

"Careers that are not fed die as readily
as any living organism given no sustenance." ~ CHJ

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http://HowToDoItFrugally.com/newsletter_copies.htm

September 17, 2014

Sharing with Writers Since 2003

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theirs! Associated with the multi award-winning series of
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From the Desks of Carolyn Howard-Johnson and Sharing with Writers Subscribers

SharingwithWriters
A curated
collection of news,
opinions,
and how-tos on the
theme of writing.

In the spirit of the advice I give in [The Frugal Editor](#)--to use an extra pair of eyes whenever possible--this newsletter is voluntarily copyedited by Mindy Phillips Lawrence. Reach her at mplcreative1@aol.com and www.mplcreative.com. In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing boobos. We're all human. 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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## This Issue Only

## ~Feature: Ampersands: Pretty Is As Pretty Does

## ~Feature: Knowing Initialism So You Can Read Your Texts and Keep Up with the Kids

## 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. 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.**

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Note from Carolyn

Dear Subscribers:

I am eagerly waiting to present the long “List of Things I Wish I’d Known before I Published” to members and guests of Publishers Association of Los Angeles (PALA), when I run across the letter the executive director of the Independent Publishers Association of America writes each month in their *IBPA Independent* magazine. Talk about timing!

In it Angela Bole includes a list of reasons why independent publishers (including indie authors) don't sell many—if any—books to (or get respect from) the likes of distributors and book buyers, although she doesn't say it quite that way. The very first one is: "The title and front cover copy do not immediately identify the benefits of the book, the subject matter, or category. For example, if a buyer can't immediately tell if a title is fiction or nonfiction . . . or if the cover doesn't show what the reader will get out of the book. . ."

Now, that seems obvious if you've walked around the publishing block like...well, like once. The trouble is covers are like editing. We fall in love with the words, the look of the thing, and don't recognize its shortcomings.

That's why I love organizations like IBPA, publishing professionals like Angela Bole, and gatekeepers like distributors willing to share our stupidity with us in order to make life better for us.

Watch this space for more of the little things we should know before we go off willy-nilly and publish a book that won't sell and might even embarrass us later after we learn a just a couple more things.

And now I must own up. I just had to go back and repaginate all my [poetry chapbooks](#). Just little things I didn't notice first time around. Luckily, those of us who self-publish aren't locked into having first runs of 5,000 copies. We should have these words tattooed where we can see them every day: "Digital printing has its advantages—especially first time around."

Happy writing, editing and promoting,

Carolyn

PS I'd love to see those of you who live in the LA area at the panel I'll be doing with Robin Quinn and Dan Poynter this Wednesday, Sept. 17. Yes, the one that covers "things I wish I had known" Scroll down to events and appearances for details.



PPS: If you join IBPA at <http://ibpa-online.org> and then write to Angela at Angela@ibpa-online.org and ask her to send you Volume 32, Number 9 of the magazine, I bet she'd do it. I'm so sure because this is an amazing member-focused organization especially for members who participate. Mmmm. Maybe that's something I should add to my list for Wednesday night's panel. You get out of an organization what you put into it.

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Needing something more meaningful for the celebrations in your life? Something that stays within your

budget? Check out *Cherished Pulse* (<http://bit.ly/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! (<http://bit.ly/Imagining>) (\$6.95). *She Wore Emerald Then* (<http://bit.ly/MothersChapbook>) (\$12.95), for mothers and other women; *Deeper in the Pond*, for the feminists in your life—both men and women (<http://bit.ly/DeeperPond>) (\$6.95); and *Blooming Red* (<http://bit.ly/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. 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://bit.ly/SublimePlanet>.

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Letters to the Editor

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Hello Carolyn,

You don't know just what your book has done for me. I haven't finished it yet; reading it as resource material and taking notes on specific actions to take, in a handy jotter. I tick them off as I carry out the actions I have jotted down.

One of the results of this is that I've pretty much completed arrangements to speak at an event in October. One of the themes of my book is domestic violence. I had already sent a copy to the founder of the foremost domestic violence charity at home (Nigeria), and she contacted me to say she thought it was a really good book. But I didn't know if it would be presumptuous of me to ask for anything—till I read your book. Besides, I didn't even know what to ask for! After reading about promotions—used in their proper context—I contacted them to ask if they had any upcoming events where copies of my book could be sold to attendees [at a special price]. I also said I could attend to sign those copies. They agreed!

