ensure they have enough time to review each book, there are two Calls for Entry: one in September 2013 and one in December 2013.



FIRST CALL—DEADLINE SEPTEMBER 30, 2013

For titles published January 1-August 31, 2013

SECOND CALL—DEADLINE DECEMBER 31, 2013

Primarily for titles published September 1-December 31, 2013

We look forward to recognizing and cheering on the publishers who set the standards of excellence within the independent publishing community.

To enter today or for more information, please visit [The Benjamin Franklin Awards™](http://www.thebenjaminfranklinawards.com) website or call the IBPA office at 310/546-1818.

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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 it so I can do something similar for you on my Resources for Readers page at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

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**Tip of the Week:** Analyze the punch (read that effectiveness) of your headline with <http://www.aminstitute.com/headline/index.htm>. You especially want to take a minute to do this when you are sending out a media release. And Joan Stewart has a Webinar on this topic! Register at <http://publicityhound.com/shop/?p=2814>

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

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**Tip:** I know how hard it is to get reviews because I get about ten requests a week and hear laments from the writers in groups I belong to—both online and in person. That’s why I started my [New Book Review](#); so I could somehow lend a hand when I had to say “no”—which is most the time. But I’ve also been collecting unusual approaches to getting reviews and one is to join a forum or a list-serve full of people interested in the subject of your nonfiction or the theme of your fiction. After you’ve been around a while, just ask. Many will be delighted to get a free copy of your book and, because they know you, they may give more effusive praise than you’d ever hoped for. Please note: If you decide to use my New Book Review, please follow the submission guidelines in the left column of the blog exactly. It’s popular and so I have to make it pretty much a copy and paste operation.

**Pinterest Tip:** 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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My blog, War, Peace, Tolerance and Our Soldiers is where I get to nag and rag and try to make things better for our troops and maybe for the world. It includes a segment of frugal ways to help our troops and veterans. I'd love to have you leave a comment or send me a guest post. [www.warpeacetolerance.blogspot.com](http://www.warpeacetolerance.blogspot.com)

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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 usually no way for me to know those releases come from subscribers. If you have an Author Success story, please identify yourself as a subscriber in the subject line of your e-mail. Something like: “MEDIA RELEASE: Subscriber’s Success.”**

## Book Destined to Help Immigrants and International Students Wins Second Award

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Lance Johnson's *What Foreigners Need To Know About America From A To Z: How to Understand Crazy American Culture, People, Government, Business, Language and More*, selected reading for Fulbright students in the US, was awarded the gold medal by the annual international [Reader's Favorite Awards](#).

Johnson traveled for 12 years to more than 81 countries and 49 states researching his book. He is an award-winning playwright and actor with stage, TV and movie credits and commercials for Johnson & Johnson and other national brands to his name.

In August, his *A to Z* book was honored by the Global Ebook Awards (<http://GlobalEbookAwards.com>) that brings attention to the publishing's industry's quickly emerging digital future.

About 300 universities and colleges are making *A to Z* available for their international students who need guidance understanding our complex culture and language in order to succeed. International corporations are also using the book to help their foreign workers here and abroad better understand corporate America and its workings and how we differ around the world on many subjects.

Readers' Favorite is a respected international [book award contest](#) that helps authors obtain more recognition and exposure. Founded by Debra Gaynor, it is the fastest growing book review and award contest site on the Internet and has earned the respect of renowned publishers like Random House, Penguin, and Harper Collins. It has also received the Best Websites for Authors and Honoring Excellence awards from the Association of Independent Authors. They receive submissions from independent authors, small publishers, and publishing giants like HarperCollins and Simon & Schuster with contestants that range from the first-time, self-published authors to *New York Times* bestselling authors like J.A. Jance, James Rollins, and #1 best-selling author Daniel Silva.

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Here's a baker's dozen of ideas to make BEA (Book Expo America) and other book shows easier and more productive: <http://sharingwithwriters.blogspot.com/2007/03/bakers-dozen-work-bea-frugal-way.html>. Please leave comments with ideas of your own--and links to your book's sales page.

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**Tip:** Here is a neat chart that helps you make symbols easily! I also give a few shortcuts that are especially useful for writers in my *The Frugal Editor* (<http://budurl.com/TheFrugalEditor>). If you buy it though, don't buy the Kindle version. I'm reformatting it. If you already have the Kindle version (the one that needs reformatting), let me know, and I'll make it right.