I know every author thinks their work is the best thing out there, but I was starting to get very worried about the lack of sales. I knew that the book was bestseller material; I just didn't know what to do to get there. Hopefully, I will contact you by the end of this year, with good news :)

I'm also following you on Twitter. And I'm hoping to find out how to utilize GoodReads properly.

I won an award (it's on my LinkedIn page) in April this year as a direct result of writing the book. After I scanned the contents of your book, I saw something about how to leverage any awards. I haven't gotten to that part of the book yet.

It's also because of your book that I tweaked my e-mail signature to include "Award-winning Author of *Forever There for You*." :)

I look forward to hearing from you soon.

**Chioma Nnani**

Award-winning Author of *FOREVER THERE FOR YOU*

To [buy in the UK](#).

To [buy in the US](#).

Blogging at [www.chiomannani.blogspot.com](http://www.chiomannani.blogspot.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 your book cover on your other boards when they fit the theme, but consider the difficulty those who want to help you promote will have finding them if they can't go to a designated board—for either all your work or for pins related to your individual titles. If you need examples of how to do that, check my board at <http://pinterest.com/chowardjohnson>.

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**Accessible Contests**

**Awards and Critiques for Your Newly Published E-book**

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The second edition of my *The Frugal Editor*—the one I released first as an e-book and am still working on a paperback format for—was given an honorable mention in Dan Poynter's Global E-book Awards. This is my reminder to you that you needn't be a gold-star winner of a contest to utilize it in your promotion. Awards always show an appreciation for your work and help set it apart from those hundreds of thousands of books that can't carry an award sticker in gold, platinum, silver, bronze or pink. And it's time for you to get ready to enter the contest for 2015 at <http://www.globalebookawards.com>. **[Click Here](#) for the full list of winners.**

New Literary Contest Soon To Be Announced

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Watch for the new contest called North Street Book Prize offered by Adam Cohen and Jendi Reiter of [www.WinningWriters.com](http://www.WinningWriters.com) in this space. I'm excited to support it because it includes all the extra benefits of contests that I like best—like critiques. Like being more frugal than many. Like offering something free just for entering.

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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 in the Appendix.

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**Tip:** Book marketer Dana Lynn Smith is back from hiatus and has an article out—an article on one of my favorite topics. She says, "Entering book award contests can be a great way to build credibility for your book and get additional publicity." In her article "[Book Awards and Writing Contests for Authors](#)" she's compiled links to a number of award contests. You'll also find accessible contests in every issue of this newsletter and a list of ones that I've personally experienced (and liked) on my Web site at <http://howtodoitfrugally.com/contests.htm>.

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My review blog is my gift to authors. It's a place for you to honor authors and books you've loved with a review. It's a place to recycle the review of your own book, the one you love most. It's free. Submission guidelines are in the left column at [www.TheNewBookReview.blogspot.com](http://www.TheNewBookReview.blogspot.com).

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**Tip:** US Review of Books. Sounds official doesn't it? Trouble is, it's a paid review service. *And*, It came to me as spam, something I never signed up for or know any of the principals through networking. If you don't remember all the articles I've written on paid reviews (rants, really!), and need to know why book buyers, feature editors, and others won't be impressed, you'll also find it in my [The Frugal Book Promoter](#) along with lots of other, reputable ways to get reviews. Check the index so you don't miss a thing! Just thought I'd sound the alarm, again.

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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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**In the News:** A [study of a community music program](#) for disadvantaged children found two years of music training boosted an important part of their brain development and function, especially the youngsters' ability to distinguish similar speech sounds, a process associated with language and reading skills. I thought those of you teaching language arts might find this useful information. The study was originally published in the Sept 2 issue of *Journal of Neuroscience*.

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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\\_chj.html](http://www.ifogo.com/buy/order_chj.html).

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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." Do peruse these successes so you'll have an idea of what to submit when you have a big success. In fact, read them in any case because you will find resources for publishers, contests, etc for your own books within these announcements.

## Debra Eckerling Gives Writers Purple Prompts

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Purple Pencil Adventures: Writing Prompts for Kids of All Ages by writing coach Debra Eckerling Keeps Minds Creative.



"Now more than ever, strong communication skills—both written and verbal—are essential," says Eckerling. "When kids learn to express themselves in a coherent manner at a young age, they can and will thrive in school, business, and life."

Because tablets and smartphones are staples in so many American households, Eckerling's distinctive e-book helps parents turn waiting in line or being stuck in traffic into a learning opportunity with these portable prompts.

Although geared to pre-teens, all ages can benefit from the book from early readers to adults. The e-book is only 4.99. Learn more at PurplePencilAdventures.com. Book link: [*Purple Pencil Adventures: Writing Prompts for Kids of All Ages*](#)

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Here's a bakers' 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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Publishing and Review News: *Publishers Weekly* announced that *The New York Times* will [revamp its bestseller](#) lists which will—presumably—expand opportunities for more authors to make the list and tout that they did so in their promotion.

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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. Choose Kindle. After you've done that the site will give you several options of platforms for that book so you can buy the book for your Kindle (and several other ways) or send a gift to someone else. You'll see the link to the free Kindle app--inviting anyone without a Kindle to download the app to any device they have. That app allows you to get the book and read it—whether or not you 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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Tip: When you are compiling your contact list—you know, the one I tell you is an essential part of marketing your book—don't forget enter the information from the rosters from your college days including honorary

organizations, Greek groups, and other clubs. If the e-mails aren't available, it may be worth contact these people individually (maybe on LinkedIn?) to get that information. Some of them may be power social networkers willing to help you out.

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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 \$5.95). The perfect giftlet for nonfiction and even some fiction writers. Find it at <http://bit.ly/BookProposals>

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Opportunities

Get Your Book Reviewed Free at Dan Poynter's Marketplace

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Dan says, "If you want your book reviewed on Smashwords, Amazon.com, B&N.com, etc., list your request in *Publishing Poynters Marketplace* (no charge).

"You must be willing to send a book and promotional materials (review-book package) to readers of *Publishing Poynters Marketplace* who contact you (usually 5 to 10 copies). Include the number of pages in your description and for children's books, list the age level for which the book is written. Make sure the book is already listed at Smashwords or Amazon.com.

"Just send your request and description to [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com) Supply full contact information including your email address. Write the draft as it should appear so that he does not have to do more than Copy\Paste. Put 'Review Wanted' in the subject line."

**Learning More About Memoirs in Beautiful Park City**

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"Writing Meaningful Memoirs," an interactive seminar presented by Nan Phifer and the Life Story Library Foundation will be held October 10 and 11, 2014 at the Silver Baron Lodge, 2900 Deer Valley Dr. East, Park City, Utah.

Nan Phifer, gifted teacher and author of *Memoirs of the Soul*, demonstrates a fresh writing process, enabling participants to identify the most significant events in their lives and ease them into spontaneously relating their story. Register online at www.lifestorylibrary.org/writing-meaningful-memoirs or for more information email info@lifestorylibrary.org or call the Life Story Library Foundation [888-827-8893](tel:888-827-8893). For more information on Nan, visit <http://memoirworkshops.com>.

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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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Thinking About It: Penny Sansevieri, A Marketing Expert, says 3,500 books are published each day. Mmmm. So how are you going to make yours stand out from the crowd each and every one of those days?

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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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Opportunities

Easier Kindle Publishing for Children's Authors

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The people at Amazon say, "Starting today, you can use [Kindle Kids' Book Creator](#) to create illustrated children's books for Kindle, taking advantage of features like text pop-ups. Here's how to get started:

1. [Download the tool](#), and you can convert individual illustrations into interactive books for both Kindle devices and free reading apps.
2. Once your book is ready, export the file and upload it to KDP.
3. Set the book category, age range, and grade range to help customers find the right books for their kids.

Want to learn how to prepare, publish, and promote illustrated and chapter books for children? Check out the new [KDP Kids](#) for more information.

## **Amazon List Network Now Free with Bonus for Your Book Cover**

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Gene Cartwright says," ALN Elite Author Group now includes a (1) free 3D creation of one of your books. See AmazonList.net/ If you are already an ALN ELITE Author Group Member, send us a (1) large 2D image of one of your books, and we'll create a 3D image for you. (send to 3d@amazonlist.net). And thanks to those who have joined us on Twitter (twitter.com/AmazonList.)"