#### HOW TO MAKE SYMBOLS WITH KEYBOARD

|                                                     |                                                 |
|-----------------------------------------------------|-------------------------------------------------|
| Alt + 0153.....™... trademark symbol                | Alt + 6.....♠.....spade                         |
| Alt + 0169.....©..... copyright symbol              | Alt + 5.....♣..... Club                         |
| Alt + 0174.....®.....registered trademark symbol    | Alt + 3.....♥..... Heart                        |
| Alt + 0176.....°.....degree symbol                  | Alt + 4.....♦..... Diamond                      |
| Alt + 0177.....±.....plus-or minus sign             | Alt + 13.....f.....eighth note                  |
| Alt + 0182.....¶.....paragraph mark                 | Alt + 14.....g..... beamed eighth note          |
| Alt + 0190.....¾.....fraction, three-fourths        | Alt + 8721.....Σ..... Nary summation (auto sum) |
| Alt + 0215.....×.....multiplication sign            | Alt + 251.....√.....square root check mark      |
| Alt + 0162.....¢.....the cent sign                  | Alt + 8236.....∞..... infinity                  |
| Alt + 0161.....¡..... upside down exclamation point | Alt + 24.....↑..... up arrow                    |
| Alt + 0191.....¿..... upside down question mark     | Alt + 25.....↓..... down arrow                  |
| Alt + 1.....☺.....smiley face                       | Alt + 26.....→.....right arrow                  |
| Alt + 2.....☹.....bla ck smiley face                | Alt + 27.....←.....left arrow                   |
| Alt + 15.....☺.....su n                             | Alt + 18.....↑.....up/down arrow                |
| Alt + 12.....♀.....f emale sign                     | Alt + 29.....↔.....left right arrow             |
| Alt + 11.....♂.....m ale sign                       |                                                 |

www.abiprayam.com

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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://budurl.com/BookProposals>

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## **Feature**

### **I Think I'm in Love with Kindle Select's New Program . . .**

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. . . because it's a real service for people who love a real book but may also want to read your book as an e-book when they travel or on their screen as they work. Here's what Amazon says about it in their newsletter:

Introducing Kindle MatchBook: A New Program to Help you Sell More Books

Kindle MatchBook is an innovative new program which enables you to offer a Kindle book at a discount when readers purchase your print book. It is a great opportunity for you to sell more books. Here's how to get started:

1. Select "Publish on Kindle" in your [CreateSpace member dashboard](#) and follow the easy steps to create your digital book with Kindle Direct Publishing (KDP) or simply sign in to your KDP account.
2. Select your title on the [KDP Bookshelf](#) and check the enroll box for Kindle MatchBook on the "Rights & Pricing" page.
3. Set the discount for your Kindle book by choosing a promotional list price of \$2.99 or less and "Save" your Kindle MatchBook preference.

By enrolling your book, you will be among the first to be able to take advantage of this new program. The Kindle MatchBook discount you select will not appear on Amazon.com until the program is fully launched in the coming weeks. KDP will notify you by e-mail as soon as your Kindle MatchBook discount is live. Your readers will soon have an easy and affordable way to read your book in both print and digital formats.

Visit KDP today to enroll your books in Kindle MatchBook.

➔ [Learn more](#)

So, why do I love it?

1. It rewards people who want to buy your paperback book.

2. It encourages people to buy your paperback book.
3. 3. It gives you choices for your e-book (Kindle) offer—from free to \$2.99. Example, Magdalena Ball and I love to have people buy our chapbooks in our celebration series ([http://howtodoitfrugally.com/poetry\\_books.htm](http://howtodoitfrugally.com/poetry_books.htm)) in paperback because the artists who have contributed to our covers and some internal photos make them into keepable little treasures that can be used as greeting cards. At the same time, we know that poetry isn't the bestselling genre on the block so our Matchbook program for those booklets makes them all free a paperback has been purchased.
4. When you choose to set a 99 cent or \$2.99 price on the e-book edition of your book, it can mean more profit (royalties) for the author, not fewer.
5. And certainly not least, the Matchbook widget or link offering this program that Amazon will place on participating authors' buy pages means additional exposure and additional interest for your book.

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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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**Tip:** Your opt-in form or subscription sign-in form for your newsletter, book notifications, free e-book, or whatever else you are using to grow your contact list should in the same location on every single page of your Web site unless there is a very, very good reason for it not to be. The preferred place for readability is the top right hand corner and I believe in including a blurb or endorsement so people feel assured about what they are getting. Find mine at <http://howtodoitfrugally.com>.

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I keep adding new resources for authors on my Web site. Please use the huge Resources for Writers section [http://www.howtodoitfrugally.com/links\\_for\\_writers.htm](http://www.howtodoitfrugally.com/links_for_writers.htm). And please let

me know if you find broken links. I need your help!

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**Ultra Frugal Tip:** If you are putting together a promotional video, you could use this site for video clips to add pizzazz to your video segments. Collect enough of them during the free trial time to keep you for a while. If you like it, you can go back and pay for the service when you're ready to go produce another series of segments. It is VideoBlocks at <http://clicks.aweber.com/y/ct/?l=7n1MR&m=JcrgcnMxDDtYrK&b=yRzzTrdXHInqgMmj7FL.FA>. You can download royalty-free stock footage, motion backgrounds, production music, sound effects, and after-effects templates—but plan ahead for your initial foray so you can get as much out of it the freebie trial as you'll need for a while. And after you've done it—if you love it—it would be nice if you'd pass the tip forward to thank them for their largesse.

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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:** If you have a “same old” media release planned, emphasize the most unusual aspect of it in the release—and in the title. The release of a new book and even some awards just aren't that newsworthy anymore. Here's what I did when my husband and I had books honored by Global E-books Awards: [http://ifogovillage.ning.com/profiles/blogs/media-release-couple-wins-his-hers-awards-he-for-nonfiction-she?xg\\_source=msg\\_appr\\_blogpost](http://ifogovillage.ning.com/profiles/blogs/media-release-couple-wins-his-hers-awards-he-for-nonfiction-she?xg_source=msg_appr_blogpost) . Another time I emphasized that my poetry coauthor of the Celebration Series of poetry chapbooks and I collaborated on a book from two different hemispheres via e-mail. And don't forget to post your release on your social networks like Ifogo Village in the link above. And, you'll find lots more on how to make your release and your media kit a standout in The Frugal Book Promoter.

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Subscribers who have websites or newsletters of their own may be interested in the Free Articles 4 Readers and Writers on my site, [http://howtodoitfrugally.com/free\\_content.htm](http://howtodoitfrugally.com/free_content.htm) . I try to add new articles to it frequently. If you don't see what you need for your blog or newsletter, just ask. [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

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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).

## Missouri Review Includes Subscription

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There's a little time left to submit to the Jeffrey E. Smith Editor's Prize Competition at *The Missouri Review*.. It offers over \$15,000 in prizes. They accept submissions in fiction, poetry, and nonfiction. Winners in each category receive a prize of \$5,000, plus a feature in their spring issue and paid travel to a gala reading and reception. Contest finalists receive cash prizes and have their work considered for publication as well.

The contest has a postmark deadline of **October 1<sup>st</sup>** of this year. Submissions online or by mail. Winners will be announced in January of 2014.

And here's the frugal part. Your \$20 entry fee gets you a one-year subscription to *The Missouri Review*. Subscriptions are available in print or digital versions. A downloadable digital subscription includes a full-length audio version of the journal.

Get more information about the contest at:  
<http://www.missourireview.com/tmrsubmissions/editors-prize-contest/>.



## Fun! Your Daily Poem Site

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"Try submitting one of your poems to this site. Reprints and previously published poems are okay. I have a poem accepted that's going up on the site October 3! Watch for it! If you subscribe to the poem-a-day, you'll get one in your box daily! What fun! You will see mine Oct. 3 so please sign up:

<http://www.yourdaily-poem.com/>"

~ Submitted by Monika Rose, editor of the soon to be released *Wine, Cheese and Chocolate: A Taste of Literary Elegance*

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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 [hojoneews@aol.com](mailto:hojoneews@aol.com).

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**Quote:** "As people facing deadlines [like death] often lament, work tends to expand to fill the time you have to do it. Now science suggests time just might expand to continue the work with which you choose to fill it." From *Time* magazine's article on "The Art of Living" in which they explain why it may be no coincidence that so many creative people have long lives.