Only \$5. To Have Your Title Seen at Florida Book Fair

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If you would like a promo opportunity to have your book and business cards on display for two days at the Meet the Authors' Book Fair in Melbourne Florida, you can find more information and the registration form at [www.AuthorsForAuthors.com](http://www.AuthorsForAuthors.com) or e-mail author Valerie Allen ([VAllenWriter@cs.com](mailto:VAllenWriter@cs.com)) and tell her I sent you.

## **Low-Cost, Last-Minute Writers' Retreat**

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Blanche Abrams and the Sonora Writers Group are hosting the Tuolumne Writers Retreat Sept. 26-28th. Thought you might be interested. Many workshops and activities scheduled! Register for the conference if you have a free weekend. www.sonorawriters.org

If you have questions, email founding member and organizer: Blanche Abrams. [blancheL@sonorawriters.org?subject=Retreat Coming from Carolyn's SharingwithWriters newsletter](mailto:blancheL@sonorawriters.org?subject=Retreat+Coming+from+Carolyn's+SharingwithWriters+newsletter)

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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: Helen Sedwick, attorney and author, says, "If our net income from self-publishing is \$400 or more a year and the cost of maintaining a corporation or LLC is less than \$300 a year in your state, then it might be worth setting up an entity for tax reasons. Check with your tax professional."

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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 . I try to add new articles to it frequently. If you don't see what you need for your blog or newsletter, just send me an e-mail at 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).

**Celebrating Holidays with Poetry**

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Those who live in the UK and Aussies celebrate Father's Day in September. My poetry coauthor of the Celebration Series of poetry books and booklets Magdalena Ball celebrated on her blog by featuring her poem from the Fathers' entry in that series, "Boat Yard."

<http://magdalenaball.blogspot.com.au/2014/09/happy-fathers-day-boat-yard.html>

Free Books to Help Starving Poets (and Others) Publish

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Bookbaby.com offers several books and booklets that will help you publish your poetry book (and others) absolutely free. Go to:

<http://www.bookbaby.com/free-publishing-guides>

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A general marketing rule is that a product must be seen seven times before it is purchased. That is just as true for books (because they are products, like it or not!). Let people see that book cover image! To do that, you are invited to advertise as a site sponsor at [www.howtodoitfrugally.com/advertising.htm](http://www.howtodoitfrugally.com/advertising.htm) for only \$35 a year. Yep, the frugal way! Click on the Advertising tab at the top of the page or contact me personally at [hojonews@aol.com](mailto:hojonews@aol.com).

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## Feature

### Ampersands: Pretty Is As Pretty Does ©

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I just updated the second edition of [The Frugal Editor](#) with info on Ampersands because I wanted to warn my readers against this writers' affectation similar to the ones already in that book (and in the first edition). Affectations include overuse of italics, ampersands, exclamation points—even using too many fonts—that keep literary agents, publishers and others in the publishing industry from taking you seriously. So here is an excerpt from that book and a balm to make those who love the looks of ampersands as much as I do—in the form of a free offer.

The ampersand is a real pretty little dude but it isn't a letter nor even a word. It's a logogram that represents a word. Its history goes back to classical antiquity, but history and being cute are no reason to overuse it in the interest of trying to separate your writing from the pack. Better writers should concentrate on the techniques that make a difference rather than gimmicks that distract. Here are some legitimate uses and not-so-desirable uses for the ampersand.

- The Writers Guild of America uses the ampersand to indicate a closer collaboration than *and* does. In other words, they use it to indicate a closer partnership rather than a situation in which one writer is brought in to rewrite or fix the screenplay of another. For those in the know it is a convenient way to subtly indicate that one writer has not been brought in to rewrite or fix the work of another.
- Newspapers, journals, and others choose to use it when they are citing sources. That's their style choice, not a grammar rule.
- In similar citations, academia asks that the word *and* be spelled out.
- Occasionally the term *etc.* is abbreviated to *&c*, though I can see no reason for confusing a reader with this. *Etc.* is already an abbreviation of *et cetera* and the ampersand version saves but one letter and isn't commonly recognized anyway.
- Ampersands are sometimes used instead of the conjunction to which we've become accustomed when the *and* is part of a name or when naming a series of items, though here, too, it feels like a stretch and more confusing than helpful. Wikipedia gives this example: "Rock, pop, rhythm & blues and hip hop" as an acceptable use. But couldn't we clarify our intent with the traditional (more accepted) serial comma like this: "Rock, pop, rhythm and blues, and hip hop."