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

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**Tip:** If you're about ready to publish your book, check to be sure your frontmatter is similar to what the big publishers would do. It's easy. Just use [Chicago Manual of Style](#). (You really need to have one to refer to all the time for all kinds of things like when to use the relative pronoun "that" and when not to, anyway!). Here's a starter tip: If you write fiction, you do not have a Table of Contents. If you write nonfiction, you do. But you don't call it a "Table of Contents." You call it "Contents." Think about the redundancy in the former term.

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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.budurl.com/FrugalBkPromo](http://www.budurl.com/FrugalBkPromo)

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**Scam Tip:** Beware of fake computer-virus warnings. Companies are tricking people into believing their computers have viruses and then charging them hundreds of dollars to fix the problem. These tricks can even come in the form of pop-up windows and they look so good, you think they're part of your own computer's security system. They even tout that they're endorsed by Microsoft or some other known brand name.

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Yes, I do consult. I tailor my fees to your needs—everything from coaching to full edits (sorry no partial edits) to hourly consultations to help you with your marketing campaign or your path to publishing. <http://budurl.com/carolynsconsulting>

=====

**Tech Tip:** *Consumer Reports* says, "Don't click on any link in an unsolicited e-mail from a stranger." Also note that sometimes friend's e-mails get co-opted so when people you know send you a single link or there is no indication in the mail that you really know that person, you should avoid clicking on those links, too!

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I need editing questions and tips for my The Frugal, Smart, and Tuned-In Editor blog, [www.thefrugaleditor.blogspot.com](http://www.thefrugaleditor.blogspot.com). Articles, too! You ask and I'll provide ample credits and links to whatever site you choose. [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

=====

**Writing Tip:** Many writers believe (and use) the theory that you begin to write a story and let the characters tell you where and what the ending should be. This approach often results in a more integrated and meaningful ending. I didn't know the ending of my novel until it was all written—complete with an ending. Once written, I knew the end wasn't right. It was too predictable and not up to the rest of the book. I had twelve people read it without the last chapter and tell me how they thought it should end. Not one gave me anything I hadn't considered and discarded before. A little later, I went to a movie and something in it suggested an ending to me. It was an aha! moment! And it wasn't at all like any of the endings I or anyone else had considered before.

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You'll find a myriad of writer helps at [http://www.howtodoitfrugally.com/links\\_for\\_writers.htm](http://www.howtodoitfrugally.com/links_for_writers.htm). It includes a list of small presses of various kinds that I am familiar with.

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## Thank Yous

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

## Thanks to Terry Doherty and Mom's Choice . . .

~~~~~  
... for reprinting my article on [holiday promotions](#) in her Mom's Award blog <http://honoreeblog.momschoiceawards.com/author-holiday-promotions/>.

## Thanks to Blogger Morgan St. James . . .

~~~~~  
... for including one of my recent releases in her Huffington Post blog. This is such a good example of what can happen when we authors give our media releases a little twist--rather than a plain vanilla award or launch release. (-:  
<http://www.examiner.com/article/couple-wins-global-ebook-awards-wife-for-poetry-husband-for-nonfiction>

## Thanks to Dan Poynter . . .

~~~~~  
... for including a quote from *The Frugal Book Promoter* in his ParaPublishing newsletter: <http://parapub.com/files/newsletter/PP-SEPTEMBER%2015,%202013.pdf> You'll probably want to subscribe. Example, in this issue he gives a resource for a book trailer and includes a discount for those who entered his Global Ebook Awards.

## Thanks to Karen Cioffi Ventrice . . .

~~~~~  
... for letting me tell you the dangers of pseudonyms on her writing and marketing blog.  
<http://www.karencioffiwritingandmarketing.com/2013/09/should-you-use-pseudonym.html>

## Thanks to Morgan St. James . . .

~~~~~  
... for running my article in her bimonthly *Writers Tricks of the Trade* [tinyurl.com/wtt2013SepOct](http://tinyurl.com/wtt2013SepOct) I know you'll want to see the whole issue. It's like a free copy of *Writer's Digest*!

=====F  
un and Free: If you purchased the *Frugal Book Promoter* or the *Frugal Editor*, I'd love  
you to review it on Amazon or BN.com. Make it simple; just tell what part of it you  
found most valuable. If you do, send me the review link (URL) and I will send you a  
35-page handout from one of my UCLA marketing classes. As a thank you, of course.  
[HoJoNews@aol.com](mailto:HoJoNews@aol.com)  
=====

## **Opportunities**

### **Get a Snazzy 3D Book Cover Image at a Discount**

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If you aren't image-savvy, try this:

How Are Your Book Sales Going?

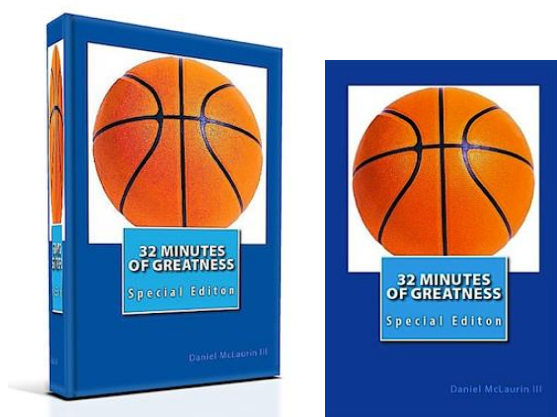
Your Book Images Are The First Thing Buyers See.

Are You Using Wimpy 2D Images to promote your books?

Are You Missing Something?

We've all heard "a picture is worth a thousand words"

**A 3D Book cover is worth even more**



**GET YOUR HIGH RESOLUTION 3D BOOK IMAGE**

**Save 50% Until October 1, 2013**

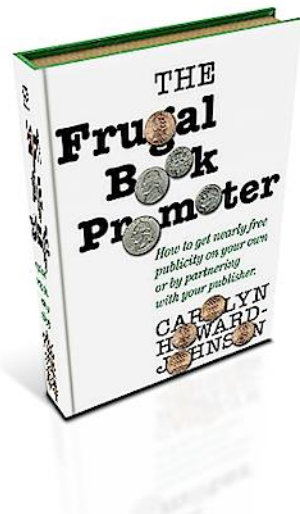
(less than 10 bucks total, one time)

[See Details!](#)

Visit iFOGO Village at:

[http://ifogovillage.ning.com/?xg\\_source=msg\\_mes\\_network](http://ifogovillage.ning.com/?xg_source=msg_mes_network)

iFogo did this one for me:



Are you an ampersand fan? Chaz DeSimone designs a free series of art prints & posters featuring “the ampersand as fun & fabulous art”—this one for Labor Day. A new edition is released each month. Each is entirely different, creatively & professionally designed, & each is associated with the ampersand & by extension, our love of writing. They come with directions for printing, framing & making this into a freebie that lasts. To subscribe and view all his past poster designs go to: <http://amperart.com> Perfect for 4<sup>th</sup> gifts and decorations! He has three others with patriotic themes.

**Tip:** Here are some tips for writing a media release from the big guys. Trouble is they suggest artwork or images. That may be fine if you are using a media release disseminator that allows images, but if you are sending by e-mail, don’t you dare. Your mail will only get caught up in their spam filters. Still, the article is worth a read: [http://www.cbsnews.com/8301-505125\\_162-29540250/press-release-writing-tips-from-the-new-york-times/](http://www.cbsnews.com/8301-505125_162-29540250/press-release-writing-tips-from-the-new-york-times/) ~ Thanks to subscriber

Lance Johnson, author of What Foreigners Need To Know About America From A To Z (<http://amzn.to/ForeignersAmericaUS>)

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The Publishing Insiders (Paula Krapf and Penny Sansevieri) and I talk about book promotion on their BookTalkRadio program. I know you'll pick up some new tips or encouragement.  
<http://www.blogtalkradio.com/thepublishinginsiders/2012/05/29/no-money-out-of-pocket-shooting-your-book-to-stardom>

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#### **Feature**

### **Paying It Forward: Content Marketing and Sharing to Benefit Your Book**

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**By Karen Cioffi**

An effective marketing strategy is sharing your content and that of others. In fact, it's so effective that Google uses the sharing we do via social networks (Twitter, LinkedIn, Facebook, etc.) in its ranking system. In other words, your content's shareability influences your search engine ranking and increases traffic to your website. This exposure helps increase your business and sales.

An example: I've gotten emails and even phone calls from clients who found me via an online search. This means one or more of my links are being made available on the search results page for a query.

So, it's easy to see that the benefits of creating shareable content is well worth the effort.

Along with creating engaging content that readers want to share, it's also important to share the content of others. Just be sure the content you share is relevant to your niche. In other words, if you

are in the children's writing niche, you wouldn't want to share content that might be considered questionable or unrelated to your niche.