For a little style guide from the point of view of academia go to <https://owl.english.purdue.edu/owl/resource/560/03/>. To see a graphic artist's creative use of the ampersand, one based on the authenticity of its simply being visually attractive, go to <http://amperart.com>. Chaz DeSimone, the cover artist for my [Frugal Editor](#) and [Frugal Book Promoter](#),

offers you a poster featuring ampersands every month with a subscription to his monthly letter, which is also free.

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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: Free help from Penny Sansevieri and Paula Krapf. Checklists, worksheets, and guidelines for planning a book launch. Also opportunities for reviews. <http://bit.ly/bestsellertoolbox>.

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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

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Feature

Knowing Initialism So You Can Read Your Texts and Keep Up with the Kids

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Sometimes it's the littlest things that become our epiphanies. The one I got today is—at least in part—the epiphany that not all epiphanies are grand or even all that useful. Or even necessarily something we weren't aware of before. So maybe I didn't experience an epiphany at all; maybe it was more like hearing Sinatra sing, "As the gentlemen said, ain't that a kick in the head."

It came in the form of a little quiz in *Time* magazine based on the Oxford book of slang and it came because maybe—just maybe—my idea of learning computer stuff on a need-to-know basis has left me with some really huge knowledge gaps. Here it is. Readers were supposed to "unpack these abbreviations:"

1. ICMI

2. SMH
3. WDYT
4. YOLO

In spite of the verb “unpack” which seems slightly inaccurate, I correctly realized it wanted me to just recognize what the initials stand for. They gave no hints. Like, “Beware: If you don’t text, you may find this extra difficult.” Or “Watch it! If you hate initialism and acronyms, you’ll be annoyed by this.” It just presented me with these four tests that looked like the old scrambled word game I knew as a child.

I didn’t know any of them. Score, a big fat zero. In case you want to see if you can best me (hint, you are certain to tie or do better!), here are the answers.

1. ICMI: In case you missed it . . .
2. SMH: Shaking my head . . .
3. WDYT: What do you think . . .
4. YOLO: You only live once . . .

The only positive thing I can say about this lowest test score of all time is that my as-needed-philosophy may need some exposure to younger folk. I mean, I *was* beginning to find *LOL* clichéd.

The whole experience also reminded me that, with few exceptions, acronyms and initialism should not be used by people who want to . . .well, *communicate* with their readers.

## CHJ

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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 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 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 Gene Cartwright . . .

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. . . , the guru behind iFOGO's 'Amazon List for honoring the



second edition of my [The Frugal Editor](#) by giving it a permanent position on the home page of the Amazon List Network (ALN). <http://amazonlist.org> (formerly iFOGO Village).

Thanks to Beth Barany . . .

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. . . for including my article that debunks the idea we [can't write a book until we've researched our competition](#). Read it at and sign up for delivery of *Author Entrepreneurship* e-zine every month.

## Thanks to Adam Cohen of Winning Writers . . .

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Love being associated with one of the best aids around for creative writers and poets. This is the kind of thing Adam Cohen installs for his sponsor-peeps!
<http://winningwriters.com/meta-nav/our-sponsors/the-frugal-book-promoter>

Thanks to Dan Poynter . . .

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. . . for including a quote from me in his recent Parapub newsletter. It made me chuckle. You can read it here (and find a link to subscribe to his letter)!  
<http://parapub.com/files/newsletter/PP-15%20SEPT%2014.pdf>





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.

#### An Itty-Bitty Column on Writing

### INDIE MANSIONS IN THE SKY

By Mindy Phillips Lawrence

*That afternoon, she knew she was going to write the book that would pay for her mansion in the suburbs complete with a maid, a cook, and a chauffeur, if she could only come up with the first sentence.~ Mindy Phillips Lawrence*

Sometimes I want to pull out my hair. And I have precious little left to pull. I’ve read indie authors who so desperately want to be published, to say what they have to say, that they offer work to the public that is almost unreadable. Either it lacks editing or someone has edited it that has no idea what a noun and a verb are and how they work together. By going ahead and publishing their books, these authors not harm themselves and the entire indie book industry. The fight is already on with media, publishers and others to prove that indie books can stand up with the Randoms of the world and then this sweet author with dream dust in his or her eyes sets the agenda back to zero.