## Sharing the Content of Others

While creating shareable content plays a part in your ranking, sharing the content of others also has its benefits: Visibility, Resource, Connections.

1. You help another writer/blogger/marketer get her content out there. You help make it go viral and broaden her visibility. This will make her happy and she will take note of you, especially if you do this on a regular basis, and will be willing to do the same for you. This is a win-win situation.
2. You become a valued source in your community/tribe/online neighborhood. When you share helpful information with your audience, whether it's your content or that of others, they appreciate it. This helps establish you as trustworthy and an authority. It's another win-win situation.
3. Sharing the content of others creates a connection and broadens your own visibility/exposure. And, you never know where that connection will lead to. It may develop into a great business opportunity.
4. You gain search engine visibility. There is a definite correlation between Tweets, Likes, Shares, Connections and so on, and Google's search results. This means Google tracks those shares, which means you're playing in Google's playground. This activity is noticed by Google.

We at Writers on the Move (<http://writersonthemove.com>) always encourage members and visitors to click on the available social links (Twitter, G+, FB, LinkedIn, Pinterest, StumbleUpon, and so on) and leave comments. This is what gives our posts and site



marketing juice. This strategy creates visibility and broadens our reach.

### Paying-it-forward

It doesn't matter whether you're an author, freelance writer or marketer, paying-it-forward is simply the right thing to do.

According to Wikipedia, pay-it-forward "is a term describing the beneficiary of a good deed repaying it to others instead of to the original benefactor."

So, how do you and I pay-it-forward to other authors, writers, and marketers?

Here are 15 strategies off the top of my head that you can try out:

- Share the content of others on social media networks
- Say YES if you're asked to help in a launch or promotion
- Be a host for an author's blog tour
- Offer free helpful information – this may be in the form of a podcast, video, webinar, article, ebook, etc.
- Provide a recommendation if you're familiar with another's work or product
- Accept invitations to connect – just check out the person/business first
- Reach out and connect to others
- Like the Facebook page of someone you know
- Like comments and 'shared posts' of others
- If you read a book and like it, write and share a review
- Share your knowledge by answering questions and offering advice, if it's requested

- Offer encouragement
- Offer motivation
- Be patient
- Be kind

Aside from being good for you as a writer and marketer, giving back is good for the universe.

I'm sure there are many other ways to pay-it-forward in your niche, please share your ideas with us!

References:

<http://www.copyblogger.com/content-marketing/>

<http://www.socialsteamer.com/benefits-of-the-sharing-economy/>

<http://www.business2community.com/google-plus/google-plus-seo-business-benefits-0608800>

[http://en.wikipedia.org/wiki/Pay\\_it\\_forward](http://en.wikipedia.org/wiki/Pay_it_forward)

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**Karen Cioffi** is an award-winning author, freelance writer, and author-writer online platform instructor. For more writing and online marketing tips, along with free instructional webinars, join The Writing World (<http://thewritingworld.com>).

If you need help optimizing your website or online platform, please visit:

<http://www.karencioffi.com/author-online-platform-ecourse/>

Learn more about Karen Cioffi

Award-winning Author, Freelance/Ghostwriter

[Build an Online Author/Writer Platform That Works](#)

Writer's Digest Website of the Week, June 25, 2012

Blog: <http://karencioffiwritingandmarketing.com>

Writing Services: <http://karencioffifreelancewriter.com>

Linkedin: <http://linkedin.com/in/karencioffiventrice>

Twitter: <http://twitter.com/KarenCV>

GooglePlus: <https://plus.google.com/107054879622971281466/posts>

**An Itty-Bitty Column on Writing**

**Procrastination—Don't Go There**

~~~~~

Everyone procrastinates. Some make it their national pastime. When you are a writer or creative individual, procrastination can destroy your creativity so don't go there.

Recently, author Crescent Dragonwagon, winner of the James Beard Award for her cookbook, *The Passionate Vegetarian*, and author of the children's book, *All the Awake Animals*, conducted a webinar on procrastination. In it, she discussed ways writers could escape its evil claws and forge on with their work.

Dragonwagon rightly pegged the source of this phenomenon to fear. Sometimes we say we are too busy and can't get around to writing. Sometimes we think we aren't good enough or compare ourselves to some famous writer and think, "How can I compete?" You are not supposed to compete. You are supposed to be yourself.

Sometimes we back out by worrying that we will do all the work and not get published. This, too, is not right. So what? If you do the writing, you will continue to improve and may someday become a published author. Or, nowadays, you can self-publish if you are willing to do an exceptional job of it.

Don't let procrastination grab you and take away your voice, your creativity and your creative life. Keep at it!

## LINKS

### PROCRASTINATION

<http://en.wikipedia.org/wiki/Procrastination>

### Basics-Procrastination

<http://www.psychologytoday.com/basics/procrastination>

### The New Yorker: Later

[http://www.newyorker.com/arts/critics/books/2010/10/11/101011crbo\\_books\\_surowiecki](http://www.newyorker.com/arts/critics/books/2010/10/11/101011crbo_books_surowiecki)

### 20 Tips to Beat Procrastination

<http://www.rrcc.edu/success/tips/Procrastination.pdf>

### 7 Tips to Stop

Procrastination <http://money.usnews.com/money/careers/articles/2013/05/08/7-tips-to-stop-procrastination>

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Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on the e-book edition of *An Itty Bitty*

*Book on Writing and Life* which should be out by the end of 2013.  
<http://mplcreative.webs.com>

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I believe in social networks. Big and small. Sometimes the smaller ones are easier to make lasting and more productive contacts on. I recommend iFOGO ([http://www.ifogo.com/buy/order\\_chj.html](http://www.ifogo.com/buy/order_chj.html)) which is, in part, because there is a small membership fee. And, of course, my usual. No membership is good unless it's an active membership.

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**Quote:** "In the rush to be part of the digital revolution in publishing, it's easy to forget that what some dismissively call traditional publishing is still a force to be reckoned with." I was aghast when I read this quote from an article by John Mutter on bookstores in IBPA's magazine. I'm pretty sure it's the first time I've heard the idea that dismissing traditional publishing might be widespread (except in circles of jealous and jaded types who would prefer to be published by, say, Simon & Schuster). I hate all kinds of book bigotry, but this may be a sign that the playing field is beginning to level.

**Did You Know...** that you don't have to wait for page proofs or for proof copies and certainly not for edited and released copies to send to celebrities and other authors when you're seeking blurbs. You can send a manuscript. Yes, you can. In fact, it may be essential to the health of your book if you want the best blurbs possible for the book cover itself.

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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.budurl.com/RetailersGuide](http://www.budurl.com/RetailersGuide) or more about the whole series at [www.howtodoitfrugally.com/retailers\\_books.htm](http://www.howtodoitfrugally.com/retailers_books.htm)

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**Tip:** If you know a famous person who would be the perfect one to give you a blurb (endorse your book), you might convince them to do so by promising them their blurb will appear on the *front* cover of your book. You may have already seen some covers issued by big New York publishers with a blurb incorporated into the design on the front and not paid much attention to it. It's possible that didn't happen accidentally; a publisher or author may have negotiated to get that praise at the get-go!