Here are situations that I have heard of that baffle me:

- A writer refuses editing because those are his or her words and no one has the right to change them.
- A writer says he or she has edited the work themselves, repeatedly going over the same words and changing few of them.
- A writer gets Aunt Susie to edit the work even though Aunt Susie has never edited before and would never say her relative’s work is no good.
- A big-name writer goes into a rant saying that they don’t need editing because they have written enough bestsellers not to need help any longer. The indie author hears this and emulates the bigtime author.

All these situations influence other writers.

Here's the deal. You *must* have someone who knows what they are doing edit your work if you intend to play in the bigtime. Yes, you edit yourself but that's the first round. The next round might be your writing group if you trust them with a straightforward answer about your work. The third round is someone you pay hard cold cash to look at what you have written. If it's not worth the bucks to you to be good, please don't send your work out for publication. I beg writers all the time not to jump to publish. Make sure you have written something worthy of you reader first.

About that mansion, maid, cook and chauffeur writers dream about? How about a cabin, a new broom, a slow-cooker, and a bicycle?

## **LINKS**

### **Tips on Self-Editing Fiction Books**

<http://indiewriter.net.com/writersguide/2013/04/13/tips-on-self-editing-fiction-books/>

### **Why Writing and Editing Services Help the Indie Writer**

<http://janevblanchard.com/why-writing-and-editing-services-help-the-indie-writer/#>

### **The Big Reasons Indie Authors Aren't Taken Seriously**

[http://www.huffingtonpost.com/2012/01/30/indie-authors-struggle\\_n\\_1242935.html](http://www.huffingtonpost.com/2012/01/30/indie-authors-struggle_n_1242935.html)

### **Publishing is Broken: We're Drowning in Indie Books, and That's a Good Thing**

<http://www.forbes.com/sites/davidvinjamuri/2012/08/15/publishing-is-broken-were-drowning-in-indie-books-and-thats-a-good-thing/>

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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 an e-book edition of the best of her Itty Bitty columns originally published in Carolyn Howard-Johnson's SharingwithWriters newsletter. Find her at [www.mplcreative.com](http://www.mplcreative.com). Subscribe to the newsletter and get a free e-book on wordtrippers at <http://howtodoitfrugally.com>.

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

**IN THE NEWS:** Twitter will soon have buy buttons available for your tweets. They want to boost their growth and your sales. They want to "engage Twitter users so they spontaneously shop alongside updates from people they follow," says the *LA Times*. They think twitter users want to get their merchandise more quickly. The thing is, it's only one click now if you use a URL that takes them directly to eBay or Amazon.

Twubs.com is an online tool I know most authors aren't using. The idea is to put your dubs on hashtags you use frequently to promote. I just registered three hashtags that I use for my Twitter promotions with them. The idea may sound insignificant but you get a page of your own where you can describe your book, include a cover or headshot, etc. And we all know that kind of thing helps with exposure and search engine optimization. Using Twubs is a little like registering your own trademarks. If you want a test run, check out the three I just registered: <http://twubs.com/TheFrugalEditor/> <http://twubs.com/TheFrugalBookPromoter/> <http://twubs.com/MovieReviews/info> (where I do mini reviews that often point out writing-related techniques).

## Carolyn's Appearances and Teaching

**NEW!** 📖 Carolyn Howard-Johnson shared her experience as a Writing Mama with a warning for writing mamas of this generation. Listen to VS Grenier's BlogTalkRadio show at: <http://thewritingmama.blogspot.com/2014/08/interview-friday-with-carolyn-howard.html>

**NEW!** 📖 Carolyn Howard-Johnson will be a speaker at a one-day writing workshop and at the Southern Utah Book Festival in St. George, Utah, on October 25, 2014. It includes a one-day workshop, The Writer's Journey, at Dixie State University and a dinner to benefit the St. George Children's Museum, held at the museum. I will be signing [The Frugal Book Promoter](http://www.howtodoitfrugally.com/retailers_books.htm) and my poetry chapbooks at 11 am at the author event table. Updates to come. Learn more at <http://stgeorgebookfestival.org>



Supported by Utah Humanities Council. Virginia S. Grenier is director.