## Carolyn's Appearances and Teaching

~~~~~

**New!** 📖 Carolyn Howard-Johnson will discuss marketing essentials that work for fiction and poetry too on Teresa Morrow's Inspirations Nations Radio Show  
(<http://www.blogtalkradio.com/creatingcalmnetwork/2013/11/01/inspiration-nation-with-carolyn-howard-johnson> ). November 1 at 4 pm Pacific, 7 pm Eastern. Call in to participate: (347) 884-8377

📖 I just recorded a new interview with Suzanne Lieurance. I know you'll want to list to get my favorite tip for getting reviews even after the deadline they so imperiously impose:  
<http://www.bestauthorinterviews.com/169/carolyn-howard-johnson-the-frugal-book-promoter/>

**New!** 📖 Southern Utah Book Festival, St. George, Utah; October 14 to 19. I am a keynote speaker at 2 pm on the 19<sup>th</sup>. Director: VS Grenier.  
**Topic:** Marketing and Editing:  
Twin skills you need to foster way before your book is published and use long after its release date. Learn more at <http://www.stgeorgebookfestival.org/>.



**Tip:** I never thought I'd like an e-reader but I love my Kindle because of it's very free wi-fi! There's a new one out now called

[Paperwhite](#) that is still easier to read. Most of my books are available for Kindle and by now you know that I love, love, love their KDP Select program for the marketing benefits (and the royalties!).

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

Fun with language from The *Washington Post* and other publications.

SCHOOL TEACHER: A disillusioned person who used to think she liked children.

## 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 \(at\) aol \(dot\) com](mailto:HoJoNews (at) aol (dot) 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 \(at\) aol \(dot\) com](mailto:HoJoNews(at)aol(dot)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.

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

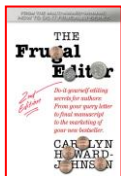
Please pass this newsletter to friends or e-groups. It needn't be pasted in its complete form, but please credit this newsletter, and the individual contributors with anything you snip and paste.

## Ordering Information

### The HowToDoItFrugally Series for Writers



*Frugal Book Promoter: How to Do What Your Publisher Won't* <http://budurl.com/FrugalBkPromo>  
The e-book at <http://budurl.com/FrugalBkProKindle>

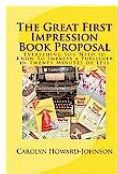


*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*

E-book: <http://budurl.com/FrugalEditorKindle>

Paperback: <http://budurl.com/TheFrugalEditor>

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



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

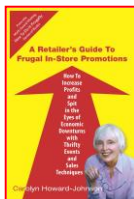
Paperback: <http://budurl.com/BookProposals>

E-book: <http://budurl.com/bookproposalskindle>

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

Paperback: <http://budurl.com/WordtrippersPB>

E-book: <http://budurl.com/WordtrippersKindle>



**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*

Paperback: <http://budurl.com/RetailersGuide>

For Kindle: <http://www.amazon.com/dp/B004H1TACC>

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

Order in paperback direct from Amazon:

<http://budurl.com/Tweeting4Retailers>

Order for Kindle Reader: <http://www.amazon.com/dp/B004H4XCCS>

Order an e-book from the publisher:

<http://wwwcreatespace.com/3439623>.



*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

To Order: <http://budurl.com/Blogging4Retailers>

To Order for Kindle: <http://www.amazon.com/dp/B004H1TACC>

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

*This Is the Place:* <http://budurl.com/ThisIsThePlace>

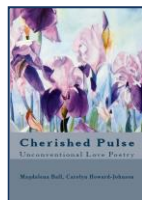
*Harkening: A Collection of Stories Remembered:*

<http://budurl.com/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

For Kindle: <http://www.amazon.com/dp/B004GXB4AW>

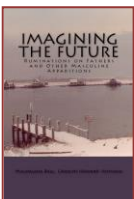
In print to be used as a greeting card or  
booklet: [www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)

For e-books:

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

Paperback and Kindle: <http://budurl.com/MotherChapbook>

For Kindle: <http://www.amazon.com/dp/B004GXB4AW>



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

To order as an e-book: <https://createspace.com/3419505>



To order as a paperback or for Kindle:

<http://budurl.com/Imagining>

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

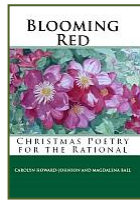


*Authored with Magdalena Ball. Artwork by Jacquie Schmall*

To order as an e-book:

<https://createspace.com/3608866>

To order as a paperback: <http://budurl.com/DeeperPond>



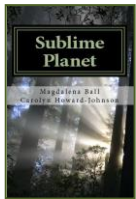
*Blooming Red: Christmas Poetry for the Rational*  
Coauthored with Magdalena Ball. Artwork by Vicki Thomas

USA Book News finalist, Silver Award from  
Military Writers' Society of America

To order e-book: <https://createspace.com/drl6064>

To order paperback: <http://budurl.com/BloomingRed>

Part of the Celebration Series by Carolyn Howard-Johnson, 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).



Coming soon! *Sublime Planet*, a full book of poetry celebrating Earth Day. Coauthors with Magdalena Ball, Photography by Ann Howley. Proceeds go to the World Wildlife Fund.

<http://bitly.com/EarthDayKind> for e-book

<http://amzn.to/SublimePlanet> for paperback

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

<http://budurl.com/CarolynsTracings>

## Contact Information

### Websites

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>

### Blogs:

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

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

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

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

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

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

Tweeting at:

<http://twitter.com/frugalbookpromo>

<http://twitter.com/frugalretailing>