Utah  
Humanities  
Council

Expanding minds—one story at a time

Oct. 20th Authorpalooza at B&N in St. George.

Oct. 24th The Writer's Journey at Dixie State University. I'll be speaking at 1:15pm clarifying the path to publication. Though the daylong workshop is free, one must RSVP to get a parking pass. We don't want you to get a ticket: <http://www.stgeorgebookfestival.org/dsu-writing-workshop.html>.

Oct. 24th Literacy Charity Dinner with Keynote Dean Hughes and Honorary Guest Mayor Jon Pike

Oct. 25th Book Expo at the St. George Children's Museum  
Writing Contests and so much MORE!



📖 The next Digital Author Indie Publishing Conference will be held October 17 to 19<sup>th</sup>. I'll be speaking on "Digital Marketing Made Simple" and "Using Createspace as a one-stop shop for digital and paper."

Watch this space for more information.

The conference is at Los Angeles Valley College, 5800 Fulton Ave, Van Nuys CA 91401, (between Burbank and Oxnard Avenues). Register and get maps and directions at <http://www.wcwriters.com/maps/index.html> **Single**

**Day and Full Weekend early registration discounts still available.**

Contact: Tony or Lillian Todaro. Ph: 310.379.2650

📖 Debra Eckerling, a professional writer for more than fifteen years, offers a writers' support group called Write On Online that includes a monthly BlogTalkRadio broadcast. She interviewed me on the topic of self-publishing in June and you're invited to tune in after-the-fact at <http://www.blogtalkradio.com/writeonline/2014/06/11/write-on-june-virtual-meeting>.

📖 I will be a panelist at 7 pm on Monday, September 17 for one of the Publishers Association of Los Angeles (PALA) (<http://meetup.com/Publishers-Association-of-los-Angeles>) biggest events of the year. The topic will be "This Business of Books." Panelists will offer their 5 top tips for publishers, and then the audience will ask questions that

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## Something to Make Writers Smile

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

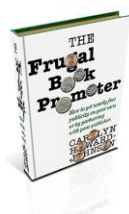
To submit information articles, tips or other information, e-mail Carolyn at [HoJoNews@AOL.com](mailto:HoJoNews@AOL.com) Please put "Submission: Sharing with Writers" in the subject line.

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

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## Ordering Information

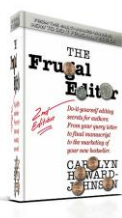
### The HowToDoItFrugally Series for Writers



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

Order paperback or e-book:

<http://bit.ly/FrugalBookPromo>

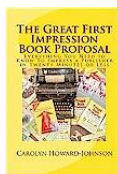


*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*

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<http://bit.ly/FrugalEditorKind>

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

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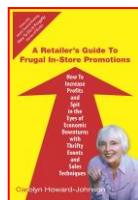
<http://bit.ly/BookProposals>



*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>

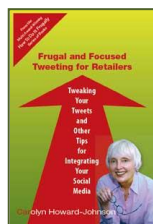
### The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)



*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

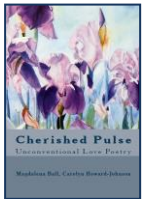
*This Is the Place:* <http://bit.ly/ThisIsThePlace>

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

## Carolyn's Poetry



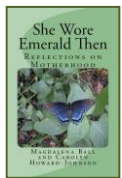
Find Magdalena Ball's and my poetry fanpage at  
<http://facebook.com/CelebrationSeriesPoetryChapbooks>



*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:

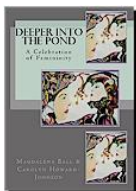
<http://bit.ly/MothersDayKind>



*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>

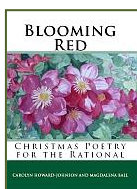


*Deeper into the Pond: A Celebration of Femininity,* Co-Author with Magdalena Ball. Artwork by Jacquie Schmall

To order as an e-book or paperback:

<http://bit.ly/DeeperPond>

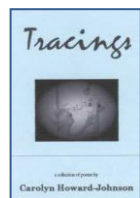
*Blooming Red: Christmas Poetry for the Rational*



Coauthored with Magdalena Ball. Artwork by Vicki Thomas  
USA Book News finalist, Silver Award from Military Writers'  
Society of America  
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Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the typical greeting card and is available in quantity discounts to use as a holiday greeting by contacting the authors at [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

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

### 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>